

AUTOMOTIVE

Audi is latest automaker to provide scrappage incentive

September 5, 2017



Audi provides incentive for diesel owners to scrap their cars

By BRIELLE JAEKEL

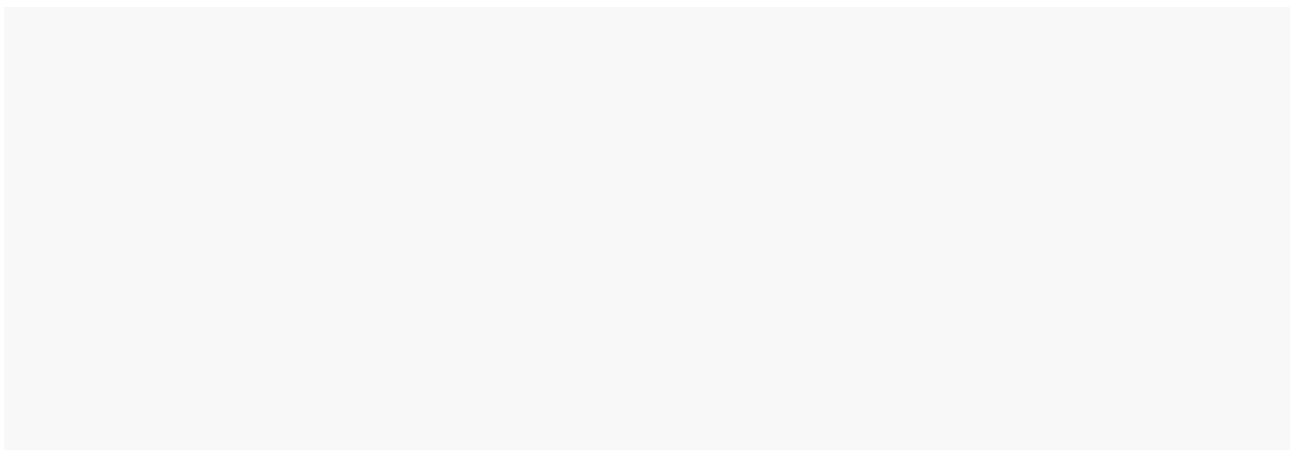
German automaker Audi is making a move to position its brand as a crusader for the environment, following its parent company's public scandal in regards to suspicious practices with emissions.

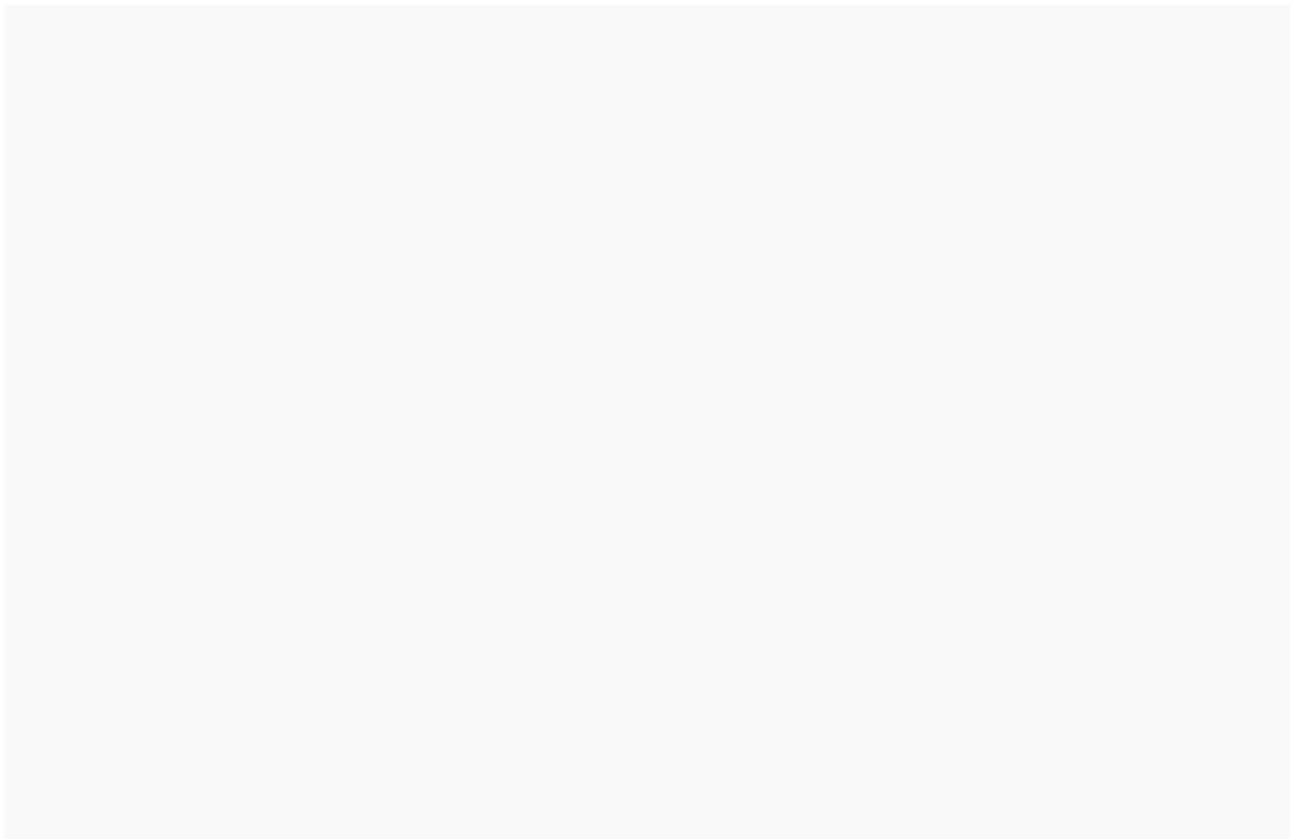
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In 2015, Volkswagen Group was served a notice of violation of the Clean Air Act from the United States Environmental Protection Agency, as it had falsified information on the emissions of some of its diesel vehicles. Owned by Volkswagen, Audi has recently started a program that will provide scrappage incentives for exchanging qualified diesel cars in the U.K.

