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Audi Awarded “Most Innovative Automaker” and “Most Innovative Infotainment System” at 2018 Consumer Electronics Show

- Audi received inaugural Edmunds CES Tech Driven Awards for leadership in innovation and tech-forward MMI® system
- Awards honor automakers at CES that demonstrate the most forward-thinking vision and innovative technology available in 2018
- Edmunds editors recognized Audi for its “vision, bold spirit and courage in innovation”

HERNDON, Virginia, January 11 – Audi has been awarded “Most Innovative Automaker” and “Most Innovative Infotainment System” by the Edmunds CES Tech Driven Awards at this year’s Consumer Electronics Show (CES) in Las Vegas.

A first from Edmunds and the Consumer Technology Association (CTA), the producer of CES, the awards were created in response to today’s rapid pace of technological innovation and development of consumer electronics. The awards recognize innovative thinking and technologies in the automotive industry.

“With a clearly defined commitment to full autonomy, Audi is a natural choice for the 2018 Edmunds CES Tech Driven Most Innovative Automaker of the Year honors,” said Alistair Weaver, Edmunds’ vice president of editorial and editor-in-chief. “In addition to its leadership position on future mobility, Audi also does an outstanding job at bringing advanced technologies into the cabin, with its MMI system being our top choice for Most Innovative Infotainment System of the Year. Both awards celebrate Audi’s forward-thinking vision and innovative culture.”

“Most Innovative Automaker”

Edmunds editors praised Audi for “pulling ahead of the pack with its strong history of innovation” including developments in automation seen in the all-new [2019 A8](#), the first production automobile developed specifically for SAE Level 3 automated driving. In A8 models equipped with Audi AI traffic jam pilot, and in markets where regulations permit, the vehicle can take charge of driving in slow-moving traffic at up to 60 km/h (37 mph) on freeways and highways where a physical barrier separates traffic.

Delivering advanced driver assistance and convenience systems, the 2019 A8 also debuts an intelligent approach to parking assistance with the Audi AI park pilot and



the Audi AI garage pilot, which accelerate and brake the vehicle on behalf of the driver into and out of parallel or perpendicular parking spaces.

“Most Innovative Infotainment System”

Citing its “ease of use, robustness of features and distinctly contemporary luxury experience,” Edmunds editors awarded the Audi virtual cockpit and MMI® system for the vivid graphics and the overall user experience.

The MMI® system is designed to provide drivers an intuitive interface for managing navigation, entertainment, in-car experience and ride dynamics (on models equipped with Audi drive select).

Additional features include Audi smartphone interface, which allows compatible Android and IOS device content to be seen on the MMI display with a USB connection, supported by Apple CarPlay™ and Google™ Android Auto. Also, with the newly available Amazon Music integration, drivers can now access Amazon Music through their vehicle’s MMI® system via the MMI connect® mobile application.

The innovative Audi virtual cockpit transforms the way drivers interact with the vehicle through an entirely digital dashboard that renders 3D graphics with brilliant clarity. A quad-core NVIDIA Tegra 3 processor that delivers vibrant color at 60 frames per second helps enhance the infotainment viewing and navigating experience through large Google Earth™ images (requires Audi connect PRIME) supported with 4G LTE (where available).

The awards, judged by a panel of Edmunds editors, included the following criteria: testing experience, first-to-market technologies, feasibility and potential impact on the industry, usability and practicality of the technology and the overall ingenuity.

To be eligible for the 2018 Edmunds CES Tech Driven Awards, vehicles and systems must be available in 2018 and developed and brought to market by automakers represented at CES 2018.

For more information, please visit www.audiusa.com.

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

Always pay careful attention to the road, and do not drive while distracted. Not all features available on all operating systems. Standard text and data usage rates apply. These features require compatible device, operating system, and mobile apps. See mobile device and app providers for terms and privacy. “Android, Android



Auto, Google Play, and other marks are trademarks of Google Inc. “Apple CarPlay” is a trademark of Apple Inc.

Connect PRIME services are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. Trial or paid subscription required. Connect PRIME services require vehicle cellular connectivity and availability of vehicle GPS signal; certain services collect location information, see Terms of Service for information about how to disable. Online services are subject to change at any time. Google Earth features will not be available after December 2020 for Model Year 2018 & prior vehicles. Google Earth is a trademark of Google Inc. See Terms of Service, Privacy Policy, and other details at <https://www.audiusa.com/privacy> and <https://www.audiusa.com/technology/intelligence/audi-connect/connect-terms>.

4G LTE coverage is not available in all areas.

ABOUT AUDI OF AMERICA

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. The Audi Group is among the most successful luxury automotive brands globally. In 2016, AUDI AG delivered about 1.871 million Audi automobiles and broke all-time company sales records for the seventh straight year in the U.S. Visit audiusa.com or media.audiusa.com for more information regarding Audi vehicles and business topics.

ABOUT EDMUNDS

Edmunds is the leading car information and shopping platform, helping millions of visitors each month find their perfect car. With products such as Edmunds Your Price, Your Lease and Used+, shoppers can buy smarter with instant, upfront prices for cars and trucks currently for sale at more than 13,000 dealer franchises across the U.S. Edmunds' in-house team of unbiased car-shopping experts provide industry-leading vehicle reviews and shopping tips, and the company also has a 20-year-old forums community of car shoppers and enthusiasts, where members can get shopping advice and learn what others are buying and leasing cars for. Edmunds is based in Santa Monica, California, and has a satellite office in downtown Detroit, Michigan.

ABOUT CES

CES® is the world's gathering place for all who thrive on the business of consumer technologies. It has served as the proving ground for innovators and breakthrough technologies for 50 years—the global stage where next-generation innovations are introduced to the marketplace. As the largest hands-on event of its kind, CES features all aspects of the industry. Owned and produced by the Consumer Technology Association (CTA), it attracts the world's business leaders and



pioneering thinkers. Check out CES video highlights and follow CES online at CES.tech.

ABOUT CONSUMER TECHNOLOGY ASSOCIATION

Consumer Technology Association (CTA)[™] is the trade association representing the \$321 billion U.S. consumer technology industry, which supports more than 15 million U.S. jobs. More than 2,200 companies – 80 percent are small businesses and startups; others are among the world's best known brands – enjoy the benefits of CTA membership including policy advocacy, market research, technical education, industry promotion, standards development and the fostering of business and strategic relationships. CTA also owns and produces CES[®] – the world's gathering place for all who thrive on the business of consumer technologies. Profits from CES are reinvested into CTA's industry services.