



Digital sales: Audi significantly improves its customer experience

- **The Audi website displays personalized information on models and services**
- **The myAudi app offers features such as Remote Parking Assistant plus and the Online Logbook**
- **Sven Schuwirth, Head of Digital Experience and Business: “We are making our online services simpler and more intuitive”**

Ingolstadt, March 12, 2021 – A personalized website, improved myAudi app features and additional consulting options: AUDI AG is making significant progress in the digitization of its sales. Audi wants to enable interested parties and customers to have a seamless, emotional, and simple brand experience – both online and offline, and across all points of contact.

“Up-close, emotional brand experiences. We enable our customers to experience why Audi stands for the highest quality – in our products and services, in our appearance, and in the way that people are able to interact with our brand,” says Sven Schuwirth, Head of Digital Experience and Business at AUDI AG. “For us, a central component of this involves the interplay of physical trade, which will continue to form the backbone of our sales, complemented by simple and intuitive online services.”

The brand has further developed its online experience for the launch of its new Audi e-tron GT*. In addition to a central login feature, the company’s [website](#) now offers personalized information on models and services to interested parties and customers. The new website has a streamlined design that can be rapidly navigated and improves the car configuration and the connection to other online services. It is already available in many European markets and will also be introduced in other countries.

The myAudi app remains the key to the company’s digitally connected world. Via the app, customers can access important vehicle data and digital services. Following a relaunch of the app, users now have new features to choose from: the parking and backing out process (available with select models) can be operated via a mobile device with the Remote Parking Assistant plus feature – without anyone being seated in the car. Anyone who no longer wishes to manually update their logbook can do it in compliance with tax regulations via the Online Logbook. Audi developed the app update based on customer feedback so that it is now more intuitive.

Digital consulting in retail trade is also being further developed. In the future, interested parties will be able to request a live consultation on the configuration of their dream vehicle and have a 3D rendering of it created.

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 consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



Already last year, the brand had utilized Audi Live Consulting to provide individuals with the option of taking a tour of showrooms and cars without having to be on-site. Through the use of smart glasses, the application connects card dealership employees with online users. It is now available at all Audi partners throughout Germany. NOW Audi Live Consulting is new as of this year. With this feature, interested parties can request to receive immediate live consulting regarding their dream car.

New business models and technologies

In the months and years to come, Audi will further develop its digital sales along with its retail trade. Our goal is the creation of a central e-commerce platform on which customers can find all the services that they are looking for built-in – from purchasing new and used vehicles, to maintenance packages, and leasing and financing.

There are already different e-commerce offers available for customers. The online reservation tool for new and used vehicles is available in markets such as France, Italy, Australia, Japan, Canada, and Spain. For a deposit of 100 euros, customers can immediately reserve dealers' new and used vehicles via the Audi website and with this secure their dream car. Furthermore, Audi customers can already purchase new cars and in-stock vehicles online in Germany. The project was launched last year with a pilot dealer and will be rolled out at other domestic and foreign trading partners. Audi Germany already launched its online sale of used vehicles in fall 2017.

With the new processes, business models, and technologies, Audi is continuing with digitization. Furthermore, Audi has switched its work model for Digital Business to SAFe (Scaled Agile Framework), allowing agile collaboration with its partners. The company has been expanding the virtual customer experience with Audi Business Innovation GmbH and the digital agency SinnerSchrader for several years.

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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. It is present in more than 100 markets worldwide and produces at 19 locations in 12 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of € 55.7 billion and an operating profit of € 4.5 billion. At present, about 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.

Fuel consumption of the models named above

Information on fuel/electricity consumption and CO₂ emissions in ranges depending on the tires and alloy wheel rims used and on the equipment and accessories of the car.

Audi e-tron GT quattro

Combined electric power consumption in kWh/100 km (62.1 mi): 19.6–18.8 (NEDC), 21.6–19.9 (WLTP); combined CO₂ emissions in g/km (g/mi)*: 0

Audi RS e-tron GT

Combined electric power consumption in kWh/100 km (62.1 mi): 20.2–19.3 (NEDC), 22.5–20.6 (WLTP); combined CO₂ emissions in g/km (g/mi)*: 0

The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electrical consumption, CO₂ emissions and performance figures.

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, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).