Emissions and diesel

Many automakers are offering incentive programs for owners to trade in their old diesel vehicles to help get those who emit harmful emissions off the road.





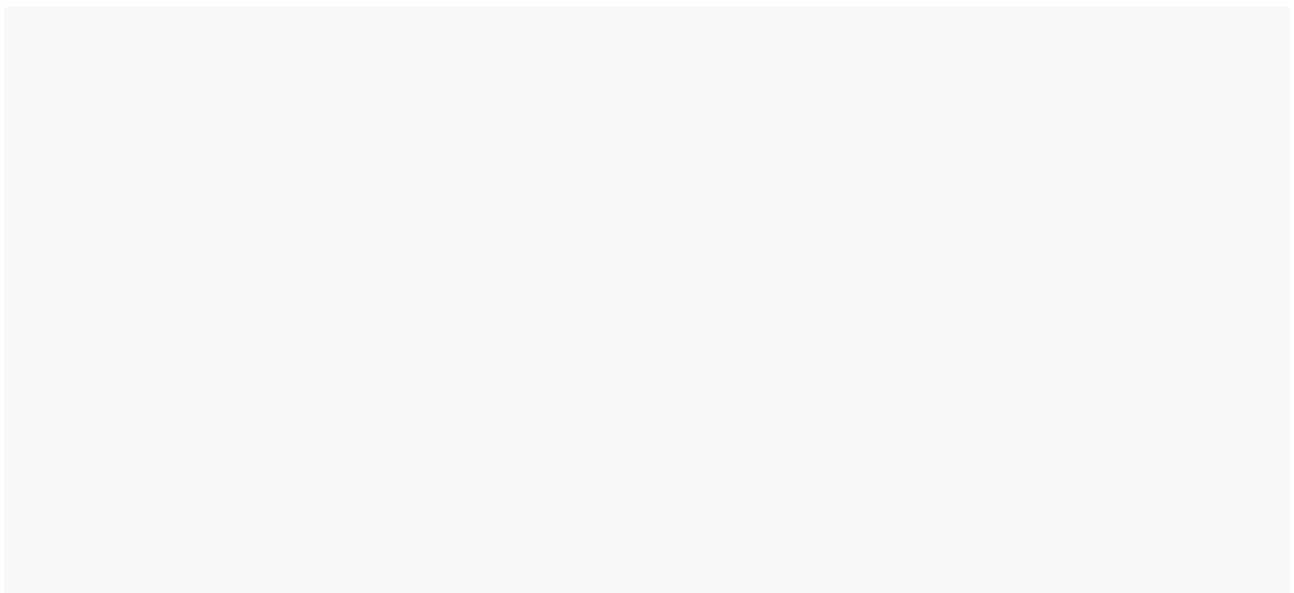
The most important changes aren't always the most obvious. #Audi #A3

