



Audi European Delivery Program

Audi
European Delivery



**Mapping out your trip
starts with ordering
your new Audi vehicle.**



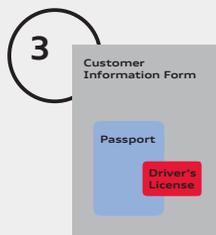
Prepare to take delivery.



Visit your local Audi dealer and purchase an eligible U.S.-spec Audi model¹ of your choice at a discount of up to five percent off the MSRP¹ approximately three to four months prior to your departure to Europe.



About two weeks after your order has been placed, you will receive a Welcome Kit from Audi of America, including your vehicle's expected build date, a Customer Information Form to be filled out, Vehicle Tax Agreement to be filled out, and information about the drop-off process, insurance and roadside assistance.²



In the meantime, send your completed Customer Information Form, Vehicle Tax Agreement form, and color copy of your valid passport and driver's license to the European Delivery Team at europaandeliveryprogram@audi.com³



While you wait for your Audi to be built, start planning your trip. Note: We recommend waiting to finalize your travel and accommodations until Audi of America sends you confirmation that your vehicle has been built.



Arrive at the previously selected Audi Forum in Ingolstadt or Neckarsulm and take delivery of your brand-new Audi.

The ride of a lifetime starts here.

When you purchase a custom-built Audi through European Delivery, you will have the unique opportunity to experience the vibrant spirit of Audi and its heritage in its home country of Germany.

Your Audi will be waiting for you at the previously selected Audi Forum in Ingolstadt or Neckarsulm (if you have purchased an Audi R8, you must take delivery at Neckarsulm), where you will receive detailed insight into Audi philosophy, views and history through a guided or self-guided (Neckarsulm) tour of the Audi factory and museum. Please note that both factories are closed for general maintenance during the month of August. Factory tours will not be available during this time.

Costs: Costs are covered as long as you drop off your vehicle at an approved Audi drop-off location (for its return to the U.S.) within 90 days of its original delivery at the Audi factory.

Eligibility: All special-order (not prebuilt) Audi models that are sold in the U.S. are eligible for the program. The purchaser must be at least 18 years of age and have a permanent residence in the U.S., a valid passport, a valid U.S. driver's license and a social security number.

Craft your road map.

Let go of limitations and start planning the European road trip of your dreams while you wait for your new Audi to be built. Manufacturing will begin approximately four to six weeks before your requested delivery date.

NOTE: Your requested delivery date is tentative, so we recommend finalizing travel and accommodations after receiving confirmation that your vehicle has been built.

¹ For eligible vehicles, customers can receive 5% off the Manufacturer's Suggested Retail Price (MSRP). Audi R8 and RS vehicles are not eligible for the 5% discount, but are otherwise eligible for the European Delivery program. Additional costs and charges may apply, including transportation, tax, title fees, licensing, options, accessories and dealer charges. Not redeemable for cash. Incentive paid to dealer and requires dealer participation. Dealer sets actual price. See your authorized Audi dealer for details. ² 24-hour European Roadside Assistance is provided by ROLAND Assistance GmbH (certain conditions apply; please see your dealer or visit audiusa.com/inventory/european-delivery for details). ³ Please note, all personal information sent to this address is protected by Audi of America.



Every journey starts with a good night's sleep.

And it's even better when it's on us. When you take delivery of your new Audi in Ingolstadt, you will be treated to a complimentary one-night's stay in one of our featured luxury hotels.

But first, when you arrive in Germany, we will pick you up in an Audi vehicle and chauffeur you to your hotel. Pickups are available from Munich's Franz Josef Strauss Airport, Frankfurt Airport, and the train stations in both Munich and Neckarsulm.

Start your delivery day with a complimentary pickup from your hotel, then travel the short distance

to either the Audi Forum in Ingolstadt or Neckarsulm, where you'll see the striking Bauhaus-inspired modernity of the Audi Forum and its grand piazza—centerpieces of the Audi experience. You will feel the limitations disappear and the excitement in the air. The day is all about you. And your new Audi.

Upon arrival to the Forum, you will check in with your personal customer adviser, who will give you a schedule of the tour (or, if you take delivery in Neckarsulm, help you plan a customized schedule for the day) and provide you with a detailed overview of the many features in your new Audi and their benefits.

