

AUTOMOTIVE

Audi to acquire Silvercar as on-demand mobility heats up

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Image source Silvercar

By STAFF REPORTS

German automaker Audi is upping its investment in car rental service Silvercar as it looks to further innovate mobility for changing consumer needs.

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Building on an existing relationship that dates back to 2012, Audi is acquiring the Austin, TX-based tech company that focuses on vehicle sharing. With renting and sharing replacing car ownership for many consumers, automakers are turning to alternative mobility developments to remain a part of consumers' daily lives.

On the move

From 2012, Audi has been working with Silvercar to create mobility services under a number of brand names, including Audi mobility, Silvercar and Dealerware. Silvercar's proprietary technology is behind a number of offerings, including Audi shared fleet, a corporate vehicle solution.

Silvercar's car rental services, which are accessible through an app, offer drivers a fleet that contains only Audi A4 models.

Audi acquired a minority stake in Silvercar in 2015 during the company's Series C funding round, investing \$28 million. Now, the automaker is fully acquiring Silvercar in a transaction expected to close in the first half of this year, pending regulatory approval.



Audi A4; image source Silvercar

"Audi and Silvercar share a vision for the future of transportation," said Matt Carpenter, Audi of America's chief financial officer, in a statement. "This acquisition enables Audi to move forward with a progressive partner and continue our technology leadership into the next era of mobility."

In 2015, Audi also began testing a program in San Francisco that has significant implications for the auto industry.

Essentially, consumers in the Bay Area are able to customize a model on the "Audi on Demand" iPhone application that they can then order for up to 28 days. The range of demands and possibilities such a program generates could change how consumers view cars ([see story](#)).

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