



EVENT GUIDELINES

AUDI A3 LAUNCH





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EXPERIENCE

1.1 INTRODUCTION

Welcome to the Audi A3 Launch Event Guidebook.

The success of the all-new Audi A3 is crucial to achieving the ambitious goals we’ve set for Audi here in the US. The A-segment will open Audi up to an entirely new segment of consumers, many of whom are experiencing the brand for the first time. The lifetime value these new customers bring to the future sustainable growth of our organization is immeasurable.

To help kick off the launch of the Audi A3, all dealers have been asked to host launch events in their local markets. Achieving 100% activation of these events across our dealer network on one weekend will be noteworthy in itself and will provide significant momentum in the first months of the A3 launch. To assist you in planning your A3 Launch Event, we have developed the following event guidelines, which cover all areas of event activation and adherence to the Audi Corporate Identity standards.

Through this guide, we hope to optimize the effectiveness of your much-appreciated efforts, ultimately strengthening the Audi Brand by bolstering product consideration and nurturing owner loyalty.

On the following pages, we’ve provided timelines, checklists, templates and additional resources to help streamline the planning process and ensure the flawless execution of your local event.



1.2 OVERVIEW

The Audi A3 is a unique product offering within the IHG A-segment. From the level of craftsmanship and design to technology and performance, the Audi has made no compromises and cut no corners when developing the A3. With 4G LTE connectivity, the fastest available in-vehicle connection, the iconic presence of LED lighting, MMI® touchpad technology and retractable screen, the A3 is an Audi through and through.

This principle guides our A3 campaign theme of “Stay uncompromised” as the A3 is positioned as the vehicle for those consumers who want all the features of a premium sedan but in an entry-level package. The A3 target consumer is cool, young and urban and looking to upgrade from their non-premium sedan into an Audi, as well as other A-segment consumers who are attracted to the Audi brand.

This creative platform is also the theme and the organizing principle of the national and local launch events. To celebrate the launch of the highly anticipated A3, Audi will host an event in select major cities, for press, influencers and VIPs. In the spirit of the uncompromised A3, our goal is to deliver launch events that make no compromises and cut no corners. The events will center around an incredible concert and a thrilling A3 experience, where guests will encounter both the Audi lifestyle and the A3 vehicle in one night.

Launch events in local markets will also deliver on the uncompromised A3 theme by providing our guests with a chance to experience a truly unique, uncompromised nighttime event featuring a test drive and entertainment. Just as our national launch events cut no corners to deliver an amazing launch event, the dealership launch events will also defy expectations with a surprising venue, entertainment, and artisanal food and cocktails.



1.3 BENEFIT

The objective of the launch events is to create unique brand experiences that provide an emotional connection to the Audi brand.

These A3 launch events will allow you to:

- ▶ Drive awareness and consideration for Audi and the all-new A3, as well as the new technologies incorporated into the A-segment.
- ▶ Drive demand at retail.
- ▶ Identify and connect with luxury customers within the broad A-segment market.
- ▶ Provide them with a seamless and premium experience of the brand.
- ▶ Create brand experiences that exemplify “kundenbegeisterung” or customer delight.
- ▶ Set the A3 apart from its luxury and mass-market competitors.



PLANNING

2.1 TIMELINE

This timeline will help you manage the planning of your A3 launch event. Task lead times suggested on the right are relative to the date of your event.

TASK LEAD TIME

6 WEEKS

- ▶ Create Timeline
- ▶ Determine Budget
Refer to pg. 16
- ▶ Start Contact List
- ▶ Secure Venue (If off-site)
Refer to pg. 38

5 WEEKS

- ▶ Compile Guest List
Refer to pg. 31
- ▶ Customize Invite Template
Refer to pg. 26
- ▶ Branded Giveaways in Production
Refer to pg. 47

4 WEEKS

- ▶ Secure Event Staff
- ▶ Book DJ or Musical Talent
Refer to pg. 32
- ▶ Hire Photo Booth Vendor
Refer to pg. 34
- ▶ Confirm Caterer / Menu
Refer to pg. 42
- ▶ Hire AV Company For Lighting
Refer to pg. 40
- ▶ Develop Social Media Plan
Refer to pg. 54

3 WEEKS

- ▶ Send Out Direct Mail Invite
Refer to pg. 31
- ▶ Hire Photographer
Refer to pg. 35
- ▶ Finalize Furniture Rental Order
Refer to pg. 40
- ▶ Branded Collateral Into Production
Refer to pg. 26
- ▶ Secure Giveaways
Refer to pg. 47
- ▶ Develop Night Test Drive Routes
Refer to pg. 50

2 WEEKS

- ▶ Send out Followup Evite
Refer to pg. 31
- ▶ Send Graphics to Print
Refer to pg. 26/27
- ▶ Begin Promoting Event via Social Media
Refer to pg. 54

1 WEEK

- ▶ Reminder Email Sent
Refer to pg. 26

LAUNCH

2.2 BUDGET

The first step in planning your Audi A3 launch event is to create a budget. Determine how much money you have to spend on the overall event and then follow the provided budget worksheet and fill in the associated costs. Keep in mind that all event costs can be 100% reimbursed through the Audi Tier 3 Co-op program.

