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# Audi

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*The Audi A8 Experience gives dealers a tool that both measures up to the revolutionary technology behind the Audi A8 and provides the sophisticated delivery that **drives people to buy.***





## Bringing Feature Lists to Life

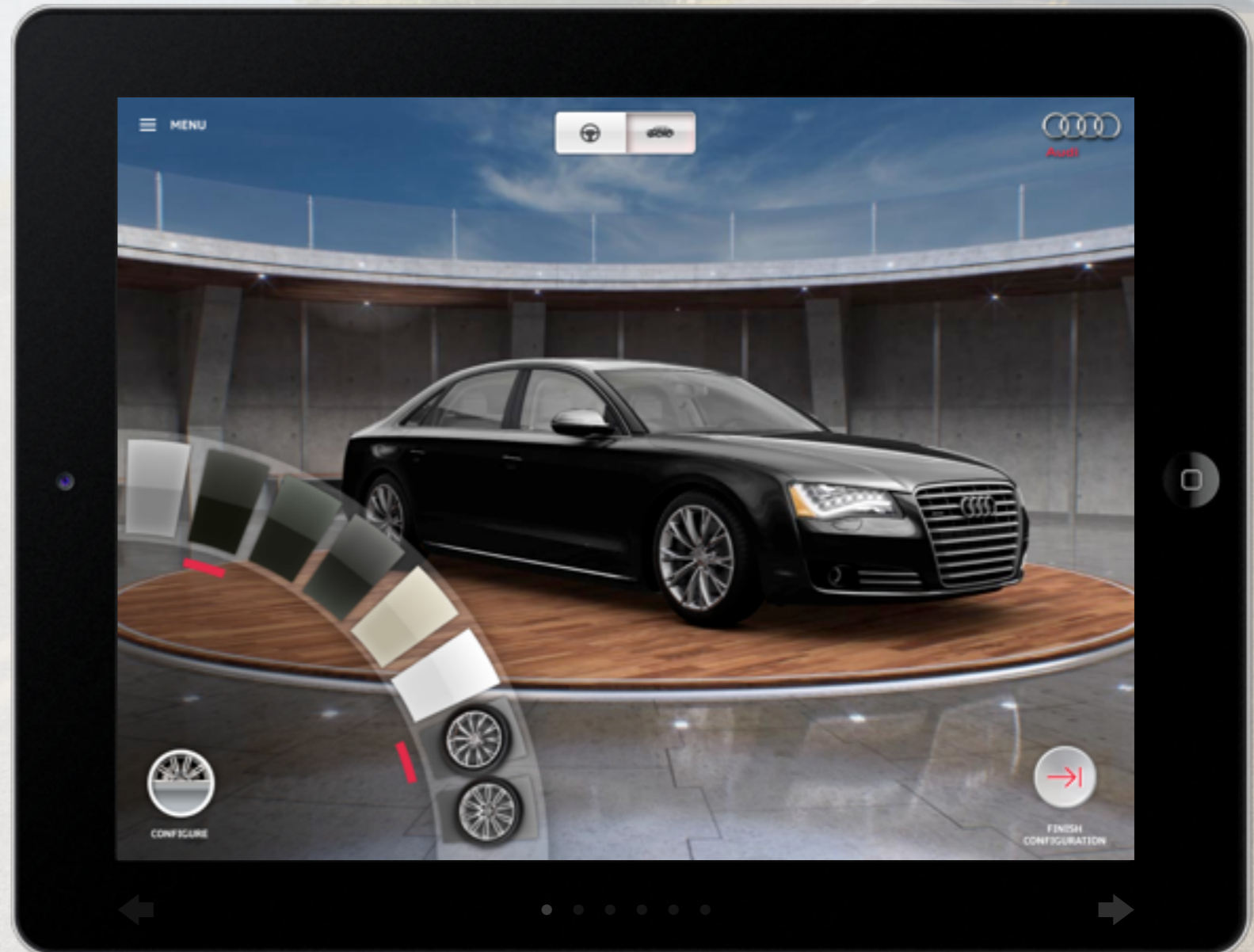
When Audi announced that the A8 would forever change the way luxury is experienced, they backed up their claim with a leap forward in demonstration technology.

The iPad-based Audi A8 Experience fuels an interactive demo environment at 300 Audi dealerships nationwide, allowing shoppers to explore features in greater depth than they could through a traditional walk-around or brochure.

Buyers can use the iPad to move effortlessly between exterior and interior design features, explore configuration options, and interact with the actual vehicle through an immersive 3D product theater.

**The Audi A8 Experience enables buyers to see exactly what's in store for them when they buy an A8, for an interactive dealership environment unlike any other.**

SWIPE TO VIEW MORE



## Extending Industry-Leading Technology to Sales

- Push Audi's position as a technology leader
- Drive luxury consumer engagement to increase sales
- Integrate seamlessly into the car-buying experience

## A Showcase for Automotive Innovation

- Empowers buyers to **explore at their own pace** through an intuitive demo experience
- Buyers can **personalize and visualize their dream vehicle** through an interactive configurator
- Bridges the experience between the home and dealership to **guide every stage of the decision-making process**
- Delivers real-time news and reviews to **help customers come to a clear decision**

*A8 sales shattered all-time US records in 2010 with 378% year over year growth.*

## Everything a Customer Needs to Make an Informed Decision

The Audi A8 Experience dramatically expands the dealer's ability to demonstrate all the sophisticated features available in the A8 – and the customer's ability to explore them. With this tool as part of a media-rich in-dealer experience, customers can choose their next luxury car with confidence.

