

Audi connect

- the future of networked mobility

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Audi connect – current services in the Audi A3

flexible, personal and always up-to-date

weather &
travel information

online news
(individual)

Wi-fi hotspot

music stream and webradio

Messages & E-Mail

city events

flight & train
information

fuel prices

Facebook & Twitter



Audi connect – current services in the Audi A3

perfect navigation to every destination

navigation with Google Earth™
mapping service and Google
Street View™

picturebook
navigation

point-of-interest search
(POI) with voice control

traffic information online

destination entry via
myAudi or Google
Maps™



Audi connect

- a night on the town



Audi connect – current challenges in SIM offerings

No fit to Audi`s requirements

	B2B M2M / Narrowband Services	B2C Broadband Services
Handling Effective means for handling in manufacturing and distribution processes	✓	✗
Price global coverage @ attractive price available	✓	✗
Flexibility Flexibility to change network provider over life time of vehicle	✗	✓

Audi connect – remote provisionable SIM

We get a built-in-connectivity at delivery of our car with easy to use data packages for streaming volumes at a reasonable price...

As Audi we are able to select a mobile network operator after the car is sold and we are flexible over lifetime of the car...



We suggest an integration of B2B and B2C business principles into something new...



¹ Mobile Virtual Network Operator



We can create a win-win situation...
**Audi`s ambition is to get over 50% of all
sold cars in 2015 and 100% connectivity in
this decade!**