



**Product and Technology Communications**

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## **Functions on demand: a new form of individualization**

- **Book additional selected functions online any time after delivery**
- **Start of the new payment service AudiPay for digital additional services**
- **Available in eight model series; additional models and markets will follow**

**Ingolstadt, October 1, 2020 – For the first time, Audi is offering its customers in Norway and Germany the possibility to book selected functions on demand, even after purchasing the vehicle. This opens up completely new possibilities for individualizing your own car. The functions are booked online via myAudi. With functions on demand, Audi is taking another consistent step toward a seamless digital customer journey.**

Audi is already connecting the physical world with the digital world for its customers today, from the first contact to consulting, service and the purchase. With functions on demand, the company is now offering them a new level of flexibility when purchasing a car. Previously, they had to configure the optional equipment when ordering a vehicle. Starting now, it is also possible for customers to book functions in the areas of lighting, driver assistance, and infotainment flexibly and as required, even after the purchase. Customers can select between various terms in the process. Functions on demand is currently available for the fully electric e-tron models and the current A4, A5, A6, A7, Q5, Q7 and Q8 models. Other product lines and functions will follow.

Which functions can be booked depends on the vehicle model and the market. With the Audi e-tron and e-tron Sportback, for example, customers can upgrade the LED headlights to Matrix LED headlights with automatic high beam in the lighting package. The infotainment package comprises MMI navigation plus and the Audi smartphone interface. The rates for functions on demand are based on the classic price list.

### **Comfortable and extremely flexible**

If customers would like to get to know a function first before committing themselves, they have the one-time option to book a one-month test phase. Even during this phase, they can extend the booking according to their personal needs.



If customers decide not to extend the term, the booking expires automatically and without requiring active termination at the end of the selected term. The booked functions always apply to a particular car. When the car is sold, they remain active for the remaining term and can be used by the next owner. In addition, the next owner can book further functions later on to suit their personal needs. This increases the car's attractiveness on the used-car market.

Booking and payment are handled via the app or the myAudi web portal. We attach great importance to secure processing of the transaction. After the booking process has been completed, the Audi IT back end sends a signed data package to the car via the mobile network. The function is available the next time the vehicle is started.

**New: booking Audi connect packages and new services in myAudi**

It is also now possible to extend the Audi connect packages available for the respective vehicle and book new Audi connect features via myAudi. Customers can select from different terms for the individual digital products here too.

**AudiPay: the global payment and settlement platform for digital additional services**

AudiPay will be launched together with functions on demand. Protected by a secure connection with the Group payment service provider VW Payments S.A., customers can now purchase and pay for digital services for their car using their stored credit cards. The plan is to offer other payment services such as PayPal, Klarna, or other local payment functions in the future. In addition to Germany and Norway, customers in roughly 20 other European markets will be able to pay digitally via AudiPay in the near future. Protecting customer data is always our top priority here: AudiPay guarantees security and compliance throughout the entire payment process.

**Exploiting new business areas**

Digital services like functions on demand make an important contribution to the digitalization at the four rings. They open up additional market potential and provide an opportunity to address the customers in an even more individual manner. Functions on demand also opens up a new business area for the dealers. They receive a bonus for helping customers to find and book suitable functions for their current vehicle.

The hardware for these functions that can be activated subsequently is installed in all vehicles at the factory. It is therefore available throughout their entire life cycles, yet customers pay only for the functions that they ordered when they purchased the vehicle or that they booked later on.

- End -



The specified fuel consumption and emission values have been determined according to the measurement procedures prescribed by law. Since September 1, 2017, certain new vehicles are already being type-approved according to the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO<sub>2</sub> emissions. Starting on September 1, 2018, the New European Driving Cycle (NEDC) will be replaced by the WLTP in stages. Owing to the more realistic test conditions, the fuel consumption and CO<sub>2</sub> emissions measured according to the WLTP will, in many cases, be higher than those measured according to the NEDC. For further information on the differences between the WLTP and NEDC, please visit [www.audi.de/wltp](http://www.audi.de/wltp).

We are currently still required by law to state the NEDC figures. In the case of new vehicles that have been type-approved according to WLTP, the NEDC figures are derived from the WLTP data. It is possible to specify the WLTP figures voluntarily in addition until such time as this is required by law. In cases where the NEDC figures are specified as value ranges, these do not refer to a particular individual vehicle and do not constitute part of the sales offering. They are intended exclusively as a means of comparison between different vehicle types. Additional equipment and accessories (attachments, different tire formats, etc.) may change the relevant vehicle parameters, such as weight, rolling resistance, and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO<sub>2</sub> emissions, and the performance figures for the vehicle.

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, Germany, and at [www.dat.de](http://www.dat.de).

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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 11 countries. Wholly owned subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy), and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.845 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand, and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, the premium manufacturer achieved total revenue of €55.7 billion and an operating profit of €4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. Audi is becoming a provider of sustainable, customized premium mobility with new models, innovative mobility offerings and attractive services.

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