



Corporate Communications

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Audi expands mobility network in Asia

- **New Audi on demand location in Tokyo**
- **Expansion of premium offering in Hong Kong**
- **First shopping mall collaboration for the mobility service**

Tokyo/Ingolstadt, June 7, 2018 – The mobility offering of the four rings continues to grow: With the opening of a new location in Tokyo, Audi on demand is now also available in Japan. In Hong Kong, three further mobility hubs extend the offering. The premium brand also offers its mobility services in Beijing, San Francisco, Singapore and Munich.

“After successfully launching the premium service Audi on demand, it’s time to start the scaling-up phase. From residential districts to now shopping malls, we are using our flexible concept to customize our locations to both local factors and customer requirements in a specific market. That will help us grow the number of users to six figures by the end of the year,” commented Bram Schot, Board of Management member for Marketing and Sales at AUDI AG.

Audi on demand now venturing into Japan

With the service, Audi now also offers its customers in Tokyo a very flexible, convenient way of accessing premium mobility. Users choose their preferred Audi from a range of high-caliber models and reserve it online. Flexible booking periods ranging from four hours to 30 days are available – all paid for precisely by the hour. The all-in rate includes an exclusive concierge service for delivery and collection of the car as required, unlimited mileage and custom additional equipment such as child seats, cycle racks or roof racks.

Now six locations in Hong Kong

China is among the world’s lead markets for the urban mobility services provided by Audi. In response to the shortage of parking spaces in Hong Kong, Audi already launched a pilot for the comprehensive service in a luxury residential complex in 2016 and steadily expanded the offering. Audi on demand is now also available in the private residential complexes Mantin Heights and Mount Pavilia. Furthermore Audi on demand celebrates another premier in Hong Kong: For the first time ever the brand is collaborating with a shopping center. Pacific Place Mall is one of the most prestigious addresses for premium-shopping in the metropolis. This means customers can use the flexible mobility concept at six locations in the megacity now.



Before the end of 2018, the existing locations will extend their offering and additional, international mobility hubs will expand the Audi on demand network.

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Audi Business Innovation GmbH was established by AUDI AG in 2013 as a wholly owned subsidiary with the objective of rethinking the core business and realizing new, relevant business models. In response to future requirements, Audi Business Innovation GmbH develops, implements and operates innovative concepts, products and services at the interface between technology, digital business models and mobility. It rounds out the AUDI AG product range with digital services.

The core product Audi on demand is live in San Francisco, Beijing, Hong Kong, Singapore, Tokyo, Manchester and Munich. Further locations will follow in 2018.

Audi Business Innovation GmbH has its headquarters in Munich. Around 180 employees currently work for the company.

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 16 locations in twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2017 fiscal year, AUDI AG achieved total revenue of €60.1 billion and an operating profit of €5.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.