Welcome to Ingolstadt

Country	Germany
State	Bavaria

Basic statistics

Founded	806
Elevation	1,227 ft
Population	127,886

Basic information

Time zone	CET/CEST
License plate	IN
Postal codes	85049-85057



Nestor Hotel Neckarsulm

Rest, relax and rejuvenate at the authentic and vibrant Nestor. Located in central Neckarsulm, with close proximity to Municipal Park and the Audi Forum. Enjoy the sauna and fitness center or dine at the in-house restaurant or terrace bar.

www.nestor-hotels.de

Welcome to Neckarsulm

Country	Germany
State	Baden-Württemberg

Basic statistics

Founded	771
Elevation	531 ft
Population	25,754

Basic information

Time zone	CET/CEST
License plate	HN
Postal code	74172

Neckarsulm

Ingolstadt

Munich



NH Ambassador Ingolstadt

Known for its modern style and on-site amenities, the NH Ambassador Ingolstadt is located near shopping and the Audi Forum, making it a very convenient choice for European Delivery Program participants.

www.nh-hotels.com



Hilton Munich Airport

After a long flight from the U.S., relax in style and convenience at the Hilton Munich Airport. This hotel offers a soothing vibe, a luxurious spa and stylish rooms where you can rest your head and dream of the adventure ahead of you in Ingolstadt the next day.

www.munichairport.hilton.com

The Customer Center

Visit the new car pick-up area—your new Audi awaits you in the Customer Center.

The Museum Mobile

Partake in a tour of our world-famous museum.



Exterior view of the Customer Center, Museum Mobile and Audi Forum in Ingolstadt.

Discover more to love about Audi.

The Audi Forum

We invite you to participate in a guided or individualized tour of the factory.



The Press and Body Shops

Get a firsthand view of the impressive body-forming tools of the Press Shop and the robotic precision of the Body Shop and Final Assembly.



Beginning assembly

To keep the excitement going after you take delivery, we invite you to partake in a guided or self-guided¹ tour of the factory and a self-guided tour of our world-famous museum. Here you will gain in-depth knowledge of what really makes up the Audi philosophy, view and heritage (please note, all factory tours are subject to availability). In addition, you will be our guest for the entire day, enjoying complimentary food, non-alcoholic beverages and snacks at the Audi Forum's market restaurant.

We refer to factory visits as “discovery tours” for good reason. These tours are nothing less than privileged opportunities to discover why our cars feel and drive the way they do. From the impressive body-forming tools of the Press Shop to the robotic precision of the Body Shop and Final Assembly, you will experience the symphony of Audi precision and meticulous construction firsthand. Finally, pull away. The road is calling, and you must go.

¹ The Neckarsulm Audi Forum offers only self-guided delivery and factory tours. When you arrive in Neckarsulm, your Audi Customer Advisor will assist you in mapping out your delivery day and tour.

Present, meet past.

Experience firsthand the dynamic history of Audi design and technologies when you take part in our exclusive European Delivery program. When you purchase a brand-new Audi through European delivery, you will receive up to five percent off of the vehicle's MSRP¹ and have the unique opportunity to tour an Audi Forum, factory and museum.

Then, Europe is your oyster. Redefine the meaning of "road trip" as you truly test out the potent engine and impressive handling of your new Audi and as you cruise through many beautiful European landscapes and on iconic roads of your choice.²

Audi connects you to your world through its agile, dynamic designs and progressive technologies. The notion that form follows function has been an anchor of the Audi point of view. It is no coincidence that Audi has a penchant for dynamic design—the inspiration of this aesthetic started just a three-hour drive from the Audi factories, at a school called Bauhaus, which originally operated from 1919 to 1933 and today is once again a school.

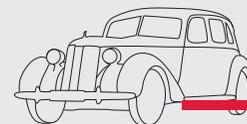
The design philosophy of the Bauhaus was to build a harmonious marriage between form and function—completely abandoning superfluous

ornamentation. Its products were highly functional, stripped down and easily mass-produced. In essence, they were simple.

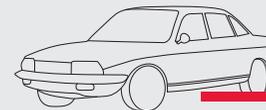
Audi recognized early on that simple designs are timeless designs. When something is too trendy, it goes out of style quickly. Audi design has never succumbed to trends, but instead has remained sharply focused on creating innovative, basic designs that you will love today, tomorrow and in many years' time.

When you take part in European Delivery, you will see Audi in a whole new light. Once you get in the driver's seat of your new vehicle, you'll experience what makes our vehicles truly stand out—sophisticated luxury and well-engineered power. It's a pairing that will make your excursions through Europe the memory of a lifetime.

