

AUTOMOTIVE

Audi offers limited edition summer fun through Silvercar

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Audi's Silvercar offers convertible rides for the summer. Image credit: Audi

By STAFF REPORTS

German automaker Audi is upping its partnership with Silvercar and celebrating summer by bringing drop-top vehicles to its rental fleet.

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The Audi A5 Cabriolet is now available for short-term rental through the car sharing application Silvercar, which is comprised only of Audi vehicles. The vehicle is fitted with an automatic soft top that opens in 15 seconds and closes in 18 while the car is going up to 31mph.

Renting for summer

Audi's new drop-top addition to Silvercar is available in 13 markets starting now, but it will likely roll out to others throughout the summer.

Current markets include Los Angeles; San Francisco; Newark, NJ; New York; Chicago; Miami and Seattle.

The convertible addition to the fleet brings Silvercar's inventory up to three vehicle model offerings.

Audi A5 Cabriolet also offers a digital cockpit with Google Earth, Audi smartphone interface and Audi drive select.

Rental prices are listed as \$59 per day for Audi's A4, \$79 per day for the Q5 and \$95 for the newest addition of the Cabriolet.



Silvercar now provides drop-tops for rental. Image credit: Audi

"The introduction of the Audi A5 Cabriolet follows a successful roll out of the Q5 earlier this year," said Chris Donus, chief operating officer at Silvercar, in a statement. "With a total of three Audi vehicles in our fleet as well as new locations opening monthly, Silvercar is excited to continue to provide the very best customer experience no matter where your adventure takes you."

Audi upped its investment in the car rental service as it looks to further innovate mobility for changing consumer needs.

Building on an existing relationship that dates back to 2012, Audi acquired the Austin, TX-based tech company that focuses on vehicle sharing last year. 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 ([see story](#)).

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