

New Audi charging service: unrestricted mobility in 27 European countries

- **The Audi charging service will launch on January 1, 2023, and will replace the e-tron Charging Service**
- **Easy access to European charging grid with over 800 providers; additional countries to be added**
- **Three tariffs available – pro tariff for frequent drivers offers an attractive price of 35 cents per kilowatt hour at IONITY quick-charging points in Germany**

Ingolstadt, November 28, 2022 – Three requirements must be met for electromobility to succeed: high range, the ability to recharge high-voltage batteries quickly, and uncomplicated access to a dense network of charging points.

The new [Audi charging service](#) ensures drivers of the brand with the four rings can [charge conveniently and reliably](#) almost anywhere in Europe.

The Audi charging service will start on January 1, 2023, in 27 countries, including Germany, and will be expanded over the course of the year. It offers access to approximately 400,000 charging points, operated by more than 800 CPOs (charge point operators). These include roughly 1,900 high-performance chargers (HPC) from the provider IONITY, which are situated mainly along major traffic routes and enable fast charging with up to 350 kilowatts of power.

For its new charging offering, Audi is cooperating with Volkswagen Group Charging GmbH and their Elli brand. The Audi e-tron Charging Service, which was launched four years ago after the introduction of Audi's first fully electric model, will be replaced and new customers as well as drivers of current Audi models switching to the new service from the e-tron charging service, can choose between three available tariffs.

Upon purchase of a new vehicle, Audi will pay the base fee for the pro tariff during the first year

The pro tariff is aimed primarily at EV drivers who frequently have to charge on the road. In Germany, the monthly base fee is €14.99, but drivers are offered a price of 45 cents per kilowatt hour at alternating current charging stations (AC). Filling up the vehicle's high-voltage battery at IONITY quick-charging stations is even more attractive with the pro-tariff. Currently, high-power charging in Germany costs only 35 cents per kilowatt hour. When compared to the usual prices at fast-charging stations in Germany, this is a very attractive offer.

Anyone who buys a new fully electric Audi will be able to charge at competitive rates from day one – Audi will take care of the base fee for the pro tariff for the first year.

The specified prices refer to what is available in Germany. Subject to modifications. Errors excepted.

However, even when including the base fee, the monthly charge is amortized after only 35 kilowatt hours a month, unlike the two other tariffs. This is equivalent to one average charge at one of the IONITY chargers.

The plus tariff with a monthly base fee of €7.99 lends itself to drivers who only need to charge on the road occasionally. This option offers economical prices at AC and DC charging stations and pays off, if a minimum of only 48 kilowatt hours are charged at a DC charging station per month. The basic tariff has no base fee – kilowatt prices are higher but for this, the tariff provides full access to the Europe-wide charging network and, like the other tariffs, provides all the comfort functions associated with Audi charging. The basic tariff is thus suited to home chargers who occasionally need an uncomplicated charging solution on the road, without fixed monthly obligations.

The table at the end of this MediaInfo provides an exact overview of the individual tariffs in Germany. When charging abroad, the respective country-specific defined prices apply – this gives drivers of electric vehicles full transparency about the charging costs they can expect even before they travel outside Germany.

Convenient contract management and billing

The comfort functions include integration of the charging points connected to Audi charging in the vehicle navigation's charge planning, both in the MMI (Multi Media Interface) and in the app, which can be used to send a pre-planned route to the car. Additionally, the charging stations can be unlocked and the charging process started via the provided RFID card (radio-frequency identification) or with the myAudi app.

The "Plug & Charge" function, which is even more convenient, is currently already available at IONITY and Aral Pulse charging stations and will be offered at more providers in the future. After activating the functionality from inside the vehicle once, inserting the charging cable is sufficient. The car and the charging station communicate via an encrypted connection. The charging process starts automatically, and billing is done via the means of payment that has been saved in the myAudi app, such as a credit card. "Plug & Charge" will be available in the new Audi charging network shortly after the market launch.

Additionally, the benefit the myAudi App has for customers has been improved. For example, in the future, car owners will not only be able to manage the complete Audi contract. With just a few clicks, they can also book a switch to a different tariff. Furthermore, the app indicates the prices of the selected charging station and clearly summarizes all charging processes. Audi charging is exclusively for Audi customers who drive a battery electric vehicle (BEV) or a plug-in hybrid (PHEV).

Designed to fit your driving profile: the three Audi charging tariffs

Tariff	basic	plus	pro
Base fee (monthly)	€0.00	€7.99	€14.99
AC charging (price per kWh)	€0.60	€0.50	€0.45
DC charging (price per kWh)	€0.81	€0.64	€0.58
IONITY HPC (price per kWh)	€0.79	€0.79	€0.35
Audi charging hub HPC (price per kWh)	€0.45	€0.35	€0.35

Prices at charging stations in Germany. Minimum term 12 months.

AC-charging idle fees €0.05/minute only between 9 AM and 9 PM from 180 minutes

DC-charging including Audi charging hub idle fees €0.15/minute from 90 minutes

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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.