



Corporate Communications

Moritz Drechsel

Spokesman Sales and Marketing

Tel: +49 841 89-39914

E-mail: moritz.drechsel@audi.de

www.audi-mediaservices.com

“Audi at home” premium mobility service debuts in Asia

- **Audi fleet introduced at one of Hong Kong’s most prestigious condominiums**
- **Sales chief Voggenreiter: “Hong Kong as perfect location for smart urban solutions with the premium standard of Audi”**
- **All-inclusive service offers residents a maximum of flexibility and comfort**

Hong Kong/Ingolstadt, August 31, 2016 – Following its successful launch in the USA, Audi at home is now also available for the first time in Asia. In Hong Kong, residents of the exclusive “Dragons Range” complex can make flexible use of a fleet of selected Audi models. The automobiles are located on-site and can be booked by smartphone, complemented by all-encompassing service through a concierge desk. The mobility program will also be introduced into other high-class real estate projects in this Asian megacity in the future. With the service, Audi is offering new ways to experience the brand with the four rings in one of the world’s most demanding automotive markets.

“Audi at home reflects the premium standard of our mobility services, which we are introducing into an increasing number of major cities,” says Dietmar Voggenreiter, Member of the Board of Management for Sales and Marketing at AUDI AG. “Hong Kong is the perfect location for this service. The city is a very attractive secondary residence and needs smart urban solutions.”

Audi at home combines high-class living with premium mobility and was first launched in November 2015 in San Francisco. In Hong Kong as well, the service specifically appeals to the high expectations customers attach to a premium brand and, at the same time, offers an intelligent answer to the unique conditions in the city: parking space is extremely limited in the Asian metropolis; even private parking facilities can often only be acquired through a lottery system.

From now on, residents of the nearly 1,000-unit “Dragons Range” apartment complex can book their preferred Audi model by smartphone, spontaneously or by prior reservation. They are able to choose from a rich variety of models with the four rings, as the A3 Sportback e-tron* plug-in hybrid and the luxurious full-size Q7 SUV. Billing is convenient and based on the length of use,

*The collective fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



from one hour to seven days. Customers have no need to worry about any hassle – along with unlimited mileage and refueling, the Audi at home package includes insurance as well as premium servicing and maintenance of the cars.

– End –

Fuel consumption of the models named above:

Audi A3 Sportback e-tron:

Combined fuel consumption in l/100 km: 1.8 - 1.6 (*130.7 - 147.0 US mpg*);

Combined CO₂ emissions in g/km: 40 - 36 (*64.4 - 57.9 g/mi*)

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.