



**Corporate Communications**

Susanne Killian  
Spokeswoman Sales and Marketing  
Phone: +49 841 89 715569  
E-mail: [susanne.killian@audi.de](mailto:susanne.killian@audi.de)  
[www.audi-mediacyenter.com](http://www.audi-mediacyenter.com)

## **Audi extends mobility services in China and strengthens global hub network**

- **Beijing: New Audi on demand+ location and fleet expansion**
- **Expansion of the mobility network in Sanya/ Hainan Island**
- **Record of success in 2018: User numbers top six figures and 46 locations worldwide**

**Ingolstadt, December 10, 2018 – The Audi network for flexible premium mobility is growing: The Four Rings now offers Audi on demand+ at another location in the northwest of Beijing. As such, the company now covers an area of more than 300 square kilometers for its users. For added convenience, customers can alternatively pick up their desired car at the airport in the Chinese capital. Audi also intends to offer the service in Sanya on Hainan Island by late 2018. As a result the company will be increasing its number of locations to 46 this year, bringing the total number of customers to six figures.**

After this year's start of the individual mobility service Audi on demand+, which is tailored to customers' requirements in Beijing, more locations are now opening up there. The customer configures a car to their precise needs using the smartphone app and books it for a certain period. An exclusive concierge service delivers the ordered model to the user's desired location in an area covering more than 300 square kilometers around the megacity's Fourth Ring Road. Naturally customers can also collect and return the car themselves at a central location.

Audi on demand+ is now also available for passengers at Beijing Airport. They use Audi on demand+ straight after landing and continue their journey with the brand's latest models.

The company is also extending its fleet for Audi on demand+ in the Chinese metropolis. The premium brand's full range is now available including the latest products and technologies as well as extensive equipment: from the compact A3 through to the sporty Audi R8. As a result, Audi on demand+ is as ideal for business trips as it is for weekend trips, and also provides a viable alternative on those days where traffic bans are in place.

From the end of the year, Audi on demand+ will also be available to tourists and locals at the Sanya holiday resort on Hainan Island. Like in Peking the service is offered at the airport. Furthermore cars will be delivered to customers in the whole Sanya area.



In 2018, the Ingolstadt-based automaker focused on scaling and extending its mobility network in Asia and Europe. New locations such as Tokyo, Singapore and London were added; the existing network in Beijing and Hong Kong was extended. For the first time in Europe, dealers in the UK are also acting as the first port of call for mobility service customers. Following the acquisition by the Four Rings of the car-rental service Silvercar in the United States, 25 new mobility hubs have also been created in the country under the “Silvercar by Audi” name. Further locations will follow in 2019.

- End -

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 Beijing, Hong Kong, Singapore, Tokyo, Manchester, Birmingham, Edinburgh, Newcastle, Bristol, Glasgow, Stansted, South London and Munich. Silvercar by Audi is offered in 25 mobility hubs in the US.

Audi Business Innovation GmbH has its headquarters in Munich. Around 200 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.