

## Audi adds Apple Music to a wide range of its models

- Direct access to over 90 million songs, 30,000 expert-curated playlists and Apple Music Radio
- Native integration of Apple Music into the Audi infotainment system for seamless music listening
- Audi premium sound systems offer high-quality audio experience

Ingolstadt, May 19, 2022 – Audi is integrating Apple Music, a premium music streaming subscription service, directly into select models. Adding Apple Music into the infotainment system gives users the ability to access their subscription directly and intuitively from the Multi-Media Interface (MMI) screen using in-car internet data. This seamless integration allows Apple Music subscribers to find their favorite music and discover even more new music.

The new Apple Music integration allows customers to access their personal Apple Music account directly from the Audi infotainment system, with no bluetooth or USB required. After linking an active subscription to the vehicle, Apple Music subscribers can access Apple Music's full catalog of 90 million songs, and tens of thousands of playlists, including hundreds of new mood and activity playlists, personalized mixes, and genre stations – all ad-free.

“Integrating Apple Music into the Audio infotainment system marks the next step in the collaboration between Audi and Apple,” said Christiane Zorn, Head of Product Marketing at Audi. “For our customers, it means that we are offering them direct access to their own personalized listening experience. This is our understanding of a premium digital in-car experience. At Audi we are systematically driving the digitalization of the vehicle and we are convinced that the interior is increasingly developing into a third living space”.

### **Over-the-air updates also available for vehicles already on the road**

The Apple Music integration will be included in nearly all Audi vehicles in Europe, North America and Japan starting with the 2022 model year. The integration will be conveniently rolled out to vehicles already on the road via an automatic over-the-air update.

To activate Apple Music, customers simply need to open the app in their Audi's infotainment system and follow the on-screen instructions to log in with the Apple ID they use for Apple Music.

*The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.*

*\*The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

To finish the setup process, they simply need to enter a verification code that is sent to their phone. For Audi owners in Europe, cellular data streaming costs incurred are conveniently billed via a data package available from Cubic-Telekom. The first three gigabytes are free of charge. Audi vehicles also come with Apple CarPlay support. Drivers can connect their iPhone wirelessly (or via USB) and get directions optimized for traffic, make calls, send and receive messages and listen to music simply by tapping the touchscreen display or using Siri voice control.

### **Apple Music turns an Audi into a concert hall on wheels**

Thanks to the integration of Apple Music, the vehicle not only becomes a hub for streaming entertainment, but also a concert hall on wheels thanks to its sophisticated audio architecture – and the passengers feel like they're sitting right in the middle of it all. This is because Audi creates a tailor-made acoustic experience for each model, and digital signal processing delivers a well-balanced sound. For example, the signals from the speakers can be controlled with an individual time offset and thus reach the listener simultaneously. Sound design goes even further to create the ultimate acoustic experience. This is where the Audi sound developers adjust the frequency response to create the typical, but still subjective, Audi sound. Audi has been working with Bang & Olufsen in this context for many years, which has resulted in the development of some exceptional sound systems, such as the B&O Premium Sound System with 3D sound in the Audi e-tron GT\*. Here, 16 speakers including 3D sound speakers, a center speaker, and a subwoofer deliver impressive audio.

### **Product and Technology Communications**

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The brands Audi, Ducati, Lamborghini and Bentley produce at 21 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. In the 2021 fiscal year, AUDI AG achieved a total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 89,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.

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*\*The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

**Fuel/electric power consumption and emissions values\*\* of the models named above:****Audi e-tron GT**

Combined electric power consumption in kWh/100 km (62.1 mi): 21.8-19.9 (WLTP);  
19.6-18.8 (NEDC); combined CO<sub>2</sub> emissions in g/km (g/mi): 0 (0)

*\*\*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. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). Due to the more realistic test conditions, the consumption and CO<sub>2</sub> emission values measured are in many cases higher than the values measured according to the NEDC. 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 electric power consumption, CO<sub>2</sub> emissions and performance figures.*

*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)).*