



Model Series, Innovation and Technology Communications

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Gold for Audi Q2 in the German Design Award competition

- **Highest honors for “Excellent Production Design – Transportation”**
- **German Design Council praises independent design of the compact SUV**
- **The jury’s verdict: Audi Q2 has “potential to be a trendsetter”**

Frankfurt, February 10, 2017 – The Audi Q2* has won the gold in the German Design Award. At the award ceremony today in Frankfurt am Main, the compact SUV secured the highest award for “Excellent Production Design – Transportation.”

“The Audi Q2 surprises with a design that is fully independent and not just a scaled-down version of its big brother,” the jury said in their decision. The new SUV presents itself as an automobile with balanced proportions, which offers plenty of space for its class and is at least as much fun. “This elegant car has the potential to be a trendsetter,” according to the jury’s summary.

The polygonal design of the Audi Q2 brings new facets to the brand’s formal idiom. At the front, a strong image is created by the Singleframe grille in octagonal design that is positioned up high as well as by the large air inlets. On its flanks the Q2 plays with polygon forms. 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 Audi Q2. The interior takes up the taut and angular form language of the exterior. Despite the coupé-like roof line and compact outer dimensions, adults enjoy ample head and leg room in the rear. One highlight in the interior is the LED lighting package with backlit decorative trim. These shine with a homogeneous light that can be selected from ten colors using the control system.

“A stringent brand design with strong, independent products – that is the goal of our new design strategy,” said Audi Head of Design Marc Lichte. “I am therefore enormously pleased to receive not only the extraordinary customer response but also acknowledgment from an independent jury of experts.”

*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 German Design Award is presented by the German Design Council and is one of the most prestigious competitions in the design industry. With the prize, the international jury panel recognizes innovative products and projects that break new ground in the German and international design world.

- End -

Fuel consumption of the model named above

Audi Q2:

Combined fuel consumption in l/100 km: 5.8 - 4.1 (*40.6 - 57.4 US mpg*)**;

Combined CO₂ emissions in g/km: 134 - 109 (*215.7 - 175.4 g/mi*)**

** Figures depend on the tire/wheel sets used and the engine/transmission variant

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. 100-percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2016, the Audi Group delivered to customers about 1.871 million automobiles of the Audi brand, 3,457 sports cars of the Lamborghini brand and 55,451 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 88,000 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.