

VWoA Compliance

From: Audi Communications <audicomms@audi.com>
Sent: Friday, February 10, 2023 3:31 PM
To: VWoA Compliance
Subject: Dealer Communication: Inside the Rings | Volume 10



Dealer Communication

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

Inside the Rings | Volume 10

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 9 of *Inside the Rings* deployed on February 7, 2023.

You can view the content that will appear in *Inside the Rings: Volume 10* by [clicking here](#).

Subject Line 1: Enjoy stories of progress and inspiration, <First name>

Content Overview:

Below is a list of the content tiles that will appear in the *Inside the Rings: Volume 10* deploy:

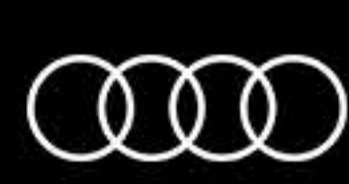
- activesphere Concept
- The Players' Tribune
- Qmerit
- 2023 A5 SB
- Audi Care
- 2023 A6
- Takata Recall
- Motion/Mojio – 3G Turndown
- IIHS 2022 Top Safety Picks
- The Thrill of Performance
- 2023 A4
- Audi Connect
- Audi City Guides
- 2023 Q5
- Audi on demand

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

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Sent by audicomunications@audi.com

Subject line : Enjoy stories of progress and inspiration, <First Name>

Pre-text : Read the latest edition of Inside The Rings.



VIEW IN BROWSER

Inside The Rings | Vol. 10, Late Winter

See how Audi helps inspire progress for today and opportunities for tomorrow.

More adventure. More luxury. More to imagine.

Meet the Audi activesphere concept, the fourth member of the Audi sphere concept family. It elegantly extends the vision of premium mobility to the most active pursuits and lifestyles. From biking and skiing to golfing and more, it takes sport and your active lifestyle to new levels.



Concept vehicle shown. Not available for sale.

Explore the future >



2022 IIHS TOP SAFETY PICK+

Discover award-winning vehicle safety.

Audi received 2022 IIHS TOP SAFETY PICK+ Award.* We're proud of the recognition. But the most important honor is earning your trust through our commitment to safety.

See the vehicles >

Partnering for equality in youth soccer.

Equality and opportunity are keys to progress in all communities. We're proud to partner with Black Players For Change, founded by Major League Soccer members, to help give youth safe places to play, learn, and grow in their neighborhoods.



Watch the story >



European model shown. Specifications may vary.

The progress of performance.

