



**Technology and Innovation  
Communications**

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## **Car Connectivity Award: four wins for Audi**

- **Successes for Audi virtual cockpit and MMI touch, among others**
- **Ricky Hudi: “Our recent success endorses our strategy”**

**Ingolstadt/Stuttgart, October 1, 2015 – Audi remains the leading brand in the field of car connectivity technology. At the Car Connectivity Award 2015 presented by the German magazines “auto motor sport” and “CHIP” the brand achieved victories in four categories.**

More than 42,000 readers and online users selected the best connectivity features in 11 categories. The brand with the four rings was rated top both in the navigation system category with the Audi virtual cockpit and 29.8 percent of the votes and in the entertainment/multimedia category with the Audi MMI touch and 29.4 percent of the votes. The MMI touch was also ranked among the top three in the operating concept ratings. Audi finished first in the convenience assistance systems category with traffic jam assist (27.0 percent), while the Audi phone box came out on top in the telephone integration rankings with 34.5 percent of the readers’ votes. The Bang & Olufsen 3D Sound System in the Audi Q7 took second place in the sound systems category.

“Our technologies already impressed at last year’s premiere of the Car Connectivity Award,” says Ricky Hudi, Head of Electrics/Electronics Development at Audi. “We consider the customer-focused connectivity of cars to be a key development issue. Our recent success shows that we’re on the right track.”

The award was presented on September 30 in Stuttgart. Marcus Keith, Head of Development for Display/Operation/Audi connect, and the heads of the respective departments accepted the awards.

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