



**Communications Model Lines, Innovation and Technology**

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## **Audi connect now with Amazon Music and soccer World Cup ticker**

- **Seamless integration of the Amazon Music service into the Audi MMI**
- **Always be on the ball when it comes to the 2018 soccer World Cup with info service from Audi connect**

**Ingolstadt, June 8, 2018 – Audi drivers can now also use Amazon Music to listen to their favorite artists in the car. The streaming service is a new component of the Audi connect services. Audi thus continues to drive the digitalization of its cars, placing the focus on the customer experience. And just like it did for the 2016 soccer European Championship, Audi is offering customers a special information service for the 2018 World Cup so they can stay on the ball even while on the road.**

### **Now stream your favorite music via Amazon Music in the car**

Amazon Music is a streaming service offering up to 50 million songs, plus a variety of live broadcasts such as coverage of soccer games and other sports events. Audi has fully integrated the service into the car's infotainment system for maximum user convenience. For example, drivers can – depending on the MMI system – use handwriting input to search for songs or artists and the hit list appears after just a few letters.

Amazon Music in the car requires that the latest version of the free myAudi app be installed on the user's smartphone. The second condition is a SIM card with data volume in the car. This can be either the Audi connect SIM permanently installed in the car or the user's own SIM card in the car. Online streaming uses wireless data packages, which customers can order for the Audi connect SIM. All they have to do is connect their smartphone to the infotainment system via Wi-Fi. Thanks to the Wi-Fi connection, the streaming service delivers excellent sound quality.

The scope of service depends on the customer's Amazon Music membership. Amazon Music can be integrated into all Audi models with an MIB 2 or MIB 2+ infotainment system. Audi currently offers the service in Germany, the USA, the UK, France, Spain and Italy. Additional information about the Audi connect SIM is available at [www.myaudi.com](http://www.myaudi.com).



**Special service for the soccer World Cup: 2018 World Cup Ticker**

Independent of Amazon Music, Audi has a special offer for soccer fans: During the World Cup, which will take place in Russia in June and July, the brand is offering the “2018 World Cup Ticker” in Europe. This temporary information service, which Audi offered in a similar form during the 2016 European Championship, keeps customers informed about team news, the match schedule, current scores, results and the standings even while on the road. The 2018 World Cup Ticker is part of the connect portfolio in all Audi models equipped with an online-ready 3G+, MIB 1 or MIB 2 MMI infotainment system. It requires an active data connection.

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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 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.