

AUTOMOTIVE

Audi furthers luxury EV with chauffeur pilot

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Audi moves EV forward with chauffeur partnership. Image credit: Audi

By STAFF REPORTS

German automaker Audi is hoping to help reduce emissions in the fight for sustainability through a partnership with private chauffeur service.

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Audi is working with Addison Lee Group to introduce its e-tron models as chauffeur vehicles. Addison Lee is hoping to reduce emissions in an overall long-term strategy, with Audi's participating rolling out in a pilot program.

"The e-tron is the perfect catalyst for the transition into electrification for a global ground transportation business like Addison Lee Group its incredible refinement and performance suggest that it is something out of the ordinary, but in terms of usability, quality, design and engineering it will be a home-from-home for anyone familiar with a modern day Audi," said Andrew Doyle, director of Audi UK, in a statement. "I am confident that it will slot seamlessly into the chauffeur transport role for drivers and passengers alike."

Emissions-free chauffeur

To test the partnership, Audi's special e-tron fleet will consist of five new chauffeur vehicles starting today and running for six months.

The pilot program, based in London, is meant to test the suitability of using an all-electric fleet for the chauffeur service.

Audi's five e-tron vehicles are featured in Mythos black metallic paint with added features for heightened passenger comfort including privacy glass, four-zone electronic climate control, acoustic glazing and soft-closing doors. The program will introduce consumers into the high-end EV segment, while also generating insights for Addison Lee to turn to a 100 percent low emissions fleet.



Audi's pilot program with Addison Lee Group takes place in London. Image credit: Audi

"Our partnership with Audi combines two premium brands in making a significant step towards next-generation, sustainable mobility solutions, and continues to position Addison Lee Group at the forefront of innovation in ground transportation services," said Andy Boland, CEO of Addison Lee Group, in a statement. "We are delighted to join forces with such a progressive automotive manufacturer and a brand that resonates with our business."

"This pilot demonstrates the power of combining two large scale, established and premium brands to make a significant and positive impact on cities and air quality, over and above individual initiatives at a local level," he said. "Following our achievement of ULEZ compliance for the whole Addison Lee Group fleet, this is the next major step on the road to achieving a 100 percent low emissions fleet."

The partnership with Addison Lee helps support its goal of leaning into sustainability and EV.

Audi recently continued its mission to dispel drivers' preconceptions about electric vehicles in a clever national campaign as part of this goal.

The recent spot, "Not For You," tackles topics such as charging infrastructure, vehicle performance and driving range. As the automaker ramps up EV investments, it is using irony and humor to educate drivers about these vehicles ([see story](#)).