

Audi integrates YouTube into various models

- **Audi owners can view live streams, catch up on the news, and enjoy other creative content while charging or during driving breaks**
- **The Audi infotainment system delivers a seamless digital entertainment experience**
- **Audi is the first brand in the Volkswagen Group to bring video streaming to its vehicles**

Ingolstadt, July 25, 2023 – Audi is integrating YouTube, the world’s largest video platform, into selected models’ infotainment systems. By embedding a new app store, customers can intuitively access popular third-party apps through the Multimedia Interface (MMI) via a data link in the vehicle. The YouTube app is now available in the app store for the first time. Video streaming will launch in selected Audi models in the summer of 2023, with other VW Group brands to follow.

More than 500 hours of content are uploaded to YouTube every minute. From this month, drivers of selected Audi models can access their chosen content via the YouTube app in their vehicle’s infotainment system. This access is made possible by embedding the new app store, which Audi developed with Volkswagen’s software company CARIAD and its partner HARMAN Ignite. It allows customers to integrate the apps they use every day into their vehicles according to their personal needs. Enabled apps include music, video, gaming, navigation, parking and charging, productivity, weather, and news. Apps such as YouTube are installed directly in Audi’s MMI system – without taking a detour via a smartphone.

Convenience and entertainment during charging stops

Whether during charging stops, driving breaks, or to make waiting more enjoyable – live streams, news, and videos from popular YouTubers can now allow everyone in the vehicle to make the most of their time. The app works just like the YouTube app on a smartphone. After installing the app in the store, it appears in the MMI and is launched by tapping the icon. To meet Audi’s high safety requirements, occupants can only play videos when the vehicle is parked.

In addition, drivers who are also YouTube Premium members will be able to log in and watch ad-free content.

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.*

The store for apps: a constantly growing digital ecosystem

YouTube is the first video platform available for download via Audi's new native store for apps. Audi relies on the cumulative expertise and synergies within the Volkswagen Group to develop complex digital systems like these. Volkswagen's CARIAD company is working on the project alongside Samsung subsidiary HARMAN. The goal is an open ecosystem of popular apps to make the vehicle a smart companion for users.

A data link is required to use third-party apps such as YouTube and is established via an embedded SIM - a permanently integrated SIM card in the vehicle. The mobile costs accrued are billed conveniently in Europe by data volume by Cubic Telecom. Naturally, Audi models will continue to support Android Auto and Apple CarPlay via the optional smartphone interface feature.

YouTube will be available starting with the 2024 model year in selected models equipped with the latest hardware and software cluster of the third-generation modular infotainment system (MIB 3). Specifically, these are the Audi A4/A5, Q5, A6/A7, A8, Q8 e-tron*, and Audi e-tron GT quattro*. From the launch date, these models will be optionally equipped with the store ex-factory throughout the European market, Canada, and the United States. The system will later be rolled out to other regions and other Volkswagen Group brands.

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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.

**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.*

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

Audi e-tron GT quattro

Combined electric power consumption in kWh/100 km (62.1 mi): 21.6–19.6 (WLTP);
combined CO₂ emissions in g/km (g/mi): 0 (0)

Audi Q8 e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 24.4–19.5 (WLTP);
combined CO₂ emissions in g/km (g/mi): 0 (0)

***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).