



Corporate Communications

Moritz Drechsel

Spokesman Sales and Marketing

Tel: +49 841 89-39914

E-mail: moritz.drechsel@audi.de

www.audi-mediaservices.com

Audi, DHL and Amazon deliver convenience

- **Development partnership for innovative logistics service**
“Audi connect easy delivery”
- **Parcel deliveries to the trunk using keyless access technologies**
- **Pilot project to start in May**

Ingolstadt, April 22, 2015 – “Our final attempt failed, your package can be picked up at our service center.” With Audi connect easy delivery, a future service from Audi connect, this message will be a thing of the past – making shopping online even more convenient. Audi is working together with its partners DHL Parcel and Amazon Prime to develop an innovative logistics service: shipping parcels directly to your car’s trunk. A pilot project starting in May will allow participants to use the service for the first time. Audi connect easy delivery will operate through temporary authorization for keyless access to the car’s luggage compartment.

“With comprehensive connectivity, we are transforming the car into a service device and integrating it even more closely into the everyday lives of our customers,” says Luca de Meo, Member of the Board of Management for Sales at AUDI AG.

“Audi connect easy delivery helps save time and offers more convenience and flexibility – advantages that are increasingly important for the target group of a premium brand.”

In the future, the new service is to provide customers with the option of entering their Audi as the shipping address for online orders. DHL Parcel is providing the dispatching service in the pilot project. Development partner Amazon is the first online retailer to offer customers delivery directly to their car’s trunk.

Prof. Dr. Ulrich Hackenberg, Member of the Board of Management for Technical Development at AUDI AG, emphasizes the high security standards of the development project. “As with all of our connect services, the security of the car and of customer data has top priority for Audi. For us, Vorsprung durch Technik also means Audi customers should be able to use these kinds of innovative services with peace of mind and therefore enjoy true added value.”



If the Audi owner agrees to the tracking of their automobile for the specific delivery time frame, the DHL driver handling the parcel receives a digital access code for the trunk of the customer's vehicle. It can be used one time only for a specific period of time and expires as soon as the luggage compartment has been closed again. Similarly, Audi connect easy delivery customers will also be able to send letters and parcels from their own car in the future.

With this logistics service, customers will enjoy even more flexibility in controlling the delivery of their orders. In addition to this extra convenience, the service promotes efficiency as it avoids unsuccessful attempts to encounter customers at the specified address and therefore reduces the amount of traffic on the roads.

AUDI AG will test Audi connect easy delivery together with DHL Parcel and Amazon under real conditions in a pilot project which is to start in May in Munich, Germany.

- End -

In 2014, the Audi Group delivered approximately 1,741,100 cars of the Audi brand to its customers. The company achieved revenue of €53.8 billion and an operating profit of €5.15 billion in 2014. Audi operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun and Foshan (China) as well as Jakarta (Indonesia). The brand with the Four Rings will start producing cars in Curitiba (Brazil) this year and in San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The company currently employs approximately 80,000 people worldwide, thereof around 58,000 in Germany. Total investment of about €24 billion is planned from 2015 to 2019 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long term goal is CO2 neutral mobility.