



**Product and Technology Communications**

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## **Five stars for Audi A4 in Euro NCAP test**

- **Top score in Euro NCAP for active and passive safety**
- **Audi pre sense city with emergency braking function standard**

**Ingolstadt, November 4, 2015 – The new Audi A4 is among the safest cars in its field of competitors. The European consortium Euro NCAP has awarded it the top score of five stars for adult and child safety as well as for pedestrian protection.**

It also gave the Audi A4 the “Euro NCAP advanced” special award for its standard-fit multicollision brake assist system and for the Audi pre sense basic system, which is available as an option. Multicollision brake assist automatically brakes the Audi in the event of an accident, thus reducing the danger of skidding as well as the risk of further collisions. Audi pre sense basic tightens the seat belt in hazardous situations leading up to a collision, and closes the windows and sunroof.

Another key element of integral safety in the Audi A4 is the standard-fit assistance system Audi pre sense city – an anticipatory warning and emergency braking function. At speeds of up to 85 km/h (*52.8 mph*), the system checks whether there are other vehicles or pedestrians in the path of the car. If there is the risk of a collision it warns the driver according to a multi-stage concept: first visually and acoustically, then by a jolt of the brakes. Finally it triggers an automatic emergency brake application if need be.

There is also an array of other assistance systems to enhance safety in the Audi A4. These include collision avoidance assist, turn assist and the exit warning. While collision avoidance assist helps the driver to drive around an obstacle, turn assist monitors oncoming traffic when turning across the flow of traffic at low speed. In a dangerous situation, it brakes the A4 to a complete stop, if necessary, to prevent a turn when there is oncoming traffic.

The exit warning minimizes the risk of injury when opening the doors. LEDs that light up red warn the occupants not to open the doors when other road users are approaching from behind.

\*The collective fuel consumption of all models named above and available on the German market can be found in the list provided at the end of this MediaInfo.



Established in 1997, the New Car Assessment Program (NCAP) investigates the crash performance of new car models. In 2015 the consortium made the requirements for the front and side impact collision tests even tougher in order to reflect actual accident scenarios even more accurately.

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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 CO<sub>2</sub>-neutral mobility.