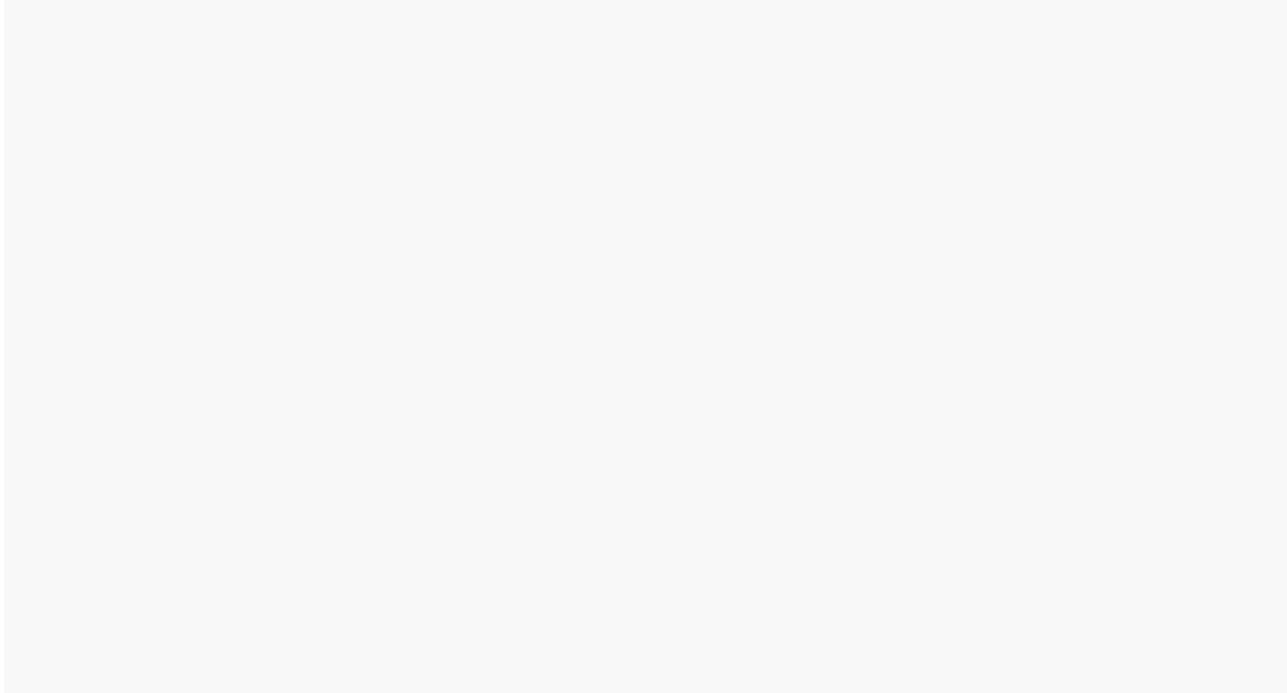
A post shared by Audi UK (@audiuk) on Aug 26, 2017 at 11:42am PDT

The Clean Air Act has been put in place to help regulate emissions and harmful air pollutants that are contributing to global warming and environmental problems. However, Volkswagen was caught in direct violation of the act after it showed emissions controls for diesel vehicles only during testing, but not with its actual vehicle production.

Audi will now be offering compensation for those trading in diesel models EU1 to EU4, if they are trading in for Audi EU6 petrol, diesel or e-tron. The goal will be to eliminate EU1 to EU4 dieselcars registered before 2010 and in the process reduce emissions.

Each customer who trades in his or her old diesel model will receive compensation based on the model. Those who trade in for a plug-in hybrid model will be given additional incentives.





Hidden gem. #Audi #A1

A post shared by Audi UK (@audiuk) on Aug 21, 2017 at 12:51pm PDT

The automaker will be giving out 2,000, or \$2591.32 at current exchange, to 8,000, or \$10365.28 at current exchange.

Impact on Audi

Audi said that 2.1 million of its diesel-powered cars were outfitted with the software its parent company Volkswagen used to cheat emissions tests.

According to Reuters, 1.42 million of the vehicles sold in Europe include the faulty engine, while 13,000 were sold in the United States. Audi, as part of the Volkswagen Group, has to regain a level of trust from consumers following this news ([see more](#)).

Audi also recently added new nomenclature to its model names to help distinguish the power output of each vehicle, but many experts wonder if this will confuse customers.

Basic model names for Audi vehicles will stay the same but the automaker will be adding two more numbers to each name. Each number will signify a horsepower range and whether it is economy fuel or CO2 emissions ([see more](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.