



Audi Middle East Communications

Janice Hinson
Mobile: +971-56-994-3665
Email: janice.hinson@audi.avme.ae

Madeleine Becker
Mobile: +971-50-654-8824
Email: extern.madeleine.becker@audi.avme.ae

Audi wins both nominated categories at the Middle East Car of the Year Awards

- **Audi wins two MECOTY Awards in the nominated categories “SUV Compact Premium Crossover and “Midsize Executive Sedan”**
- **The Audi Q3 and RS 5 Sportback have been recognized as class winners by the Pan Arab jury of automotive journalists in the Middle East region as well as the online customer vote.**
- **The winners were announced on the MECOTY website**
<https://www.mecoty.com/nominated.html>

Dubai, March 19, 2020 – Audi celebrates two trophies awarded by the Middle East Car of the Year jury. The panel of 14 judges from across the region, together with the results from an online customer vote, determined the Q3 as winner of the SUV Compact Premium Crossover Category and the RS 5 Sportback won the Award in the Midsize Executive Sedan Category.

Now in its 6th edition, the Middle East Car of the Year (MECOTY) is the biggest, most coveted award of the regional automotive industry. It integrates a complex yet transparent nomination and scoring methodology which is developed, tested and implemented by the most experienced ‘motoring minds’ of the industry. MECOTY’s nominations and scoring procedures are based strictly on an unbiased, fair and transparent voting process, to guarantee all nominated and winning vehicles are of the utmost quality and have the seal of approval by the most authoritative motoring media in the region.

Speaking about their success, Carsten Bender, Managing Director Audi Middle East, said “Audi Middle East is honored to be recognized with two MECOTY awards for our models here in the region. Vorsprung durch Technik (Advancement through technology) our brand promise and this is reflected in the cars we built for our customers with innovative engineering and performance, cutting-edge design and of course the highest standards of quality and performance. We are already looking forward to the next edition of the MECOTY Awards as we are bringing 14 more innovative and stylish models to the region this year for the judges and our customers to enjoy.”



– End –

Notes to Editors - About the Award Categories

Audi Q3 – Competed against the Lexus UX in the SUV Compact premium crossover category.

Audi RS 5 Sportback - Competed against the Mercedes CLS 53 4Matic+ in the Midsize Executive Sportback category

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.845 million automobiles of the Audi brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

AUDI AG's commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3 and S3, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, A7, S7, A8, A8 L and S8, the Audi Q3, Q3 Sportback, Q5 & SQ5, Q7 and Q8