BUDGET WORKSHEET

LINE ITEM	COST
Venue	
Catering	
Rentals	
Décor/Floral	
DJ/Entertainment	
Photo Booth	
Lighting	
Display Vehicles	
Vehicle Delivery	
Test Drives	
Photo / Video	
Printing	
Assets	
Staffing / Personnel	
Giveaways	



GRAPHICS

3.1 A3 LOGO

One letter, three parts. A number that echoes through time as the bellwether of uncompromised design ideals.

The Audi A3 Launch Event logo is more than a stylized interpretation of the badge. Like the vehicle itself, it’s considered a literal representation of the Audi Brand values:

Sporty, Sophisticated, and Progressive.

↓ Negative: White on dark



↓ ONE COLOR: White



3.2 A3 LOCKUP

Unless being used as an icon (on, for example, apparel), the A3 logo should always appear with the “Stay uncompromised” tagline.

This format can also be modified by your dealership to delineate your specific event. Typesetting (in Audi Extended Bold) should match “Stay uncompromised”, with right justification allowing your particular phrasing to extend left as needed.

When appearing on a canvas with the four rings and “Truth in Engineering” claim, the lockup to the left should be used, including the lines as shown in either a four or one color execution. The distance between the event logo and the claim will depend on the width of your canvas.

↓ Logo with Tagline



↓ A3 Program Logo



↓ A3 logo/tagline locked with



3.3 COLORS

The Audi Brand colors were chosen to represent the sporty, sophisticated, and progressive brand values. The Audi A3 launch events should be appropriately defined by these colors in order to create an environment that exudes those values while also bringing in the elements of a nighttime drive and concert.

- ▶ Black is the ideal canvas color for the Audi A3 launch event; backgrounds and backdrops should begin with black, which conveys the thrilling after-dark experience.
- ▶ White should be used as the primary accent color against black.
- ▶ Audi Red (PMS 186) and Audi Alu specifically represent the sporty and sophisticated brand values and their use should therefore be limited to a secondary accent color throughout the Audi A3 launch events (e.g., in décor elements such as floral arrangements, pillows, napkins, etc.)



3.4 TYPOGRAPHY

Audi Type should be used throughout all promotional materials in order to ensure a visual identity consistent with CI standards.

- ▶ Headlines are typeset in Audi Type Extended, copytexts in Audi Type.
- ▶ All headlines and copytexts are flush left in ragged paragraphs.
- ▶ The Audi Brand is defined by asymmetry; texts should never be centered.

3.5 ELEMENTS

LINES & CROSSHAIR

A series of lines are to be used to frame the canvas as shown to the right. They are to be used above the event logo and the four rings with the claim. These lines should appear in aluminum, Dark aluminum and red as shown. The vertical lines always bleed.

LARGE ‘3’ OUTLINED

A light aluminum (k15) outline of the numeral can be used as a background element. When vehicles are present, the numeral should be intersecting one of the vehicles at some point. The suggested proportion is 75% of the canvas height.

DIAGONAL LINES

A element of the deconstructed event logo, but reminiscent of the same element used throughout Audi product brochures, etc. Used often in lower left corner and always bleeds off the edge.Can be resized depending on canvas. Can appear in red, grey, or black.



3.6 VISUAL ASSETS

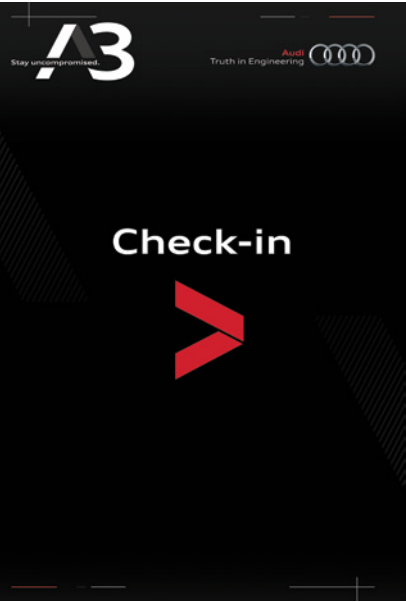
Here you will find templates of launch event visual design elements and signage that will be available for the dealer event via download from the ADMC with sizing options noted, including direct mail invite, invite HTML, confirmation email, thank you email, directional signage, bowhead flag, napkin, and branded pillow.



