



Audi of America Communications

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Audi revolutionizes the test drive in Seattle event at Amazon Go

- **This first-of-its-kind test drive allowed today's connected shoppers to interact with the Audi A6**
- **Amazon Go shoppers were delighted to discover the opportunity for a unique Audi A6 test drive experience**
- **The all-new A6 features cutting-edge connectivity and digitalization**

HERNDON, Va., November 19, 2018 – Audi offered a first-of-its-kind test drive for shoppers at Amazon Go's original checkout-free store location in Seattle. True to the checkout-free experience, customers were given the opportunity to pick up a "key box" from inside Amazon Go and simply walk out of the store to get into an all-new Audi A6 for a test drive. Once the 30-minute Audi test drive was complete, customers were surprised with the option to enter a sweepstakes to win an extravagant multi-day experience to Munich.

"As a brand rooted in innovation and pushing boundaries, we at Audi wanted to break category paradigms for what a test drive could be. Locating our test drive at Amazon Go allowed us to experiment with a new kind of retail environment while transforming the test drive into an adventure. In doing so, customers were able to have a one-of-a-kind experience and make a car purchasing decision at a time and place that may be more convenient to them," said Loren Angelo, vice president, Marketing, Audi of America.

The experience, called "Test Drive to the Unknown," demonstrated Audi's continued investment in offering digital-first services and solutions that effectively engage customers across a connected ecosystem of Audi devices.

"It's a sneak peek into an exciting and evolving business model for Audi that has the potential to deliver more connected and convenient methods of engagement to meet the demands of consumers in the digital age," added Angelo.

How it worked

After scanning their Amazon Go app to enter the store like usual, customers found several shelves holding "key boxes" that provided the opportunity for customers to experience the "Test Drive to the Unknown." Customers could select a key box and walk out of the store to claim their 30-minute test drive in an Audi A6.



Unlike a typical test drive, “Test Drive to the Unknown” took shoppers on mini adventures, ranging from professional photo shoots to personal concerts. Several lucky customers won longer test drives incorporating activities like a cheese-making class and helicopter experience. Ultimately, one customer was surprised to win a five-day luxury adventure in Munich, to enjoy unfettered Audi A6 performance on the German Autobahn.

To view a video of the program, click here:

https://www.youtube.com/watch?v=c9TTBF2_JNU&feature=youtu.be

The all-new 2019 A6 delivers the latest in innovative technologies. Featuring the brand’s all-new MMI touch response® system, the smartphone-like display and operating system enables fast access to functions and a high degree of personalization. The A6 offers an extensive suite of connectivity solutions for added convenience and personalization such as MMI navigation plus, which includes an intelligent route guidance function and car-to-X services such as traffic light information.

For A6 specifications, visit: <https://www.audiusa.com/a6>

Always pay careful attention to the road, and do not drive while distracted. See Owner’s Manual for further details, and important limitations on the MMI system.

MMI Navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle's electrical system, and existing wireless and satellite technologies, must be available and operating properly for the system to function. The system is designed to provide you with suggested routes in locating addresses, destination and other points of interest. Changes in street names, construction zones, traffic flow, points of interest and other road system changes are beyond the control of Audi of America, Inc. Complete detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible, therefore you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested MMI Navigation plus route.

Traffic light information is not a substitute for attentive driving. Always pay careful attention to the road and obey all speed and traffic laws. Requires compatible traffic infrastructure which is not available in all areas. Not available on vehicles built prior to June 1, 2016. See Owner’s Manual for further details, and important limitations.



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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.

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