



**Model Series, Innovation and Technology Communications**

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## **Audi Q2 wins in Automotive Brand Contest**

- **Prestigious design prize for the new compact SUV**
- **Polygonal design enriches the form language of the brand**
- **Audi wins awards in nine additional categories**

**Ingolstadt, July 11, 2016 – The Audi Q2\* is a winner in the Automotive Brand Contest: The compact SUV captured “Best of the Best” honors in the Exterior Premium Brand category. The award ceremony will be held in Paris on September 29, 2016.**

The polygonal design of the new Audi Q2 adds new facets to the brand’s form language. The octagonal Singleframe grille positioned up high defines the front end. The structure of the grille is a variation on the polygon theme, as are the two large, strongly contoured air inlets. The rear end terminates dynamically with a long roof edge spoiler and a diffuser that has an underbody-protection look.

The play of polygonal shapes also creates attractive effects on the flanks of the Q2. Below the windows, the sharply drawn shoulder line divides into two contours, one above the other. They frame a concave surface with six corners. The concave shape of the flanks emphasizes the wheels and with them the quattro character of the compact SUV. “In the Audi Q2 we have developed a distinctively geometric formal language with special design characteristics specific to this model,” said Audi Head of Design Marc Lichte. “As a result the car exhibits an independent character within the Q family.”

In addition to the prize for the new Q2, Audi prevailed in nine other categories: The premium car brand was declared the “Winner” for, among other things, the OLED rear lights in the Audi TT RS\* (Parts & Accessories category), for its virtual technical communication (Corporate Publishing category) and for the nationwide market introduction of the Audi A4 (Events category).

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



The Automotive Brand Contest is presented by the German Design Council and is one of the most prestigious design competitions in the automotive industry. The award ceremony will be held in Paris on September 29, 2016.

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#### **Fuel consumption of the models named above**

##### **Audi Q2 1.4 TFSI COD S tronic (110 kW):**

Combined fuel consumption in l/100 km: 5.5 – 5.2\*\* (*42.8 – 45.2 US mpg*);

Combined CO<sub>2</sub> emissions in g/km: 125 – 119\*\* (*201.2 – 191.5 g/mi*)

##### **Audi TT RS Coupé:**

Combined fuel consumption in l/100 km: 8.4 – 8.2\*\* (*28.0 – 28.7 US mpg*);

Combined CO<sub>2</sub> emissions in g/km: 192 – 187\*\* (*309.0 – 300.9 g/mi*)

##### **Audi TT RS Roadster:**

Combined fuel consumption in l/100 km: 8.5 – 8.3\*\* (*27.7 – 28.3 US mpg*);

Combined CO<sub>2</sub> emissions in g/km: 194 – 189\*\* (*312.2 – 304.2 g/mi*)

\*\*Figures 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. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. In the second half of 2016, the production of the Audi Q5 will start 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 2015, the Audi Group delivered to customers approximately 1.8 million automobiles of the Audi brand, 3,245 sports cars of the Lamborghini brand and about 54,800 motorcycles of the Ducati brand. In the 2015 financial year, AUDI AG achieved total revenue of €58.4 billion and an operating profit of €4.8 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.