

Corporate Communications

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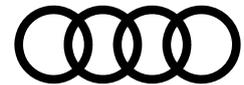
Audi Virtual Training: New gamification learning concept in the digital car dealership

- **Consultation and customer dialogue in a realistically simulated “open world” concept**
- **Flexible use and availability in the car dealership and on the road**
- **Martin Sander, Sales Manager Germany: “Learning must be fun”**

Ingolstadt, June 15, 2018 – Gain experience the fun way: In Audi Virtual Training, service and dealership employees practice optimal behavior in customer contact. During the two-hour training session, they are confronted in the virtual dealership by demanding customers, surprising reactions and complex situations. Audi is a pioneer in the automotive trade when it comes to virtual training. Around 570 partner businesses in Germany already make use of the training program.

In the computer game the employee freely moves his avatar through the 3D world. In the virtual Audi terminal he encounters many different photorealistic figures. Whether in dialogue with customers, colleagues or their supervisor – the aim is to further improve his own communication while also daring to try out completely new paths. The employee can track the success or failure of each action immediately after completing it by using a barometer that reflects the mood of the customer. The employee collects points for a successful dialogue. Via a list of rankings participants compare their results with other colleagues Germany-wide.

In the virtual training, Audi emphasizes curiosity and individual responsibility of the employees in the car dealership. “Learning must be fun. Only under this condition the learned skills are remembered for a long time,” says Martin Sander, Vice President Sales Germany. In the game, employees choose the learning fields themselves and can test completely different versions of their answers. “Mistakes are explicitly desired here. That is how new strategies are developed and this makes the learning process come alive.” The brand with the Four Rings designed the virtual training in close cooperation with the dealers and included customer feedback. By this means, players learn in a realistic situation. The training is flexible and available at any time; participants can complete the course on a tablet, a PC or a smartphone.



Audi developed the training game with experts from the games industry. In 2017, Audi already brought the first four training modules to dealerships: “Customer Journey,” “Premium/Prestige,” “Service Experience” and “Customer Encounter in Sales and Service”. A training module on “Feedback Management” was recently added to the innovative learning concept. The company is continuously expanding the program and selectively combines it with classroom training for a modern “blended learning” approach.

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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.

