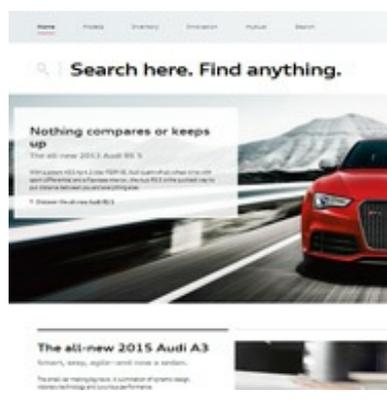


INTERNET

Audi upgrades digital brand experience through new immersive Web site

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By TRICIA CARR

Audi of America is enhancing the customer journey by remodeling its Web strategy to provide easy navigation and a cleaner look among other updates.

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The German automaker is tapping Google Search Appliance to let visitors to its U.S. Web site find what they need faster. Other improvements to the site include a high-resolution car configurator, responsive and adaptive design and in-depth inventory search.

"More than any other auto manufacturer, the new AudiUSA.com creates a far more immersive car shopping experience, from optimized search functionality to a completely reimagined car configurator," said Mark Ramsey, general manager of digital retail operations at [Audi of America](#), Herndon, VA.

"The new site offers a clean crisp experience with an editorial look and feel," he said. "It's what a premium automotive Web site can, and should, be."

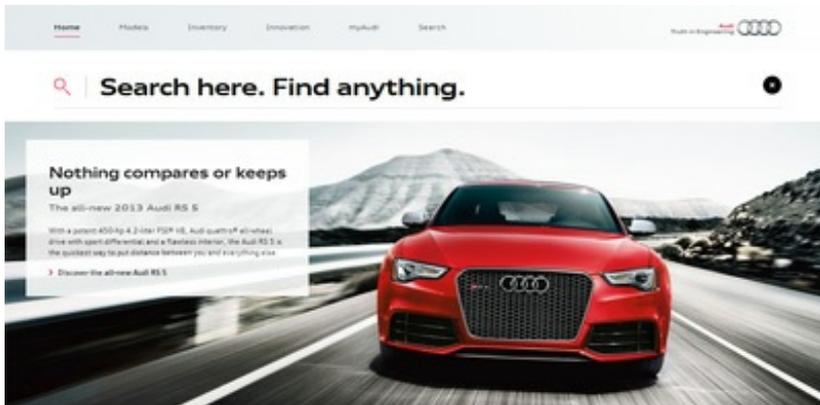
The new site at <http://audiusa.com> was created by [AKQA](#).

Search no longer

Audi of America launched its new site this week to offer an immersive car shopping experience, per the automaker.

Through its pan-device grid design, the site can be viewed across consumers' mobile, tablet and desktop devices on all browsers.

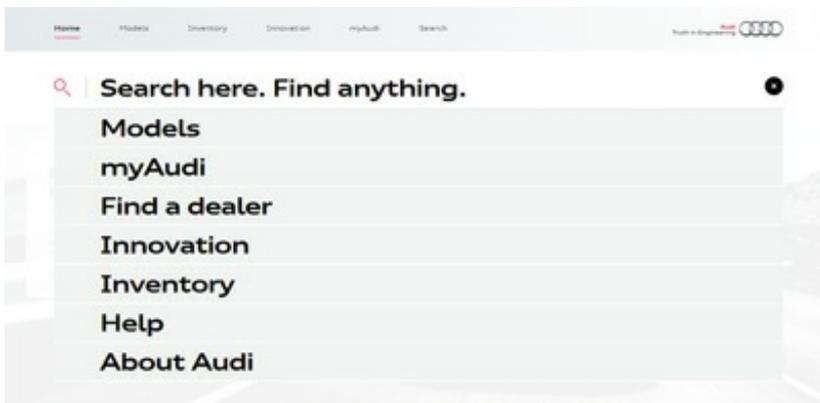
The new look of the site offers a clean browsing experience. Audi removed the clutter give a better look at its car models.



Homepage

Search on the new site is powered by Google Search Appliance so that consumers can get to any page directly through the search bar.

When consumers begin to search, results automatically appear as they type that are relevant to the text entered.



Search

Consumers can also search updated inventory listings at U.S. dealers through the Inventory section of the site.

Also revamped is the site's car configurator, which provides a new cinematic interface that was designed in with an automotive photographer to make the CGI car renderings.

There are multiple views of the model once it is customized such as zoomed images showing the interior and exterior.



Configurator image

“The new AudiUSA.com was inspired by simplicity and performance,” Mr. Ramsey said.

“With streamlined technology and industry-first features, the new site offers a vehicle shopping and ownership experience like no other,” he said.

Innovation for all

The site enhancements not only improve the digital brand experience, but represent its core technology and innovations, according to the automaker.

Audi has updated other parts of the brand experience to compete with other luxury automakers on this level.

For example, the automaker opened its first digital showroom last year in London to personalize customer service and attract tech-savvy consumers to a more central, compact space than a traditional shop.

The in-store digital experience called Audi City will roll out to more than 20 international cities by 2015.

The new showroom format launched July 16 in London to combine the digital product presentation and physical contact with the brand while improving the relationship with consumers, per Audi ([see story](#)).

“Audi traditionally competes with other luxury brands such as Mercedes-Benz and BMW on car makes alone,” said Nicki Hayes, account director at [Blue Moon Works](#), a Denver, CO-based digital marketing agency. “However, connecting with potential buyers and building brand loyalty among current owners is extremely important for competing in any luxury market.

“The on-site search takes center stage with the new site,” she said. “Almost always, on-site searchers convert at a higher rate and spend more than non-searchers.

“While most car sales happen offline, relevant search results will keep users on the site longer and more engaged.”

Final Take

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