

AUTOMOTIVE

Audi launches mobile app dedicated to EV

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Audi is encouraging drivers to switch to electric vehicles. Image credit: Audi UK

By LUXURY DAILY NEWS SERVICE

German automaker Audi has unveiled a new version of its **EV&me app**, which is designed to help customers make the switch to a fully electric (BEV) or plug-in hybrid (PHEV) vehicles.

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Available for download through the Android and Apple app stores, EV&me allows Audi customers to compare useful performance data, charging times and running costs between models. The automaker hopes the cost savings information within the app will encourage customers to switch from a gas-powered engine to an Audi electric or hybrid vehicle.

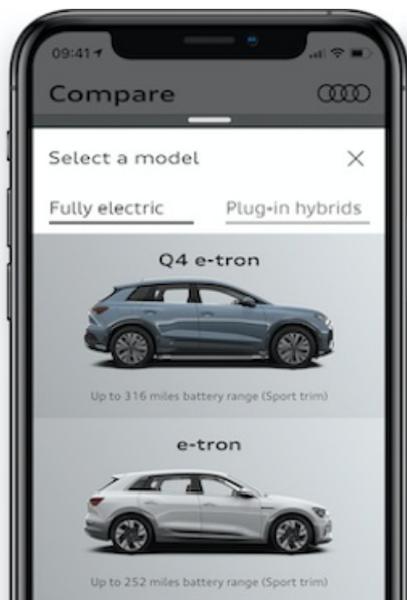
"There are endless benefits to switching to plug-in power and Audi's new and updated EV&me app now makes them clear for all to see," said Andrew Doyle, director of Audi U.K., in a statement. "From an environmental standpoint, switching to electric power is central to Audi's future but the financial benefits of making the switch can also be reaped by our customers.

"Making the switch to electric power is easier than ever thanks to the EV&me app," he said. "With our experts at your very fingertips, we can help guide you through the process and ensure no question is left unanswered."

EV&me

The auto-tracking feature in the app uses real-time data to deliver more accurate cost savings information after six journeys.

EV&me also features guides and articles outlining the benefits of Audi's BEV and PHEV model ranges. Customers can watch guided films, chat live to an electric vehicle specialist, locate an Audi showroom, discover live model offers and book a test drive.



The app is currently only available for Android and iPhone users in the United Kingdom. Image credit: Audi UK

New BEV and PHEV models have been added to the app, including the new Q4 e-tron, Q4 Sportback e-tron and e-tron GT.

The New Model tab provides information on charging times and performance figures, so customers can compare models and variants.

Customers can choose which electric Audi they wish to set as their default model, enabling them to track journeys and compare running costs. The default model can be changed at any time throughout the app.

Customers can adjust their fuel and electricity costs in the Settings tab, for example, to add their home electricity tax, for a more realistic running cost comparison.

Audi experienced a strong second half to propel its sales revenues to more than 49.9 billion euro, or about \$59.5 billion at current exchange, in the 2020 fiscal year. While deliveries were down about 8 percent from pre-pandemic levels, Audi Group fared better than the global automotive industry, which experienced a delivery decline of nearly 15 percent.

Looking ahead, the automaker is cautiously optimistic as it pushes towards electrification amid the evolving COVID-19 pandemic ([see story](#)).

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