



Audi of America Communications

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New Audi MMI infotainment technologies to offer richer entertainment experience, faster processing power and greater functionality

- Anticipated introduction starting this fall for most 2021 Audi vehicles
- Audi to introduce its first vehicles with SiriusXM with 360L, including customizable settings and more than 10,000 hours of new content
- myAudi app adds digital marketplace for purchase of Audi connect® plans and future offerings

HERNDON, Va., May 11, 2020 – Audi of America today announced a host of new Generation 3 infotainment technologies expected to arrive in most 2021 Audi vehicles this fall, offering a faster, richer and more immersive user experience compared with the previous-generation MIB 2 system.

Equipped with a new chipset that is up to 10 times faster than previous Audi hardware, MIB 3 (Modular Infotainment Toolkit) is designed to provide customers with a number of new features including SiriusXM with 360L and hybrid digital radio and Function on Demand. For Audi A4 and A5 models with MIB 3 hardware, this will allow customers to purchase in-vehicle navigation for vehicles not optioned with it from the factory.

Additionally, the new Audi connect® Generation 3 service introduces basic unlimited Wi-Fi included in Audi connect® PRIME with connectivity for up to eight devices. 2021 models expected to receive the latest MIB 3 features include: Audi A4, Audi A5, Audi A6, Audi A7, Audi A8, Audi Q3 (late arrival), Audi Q7 and Audi Q8, with other models to be announced at a later date.

MIB 3 at a glance:

- Wireless provider for in-vehicle functions: Verizon
- LTE Advanced Pro modem rated for up to 1 Gbps download speed
- 802.11ac Wi-Fi (2.4GHz and 5GHz bands)
- HD voice communication
- New Linux-based operating system

Benefits: In MIB 3-equipped vehicles, an in-vehicle Wi-Fi hotspot is not only designed to be more powerful than in previous applications, but it also offers a new basic unlimited Wi-Fi included with Audi connect® PRIME for connectivity of up to eight devices. The entry Wi-Fi package is



optimized for audio streaming and remote work applications. Meanwhile, Audi connect® PLUS customers are able to take advantage of full-speed, unlimited Wi-Fi through a 1 Gbps LTE Advanced Pro modem. New, more flexible subscription packages are also available. HD voice communication is able to understand more nuanced, conversational and natural speech.

New applications:

- SiriusXM with 360L
- Hybrid digital radio
- New myAudi app digital storefront experience with myAudi marketplace
- Function on Demand
 - Navigation
 - More features to be added
- Monthly map updates compared to quarterly updates with MIB 2+ (when equipped with available navigation)
- Expanded Integrated Toll Module availability

Applications in depth:

SiriusXM with 360L

SiriusXM with 360L combines satellite and streaming content delivery into a single, cohesive in-vehicle entertainment experience, upgrading the way the subscriber interacts with the service by providing more choice in entertainment.

For the 2021 model year, most Audi models will have available or standard SiriusXM with 360L, vastly expanding the in-vehicle SiriusXM experience as well as adding more than 10,000 hours of on-demand content including exclusive interviews, live and in-studio concerts and smart “For You” content recommendations.

“For You” allows listeners to easily discover more content based on their listening habits. For college and professional sports events, SiriusXM with 360L allows the listener to easily find the game he or she may want and, in most cases, choose between home and away broadcasts. Individual vehicle profiles allow multiple drivers and passengers to customize and maintain their own vehicle favorites.

Hybrid digital radio

For terrestrial FM or HD FM radio listeners on the go, hybrid digital radio allows them to continue listening to the same channel even after driving outside of the channel’s range. Either automatically or by request, once the hybrid radio senses a weak radio signal, it will switch to the online, digital version of the same channel. Conversely, the channel will switch back from a digital to a radio signal when it senses better reception.



