

International Audi Twin Cup finals 2023: Here are the best teams from Sales and After Sales

- **Team “Amerikhana” from the USA won the overall event, while Team “Audi India” from India secured the top spot in the Sales category, and Team “not fast but furious” from Switzerland came in first in the After Sales category**
- **Audi pays tribute to the cooperation between Sales and After Sales in the Twin Cup by expanding the competition**
- **Hildegard Wortmann, Member of the Board of Management for Sales and Marketing at Audi: “During the last two days of the Audi Twin Cup, both the After Sales and Sales teams demonstrated what customer enthusiasm means at Audi: teamwork throughout the entire customer journey!”**

Munich, July 13, 2023 – Team spirit, passion, and outstanding performance took center stage at this year’s Audi Twin Cup world finals. The Audi Twin Cup is the global competition for excellent customer service. This year marked the first time that teams from Sales joined the traditional lineup of After Sales teams. Audi partners from 26 markets took part in the Audi Twin Cup 2023. Teams qualified for the finals at the Audi Campus in Munich through a series of competition rounds.

Until this year, the Audi Twin Cup stood for competition in the two After Sales categories Service and Technology. The event name now represents two business divisions that Audi customers experience daily: Sales and After Sales. Sales, in the categories of Used and New Cars, was included in the competition for the first time alongside the After Sales teams.

At the Audi Twin Cup 2023 finals this year, Team “Amerikhana” from the USA took first place in the overall event. First place in the Sales category went to Team “Audi India” from India. In After Sales, Team “not fast but furious” from Switzerland claimed the top spot.

Hildegard Wortmann, Member of the Board of Management for Sales and Marketing at Audi, congratulated the participants on their performance: “During the last two days of the Audi Twin Cup, both the After Sales and Sales teams demonstrated what customer enthusiasm means at Audi: teamwork throughout the entire customer journey, to create the best customer experience!”

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

At the two-day event, the teams showed off their wide-ranging know-how and technical skills in addition to demonstrating their first-class abilities in Sales and After Sales. The tasks were based on scenarios the teams face in their everyday work. In addition to challenges related to specific vehicles, such as the Audi Q4 e-tron* or the Audi Q5, participants' expertise was also tested in a comprehensive quiz on products, people, processes, and the brand.

The teams also had the opportunity to deepen their knowledge of the Audi brand and its products. For example, participants could go on a Driving Experience in an Audi Q8 Sportback 55 e-tron quattro S line* or an Audi SQ8 e-tron*. A product showcase and the Audi grandsphere concept and Audi skysphere concept vehicles offered a glimpse of Audi's future.

26 markets participated in the Audi Twin Cup 2023, 20 in both the Sales and After Sales categories and six in After Sales alone. In the run-up, 7,456 teams had taken part in the national qualification rounds, 2,593 in Sales and 4,863 in After Sales.

Even closer cooperation between Sales and After Sales

Bianca Halbig, Head of Qualification Brand/Retail/Importer at AUDI AG: "The Audi Twin Cup is widely accepted and has been for a long time. As a largely intrinsic international qualification program, it demonstrates what makes us tick at Audi: People make the brand! For the first time in the history of the Audi Twin Cup, Sales and After Sales are competing together. The individual people from the Sales and After Sales teams make our fantastic customer journey possible – every day, together! By celebrating with them, we want to give them the recognition they deserve while we get to experience their teamwork. The best deserves the best!"

Ingolf Lange, Head of Qualification Product at AUDI AG: "After a year of intense preparations by each team, I am delighted with these fantastic results. Because they prove that we are on the right track with our new approach. Just like in the real world, this year's finalists have shown that working together on the perfect solution leads to perfect performance!"

With one finale over, the next is just beginning: The Audi Twin Cup will take place again next year. The national qualification rounds for the Audi Twin Cup 2024 have already started. The best teams from around the world will again compete at the Audi Campus in Munich to see who is the best.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 billion. Worldwide, more than 87,000 people worked for the Audi Group in 2022, over 54,000 of them at AUDI AG in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.

Fuel/electric power consumption and emissions values of the models named above:**

Audi Q4 Sportback 50 e-tron quattro

Combined electric power consumption in kWh/100 km (62.1 mi): 19,7 - 16,7 (WLTP);
combined CO₂ emissions in g/km (g/mi): 0 (0)

Audi Q5 Sportback 45 TFSI 195kW

Combined electric power consumption in kWh/100 km (62.1 mi): 9,1 - 8,3; (WLTP);
combined CO₂ emissions in g/km: 208 - 190

Audi Q8 Sportback 55 e-tron quattro

Combined electric power consumption in kWh/100 km (62.1 mi): 24,1 - 19,9; (WLTP);
combined CO₂ emissions in g/km (g/mi): 0 (0)

SQ8 e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 29,0 - 26,2; (WLTP);
combined CO₂ emissions in g/km (g/mi): 0 (0)

Audi skysphere concept

The vehicle shown is a concept vehicle that is not available as a production vehicle.

Audi grandsphere concept

The vehicle shown is a concept vehicle that is not available as a production vehicle.

***The indicated consumption and emissions values were determined according to the legally specified measuring methods. The WLTP test cycle completely replaced the NEDC on January 1, 2022, which means that no NEDC figures are available for vehicles with new type approvals from after this date.*

The figures do not refer to a single, specific vehicle and are not part of the offering but are instead provided solely to allow comparisons of the different vehicle types. Additional equipment and accessories (add-on parts, different tire formats, etc.) may change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO₂ emissions and the performance figures for the vehicle.

Due to the more realistic test conditions, the consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. This may result in corresponding changes in vehicle taxation since September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models", which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).