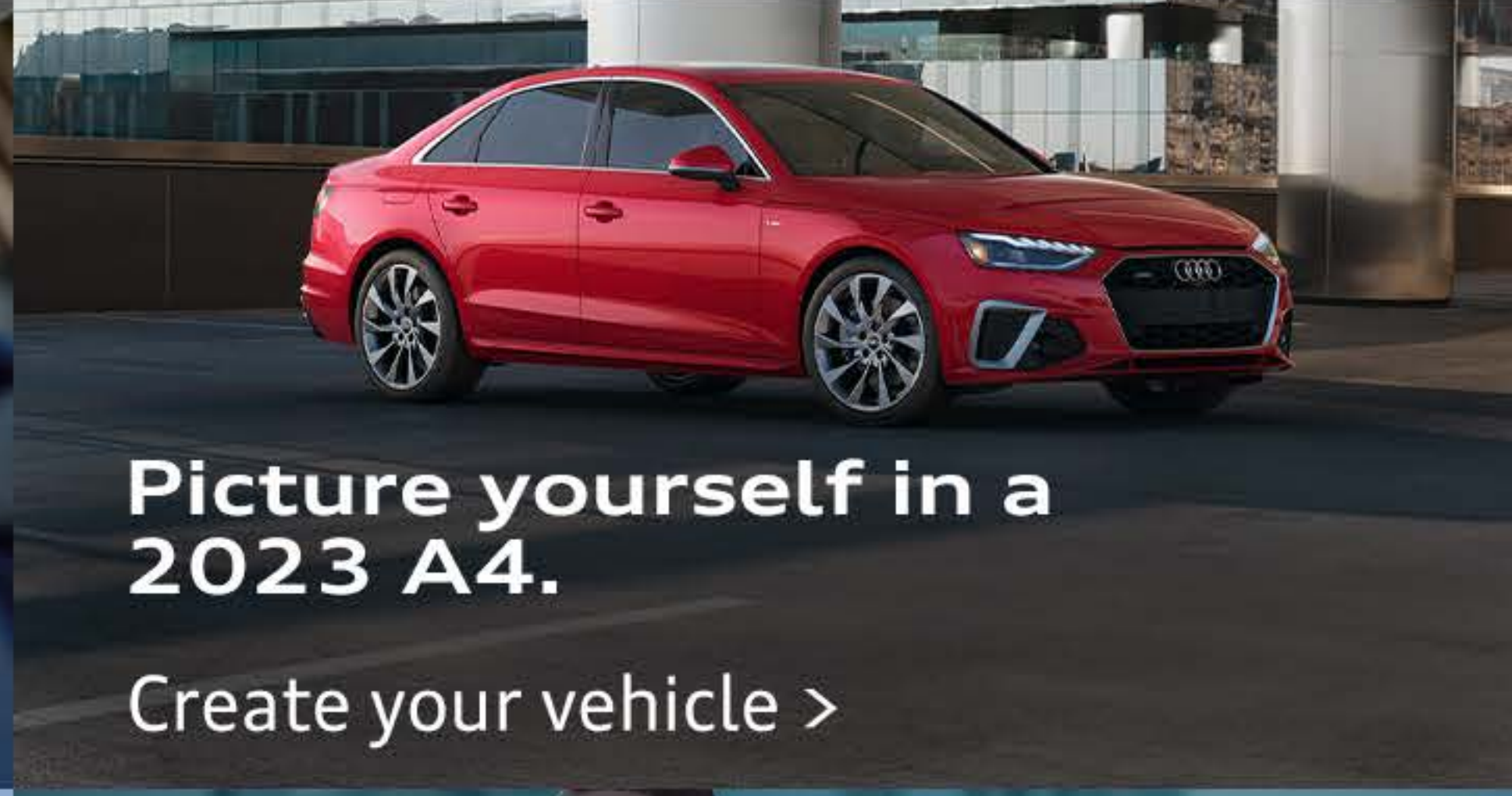
Exhilarating performance is part of our DNA. From the start, Audi Sport has pushed the boundaries of innovation, design, and technology. Vehicles like the legendary R8 are a prime example of our legacy of exceptional engineering. Explore our passion for progress and find the performance you crave.

Experience the thrill >



Charge at home with quickness and ease.

Discover Qmerit >



Picture yourself in a 2023 A4.

Create your vehicle >



Experience A5 Sportback performance.

Build yours today >



Activate your free Audi connect®* trial.

Get started >



Get trusted maintenance for your Audi.

