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## **2019 Audi e-tron SUV is the first pure battery-electric vehicle to earn 2019 IIHS “Top Safety Pick+” rating**

- ▶ **The 2019 Audi e-tron SUV is the first pure battery-electric vehicle to earn a 2019 Top Safety Pick+ rating, the highest rating awarded by the nonprofit organization**
- ▶ **All trim levels of the fully electric 2019 Audi e-tron feature standard Matrix Design LED headlights whose “Good” rating complements the EV’s strong accident mitigation and collision safety performances**
- ▶ **The Audi e-tron offers a comprehensive suite of standard and available driver-assistance technologies**

**HERNDON, Va., August 14, 2019 – The 2019 Audi e-tron SUV, the first fully electric Audi model, has earned the Insurance Institute for Highway Safety’s 2019 “Top Safety Pick+” award, the nonprofit’s highest designation. The e-tron is the first pure battery-electric vehicle to earn the 2019 distinction.**

“When we set out to develop the Audi e-tron, we did so with the intention of creating a true midsize luxury SUV, with the luxury and performance for which our brand is known in an all-electric package,” said Filip Brabec, vice president, Product Management of Audi of America. “That performance aspect includes the engineering that went into the e-tron’s battery pack, with a focus on performance, longevity and safety in mind.”

In developing the e-tron, engineers concentrated efforts on designing a battery pack with an integrated frame and honeycomb structure separating battery cell modules specifically to help dissipate energy. The 95 kWh battery pack is also sandwiched between protective covers on both its top and bottom, with coolant running underneath the battery pack to help maintain optimal thermal efficiency.

Through IIHS’s evaluations, the e-tron body and structure excelled in safety performance, earning the top “Good” rating in six areas of crashworthiness performance: small front overlap collision evaluations on both the driver and passenger sides, moderate front overlap, side impact, roof strength and head restraints and seat performance. The e-tron also earned a “Good” rating with its standard Matrix Design LED headlights and “Superior” with standard automatic emergency braking as part of Audi pre sense® front. Using a front-mounted camera,



the e-tron can help initiate braking at speeds of up to 52 mph for detected pedestrians and bicyclists and can bring a vehicle to a full stop when traveling at speeds under 25 mph.

Additionally, the e-tron comes with standard Audi pre sense® basic, which can help prepare the vehicle for impact by partially closing the side windows and sunroof and pre-tensioning the front safety belts.

The e-tron went on sale last spring nationwide and joins the 2019 Audi A3, A4, A6 and Audi Q8 as recipients of 2019 IIHS Top Safety Pick or Top Safety Pick+ awards when equipped with specific headlights and/or optional equipment.

For more details on IIHS Top Safety Pick Ratings, visit <http://www.iihs.org/>.

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

2019 IIHS "Top Safety Pick+" is based on "Good" ratings in the moderate overlap front, driver-side small overlap front, passenger-side small overlap front, side, roof strength, head restraint and headlight tests; a vehicle must also earn no less than an "Advanced" rating for front-crash prevention.

The 2019 IIHS "Top Safety Pick" designation is based on "Good" ratings in the moderate overlap front, driver-side small overlap front, side, roof strength and head restraint tests. A vehicle must also earn no less than an "Acceptable" rating in the passenger-side small overlap front, no less than an "Acceptable" rating for headlights and no less than an "advanced" rating for front-crash prevention.

The 2019 Audi A3 was named a 2019 IIHS Top Safety Pick when equipped with available LED headlights. LED headlights are available on 2019 A3 Premium Plus and Prestige models and are not available on other 2019 A3 trims.

The 2019 Audi A4 was named a 2019 IIHS Top Safety Pick when equipped with available LED headlights with high-beam assistant. LED headlights with high beam-assistant are standard on 2019 A4 Prestige and are not available on other 2019 A4 trims.

The 2019 Audi A6 was named a 2019 Top Safety Pick+ when equipped with available LED Matrix Design or LED HD Matrix Design headlights with high beam assist. LED Matrix Design headlights with high-beam assist standard on A6 Premium Plus. LED HD Matrix Design headlights are standard on Prestige models and are not available



on other 2019 A6 trims.

The 2019 Audi Q8 was named a 2019 Top Safety Pick when equipped with an available HD Matrix Design LED lighting package. HD Matrix Design LED lighting package available on 2019 Audi Q8 Premium Plus and standard on Prestige models and are not available on other 2019 Q8 trims.

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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](http://audiusa.com) or [media.audiusa.com](http://media.audiusa.com) for more information regarding Audi vehicles and business topics.