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Audi A4 wins Car of the Year for 2016 in UK's "What Car?" awards

- **Most prominent car award in the UK market**
- **Overall and class victory for Audi A4 Sedan 3.0 TDI**
- **Eighth victory for the Audi TT in its category**

Ingolstadt/London, January 14, 2016 – The Audi A4 Sedan 3.0 TDI* with 160 kW/218 hp has taken home the most prestigious automotive prize in the United Kingdom for this year. The expert jury panel for the consumer magazine "What Car?" designated the midsize sedan as the best car in its class. The Audi A4 was also the overall winner among all candidates in 19 categories. The Audi TT* took home its second consecutive class victory – and the eighth top finish in the model's history – in the field of coupé class cars. The prizes were awarded in London on January 13, 2016, before an audience that included more than 1,000 invited guests from the automotive industry.

"What Car?" is considered the UK's most influential print magazine for the purchasing decisions of car buyers. The Car of the Year award honors the best all-rounder for an automotive model year. The winner is determined from hundreds of test cars – covering the entire range of products available on the market – that were examined by the editorial team from "What Car?" during the respective year.

Jurors were clearly excited by the combination of comfort and economy offered by the six-cylinder TDI in the A4: "One of the most impressive cars we have recently driven. It is roughly as efficient as the smaller 2.0 TDI four-cylinder – on paper and in actual traffic. The Audi A4 offers whisper-quiet driving characteristics that would put some luxury sedans to shame. Simply put, it feels more like a small Audi A8 than like a competitor from its class," the jury said. "What Car?" said of the Audi TT: "It is not just the best coupé in the market, but one of the best cars of any type you could buy."

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*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.



Fuel consumption of the models named above:

Audi A4 Sedan:

Combined fuel consumption in l/100 km: 6.3 – 3.7** (*37.3 – 63.6 US mpg*);
Combined CO₂ emissions in g/km: 144 – 95** (*231.7 – 152.9 g/mi*)

Audi TT Coupé:

Combined fuel consumption in l/100 km: 7.3 – 4.2** (*32.2 – 56.0 US mpg*);
Combined CO₂ emissions in g/km: 168 – 110** (*270.4 – 177.0 g/mi*)

**Fuel consumption, CO₂ emission figures and efficiency classes given in ranges depend on the tires/wheels used.

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. The company is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. In the second half of 2016, Audi will start production of the Q5 in San José Chiapa (Mexico). 100-percent subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2014, the latest full financial year, the Audi Group delivered to customers approximately 1.74 million automobiles of the Audi brand, 2,530 sports cars of the Lamborghini brand and approximately 45,000 motorcycles of the Ducati brand. AUDI AG achieved total revenue of €53.8 billion and an operating profit of €5.15 billion in 2014. At present, more than 80,000 people work for the company all over the world, 58,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.