

AUTOMOTIVE

## Audi offers free solar power subscription for eligible Audi e-tron SUV buyers

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*The Audi e-tron Sportback is the carmaker's fully electric sports utility. Image credit: Audi*

By LUXURY DAILY NEWS SERVICE

German automaker Audi is growing its collaboration with clean energy platform Arcadia to offer a 10-year subscription to solar power for its e-tron SUV at no extra cost.

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An industry first, the promotion is available to the first 3,000 eligible customers who take delivery of a new or certified pre-owned 2019 Audi e-tron SUV while supplies last. It is open to buyers and lessees.

The **Audi e-tron SUV** starts at \$75,000. Going 204 miles on a full charge, it is a fully electric vehicle, and part of Audi's goal to electrify one-third of its U.S. lineup by 2025.

Power to the idea

A survey of Audi e-tron SUV owners found that environmental responsibility is among their top purchase considerations, along with quality, design and driving experience expected from the brand's vehicles.

Audi's solar program lets drivers subscribe to remote solar panels located throughout the United States at no extra cost.

Savings from this solar power are applied directly to the customer's home energy bill without having to install any hardware, Audi said.

In addition, each subscription with Arcadia helps generate enough electricity to offset the approximate cost of up to 2,400 miles of driving per year.

Subscriptions to the solar projects also help increase nationwide awareness and demand.

Arcadia's remote solar projects enable customers living within the service territory of a compatible utility to subscribe to a commercial-scale solar project, the company said.

With lower anticipated cost and environmental impact than fossil fuel energy, the remote solar project sends electricity directly into a local building's meter or back into the power grid.

In turn, Arcadia can provide subscribers a prorated share of any savings in the form of a credit on their electric utility bills.

Through a Web- or app-based Arcadia digital platform, members sign up to auto-pay their standard electric utility bill and receive a monthly statement detailing their savings, environmental impact and energy usage, per Arcadia.



*Audi and Arcadia solar project. Image credit: Audi and Arcadia*

THROUGH THE ARCADIA mobile app and online dashboard, customers can view the details of their solar projects and electricity bills.

Because Arcadia's software is available in all 50 U.S. states, the 10-year Audi solar subscription can transfer with the original, eligible e-tron purchasers even if they move homes.

In total, Audi's solar collaboration with Arcadia has the potential to support approximately 29,000 MWh of solar electricity generation, offsetting the equivalent of 22,000 tons of carbon dioxide, or 2.3 million gallons of gasoline, the company said.

Yes. <https://t.co/4hnJWl3xW2> pic.twitter.com/78uZ7C32St

Audi (@Audi) January 31, 2020

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