

Ingolstadt, December 7, 2007

Audi wins two “red dot design awards”

- **Distinctions for outstanding design**
- **One of the world’s most coveted design awards**
- **Awards for Audi A5 and Audi R8 mailing campaigns**

This year, AUDI AG has won two prestigious “red dot awards: communication design” in the category of dialog marketing. Design Zentrum Nordrhein Westfalen in Essen paid tribute yesterday to Audi’s creative agency gingco.net for the outstanding design of the Audi mailings.

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The awards were made for the mailing campaigns for the presales phase of the Audi A5 and Audi S5, and for the market launch of the Audi R8. In its A5 mailing, Audi said goodbye to its customary catalog format, surprising readers with a high-quality, semi-transparent photo folder. What was so convincing about the Audi R8 mailing was an innovatively folded box containing an elaborately designed brochure about the super sports car. “Audi is the leading automobile brand when it comes to design – in choosing an Audi, you’re choosing the utmost in design quality,” says Peter Zieten, Head of Communication Germany at AUDI AG. “We are pursuing the high demands that we place upon design and the language of form in all aspects of brand management. Winning two 2007 red dot awards once again demonstrates that we are setting the standard in brand communication,” stresses Zieten.

The red dot design award is one of the most prestigious honors on the worldwide design scene and has been given since 1955 by the Design Center in Essen to reward innovative, quality design. This year, the jury of twelve international design experts received over 7,000 entries from 34 countries in the categories of “red dot award: product design,” “red dot award: communication design” and “red dot award: design concept.” The winners and their clients will be featured in the “red dot communication design yearbook 2007/2008” and presented at a special exhibition to be held at the red dot design museum in Essen.