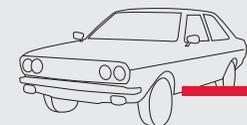
The Bauhaus building and permanent exhibition are open to the public from 10:00 a.m. to 5:00 p.m., daily. Guided tours (in German) are available twice a day as well. For more information, go to www.bauhaus-dessau.de



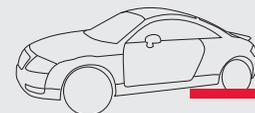
Late 1930s
Audi 920



Late 1960s
NSU Ro 80



1970s
Audi 80



Late 1990s
Audi TT



Early 2000s
Audi Nuvolari concept

Some of the most iconic Audi designs showcase the influence of the Bauhaus school.

¹ For eligible vehicles, customers can receive 5% off the Manufacturer's Suggested Retail Price (MSRP). Audi R8 and RS vehicles are not eligible for the 5% discount, but are otherwise eligible for the European Delivery program. Additional costs and charges may apply, including transportation, tax, title fees, licensing, options, accessories and dealer charges. Not redeemable for cash. Incentive paid to dealer and requires dealer participation. Dealer sets actual price. See your authorized Audi dealer for details. ² European countries covered in the program are listed in the FAQ section of this brochure or can be found online at www.audiusa.com/inventory/european-delivery.

Bauhaus design principles

- + **Form follows function.**
The Bauhaus' final director, Ludwig Mies van der Rohe, described ideal design as "honesty of construction, death to decoration."
- + **It's all about typography.**
One of the most important areas of study at the Bauhaus school was typography. Bauhaus designers refused to combine upper and lower case type in the same work and preferred sans-serif type.
- + **Always follow geometric principles.**
Bauhaus students were heavily inspired by the work of Cubist artists. They liked to break down objects into their basic geometric shapes to recreate them in a modern form.
- + **Art should meet the needs of society.**
There should be no distinction between practical craft and fine art.





Say goodbye, say hello.

At the conclusion of your travels, drop off your vehicle at one of the 17 European drop-off locations. You will be reunited with your Audi when it reaches the U.S., approximately 11 to 13 weeks after you dropped it off. Your local Audi dealer will contact you when it is ready to be picked up.

Note: To help ensure a worry-free transport to your dealer, please schedule your drop-off at your preferred drop-off location at least four days in advance. Appointments are necessary for all

locations and can be made by phone or e-mail. Drop-offs are available Monday through Friday, with varied hours of operation. All locations are closed on nationally recognized holidays. It is the customer's responsibility to be aware of the national holidays and not plan to drop off on one. You must drop off your vehicle within the maximum temporary registration and insurance period assigned at the time of delivery. Insurance and registrations cannot be extended once issued. See the Frequently Asked Questions section of this brochure for more information.

17 EUROPEAN DROP-OFF LOCATIONS

Germany locations:

Berlin
Bremerhaven
Duisburg
Frankfurt
Hamburg
Munich
Sindelfingen (Stuttgart)

