



**Audi of America Communications**

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## **Audi e-tron will be first model to feature vehicle-integrated toll module technology**

- **Vehicle integrated toll payment technology to be launched as standard equipment on Audi e-tron**
- **Integrated Toll Module® (ITM®) expands brand's offering of available vehicle-to-infrastructure connectivity solutions**
- **Audi e-tron makes global debut Sept. 17, 2018 in San Francisco**

**HERNDON, Va., September 10, 2018 – Making its global debut in San Francisco on Sept. 17, the all-electric Audi e-tron will be the first vehicle from the brand to launch with the integrated toll payment technology.**

The Integrated Toll Module (ITM) is a toll transponder built into the vehicle's rearview mirror, allowing drivers to access select toll roads in the U.S. and in Canada\*. ITM is another Audi first in vehicle-to-infrastructure (V2I) technology, allowing the car to communicate and interact with its environment.

In addition to its progressive design and driving dynamics, ITM is one of the many integrated digital tools that will allow Audi e-tron owners to go electric without compromise. The mirror-based toll payment solution gives convenient access to the country's toll roads while helping to eliminate windscreen clutter and the need to manage multiple toll accounts. Drivers will be able to adjust module settings through the vehicle's MMI – including turning the ITM on and off as well as changing the occupant settings for HOV/HOT lanes.

On Sept. 17, full e-tron specifications, including pricing, will be available at [www.audiusa.com](http://www.audiusa.com), giving customers the details needed to configure their e-tron and reserve their vehicle with a refundable \$1,000 reservation fee. The Audi e-tron, a five-passenger mid-sized SUV, is expected to be delivered to showrooms in the first part of 2019. The e-tron will be the first of three battery-electric vehicles that Audi plans to debut by 2020, with nearly 30 percent of its customers in the U.S. anticipated to go electric by 2025.

The ITM was developed for Audi by Gentex Corporation, which supplies automatic-dimming mirrors for all Audi vehicles. The ITM technology is compatible with existing



tolling agencies nationwide and can be registered with a driver's current account, new account, or a nationwide tolling account.

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\* Customers are encouraged to verify compatibility with your local toll authority.

#### **ABOUT AUDI OF AMERICA**

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands, delivering about 1.878 million vehicles globally in 2017. In the U.S., Audi of America sold nearly 227,000 vehicles in 2017 and broke company sales records for the eighth straight year. Visit [audiusa.com](http://audiusa.com) or [media.audiusa.com](http://media.audiusa.com) for more information regarding Audi vehicles and business topics.

#### **ABOUT GENTEX CORPORATION**

Founded in 1974, Gentex Corporation (NASDAQ: GNTX) is a supplier of automatic-dimming rearview mirrors and electronics to the automotive industry, dimmable aircraft windows for aviation markets, and fire protection products to the fire protection market. Visit the company website at [www.gentex.com](http://www.gentex.com).