



Corporate Communications

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Mobility offering expands: large-scale rollout of Audi on demand in Germany

- **Up to 100 new locations to join network by the end of the year**
- **Exclusive service and mobility offering with dealership partners and cooperation partner Sixt**
- **Flexible usage period und broad selection of models**

Ingolstadt, November 12, 2019 – Whether Hamburg, Munich or Berlin, the service for flexible premium mobility Audi on demand is gaining momentum in Germany with the dealership partners and cooperation partner Sixt. Audi on demand has been available at 15 locations in German dealerships since September and is being gradually expanded. 50 selected Sixt stations, predominantly at airports and train stations, are now part of the Audi on demand network. By the end of the year, the number of German locations will rise to 100, with the rollout in Europe due to follow in stages from 2020.

The need for flexible mobility among customers is growing and is set to become increasingly important for the future. Consequently, the Four Rings is embracing a holistic mobility strategy with multiple pillars, allowing it to scale its offering rapidly and to roll out custom products and services. Together with the cooperation partner Sixt the company now covers strategically important key locations such as train stations and airports. There customers can book and pick up their desired Audi model. The dealerships are also addressing the need for long-term mobility of up to a year from their established locations.

The quick, simple way to the Audi you want, for the period you want: Prospective customers in Germany select their desired location to pick up the vehicle and the model they want via the new consolidated Audi on demand website and app. One major advantage for customers is that they always get an Audi. Customers can choose from the premium brand's latest products. The flexible usage period runs from an hour right through to a year.

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.