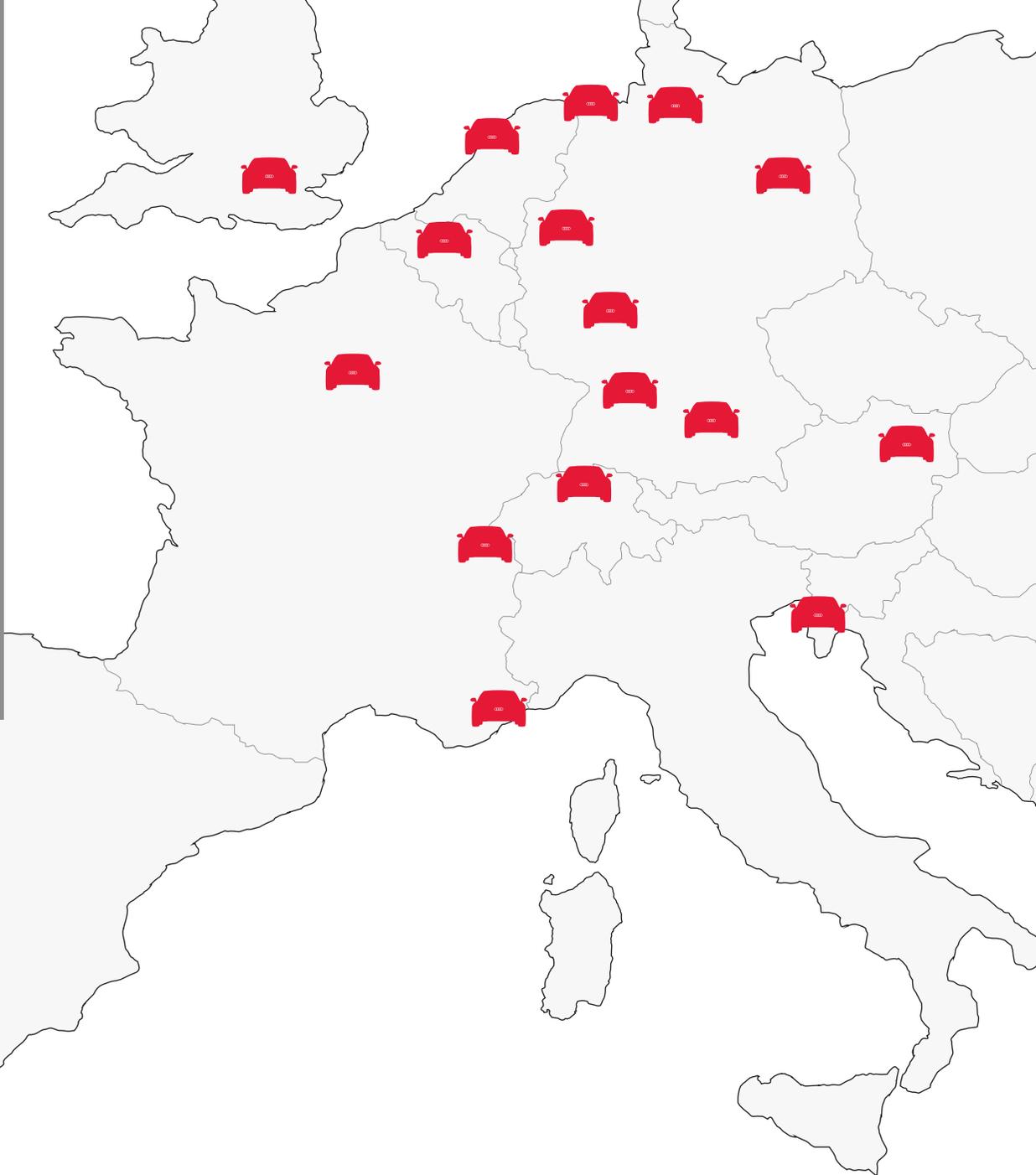
European locations:

Vienna, Austria
Antwerp, Belgium
London, England
Nice, France
Paris, France
Amsterdam, Netherlands
Madrid, Spain
Geneva, Switzerland
Zurich, Switzerland

Balkan:

Koper, Slovenia

Please note, it will take approximately 11 to
13 weeks for the vehicle to return to the U.S.





"It's an experience like none other. They give you 5% off of MSRP,¹ which will truly pay for your trip. Then, you're over there, getting a new car and seeing a whole new part of the world." —Duke A.

Don't just take our word for it.



"We felt like we were the only customers that day." —Steve H.





“You’re seeing it get designed and it’s almost like your own child. You become emotionally attached to it. We picked out everything—the color, the interior, the trim—and then you really see the technology at the plant and that’s when you say, ‘Wow, I’ve come 6,000 miles and my vehicle has gone through all this technology so quickly.’ Then you can track it going across the ocean—and it becomes a total experience, much different than just going to a dealer.” —Duke and Suzie A.



“Our experience in Neckarsulm was amazing. From the time we were picked up at the airport in Frankfurt to the time we left the Forum with our new car, we were treated like royalty. Everyone was extremely concerned about ensuring we had a good time.” —Andrea L.

“It was a very personalized experience with a private tour for my wife and I of the key parts of the factory that interested us most. The delivery agent even provided us with information about driving in Germany and Europe since we were also headed to Switzerland and Austria.” —Greg L.

1 For eligible vehicles, customers can receive 5% off the Manufacturer’s Suggested Retail Price (MSRP). Audi R8 and RS vehicles are not eligible for the 5% discount, but are otherwise eligible for the European Delivery program. Additional costs and charges may apply, including transportation, tax, title fees, licensing, options, accessories and dealer charges. Not redeemable for cash. Incentive paid to dealer and requires dealer participation. Dealer sets actual price. See your authorized Audi dealer for details.

