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## **Four rings launch online sales of new cars with Audi TT Quantum Gray Edition**

- **Pilot project involving dealerships**
- **Exclusive special edition limited to 99 units**
- **Individual delivery and digital live consultation available**

**Ingolstadt, May 27, 2019 – Audi takes e-commerce to the next level. Beginning June 5, 2019, consumers will be able to purchase new cars directly online. The first model to be sold exclusively over this sales channel is the Audi TT Quantum Gray Edition\*. Customers can also inquire digitally and without obligation about leasing or financing and have the exclusively equipped, limited-edition model delivered anywhere in Germany. Audi dealerships are an important element of this initial pilot project for online direct sales.**

After the successful launch of Audi's proprietary platform for used car sales in fall 2017, the four rings brand is now starting digital sales of new cars. At [www.audi.de](http://www.audi.de), customers can for the first time ever directly purchase a model available exclusively online. "We are garnering experience and learning a lot about user and buyer structures through this pilot project," said Martin Sander, Vice President Global Marketing and Sales.

The Audi TT Quantum Gray Edition is limited to 99 units and priced at 62,305.03 euros. The sales offer is valid throughout the European Economic Area. The model includes special equipment, such as the express red interior design package and partial matting of the "TT" clearcoat on the exterior. Both features are exclusive to this special edition. Buyers can have the car delivered at the time and place of their choosing within Germany. They can also have the vehicle registered beforehand with their desired license plate and inquire online about leasing or financing with no obligation. Audi Live Consultation is also being piloted with the special edition model. With a simple click, the customer is connected with a customer consultant, who uses augmented reality goggles to transmit live images to the customer from inside the vehicle.

Retail dealerships are involved in the online sale of the TT Quantum Gray Edition. E-commerce for all models is an integral component of the new contracts that will enter into force in April 2020. And retail dealerships continue to play a key role for Audi. The emphasis here is on customer consultation and communication as well as service. "This much is clear: Online sales is just one pillar of future sales. Bricks-and-mortar retailing continues to be a strong and reliable partner for us even in times of digitalization," said Sander. Together with the Audi dealerships, the company plans to market an increasing number of selected models online via an e-commerce shop beginning in early 2020.

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**\*TT Quantumgrau Edition**

45 TFSI quattro S tronic

Output: 180(245) kW(hp)

Combined fuel consumption\*: 7.0 l/100 km (33.6 US mpg)

Combined CO2 emissions in g/km: 161 (259.1 g/m)

The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO<sub>2</sub> emissions. Beginning September 1, 2018, the WLTP will gradually replace the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO<sub>2</sub> emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. Additional information about the differences between WLTP and NEDC is available at [www.audi.de/wltp](http://www.audi.de/wltp).

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electrical consumption, CO<sub>2</sub> emissions and performance figures. Fuel consumption and CO<sub>2</sub> emissions figures given in ranges depend on the tires/wheels used and chosen equipment level. Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Guide on the fuel economy, CO<sub>2</sub> emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany ([www.dat.de](http://www.dat.de)).

\*\* For domestic delivery, the sale price includes legally applicable German value added tax of 19%. For tax-free delivery within the European Community and the tax-free export, the sale price includes a deposit of 19%. For deliveries to foreign destinations, a deposit of 19% will be withheld until there is documented proof of receipt of the vehicle across the border. Payment of tax on the vehicle purchase, based on the underlying net price, is to be taken care of by the buyer independently in the foreign country of destination.

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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 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 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 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.

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