AUTOMOTIVE

Audi expands driver experience with new digital offerings

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Audi is prioritizing customer experience with a personalized website, improved myAudi app features and additional consultation options. Image courtesy of Audi

By LUXURY DAILY NEWS SERVICE

German automaker Audi is hoping to enrich the driver experience with new physical and digital offerings.

The automaker is aiming to transform Audi from a vehicle into an experience with new digitization features including 5G mobile communications, new software and personalization. The new features intend to aid Audi vehicles in becoming more integrated into a driver's digital environment.

Digitization across the consumer journey
Audi is prioritizing customer experience with a personalized website, improved myAudi app features and additional consultation options. The website, which was relaunched earlier this year, provides information on all the automaker's models and services, and offers an interactive car configurator with high-end visualizations and detailed information.

Drivers have the option to save their configuration online using a code, downloading it in the form of a brochure, switching directly to an online consultation or scheduling a test drive at a local dealership.

If personalization is key to a consumer's needs, one can use the myAudi app for vehicle-related functions on demand, including the ability to retroactively book additional options via MyAudi to further tailor the car to one's personal needs.

In the efforts to make an Audi an "experience device," the automaker is highlighting a variety of assistance systems and networking with other road users to increase safety and comfort of drivers. Options include the high bandwidth of 5G mobile communications and the opportunity for immersive gaming via a VR headset.

Audi is also aiming to develop an ecommerce platform where drivers can find all the services they may need, from new/used vehicle purchasing to maintenance packages to financing and leasing.

The automaker is continuing its innovation with connected cars through the Car2X and C-V2X technologies. For Car2X, mobile communications technology is permanently installed in each vehicle, enabing the car to send and

receive information from other vehicles.

Car2X communication happens in real time, where the data is sent anonymously to the communication network, where they are only saved for a short period. C-V2X is based on the 5G mobile communications standard and transfers data directly to appropriate receivers within the sender's environment.

Audi models have already been able to alert each other to accidents, service vehicles, traffic jams, slippery road surfaces, and limited visibility.

The automaker continues to work with its technology partner, Cariad, which combines the digital competencies of Audi and customized solutions.

Earlier this month, Audi presented its vision for progressive luxury with its latest skysphere concept vehicle.
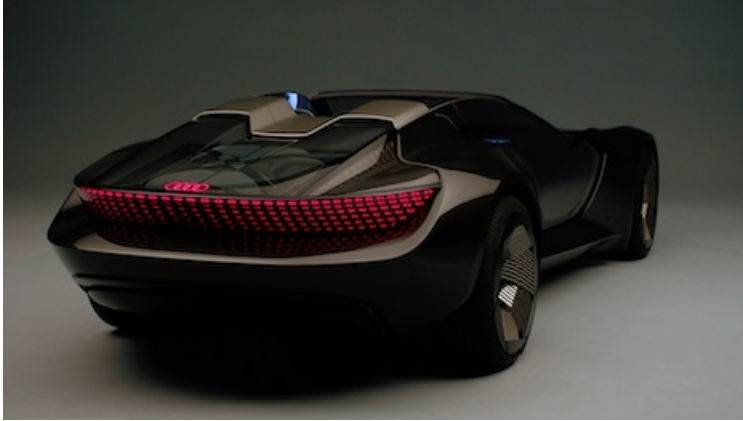
The skysphere concept vehicle. Image credit: Audi

The first of three concept cars from the brand, the electric-powered convertible took inspiration from the Horch 853 roadster. Audi revealed the new model during a digital event on Aug. 10 (see story).