



Technology and Innovation Communications

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“Computer Bild” reader poll: “Golden Computer 2015” for Audi connect

- **Victory in the “connected car” category with 21.3 percent**
- **Ricky Hudi: “Award motivates to continue outstanding performance”**

Ingolstadt/Berlin, September 2, 2015 – The verdict of “Computer Bild” readers is in: Audi connect is the best connectivity package in the automotive industry. In the prestigious “Golden Computer” competition, they voted Audi connect to first place in the “connected car” category.

Ricky Hudi, Head of Electrics/Electronics Development at AUDI AG: “The award is confirmation that our intensive commitment to digital technologies is paying off. A fast online connection, wireless smartphone charging, sophisticated voice controls and the razor-sharp Audi virtual cockpit – these are the technologies that thrill our customers. The award is also a big commendation for the Audi team and motivates us to continue our outstanding performance.”

In the “connected car” category, Audi connect won the “Best Product Award” with 21.3 percent of reader’s votes, ahead of navigation specialist Garmin. The award ceremony was held at the Axel Springer SE publishing company in Berlin.

Audi connect combines all applications and developments that connect the brand’s cars with the driver, the infrastructure and with other cars as well as the Internet.

The “Golden Computer” competition was held this year for the 18th time. Readers could vote on hardware and software products as well as services in twelve categories, from online providers to TV manufacturers. In addition, “Computer Bild” presented three special prizes.

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