

AUTOMOTIVE

## Silvercar by Audi opens its doors to dogs

November 9, 2018



*Audi works with pet owners. Image credit: Silvercar by Audi*

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By STAFF REPORTS

German automaker Audi is making it easier for those with pets to rent cars, as it becomes commonplace to not own a car.

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Consumers are now more interested in dog ownership and less interested in owning their own vehicle. Audi's car rental service, Silvercar, is now providing premium dog seat covers to make renting cars stress-free for those traveling with pets.

All dogs go to Audi

Starting Nov. 15, Silvercar users can order the dog seat covers along with their vehicle rentals in an Audi Q4 or Q5.

"A recent Trip Advisor study found that 35 percent of pet owners take shorter vacations, and 25% take fewer vacations overall because of their pets," said Amber Quist, chief marketing officer of Silvercar by Audi, in a statement. "Silvercar by Audi wants to not only address the increased demand from consumers to travel with their pets, but also celebrate pet owners and provide them with the opportunity to travel in luxury, style and comfort."

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[View this post on Instagram](#)

Holidays are merrier without the carrier - Introducing our four feet fleet! Bringing your pet home for the holidays? Now you can roll up in an Audi rental with your furry friend. (Link in bio)

A post shared by Silvercar by Audi (@silvercarbyaudi) on Nov 8, 2018 at 7:59am PST

Customers can seamlessly request the covers through the Silvercar application and fill out a short form to let the platform know their pets will be on board.

Silvercar by Audi also recently added another location, expanding its city offerings to downtown San Francisco as car rentals become more popular.

The digital car rental service started allowing rentals on Sept. 24, with reservations starting in San Francisco. While the company has already had an established location at the San Francisco airport, it will now expand to the downtown area as well ([see story](#)).

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