

Corporate Communications

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First German location for Audi on demand

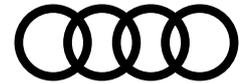
- **Audi mobility service takes off at Munich Airport**
- **Exclusive product lineup and individual choice of models**
- **International expansion of mobility services from Audi**

Munich, December 13, 2016 – It's the most convenient way to get from the tarmac to the business appointment: Airline passengers at Munich Airport can now use the premium mobility service Audi on demand to continue on the next leg of their trip in one of the brand's latest models. Sophisticated travelers and Audi aficionados can expect to find a fleet of cars equipped with exclusive features – from designer coupes to the high-performance experience. Users can book the Audi models with a mobile app and pick them up directly at the myAudi Sphere at the terminal. This makes Munich the first German location for Audi on demand.

The service offered by Audi provides very flexible, customer-focused access to premium mobility. Depending on their personal preferences, users can choose a specific model of their desire and book their Audi for as long as they need it, starting with a one-hour minimum. The service is billed on an hourly basis, with no mileage cap. The Audi on demand selection consists mostly of new products from the brand that have only recently made their debuts. With prestigious top models and an extensive range of innovative technologies, Audi on demand turns airport transfers into a special driving experience.

In the spring of 2015, San Francisco became the world's first location for the premium mobility service. Its claim of combining flexibility and exclusiveness has met with an exceptionally positive response from premium customers. 90 percent of Audi on demand users in the United States say the service exceeds their expectations.

Audi on demand is one of the brand's four innovative usage models: Audi select, which allows customers to choose between different models for an all-inclusive rate; Audi at home, a mobility solution for upscale living in megacities; and Audi shared fleet for intelligent management of company cars. Now that the services have successfully completed their test phase in selected markets, Audi is gradually launching them internationally – most recently with Audi at home in Hong Kong, Audi shared fleet in the United States and Audi select in Denmark.



myAudi Sphere opened in mid-2016 at Munich Airport, where it is the central hub for Audi on demand. Here customers can also personally book their car, benefit from the advice of Audi experts and also experience digital innovations from the Audi sales world.

More information about Audi on demand under: www.audiondemand.de/en

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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 16 locations in twelve countries. In the second half of 2016, the production of the Audi Q5 will start in San José Chiapa (Mexico). 100-percent subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2015, the Audi Group delivered to customers approximately 1.8 million automobiles of the Audi brand, 3,245 sports cars of the Lamborghini brand and about 54,800 motorcycles of the Ducati brand. In the 2015 financial year, AUDI AG achieved total revenue of €58.4 billion and an operating profit of €4.8 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.