

VWoA Compliance

From: Audi Communications <audicomunications@audi.com>
Sent: Friday, April 28, 2023 12:01 PM
To: VWoA Compliance
Subject: Dealer Communication: Inside the Rings | Volume 12



Dealer Communication

To: DP, GM, CPO, Parts, Sales, Service
From: Marketing

Inside the Rings | Volume 12, Spring 2023

Inside the Rings provides current Audi in-market owners and potential customers with information that is most relevant to them. This audience will receive these communications two times a quarter.

The primary stories will be shared with all audiences and the secondary stories will vary based on factors such as model owned, duration of ownership, location, likelihood to repurchase and other interactions with the brand.

Volume 12 of Inside the Rings is scheduled to deploy on April 24, 2023.

Subject Line 1: <First name>, progress continues in this issue of Inside the Rings.

Content Overview:

Below is a list of the content tiles that will appear in the Inside the Rings: Volume 12 deploy:

- Q8 e-tron
- A story of progress: Elaine Welteroth
- Audi Sport
- Audi Care
- Audi of your dreams
- Takata Recall
- Audi on demand
- MLS and Audi extended Sponsorship
- Level up EV Lease
- Audi RS 3: 2023 Best Performance Car Award
- Know your Audi with myAudi
- Local Special Offer
- Motion/Mojjo – 3G Turndown

For more dealer communications, visit the [Communications](#) page on iAudi.

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Subject line 1 : <First Name>, progress continues in this issue of Inside the Rings.

Pre-text 1 : Take a moment to explore the latest stories from the world of Audi.



VIEW IN BROWSER

Inside The Rings | Vol. 12, Spring 2023

Stories of partnerships, progress, and performance are here to inspire. Read on to discover them all.

An electrifying limited-edition EV.

March marked the debut of the stunning Audi RS e-tron® GT project_513/2. With a limited number of units available only to the US market, this special edition offers a number of a Audi firsts for a production vehicle, including a stunning camouflage graphic inspired by the original prototype model.



Learn More

Audi and MLS: The drive continues.

Audi is proud to continue as the official automotive partner of Major League Soccer. Since 2015, Audi of America has provided educational resources, housing, and more to youth players nationwide.

Read on >

Everyone's progress has a story.

Moving forward means taking risks. Whether it's telling stories of authenticity like journalist and author Elaine Welteroth, or creating the fully electric Audi Q8 Sportback e-tron®. Watch what drives the achievement of such progress.



Watch now >

Introducing the Level Up EV Lease.

Audi Financial Services makes it easier to lease the fully electric Audi of your dreams. Finance a vehicle from our e-tron® family of EVs along with the equipment and services you need to get charged at home and get on the road.*

Learn how >



Motorsport for the masses.

Explore Audi Sport >

Another award for the RS3.

Read the story >

Maintenance for more peace of mind.

Discover Audi Care >

Connect to your Audi in real-time.

Learn about myAudi >

Your dream Audi is out there.

Let's find it >

Offers and incentives in your area.

Find offers >

My <2012 Audi Q5>

Your Audi with VIN XXXXXXXXXXXXXXXX is subject to an URGENT airbag safety recall. [Click here](#) to schedule your FREE recall repair.

Your vehicle is impacted by AT&T's 3G Turndown. Upgrade your connected services with Motion for Audi connect® and retain access to features like eCall, Stolen Vehicle Locator, and Live Vehicle Trip Tracking. [Contact your dealer.](#)



Unlock your ownership experience with the myAudi app.¹ [Learn more.](#)



* Level Up EV Lease is financed by Audi Financial Services through participating dealers only. Not all customers will qualify for credit approval. Audi Q5 plug-in hybrid electric vehicles are not eligible.

1 Standard text and data usage rates apply. Always pay careful attention to the road, and do not drive while distracted.

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