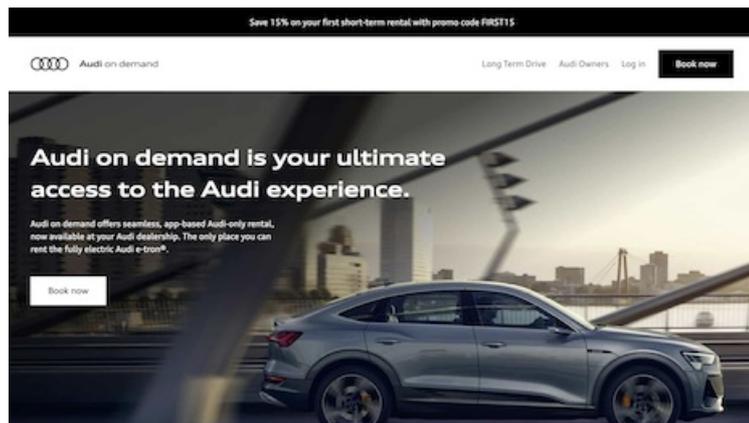


AUTOMOTIVE

## Audi rebrands rental service as Audi on demand with longer-term options

November 17, 2022



*Audi on demand is the newly rebranded service from Audi of America as it offer longer-terms rental options to customers. Image credit: Audi*

By LUXURY DAILY NEWS SERVICE

German-owned automaker Audi of America has rebranded "Silvercar by Audi" as "Audi on demand" in an effort that broadens the potential for the service.

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The company's offerings have also expanded in a move to bring more flexibility and accessibility to customers. The enhancements include mobility options and a long-term rental choice.

"Consumer behaviors are changing and Audi is listening," said Sara Whiffen, vice president of strategy and mobility and retail operations at Audi of America, Herndon, VA, in a statement.

"Audi on demand allows us to meet the growing need for short-term and long-term mobility experiences local rental options, longer test drives, flexible short-term transportation and lease bridges addressing consumer demands and expectations in today's rapidly changing travel environment," she said.

This move towards expanded options comes as the brand targets the accessibility needs of their customers.

App tight

The offering, which is app-based, has expanded vehicle options.

**Audi on demand** includes a wider array of dealerships, ways to access the cars, and the number of cars themselves. The app will continue to evolve with customer preferences.

The platform also gives drivers pickup and delivery choices, as well as more flexible terms within their rental contracts.

The length of time customers can rent out the cars have been expanded to include daily, weekly, and monthly options. In some cases, it goes up to one year.

The long-term rental option has been expanded to allow customers to keep their rental for up to one year a benefit for those who prefer renting rather than purchasing a vehicle.

The array of models has been expanded as well, with the Audi e-tron Sportback joining the fleet.

Customers can now find Audi on demand at 38 Audi dealerships across the country. There will be more to come by the end of the year.

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