AUDI INVESTOR & ANALYST DINNER MEETING
DIGITAL ECOSYSTEM

NILS WOLLNY
HEAD OF DIGITAL BUSINESS AT AUDI AG
NEW ERA OF DIGITALIZATION
MAKING PREMIUM MOBILITY EFFORTLESS
E-CAR LEASING

Is it worth it to lease an electric car?
These are the advantages, these are the disadvantages!
ENVIRONMENTAL BONUS FOR ELECTRIC CARS

How can I get the grant?
Translation:

PECUNIARY ADVANTAGE

In 2019 electric company cars will be more attractive!
ADVERTORIALS

1. Make reservations for your e-tron!

www.aio-mag.de

**ADVERTORIALS**

2. How far can I go with e-Mobility?

www.aio-mag.de
3. What do I need to charge my e-tron at home?


"Warum nicht mal einen Fernseher ausprobieren?", fragt Beißl und ergänzt: "Einen
Tool 1: Mobility Check

Audi Mobility Check

Filled up every day? Home charging is the key to a premium charging experience! Audi assures that 80% of all charging processes of an e-tron vehicle take place at home - so your individual home installation is our priority. Check here to see which steps are necessary to provide a charging situation optimized for your desired mode.

Start now

Load previous results

You have already carried out the Audi Mobility Check? Then enter your session ID here to see the results.

My session ID

Retrieve result

GO LIVE IN

CW 47/2018
Tool 2: Range Calculator

GO LIVE IN
CW 47/2018
Tool 3: Charging Time Calculator

GO LIVE IN
CW 47/2018
Pre Order

Reserve your e-tron®

Be among the first to reserve the future of electric mobility and secure the limited Audi e-tron® Edition One, or configure your own.

- Reserve Edition One
  Be part of a select few to own the Edition One e-tron®. The Edition One has exclusive design elements and advanced driver assistance systems and technology as standard equipment.
- Build Your Own
  Build your e-tron® with the trim and other options you prefer, using the configurator.

RESERVE YOUR E-TRON

Pre order available from 17th of September!
myAudi: Range Status

ALWAYS UNDER CONTROL
The myAudi APP offers full overview and control of your e-tron functionalities!
THE HEART OF OUR DIGITAL ECOSYSTEM
ENSURE LONG-DISTANCE CAPABILITY

Reduces range anxiety through an efficient navigation including necessary charging stations.
Functions on Demand

THE FIRST DIGITAL DEVICE

With Functions on Demand we create a fully digital experience.
AMAZON ALEXA

Find Amazons Alexa - which you love and know from your home - (integrated) in your AUDI e-tron.
How to charge your e-tron?

e-tron service plug-in

Learn in three easy steps how to charge your e-tron.

Quite simple to

HOW TO TUTORIALS

We help the customers to experience their car!
Systematic growth path

- **Established Business**
- **Emerging Business**
- **Explorative Business**

**Distance to Core Business**

**Growth Potential**

- **Digital Marketing**
  - Webportals
  - CRM
  - eCommerce
  - ...

**Supplier & Partnership**
The Forrester Automotive Wave
European Websites

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Systematic growth path

+ Systematic growth path
+ EXPLORATIVE BUSINESS
+ EMERGING BUSINESS
+ ESTABLISHED BUSINESS
+ DISTANCE TO CORE BUSINESS

DIGITAL BUSINESS 1.0
» Used Car
» Insurance
» Aftersales
» Mobility

JOINT VENTURE & PARTNERSHIP
Global Revenue Potential in 2025

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Note: Revenue from fuel and public transport not included, figures reflect light vehicles market | Source: diverse sources

Recycling

Used vehicle sales
€ 2,450 bn
First Go lives in 2019
Systematic growth path

- ESTABLISHED BUSINESS
- EMERGING BUSINESS
- EXPLORATIVE BUSINESS
- DIGITAL BUSINESS 2.0
- SPIN-OFF & INVESTMENT & JOINT VENTURE
ANNOUNCEMENT in Q1 / 2019
myAudi

CONNECTING TO EVERYTHING THAT DRIVES YOU
WHAT IS AIR DOING?

JÜRGEN KUFNER
SENIOR INNOVATION STRATEGIST
AT AUDI AIR-OFFICE SAN FRANCISCO
Audi Innovation Research: A Global Innovation Network
To create the digital services of tomorrow AIR’s mission is to engage in innovation research and create customer centric service design.
From Paper to Prototype: Developing Digital Services

1. What’s the Customer Value?
2. What’s the Business Model?
3. What’s the Full Potential?
How can we create new digital experiences for our customers based on car data?
Audi Innovation Funnel – our process to enrich the Audi digital ecosystem with customer centric services

Sensing
Problem Definition
Business Modeling
Problem Solution Fit
Prototype
Pilot
Launch
Bay Area Experts Provide a Diversified Perspective
My Audi Knows Me!

Hi Brian!

Recalculating route

Ordering Mobile Charging Station

Access to Mobility
Repair
Settings
Service
Charging
Route Advice
Driving Style
Lifestyle
... It's all you!
Disclaimer

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Consequently, a negative impact relating to ongoing claims or investigations, any unexpected fall in demand or economic stagnation in our key sales markets, such as in Western Europe (and especially Germany) or in the USA, Brazil or China, will have a corresponding impact on the development of our business. The same applies in the event of a significant shift in current exchange rates in particular relative to the US dollar, sterling, yen, Brazilian real, Chinese renminbi and Czech koruna.

If any of these or other risks occur, or if the assumptions underlying any of these statements prove incorrect, the actual results may significantly differ from those expressed or implied by such statements.

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