

AUTOMOTIVE

## Audi offers complimentary Silvercar access to new owners

August 19, 2019



*Silvercar by Audi is more accessible to existing Audi drivers. Image credit: Audi of America*

By STAFF REPORTS

Silvercar by Audi is extending its reach by launching a complimentary rental program for new Audi drivers.

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

Through "Always Audi," customers who purchase or lease a 2019 or newer Audi will receive seven rental days with Silvercar. The new offering links ownership and on-the-go rentals as even affluent drivers seek more flexibility.

Always Audi

Silvercar offers four models the Audi A4, Audi A5 Cabriolet, Audi Q5 SUV and Audi Q7 SUV and is available at 26 locations across the United States.

The complimentary rental days from Always Audi can be used individually and allow for current owners and lessees to further immerse themselves in what Audi offers. All Silvercar vehicles include onboard WiFi, GPS navigation, SiriusXM satellite radio and complimentary Peg Perego premium car seats and pet carriers.



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

"This new offering deepens our ties with Silvercar and offers customers even more ways to experience Audi," said

Cian OBrien, interim president/chief operating officer at Audi of America, in a statement. "With this program, our customers can drive the Audi they love even when they're away from home."

Earlier this year, Silvercar by Audi rolled out pick-up and delivery services in urban markets to make the car rental experience more seamless.

For an additional fee, drivers can now request to have their rental car dropped off or picked up from a location of their choosing, such as their home or office. While automakers have launched similar door-to-door services for their monthly borrowing services, Silvercar says its move represents an industry first for the rental business ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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