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Audi Q7 wins for best premium interior design

- **Audi Q7 named “Best of the Best” in the “Interior Premium Brand” category of the Automotive Brand Contest**
- **Audi R8 and Audi prologue concept cars also honored**
- **Award ceremony on September 15 during the International Motor Show (IAA)**

Ingolstadt/Frankfurt, September 2, 2015 – The new Audi Q7 has been named “Best of the Best” in the German Design Council’s Automotive Brand Contest 2015. The new Audi R8 is being honored in three categories. In addition, the Audi prologue concept cars are receiving “Special Mention” for exceptional innovation. In all, Audi is receiving 16 awards at the fifth edition of the competition.

With the award for the Q7, Audi takes first place in the “Interior Premium Brand” category. The SUV impresses with its progressive interior design and high-end technical solutions. “For the new Q7 generation, the design has succeeded in implanting a feeling of expansiveness, roominess and cultivated elegance,” the jury stated in its reasoning. “Here, a clear architecture and logical control concept immediately make one feel at home – and the tasteful and perfectly crafted materials convey the feeling of sitting in a stylish lounge. With this interior, the Q7 sets the standard in this segment.”

In addition, the Audi R8 is also being honored for its design shortly before its official autumn sales launch. The sports car is the winner due to outstanding achievement in the categories “Exterior Premium Brand” and “Interior Premium Brand.” Moreover, the laser headlights of the Audi R8 are being honored for winning the “Future, Mobility & Parts” category.



Audi is also well-equipped for the future when it comes to design. This is demonstrated by the Audi prologue, Audi prologue Avant and Audi prologue allroad concept cars. They earned “Special Mention” in the “Concepts” category – an honorary award for exceptional innovation. Audi has won an additional eleven prizes in this year’s Automotive Brand Contest in the areas “Architecture & Events,” “Campaign,” “Corporate Publishing” and “Digital.”

The awards will be presented on September 15, 2015, during the first Press Day of the IAA in Frankfurt. The highly respected German Design Council initiated the Automotive Brand Contest in 2011 – one of the leading international centers of excellence in design. The Automotive Brand Contest quickly developed into one of the most important competitions in the industry.

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In 2014, the Audi Group delivered approximately 1,741,100 cars of the Audi brand to its customers. The company achieved revenue of €53.8 billion and an operating profit of €5.15 billion in 2014. Audi operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun and Foshan (China) as well as Jakarta (Indonesia). The brand with the Four Rings will start producing cars in Curitiba (Brazil) this year and in San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The company currently employs approximately 80,000 people worldwide, thereof around 58,000 in Germany. Total investment of about €24 billion is planned from 2015 to 2019 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO₂-neutral mobility.