Explore Audi Care >



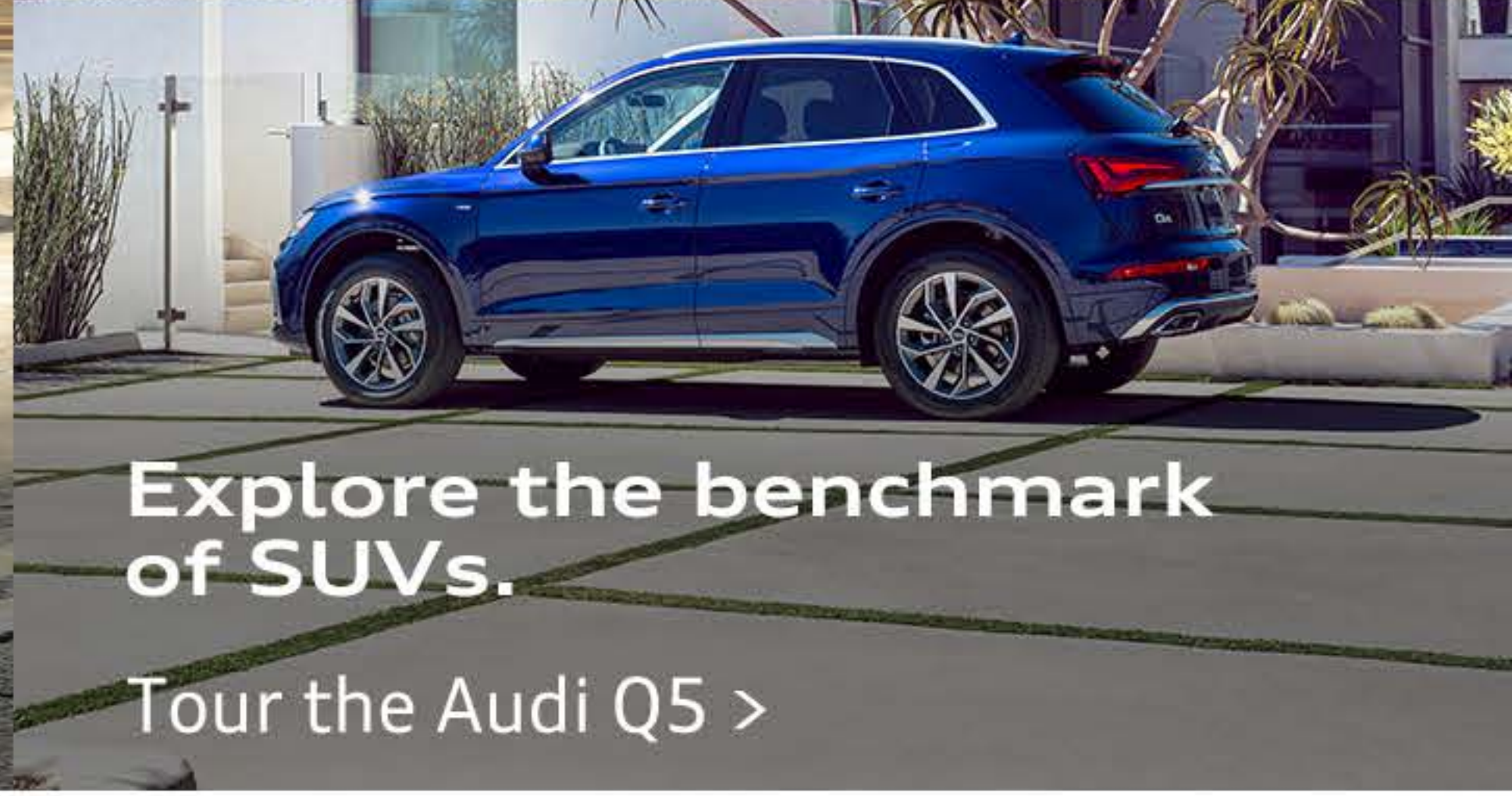
Discover cities that excite and inspire.

Take a journey >



Make an unforgettable entrance.

See the Audi A6 >



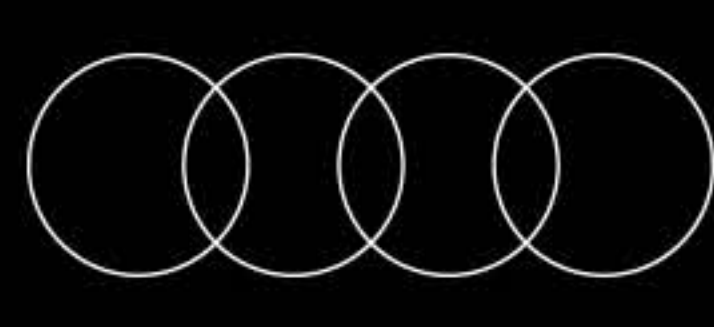
Explore the benchmark of SUVs.

Tour the Audi Q5 >

My <2020 Audi Q5>

Your Audi with VIN XXXXXXXXXXXXXXXXX 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.² Learn more.



* 2022 IIHS "TOP SAFETY PICK+" is based on "good" ratings in six crashworthiness tests plus no less than an "acceptable" rating for standard headlights, and no less than an "advanced" rating for both front crash prevention tests. For vehicle test details visit www.iihs.org.

Always pay careful attention to the road, and do not drive while distracted. Audi connect® should be used only when it is safe and appropriate. Audi connect® services and features are optional, provided with the support of authorized affiliated and third-party service providers, and may require additional subscriptions with separate terms and conditions. Available on select models. Certain services collect location information; see Terms of Service for information about how to disable and for other details. Connect services are subject to technologies remaining commercially available; such services are not guaranteed and may not be available after 2021 for equipped MY17-19 vehicles.

² Standard text and data usage rates apply. Always pay careful attention to the road, and do not drive while distracted.

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