



Corporate Communications

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Mobility network expands: Audi on demand launched in the UK

- **Premium service available for the first time in the UK**
- **First dealer-integrated locations in Great Britain**
- **Other UK locations planned by the end of 2018**

Manchester/Ingolstadt, August 22, 2018 – Following on from Asia, Audi is now expanding its flexible mobility service to include Europe: Audi on demand arrived in the UK, with locations in Manchester, Edinburgh and Glasgow. For the first time in Europe, dealers now act as the point of contact for Audi on demand customers. Audi plans to extend the concept to other locations in the UK by the end of the year.

For the first time, Audi now also offers its customers in the UK a very flexible, convenient way of accessing premium mobility. With Manchester, Edinburgh and Glasgow, customers can select their preferred Audi from a range of prestigious models at three different locations, book it online or from their smartphone and experience a digital all-inclusive offering. Cars can be reserved for between one hour and 28 days. The all-in rate includes a full service package with unlimited mileage and fully comprehensive insurance. The service is bookable for international clients at all destinations, too.

The distinctive feature of the locations in the UK is the integration into a dealership. For the first time in Europe, dealers act as the contact point for vehicle handover for Audi on demand customers. The Audi partner therefore also benefits from this new digital business area. Interested customers reserve their preferred model simply and quickly via the mobile website and collect it directly from the Audi dealer. Alternatively, they can use the concierge service to have their ordered car delivered to and picked up from locations within 30 minutes' drive of the Audi center.

In September, two other UK locations, Newcastle and Birmingham, will be added. By the end of the year, the mobility network will be extended to other major cities including London. What's more, Audi on demand is already available in Beijing, Hong Kong, San Francisco, Singapore,



Tokyo and Munich. With its mobility concept, the brand with the four rings is the first automaker to pursue a consistent premium strategy. Audi on demand acts as an umbrella name for the flexible services of the Ingolstadt company, creating a bridge between new car sales, used car sales and After Sales.

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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 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.