



Product and Technology Communications

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Audi again best car brand in Consumer Reports

- **First place for Audi in US ranking of brands**
- **Audi Q7 selected best luxury SUV**
- **Sales chief Dietmar Voggenreiter: “Top ranking confirms our marketing strategy in the USA.”**

Yonkers/Ingolstadt, March 1, 2017 – The influential American *Consumer Reports* magazine has ranked Audi the “best car brand” in 2017 in an extensive survey. This is the second consecutive year that Audi has captured first place. Dietmar Voggenreiter, Board Member for Marketing and Sales at AUDI AG: “2016 was a record year for Audi in the United States, our third largest global market. We are extremely honored by this distinction and we view it as incentive to keep delighting our customers in the US with sporty, efficient and increasingly connected cars.”

The online edition of *Consumer Reports* announced the results of the “Which brands make the best vehicles?” survey in advance: Audi is the overall winner, followed by Porsche in second place and BMW in third. The survey includes the categories road test, reliability, owner satisfaction and safety.

Consumer Reports additionally selects its “10 Top Picks of 2017: Best Cars of the Year.” In this list, Audi topped the luxury SUV category with the Audi Q7. Consumer Reports is an independent American organization that tests, rates and compares everyday products and presents the results in a monthly magazine.

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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.