



**Product and Technology Communications**

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## **Audi the most innovative brand in the Automotive Innovations Award 2017**

- Audi wins over jury with 84 new improvements during the reporting period
- Audi CEO Stadler: “This award shows that we bring ‘Vorsprung durch Technik’ to life for the benefit of our customers.”

**Ingolstadt/Frankfurt, May 5, 2017 – For the second consecutive time, Audi achieved overall victory in the Automotive Innovations Award in the premium manufacturer category. With this, the brand with the four rings once again demonstrated its versatility and innovative strength in important future segments like aerodynamics, lightweight construction, connectivity and piloted driving.**

“With 84 new improvements in the reporting period, Audi showed the most innovation of all brands (volume and premium brands) and is therefore the most innovative brand overall,” the jury stated in its explanation for the decision. Four subject areas were incorporated into the evaluation: automotive drive systems, autonomous driving and safety, vehicle concepts and body, and interface and connection. In addition, Audi garnered awards as the most innovative brand in the two last-named individual categories.

“These awards show that we bring our brand claim – ‘Vorsprung durch Technik’ – to life, and are leading when it comes to many innovation issues,” said Prof. Rupert Stadler, Chairman of the Board of Management of AUDI AG, at the award ceremony in Frankfurt am Main. “Especially in aerodynamics and lightweight construction, in connectivity, driver assistance systems and piloted driving, we are in a very comfortable position and are working hard to maintain our competitive edge.”

The Center of Automotive Management and PricewaterhouseCoopers AG presented the Automotive Innovations Award for the fifth time this year. The award honors the most innovative car manufacturers and suppliers for the year. Over 1,162 innovations from 19 automobile manufacturers and 60 brands were considered for the award.

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