

AUDI SINGAPORE

Driving Smarter, Driving Digital

An automotive brand offering sales of new cars, used cars and aftersales, Audi has been operating in Singapore from 2007. The Audi Group is one of the world's leading producers of premium cars – playing an instrumental role in shaping the future of premium mobility. At its core, Audi is focused on sustainability, design, and digital transformation as a means of promoting a new era of mobility.

SHIFT TO DIGITALISATION

Audi's digital transformation is proceeding with three major goals:

1. "Be digital first"
2. Emphasising seamless, omni-channel customer-centric approach
3. Evolving into a data-driven company

Since the Covid period, the shift to digitalisation within the automotive industry has grown exponentially. It quickly moved to online sales of new cars and has continued to evolve. In line with this shift, Audi Singapore is working towards providing their customers a seamless, omni-channel experience, including several projects aimed at the expansion of digital sales capabilities (online store, flagship stores on retail portals, etc.)

DIGITAL TRANSFORMATION INITIATIVES

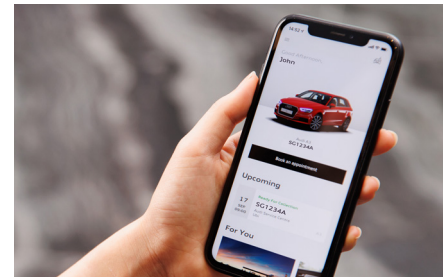
Amidst the pandemic in 2020, Audi worked with a Singapore dealer to launch a stock reservation tool called Audi Online Showroom. Customers looking to purchase service care plans, parts, and accessories can find this tool available on Audi's online Flagship store. Other digital initiatives in-

cluded real-time test drive appointment confirmation and also stock availability tools to assist customers in their purchase journey.

From a post-sales perspective, customers are able to book their service appointments in real-time via Audi Service app. This app also allows them to track their mileage and request roadside assistance in emergency situations. Customers can also digitally sign up for myAudiworld, a loyalty program which gives them access to curated lifestyle events and tailor-made content according to their lifestyle profiles.

SHOWCASING DIGITALISATION EFFORTS

In March 2023, Audi held an experiential event at the ArtScience Museum at Marina Bay in line with the company's "grand-sphere concept," challenging the boundaries of automotive design¹. Conceptually, the exhibition combined luxury air travel with Level 4 autonomous driving, and also presented several vehicles from Audi's roster of electric vehicles. The event also featured a series of thought leadership panel discussions to uncover insights about mainstreaming Greentech.



At the 2023 Greentech Festival in Berlin, Audi showcases its efforts in the circular economy through Audi's "Glassloop" project in cooperation with its partner companies. The windshields in the Audi Q4 e-tron will use glass made of up to 30 percent recycled material from car windows damaged beyond repair. Audi's "Glassloop" project demonstrated that glass could be reused at comparable quality – the project was honored with the German Award for Sustainability Projects in the "Recycling Concept" category.

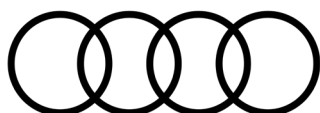
HOLISTIC DIGITAL INTEGRATION FOR SUSTAINABILITY

With its systematic electrification strategy, Audi has set the course for a sustainable future. The Four Ring's commitment to becoming the leading provider of sustainable premium mobility is based on a holistic strategy that touches every division of the company.

Sustainability achievements are assessed as tangible outcomes, and the performance of digitalisation is not measured separately, but as a function to improve business KPIs. For example, Audi measures the effectiveness of their digital sales tools via the assessment of Sales Performance KPIs (e.g. EV-share). A great amount of consideration is being given to digital tools to make the overall sustainability journey more effective and efficient.



¹ "Audi Opens House of Progress Exhibition in Singapore's ArtScience Museum," Channel News Asia Luxury, March 31, 2023, <https://cnaluxury.channelnewsasia.com/obsessions/audi-house-progress-exhibition-artscience-museum-singapore-224946>.



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