



Audi of America Communications

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Audi launches Audi select, a monthly vehicle subscription service, in Dallas

- **Audi select offers customers flexibility with a selection of five Audi models, plus two days of Silvercar rentals for travel convenience, available for a flat monthly subscription fee of \$1,395**
- **The single market program will allow for quick optimization and scaling of Audi subscription-based model in U.S.**
- **The launch follows on broader efforts to build Audi mobility network capabilities**

HERNDON, Va., September 20, 2018 – Audi announces a new monthly subscription service called Audi select, available exclusively in the Dallas-Ft. Worth-area. Subscribers to Audi select receive access to Audi A4 sedan, A5 Cabriolet, Audi Q5 and Audi Q7 SUVs, and S5 Coupe for a set monthly price, plus two complimentary days of Silvercar rentals available at many major U.S. airports and cities for access to Audi vehicles when they travel.

“Audi is building an ecosystem that will allow consumers to access the brand how they want, when they want, and where they want,” said Scott Keogh, president, Audi of America. “Working closely with our dealer network in the Dallas area, Audi select is an important next step in offering customers premium mobility solutions with the options and flexibility that fit their lives.”

Audi select is priced at \$1,395 per month. The subscription includes two vehicle swaps per month via concierge pick-up and delivery at dealerships in addition to a home delivery option. Insurance, maintenance, roadside assistance and unlimited mileage are also included, as well as two days of Silvercar rentals per month.

The launch of Audi select follows on a growing mobility network that Audi is offering to its U.S. customers, especially since the brand’s acquisition of Austin, Texas-based Silvercar in 2017 and the company’s expansion to 24 rental locations across the country. Globally, Audi on demand offers mobility solutions in seven locations.



Through its affiliation with Silvercar, Audi of America benefits from the hardware, software and operations needed to deliver a mobility ecosystem at airports, in cities and at the dealership. Audi select will leverage Silvercar's digital mobility management platform for quick development and scaling.

Texas continues to be a strong market for Audi in the U.S. Through May of this year, Audi sales in the state doubled the pace of the premium segment according to IHS retail registrations.

Vehicle Model Detail:

Audi vehicles available through the Audi Select subscription package include:

- S5 Coupe Prestige
- A5 Cab 2.0T Quattro Prem/Prem Plus
- Audi Q5 2.0T Prem/Prem Plus
- Audi Q7 3.0T Prem/Prem Plus
- A4 2.0T Quattro Prem/Prem Plus

For more information, please visit www.us.audiselect.com

Roadside assistance provided by an authorized third party.

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ABOUT AUDI OF AMERICA

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands, delivering about 1.878 million vehicles globally in 2017. In the U.S., Audi of America sold nearly 227,000 vehicles in 2017 and broke all-time company sales records for the eighth straight year. Visit audiusa.com or media.audiusa.com for more information regarding Audi vehicles and business topics.

ABOUT SILVERCAR

Silvercar is a next-generation premium mobility company whose fleet consists entirely of Audi A4, Audi Q5 and A5 Cabriolets models. With its sleek mobile app, Silvercar removes the headache of traditional [car rental](#). No lines or counters. No paperwork. No hassles. Just the best in customer service and premium products every time. Silvercar continually earns the highest customer satisfaction and loyalty scores in the industry and with 24 locations at airports and in select urban cores,



Silvercar is the largest premium mobility company in North America. The company was acquired by Audi in 2017. For more information, visit www.silvercar.com.

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