

Audi integrates store for apps into various models

- **Direct access to popular third-party apps**
- **Regular software updates and constantly growing range of apps for even stronger personalization of infotainment system**
- **Store with market-specific app portfolio expands third-generation modular infotainment toolkit**

Ingolstadt, March 1, 2023 – As of summer 2023, Audi is bringing a store for apps to selected models with the third-generation modular infotainment toolkit (MIB 3). With the embedding of the store, which was jointly developed with Volkswagen subsidiary CARIAD and their partner Harman Ignite, customers can directly and intuitively access popular third-party apps through the Multimedia Interface (MMI) by means of a data link in the vehicle. The apps selected by the customer can be installed in the MMI system seamlessly – without the need for a detour via a smartphone.

In its pursuit of ever greater vehicle digitalization, Audi is integrating a native store for apps into selected models. The technical basis for the innovation is an expansion of MIB 3 with an additional electronic component: an Audi hardware module the size of a USB flash drive is loaded with an open-source operating system and thus allows access to the third-party apps in the vehicle.

“Audi is the first brand within the Volkswagen Group to introduce the new store for third party applications. This scalable solution was developed by CARIAD and is an example of our strategy to offer all of our customers a highly attractive ecosystem. With this solution, Audi drivers will not only enjoy regular software updates but also an infotainment system that they can personalize even better,” said Oliver Hoffmann, CTO of Audi.

Innovative digital ecosystem

With the new store, customers gain access to a wide variety of apps, which can be downloaded directly and independently from the smartphone to the MMI. At launch, apps from the following categories are available: Music, Video, Gaming, Navigation, Parking & Charging, Productivity, Weather, and News. The Music section, for example, includes apps such as Amazon Music and Spotify. The store will constantly grow with new apps being added all the time. Customers can access it via a separate MMI tile. Afterwards, the additional apps are seamlessly implemented in the MMI and can be used safely and reliably even while driving. The app portfolio is adapted specifically to the various markets.

Speaking of seamlessly integrated third-party apps: Since 2019, Audi vehicles have offered Amazon's Alexa Built-in—an integrated voice AI experience that makes it easy to listen to music, manage smart home devices, add items to a shopping list while on the go, and more. Starting this summer, Audi customers will have access to the latest app version of Amazon Alexa which includes new services and additional features like an enhanced graphic interface, and a visual control panel for managing smart home devices.

Convenient billing

A data link is required to use the third-party apps, which is established via the so called “embedded SIM”, a sim card permanently installed in the vehicle. For Audi owners in Europe, the costs that accrue from using the cellular network are billed conveniently via data volume with Cubic Telecom. The first 25 gigabytes are free of charge. Naturally, Audi models will continue to support Android Auto and Apple CarPlay with option “smartphone interface”.

In various Audi models as of summer 2023

The store for apps will be available from July in selected models that are equipped with the latest MIB 3 software cluster, specifically the Audi A4/A5, Q5, A6/A7, A8, Q8 e-tron, and Audi e-tron GT. These Audi models will be fitted with the store from the factory throughout the European market as well as Canada and the United States. The functionality will be expanded to additional models in 2023. The third-party apps are not available on vehicles with an earlier date of production.

Audi and CARIAD – a shared path

To develop and ensure the success of complex digital systems such as the new store for apps, Audi uses the bundled knowledge and synergies within the Volkswagen Group. CARIAD, the group's software company, is developing the technology stack for automated and connected driving – including of a consistent electronic architecture, a software platform, and a reliable connection to the automotive cloud – for all of the group's brands. CARIAD is also working on driver assistance systems, a standardized infotainment platform, and a new digital ecosystem centered around the car.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The brands Audi, Ducati, Lamborghini and Bentley produce at 21 locations in 13 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 luxury automobiles, 9,233 Lamborghini sportscars, and 61,562 Ducati motorcycles to customers. In the 2021 fiscal year, AUDI Group achieved a total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 89,000 people all over the world work for the Audi Group, around 58,000 of them 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.