Upon cycling a vehicle off and on again, the digital radio station will continue to play.

myAudi app and Function on Demand

The latest version of the myAudi app offers several key improvements:

- myAudi marketplace experience with the ability to purchase in-car features and **new, more flexible subscription plans**
- **Simplified registration** and payment processes for Audi connect® PRIME and PLUS subscriptions

With **Function on Demand**, Audi is introducing the ability to purchase vehicle functions through the myAudi marketplace. Initially, Function on Demand will include **in-car navigation** (2020 and 2021 A4 and A5 Premium or Premium Plus models not factory-equipped). Additional features are expected to be announced at a later date.

Integrated Toll Module

Available Integrated Toll Module (ITM), first introduced in the 2019 Audi e-tron and 2020 Audi Q7, is being added in the 2021 Audi Q8, A4, A5, A6, A7 and A8. ITM provides an added layer of convenience and aesthetic enhancement.

A winner of a 2020 Automotive News PACE award for innovative new technologies, the rearview [mirror-based toll payment solution](#) developed by Gentex provides convenient access to select toll road services across the country while helping to eliminate windscreen clutter and the need to manage multiple toll accounts. Drivers are able to adjust module settings through the vehicle's MMI – including turning the ITM on/off and changing the occupant settings for HOV/HOT lanes. Audi is the first automaker to implement this technology into production vehicles.

Model year 2021 vehicles with MIB 3 are expected to go on sale in the second half of 2020. The new features and applications complement an existing suite of technologies such as available in-vehicle 4G LTE hotspot, Traffic Light Information with Green Light Optimized Speed Advisory (GLOSA) and the touchscreen MMI user interface that has spread throughout most of the Audi lineup. More information about pricing and user licensing for specific features will be available closer to on-sale timing.

– End –

Correction [August 12, 2020]: An earlier version of this release stated a number of 2021 models would be available with Amazon Alexa integration. This feature will now launch only with select late 2021 model year Audi Q3 vehicles. Product specifications subject to change without notice.



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 1.845 million vehicles globally in 2019. In the U.S., Audi of America sold just over 224,000 vehicles in 2019 and launched the brand's first fully electric vehicle, the Audi e-tron – one of four fully electric models coming to the U.S. market in the next two years. Globally, the brand aims to be CO2 neutral by 2050. Visit audiusa.com or media.audiusa.com for more information regarding Audi vehicles and business topics.

This information and any vehicle specifications are preliminary and subject to change.

SiriusXM audio and data services each require a subscription sold separately, or as a package, by SiriusXM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. Please see the SiriusXM Customer Agreement at www.siriusxm.com for complete terms and how to cancel, which includes calling SiriusXM at 1-888-539-7474. All fees and programming are subject to change. ©2020 Sirius XM Radio Inc. SiriusXM and all related marks and logos are trademarks of Sirius XM Radio Inc.

Always pay careful attention to the road, and do not drive while distracted. The Wi-Fi hotspot feature is intended for passenger use only. 4G LTE coverage is not available in all areas. Wifi feature is provided through Connect PLUS or Connect PRIME. Connect PLUS and Connect PRIME features and technologies are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. See materials provided by wireless carrier for terms, privacy, data security details. Returning devices connect automatically and use plan data unless hotspot is removed from device settings. Driver-assistance features are not substitutes for attentive driving. See Owner's Manual for further details, and important limitations.

The Traffic Light Information feature is not a substitute for attentive driving. Always pay careful attention to the road and obey all speed and traffic laws. Requires compatible traffic infrastructure which is not available in all areas. Not available on vehicles built prior to June 1, 2016. See Owner's Manual for further details, and important limitations.

Certain features require myAudi app. Message and data rates apply.

Always pay careful attention to the road, and do not drive while distracted. See Owner's Manual for further details, and important limitations for MMI user interface.

The Integrated Toll Module (ITM) requires registration and paid subscription with BestPass, Inc. Subscription fee does not cover individual tolls. Coverage area limited. See bestpass.com for details.