

Product and Technology Communications

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Stream, shop, get informed: Amazon Alexa in the Audi e-tron

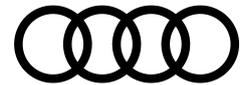
- **Audi is driving the integration of its cars into the digital world of its customers**
- **Amazon Alexa available in the fully electric Audi e-tron**
- **Seamless integration of the voice service into the car's MMI system**
- **Alexa planned for additional models and markets**

Ingolstadt, September 18, 2018 – In systematic pursuit of its digitalization strategy, Audi is offering its customers ever-greater in-car connectivity. The latest example: The new, fully electric Audi e-tron SUV has Amazon Alexa voice service on board. It is seamlessly integrated into the car's MMI operating system – no smartphone necessary.

Audi is integrating the popular voice service from Amazon into its automobiles. With Alexa on board, customers can access many of the same features and services in the Audi e-tron as they can in their home or through other Alexa-enabled devices. You can check news, weather, sports scores, order groceries, add things to your to-do list, and stream music and audiobooks through services like Amazon Music and Audible. You can also access a wide variety of Alexa skills, and with smart home controls, you can lock the doors, turn off the lights, and close the garage door directly from the vehicle – all you have to do is ask.

Audi has seamlessly integrated Alexa into the MMI system of the Audi e-tron. Drivers don't need an app on their smartphone to use it, nor do they have to pair their phone with the car. All you have to do is link the car to your Amazon account. You can then activate the voice service via the onboard voice control system by saying the wake word "Alexa". The LTE mobile data module in the MMI system establishes a connection via an Audi back-end and sends the query to Amazon servers. The requested information is then played back through the car's audio system.

Audi already demonstrated last year just how important it considers voice control to be for interacting with the car and the tasks associated with that. The natural voice control that debuted in the Audi A8 luxury sedan and has since been systematically rolled out to all model series also features a self-learning dialogue manager.



“The car as an intelligent conversationalist and digital voice services are nothing new to our customers,” explains Dr. Thomas M. Müller. “Integrating Alexa into our infotainment system was therefore the next logical step. We provide our customers with a consistent user experience, whether at home or on the road.”

“Our vision is to bring Alexa to customers wherever they are – at home, at work, and on the go,” says Ned Curic, VP of Alexa Auto. “With Alexa built directly into the vehicle, customers can ask Alexa to play music, locate points of interest, control smart home devices, and access thousands of Alexa skills, and we’re excited to work with a brand like Audi to bring that experience to the all-new Audi e-tron and additional models in its vehicle lineup.”

The Alexa integration is not the first joint project between the two companies. Via the myAudi app, Audi has offered the streaming service Amazon Music as part of the Audi connect service in many of the brand’s models since late 2017.

Following the launch of the Audi e-tron, the brand with the four rings will integrate Alexa into additional models in North America and European countries, opening a new chapter in terms of user experience.

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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.