Eurostar Award for Audi Head of Development Electronics Ricky Hudi

- Distinguished award from “Automotive News Europe” magazine
- Audi the leading brand for automotive connectivity
- Ricky Hudi: “Award is major compliment to the Audi team”

Ingolstadt/Frankfurt am Main, September 15, 2015 – Ricky Hudi, Head of Development Electrics/Electronics at AUDI AG, has won an award as an outstanding manager in the European automotive industry. The periodical “Automotive News Europe” presented Hudi with the Eurostar Award in the “connected car” category on Monday, September 14 thus acknowledging his work in this field.

The reasons given by “Automotive News Europe” for its choice included the results of the Car Connectivity Award presented by the German magazines “auto motor und sport” and “CHIP”. 71.4 percent of the readers taking part in that poll declared Audi to be the brand with the most innovative connectivity technologies. The Audi TT also won the honors in the “connected car” category, above all thanks to the new Audi virtual cockpit. Overall, Audi won five out of ten categories in the Car Connectivity Award 2014.

“I am truly delighted at the Eurostar Award, which is an endorsement of our customer-focused approach to technological development. But the award above all comes as a huge compliment to the Audi team, which puts so much passion and commitment into the projects,” remarked Ricky Hudi at the presentation of the Eurostar Award – the ceremony took place at Schlosshotel Kronberg on the evening before the opening of the International Motor Show in Frankfurt. Alongside Hudi, 13 other international top managers received awards at the event. “Automotive News Europe” presents the Eurostar Award annually to personalities from the European automotive industry.
Ricky Hudi joined Audi in 1997 to run Pre-Development Electrics/Electronics for the Audi A8, focusing on the development of innovative systems. At the start of 2000 Hudi took charge of Development Infotainment and brought systems such as the Audi MMI to production maturity. From 2003 to 2008 he was Head of Production Electrics/Electronics. Ricky Hudy has been Head of Development Electrics/Electronics at AUDI AG since the start of 2009.

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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.