



Model Series, Innovation and Technology Communications

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Automotive Brand Contest: award for Audi Communications

- **German Design Council praises strategy for virtual communication of technology**
- **Animations and illustrations based on actual construction data**
- **Multimedia online presentation in the Audi Technology Portal**

Ingolstadt, July 13, 2016 – Success in the Automotive Brand Contest: The German Design Council has honored Audi Communications for the high quality and innovation of its rendering of technical processes and complex technologies. The premium brand was named “Winner” of the Corporate Publishing category of the celebrated design competition for its overall concept of technical animations, illustrations and the Audi Technology Portal.

“Our goal with our cars is to bring 'Vorsprung durch Technik' to the road,” said Udo Rügheimer, Head of Model Series, Innovation and Technology Communications at Audi. “This is the same challenge we in Communications also face. To graphically explain the technology and its specific benefits to people, we are increasingly relying on virtual forms of presentation while consistently using the advances of digitalization.”

The technical animations and illustrations are created on the basis of actual construction data. With this we not only give a true-to-life illustration of the functionality of the individual systems but also provide the observer with a precise inside view of the technology. This allows the viewer to understand, for example, how the systems interact in the traffic jam assistant of the Audi A4*, or to have explained to them the potential of the 48 volt electrical system in the Audi SQ7 TDI*.

Such elaborate illustrations are not only used at trade fairs and press presentations. They are also available for download at any time in the Audi Technology Portal at www.audi-technology-portal.de/en.

*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.



This innovative strategy for communicating technology convinced the jury of the Automotive Brand Contest. Audi Communications was declared winner of the Corporate Publishing category. The German Design Council honors outstanding product and communication design through the competition, and highlights the fundamental importance of brands and brand design in the automotive sector. The award ceremony will be held on September 29 in Paris – immediately before the opening of the 2016 Paris Motor Show.

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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 SQ7 TDI (5-seater model):

Combined fuel consumption in l/100 km: 7.5 – 7.2** (*31.4 – 32.7 US mpg*);
Combined CO₂ emissions in g/km: 198 – 189** (*318.7 – 304.2 g/mi*)

Audi SQ7 TDI (7-seater model):

Combined fuel consumption in l/100 km: 7.6 – 7.2** (*30.9 – 32.7 US mpg*);
Combined CO₂ emissions in g/km: 199 – 190** (*320.3 – 305.8*)

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

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.