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Audi India bags top Automobile Awards by Kumardeepak

Article published on January 25th 2012 | Advertising

Drives home 15 Awards at CNBC TV 18 Overdrive Awards, NDTV Car & Bike Awards, ET Zig Wheels Awards, TopGear Awards, Bloomberg UTV Autocar Awards, Car India and Bike India Awards and Auto Bild India Carwale Awards

â€¢ Audi A8L wins six awards

â€¢ Audi A6 adjudged the best in the â€˜Premium Carâ€™ category; wins five awards

â€¢ Audi RS5 bags two Car of the Year awards for its overall performance

â€¢ Audi A7 Sportback and Audi R8 Spyder also win an award each

Mumbai: Audi, the German luxury car manufacturer, has swept the various automotive awards in India and bagged 15 prestigious awards for the year 2011. After recording the highest sales volume for Audi in India to date, Audi A8L, Audi A6, Audi A7 and Audi RS5 have garnered top honours of the industry, underlining Audiâ€™s brand essence â€œVorsprung durch Technikâ€•.

Audi A8L has captured the hearts of the premium segment buyers, a fact reinforced by the car winning the Import Car of the Year by CNBC TV18 Overdrive Awards and NDTV Car & Bike Awards. Audi A8L also received the CB Luxury Sedan award at the ET Zigwheels Award and the Technology and Innovation Award at Bloomberg UTV Autocar Awards, Premium Luxury Car of the Year by Car India and Bike India Awards and CNB â€“ AAA Best Integrated Campaign of the Year by NDTV Car & Bike Awards.

The Audi A6 has won the hearts of motoring fraternity and customers alike. The car has received the Premium Car of the Year by CNBC TV18 Overdrive Awards, Luxury Car of the Year by Car India and Bike India Awards, the Premium Sedan of the Year by NDTV Car & Bike Awards and Auto Bild India Carwale Awards and the Luxury Saloon of the Year by Bloomberg UTV Autocar Awards.

Customer recognition for Audi as the sportiest brand is reaffirmed with Audi RS5 being awarded Top Gear Magazineâ€™s Car of the Year and NDTVâ€˜s Car & Bike Awards 2012 Performance Car of the Year, the Audi R8 Spyder winning Cabriolet of the Year by TopGear Magazine Awards and the Audi A7 Sportback winning the Automotive Design of the Year, thus making Audi the most awarded luxury car manufacturer across diverse product categories.

Mr. Michael Perschke, Head Audi India said, â€œ2011 has been Audiâ€™s most successful year in terms sales which surpassed our expectations. The Audi A8 L, R8 Spyder, Audi A7 Sportback and the business luxury limousine - Audi A6, contributed greatly to making 2011 the strongest year in terms of sales in India. And now the awards won by these models not only impressively demonstrate their success in India but also reiterate our philosophy of thinking ahead of the curve as well as our ability to bring innovative and progressive products to India.â€•

â€œBesides impressing the Awards jury, Audi in India has also attracted a wide spectrum of people. With over 430,000 fans, Audi India has the maximum number of fans on its Facebook page- highest amongst all luxury car manufacturers. This is also the worldâ€™s second largest fan community on Facebook within the Audi world.â€• added Mr. Perschke

In 2011, Audi India posted a solid performance with a sale of 5511 cars, thus recording an

impressive growth of 84 percent (2010: 3003 cars). The luxury carmakerâ€™s sales figure for December 2011 stood at 394 cars, a growth of 86 percent over the same period last year (December 2010: 212 cars).

In 2011 the company opened showrooms in Chennai, Delhi, Ludhiana, Surat and Indore with further developments planned in Coimbatore, Delhi West, Lucknow and Mumbai South.

Globally, Audi delivered more than 1,193,100 cars to customers worldwide from January to November 2011, an increase of 18.8 percent over the same period in 2010, which put the company well on course to reach its sales target of 1.3 million units.

Audi is the No.1 premium car brand in Europe and in China and the fastest growing luxury car brand in USA and India. While China has overtaken Germany as the single biggest market for AUDI, the brand is in the process of deploying some proven strategies from China to the Indian market, on the product, network growth and brand building front.

Audi AG

The Audi Group delivered around 1,302,650 cars of the Audi brand to customers in 2011. From January through the end of September 2011 the Company posted revenue of â‚¬32.4 billion and an operating profit of â‚¬3.96 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), GyÅ‘r (Hungary), Changchun (China) and Brussels (Belgium). Aurangabad in India saw the start of production of the Audi A6 at the end of 2007, the Audi A4 in early October 2008, the Audi Q5 in July 2010 and the new Audi A6 in June 2011. Production of the new Audi A1 has been running at the Brussels plant since May 2010, while production of the new A1 Sportback began in 2012. The Audi Q3 has been built in Martorell (Spain) since June 2011. The Company is active in more than 100 markets worldwide.

AUDI AGâ€™s wholly owned subsidiaries include AUDI HUNGARIA MOTOR Kft., Automobili Lamborghini Holding S.p.A. in Santâ€™Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 63,000 people worldwide, including around 47,900 in Germany. Between 2012 and 2016 the brand with the four rings is planning to invest more than â‚¬13 billion â€“ mainly in new products, human resources and the extension of production capacities â€“ in order to sustain the Companyâ€™s technological lead embodied in its â€œVorsprung durch Technikâ€• slogan. Audi is current expanding its site in GyÅ‘r (Hungary) and will start production in Foshan (China) in late 2013. By 2015, Audi plans to increase the number of models in its portfolio to 42.

Authorized Dealer Showrooms:

Audi Ahmedabad - Rudra-Path, S.G. Road

Audi Bengaluru â€“ Survey No 6/1, Beratana Agrahara, 15 KM Road, Hosur Road, Electronic city P.O

Audi Chandigarh - Plot No. 171, Industrial Area, Phase I

Audi Chennai - 535, Anna Salai, Nandaman

Audi Delhi - B -1/H 1, Mohan Co-operative Industrial Estate, Mathura Road

Audi Gurgaon - Orchid Centre, Sector â€“ 54, Golf Course Road

Audi Hyderabad - 8-2-684/A, Road No.12, Banjara Hills

Audi Indore â€“ NRK Business Park, Plot B1, Vijay Nagar

Audi Jaipur- Kamal & Co. Premises, Opp GPO, M.I. Road

Audi Kochi - NH. 47, Vytilla Aroor, Bye Pass Road, Marudu P.O.

Audi Kolkata - 9 AJC Bose Road

Audi Ludhiana â€“ GT Road

Audi Mumbai West - New Link Road, Andheri West

Audi Pune - Pro1 Business Centre, Plot No. 395+396, Senapati Bapat Road, Shivajinagar

Audi Surat - Nr. Rundhnath Mahadev Mandir,Surat Dumas Road

January 25, 2012

Article Source:
http://www.articleside.com/advertising-articles/audi-india-bags-top-automobile-awards.htm - Article Side

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http://www.audi.in/sea/brand/in.html

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Article Keywords:
audi india,audi moters

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