



Audi of America Communications

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Audi of America receives four Vincentric “Best Value in America Awards” including “Best Luxury Car Brand”

- “Best Value in America Awards” honor Vincentric’s determination of vehicles that represent best value across 2019 model segments
- For second time, Audi brand named overall winner of Vincentric “Best Value in America” in Luxury Car segment
- 2019 Audi A5 Cabriolet and 2019 A6 and A7 sedans awarded “Best Value in America” in respective model segments

HERNDON, Va., January 30, 2019 – Audi of America has won four Vincentric “Best Value in America” awards, including an overall brand award in the Luxury Car Brand category. This is the second time Audi has received this honor. Vincentric also awarded Audi three model-specific “Best Value in America Awards.” The 2019 [Audi A7](#) was named winner in the Premium Luxury Large Sedan segment for the third time, while the [Audi A6](#) was named winner in the Premium Luxury Mid-Size Sedan segment, and the 2019 [Audi A5 Cabriolet](#) received the award in the Luxury Convertible segment.

In its 15th year, the Vincentric “Best Value in America Awards” determine value by measuring cost-of-ownership using eight different cost factors: depreciation, fees & taxes, financing, fuel, insurance, maintenance, opportunity cost and repairs. Using a statistical model, Vincentric identified the Best Value in America winners by measuring which vehicles had lower than expected ownership costs given their market segment and price. More than 3,000 vehicle configurations were evaluated in all 50 states plus D.C. using a range of annual mileage intervals and insurance profiles.

“Consistent, strong performance throughout its passenger car portfolio earned Audi the ‘Best Value Luxury Passenger Car’ brand award,” said David Wurster, Vincentric president. “With the A5 delivering low fuel costs, the A6 showing low operating costs, and the A7 providing the highest anticipated resale value in its class, the Audi line-up delivered value in a variety of ways.”

“Audi of America strives to exceed our customers’ expectations across performance, design, connectivity and driving experience for the life of their



model ownership,” said Filip Brabec, vice president, Product Management, Audi of America. “We are honored to be named winner – multiple times across multiple models – by Vincentric in its ‘Best Value in America Awards,’ and will work to maintain this exceptional status as a brand.”

Audi A7

The 2019 Audi A7 builds on the heritage and success of the first generation, with the spaciousness of a sedan, versatility of a sportback and emotional design of a coupe. Its signature silhouette is defined by a sloping roofline, giving the A7 unique character, improved usability and easy access to the spacious cargo area. Inside, the orientation of the interior is strongly angled towards the driver, creating a driver-centric cockpit, which features the MMI touch response® system with handwriting recognition that replaces the rotary dial and conventional buttons with two large, high-resolution touch displays with haptic and acoustic feedback. The A7 is a testament to a leading role Audi plays in lighting technology and design, with three headlight systems available for the 2019 model, and standard equipped LED taillights with dynamic rear turn signals. Producing 335 horsepower, the A7 can sprint from 0-60 miles per hour in 5.2 seconds. The A7 also comes standard equipped with a newly developed standard steel front and rear suspension allows for both a sporty driving experience and more comfortable ride for long distances.

Audi A6

More versatile than ever before, the 2019 A6 delivers the latest in innovative technologies including advanced infotainment and digital solutions, and a dynamic driving experience. New for 2019, the A6 features the all-new MMI touch response® system which offers a smartphone-like display and enables fast access to functions and a high degree of personalization. Additional available technology features include Audi virtual cockpit, Audi phone box, full-color head-up display, Audi smartphone interface for compatible devices and Bang & Olufsen 3D Advanced Sound System. The A6 also features a newly developed 3.0 liter TFSI® V6 engine that delivers more power and weighs 30 pounds less than the previous generation, allowing the A6 to sprint from 0-60 in 5.1 seconds. A comprehensive suite of standard and available driver assistance systems including adaptive cruise assist with traffic jam and turn assist, and Audi side assist with rear cross traffic alert and vehicle exit warning, the A6 can help drivers navigate the road and traffic with increased confidence.

Audi A5 Cabriolet

The 2019 A5 Cabriolet offers sculpted design and a refined interior combined with the pleasure of open-air driving. With a wide stance and wave-design



shoulder line, the A5 Cabriolet provides seating for up to four – all under a fully automatic soft top that opens in approximately 15 seconds at speeds up to 31 miles per hour. Integrating benchmark technologies like standard Audi smartphone interface for compatible devices allow access to Apple CarPlay® and Google Android™, the A5 Cabriolet includes available advanced driver assistance features designed to increase driver confidence. New for 2019, the updated Convenience package for the A5 Cabriolet now includes Audi side assist and Audi pre sense rear. Park assist is also now standard for Prestige trims.

For more information on the 2019 Audi A5 Cabriolet, A6 and A7, please visit www.audiusa.com.

Always pay careful attention to the road, and do not drive while distracted. See Owner's Manual for further details, and important limitations.
Driver assistance features are not substitutes for attentive driving. See Owner's Manual for further details, and important limitations.

Always obey local speed and traffic laws.

Requires compatible smart device.

Driver Assistance features are not substitutes for attentive driving. See Owner's Manual for further details, and important limitations.

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ABOUT AUDI OF AMERICA

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands, delivering about 1.812 million vehicles globally in 2018. In the U.S., Audi of America sold nearly 224,000 vehicles in 2018. 2019 marks 50 years for the brand in the U.S. Visit audiusa.com or media.audiusa.com for more information regarding Audi vehicles and business topics.