



**Product and Technology Communications**

Josef Schloßmacher

Tel: +49 841 89-33869

E-mail: [josef.schlossmacher@audi.de](mailto:josef.schlossmacher@audi.de)

<http://www.audi-mediacyenter.com/en>

## **Triple victory for Audi in the ADAC customer satisfaction survey**

- **Three class victories in Germany's biggest study of customer satisfaction**
- **Audi once again the top German brand in the overall ranking**

**Munich/Ingolstadt, October 26, 2015 – Cars from Audi finished the ADAC “Kundenbarometer” 2015 customer satisfaction survey with more wins and podium places than any other manufacturer. Audi A3, A5 and Q5 won in their classes. Audi A1 and A6 took second place in their respective categories. For the second time, the Audi brand was rated the best German carmaker by participants in the biggest independent customer satisfaction survey of car drivers.**

The ADAC customer satisfaction survey for 2015 analyzes the online polling of around 20,000 owners of relatively new cars and names the reasons for satisfaction and motivation for purchasing decisions. The focus of the survey is on drivers of the 100 most popular and most frequently registered cars in Germany.

The ratings include product qualities such as operation and comfort, engine and driving features as well as efficiency, brand image, environmental compatibility and service.

For comparison purposes, ADAC organizes the candidates into a total of eight classes, from subcompact to upper midrange. Three Audi models achieved first place in their respective class this year; two models garnered second place. No brand earned more places on the winner's podium in the product ratings.

The separate brand ratings in the customer satisfaction survey incorporate all customer experiences related to the car, dealer and service center. As in last year's survey, Audi was ranked the best of all German manufacturers and rated second in the overall ranking of 25 brands.

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