We'll see you in Germany.

Participating in the Audi exclusive European Delivery Program is truly an unforgettable experience. You will discover firsthand the spirited Audi heritage and precision craftsmanship that goes into creating every Audi. Additionally, further your Audi experience by

planning to visit landmarks, museums and design centers that showcase pieces that have inspired the evolution of Audi design and technology innovations. Sure, we can tell you how great a time you'll have. But you'll have to do it to believe it.

Building shown is the Kanzleramt in Berlin. It houses the German Chancellery (the German federal government).

Frequently Asked Questions

01_

Do I need to get my vehicle insured while in Europe?

Yes. Audi provides you with a 15-day comprehensive insurance policy and export license plates at no extra cost. You will receive proof of insurance and your temporary vehicle registration when you take delivery of your vehicle in either Ingolstadt or Neckarsulm. The insurance will cover you in the following countries, so you can get a feeling of the limitless sense of freedom you can enjoy behind the wheel: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Norway, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and the United Kingdom. If you would like to enjoy more time driving around Europe, you are able to extend your insurance coverage and export plates up to 90 days.¹

02_

What does the deductible cost?

There is a €1,000 deductible on the vehicle insurance. This insurance does not cover theft or damage to personal belongings, including all nonautomotive articles. Therefore, we recommend that you purchase additional travel insurance. Your vehicle will be registered and insured the day before you take delivery. Please note that the delivery day is day two of your insurance policy.

The insurance pricing is as follows:

15 days : Complimentary

30 days : \$280.00

60 days : \$490.00

90 days : \$910.00

03_

What are the payment terms for the program?

As an Audi European Delivery customer, you agree to pay or secure funding for your vehicle in full with your U.S. Audi dealer prior to traveling to Europe to pick up your Audi vehicle. Your dealer will complete the bill of sale contract with you and will request payment in full after your vehicle is built. Vehicle and lease payments apply after the vehicle is dropped off and while it ships from Europe to the U.S.

04_

What will not be included or working on my vehicle when in Europe?

If you have ordered Audi connect®, on-board navigation or SiriusXM® radio, these options will not function while the vehicle is in Europe. The Audi connect SIM card is installed at the U.S. port, and the system will not work with international SIM cards. The factory programming for U.S. VINs is specific to the U.S. A portable GPS unit will be provided at delivery. Additionally, the iPod® cable will also be installed when the vehicle reaches the U.S. port.

If you have ordered a trailer hitch package, the hitch will not be available for use while in Europe, as this is a U.S. port-installed item.

Q5 roof racks will be delivered with the vehicle. Please note that choosing to not install the roof rack will impact your luggage-carrying options.

05_

I'll be visiting Europe during the winter. What should I know?

If you're coming to Germany in the winter, please note that the law requires all drivers to equip their vehicles accordingly. Although the all-season tires on most Audi vehicles are better suited for winter driving than the summer performance tires, snow tires provide the highest level of winter driving safety and performance—especially when driving on snow or ice?

Other countries may have similar or more stringent laws. Before driving your vehicle, be sure to check the appropriate requirements of the country (or countries) that you plan to visit.

Due to winter tire regulations, the Audi Forums will not deliver vehicles with summer performance tires from November 1 through April 15, and Audi of America also reserves the right to cancel or postpone vehicle deliveries in Ingolstadt or Neckarsulm as a result of weather and driving conditions.

06_

Can I choose which factory location I take delivery at?

You can decide to take delivery in either the Ingolstadt or Neckarsulm locations unless you take delivery of an R8. The R8 can only be delivered in Neckarsulm.

07_

Where can I get more information?

For more information on the Audi exclusive European Delivery program, visit www.audiusa.com/inventory/european-delivery.

¹ 24-hour European Roadside Assistance is provided by ROLAND Assistance GmbH (certain conditions apply; please see your dealer or visit audiusa.com/inventory/european-delivery for details). ² Please see our customer release form for winter driving.

2015 | Audi

Audi of America

Audiusa.com

Facebook.com/Audi

"Audi," all model names, "Audi connect," "Truth in Engineering" and the four rings logo are registered trademarks of AUDI AG. "iPod" is a registered trademark of Apple Inc. "SiriusXM" and all related marks and logos are trademarks of Sirius XM Radio Inc. and its subsidiaries. All other trademarks are the property of their respective owners. Some European models shown.