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Audi 2017 Vehicles to Integrate Qualcomm Snapdragon 602A Infotainment Processor

-Snapdragon 602A provides leading in-vehicle infotainment and connectivity technology for Audi's next-generation of connected cars-

LAS VEGAS, Jan. 5, 2016 /PRNewswire/ -- Qualcomm Incorporated (NASDAQ: QCOM) through its subsidiary, Qualcomm Technologies, Inc., and AUDI AG (NASDAQ: AUDVF) today announced that Qualcomm® Snapdragon™ 602A processors have been selected for Audi's 2017 vehicles. Announced at CES in January 2014, the Snapdragon 602A is Qualcomm Technologies' first automotive grade infotainment chipset and is designed to meet stringent automotive industry standards while delivering advanced smartphone-quality connectivity, infotainment, navigation, voice quality and control features in cars.

"Audi has always been on the forefront of connected vehicle technologies, first highlighting the potential for LTE connectivity in vehicles at CES 2012 and being the first automaker to announce a commercial model with embedded 4G LTE connectivity," said Ricky Hudi, executive vice president, electronic development, AUDI AG. "Now, with Qualcomm Technologies' Snapdragon 602A, we are well positioned to provide today's most cutting-edge connected vehicle technologies."

At CES 2016, Qualcomm Technologies will demonstrate the Snapdragon 602A integrated in an Audi Q7 at the Qualcomm booth in Central Hall, # 8643. The 602A contains a quad-core Qualcomm® Krait™ CPU, Qualcomm® Adreno™ 320 GPU, Qualcomm® Hexagon™ DSP, integrated GNSS baseband processing and additional high-performance audio, video and communication cores. The processor pairs with Qualcomm Technologies' leading edge Snapdragon MDM modem roadmap to offer a comprehensive connected experience.

Qualcomm Technologies has been committed to Audi's mission of delivering the leading in-car media experience, advancing the automotive industry with the 2013 Audi A3 with 4G LTE wireless connectivity powered by Qualcomm Technologies' second-generation multi-mode 3G/4G LTE chipset. The chipset provided enhanced features such as an in-car Wi-Fi hotspot, Internet radio, web services and an augmented navigation system that presents street level visual imagery streamed to the vehicle. Prior to that, the 2010 Audi A8 models featured 3G connectivity enabled by Qualcomm.

"This announcement builds on our longstanding relationship with Audi, with whom we've been advancing the automotive industry for many years," said Patrick Little, senior vice president and general manager, automotive, Qualcomm Technologies, Inc. "Audi is committed to delivering high-quality connectivity and infotainment experiences to their discerning customers and we are pleased to work with them to integrate the Snapdragon 602A to do just that."

Qualcomm Technologies has been embedding its in-vehicle technologies with leading automakers for more than a decade, with more than 20 million vehicles deployed globally with Snapdragon LTE modems. The Company is currently involved in automotive programs with most major global OEMs, covering technologies such as connectivity, infotainment, navigation, driver safety and Qualcomm Halo™ wireless electric vehicle charging.

About AUDI AG

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. The company is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. In the second half of 2016, Audi will start production of the Q5 in San José Chiapa (Mexico). 100-percent subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2014, the latest full financial year, the Audi Group delivered to customers approximately 1.74 million automobiles of the Audi brand, 2,530 sports cars of the Lamborghini brand and approximately 45,000 motorcycles of the Ducati brand. AUDI AG achieved total revenue of €53.8 billion and an operating profit of €5.15 billion in 2014. At present, more than 80,000 people work for the company all over the world, 58,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility. Visit www.audiusa.com or www.audiusa.com/newsroom for more information regarding Audi vehicles and business topics.

About Qualcomm Incorporated

Qualcomm Incorporated (NASDAQ: QCOM) is a world leader in 3G, 4G and next-generation wireless technologies. Qualcomm Incorporated includes Qualcomm's licensing business, QTL, and the vast majority of its patent portfolio.

Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of Qualcomm's engineering, research and development functions, and substantially all of its products and services businesses, including its semiconductor business, QCT. For more than 30 years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment and each other. For more information, visit Qualcomm's [website](#), [OnQ blog](#), [Twitter](#) and [Facebook](#) pages.

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