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Audi expands premium mobility offering in Europe: Audi on demand starts in Spain

- **New digital area of business for retail partners**
- **Bettina Bernhardt, Manager Audi Business Innovation: “Audi on demand opens further sources of revenue in another European market”**
- **Offer to be available in many more cities worldwide in 2019**

Ingolstadt, January 28, 2019 – Audi is expanding its premium mobility offering in Europe and is now launching Audi on demand also in Spain. The first service hub has opened on January 21 with a local Audi partner in Barcelona. In this way, the service is increasingly becoming established as a new digital area of business for retailers. The Four Rings will successively expand their network for premium mobility with local sales partners in numerous cities worldwide in 2019.

With Audi on demand in Barcelona, customers select their desired Audi from a range of current models, book it online on www.es.audiondemand.com/book and pick it up from the retailer “Superwagen Sant Cugat.” The booking period is between one hour and 28 days.

The Spanish Audi partner is thus following the example of eight dealerships in the United Kingdom. Last year, they integrated the digital service into their business operations for the first time. “Our experiences in the UK have been excellent. We are therefore looking forward to the roll-out of this product in another European market”, stated Bettina Bernhardt, Manager of Audi Business Innovation (ABI) GmbH. “This will open up further sources of revenue and a completely new digital business segment for the retailers.” With Audi on demand, dealerships gain additional customer groups and sales opportunities, utilize their own vehicle fleets more efficiently and increase their flexibility through used-car marketing. Payment depends, among other things, on the number of bookings and customer satisfaction.

Audi is promoting the integration of Audi on demand into the retail business and is offering its partner companies’ comprehensive support. The all-round package includes the development of the IT infrastructure and marketing support, as well as the establishment of operational processes. In addition, during the course of the year, customers will be able to access the entire Audi on demand fleet in Europe with just one online registration. The company continues to expand Audi on demand worldwide.

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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 Beijing, Hong Kong, Singapore, Tokyo, Manchester, Birmingham, Edinburgh, Newcastle, Bristol, Glasgow, Stansted, South London, Barcelona 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 18 locations in 13 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 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 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.