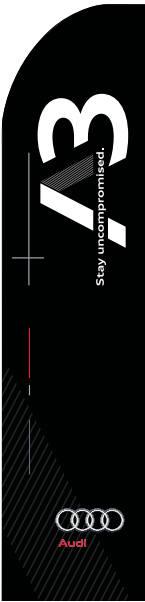
↑ Email Invite



↑ Napkins



↑ Directional Signage



↑ Bowhead flag



↑ Pillows



↑ Print Invite

EXECUTION

4.0 OBJECTIVE

To establish Audi as a lifestyle brand, we need to create a lifestyle experience. Every facet of the launch event, from cutting-edge music to gourmet food to minimalist décor, should reinforce the uncompromised theme, and be uniquely tailored to this discerning demographic and challenge their preconceived notions about Audi as a brand. The events will also give key influencers and VIP guests an exclusive look at the A3.

In the following section, we will provide guidance on all of the key event elements and how they can be optimized to maximum effect. These elements are what will make this event unique and capture the imagination of our target consumer. **All event costs** can be reimbursed 100% through the Audi Tier 3 Co-op program.



4.1 GUEST LIST

When compiling your guest list for the event, keep in mind that your target audience should reflect an uncompromising spirit in a generation that refuses to settle or sell out. The uncompromised consumer is technology driven, values shared experiences, and is inspired by discovery and exploration. The A3 is targeted to a younger demographic of mid/late 20's to early 40's.

When compiling your guest list, keep in mind that you will typically have a 25% drop-off, i.e. if you want an attendance of 75 people, you should send out 100 invites.

Engaging influencers and tastemakers is another important way to ensure the success of your launch event. An influencer is a person who is at the forefront of what is cutting edge, and has the ability to influence others' opinions. We strongly encourage you to find attendees outside of your current owner base by reaching out to upscale, hip gathering places such as restaurants or galleries and extending an invitation to their social circles. Lists of conquests in your PAI will be available for purchase on the ADMC.

Please also refer to CRM Section 7.2 in advance of compiling your guest list.

Steps for securing attendance:

- ▶ Compile a list of attendees.
- ▶ Customize the event invitation based on your specific event details using the evite template, which can be downloaded directly from the ADMC site.
- ▶ Send out direct mail invites at least 3 weeks prior to events and and evite follow up to those who rsvp 2 weeks prior to event.

4.2 ENTERTAINMENT/MUSIC

Music is one of the most important ways that we establish the tone for the A3 launch, and bring these events to life. The choice of music needs to reflect an awareness of what will appeal to our target demographic, as well as current trends. The music needs to demonstrate an obvious cool-factor, and create the kind of hip, nighttime, uncompromised ambience that no other competitor can deliver.

The following are styles/genres of music that will resonate with our audience, and can be used as reference points: alternative dance, chillwave, and indie electronic.

If budget allows, we encourage you to work with a local live music venue or independent record label to bring in a unique performer who is on the rise and will appeal to the A3 demographic. Consider engaging Gigit (gigit.com) to book a local artist based on your specific budget.

Here are some basic parameters:

The music should be:

- ▶ Cutting edge
- ▶ Refined
- ▶ Hip
- ▶ Relaxed
- ▶ Diverse, eclectic
- ▶ Upbeat
- ▶ Niche
- ▶ Curated

The music should not be:

- ▶ Dated
- ▶ Top 40
- ▶ Explicit/offensive
- ▶ Aggressive
- ▶ Intense

In addition, here are examples of national acts that can be used as reference points for the type of performer that will be appropriate for an A3 local launch event:

Chvrches, Grimes, Phantogram, Empire of the Sun, M83, Capitol Cities, Cut Copy, and DJ Classixx.

In the event that budget does not allow for a live act, a DJ with the appropriate look and style will be essential for ensuring a successful event. The DJ should be well-established, convey the appropriate “cool-factor,” and be willing to play a selection of relevant music using the A3 launch Spotify playlist as a guide. The Spotify playlist will be available for download on the ADMC.

The DJ you select will either provide his /her own sound equipment or you will need to work with a local AV company to ensure that their needs are properly fulfilled.

On-site at the event, make sure that the overall volume level is loud enough to keep the event lively, while still allowing guests and employees to converse amongst themselves.



4.3 PHOTO BOOTH

Photo booths are an excellent way to engage guests, document the event and encourage social sharing, to amplify the reach of the event. If budget allows, consider hiring a local photo booth vendor that offers combined capabilities of social sharing (via email, Twitter, Facebook, Instagram) and on-site printouts.

The photo booth setup should be as minimal and sleek as possible, with an eye towards minimizing footprint and visual distraction. If you choose to have a digital photo booth, we encourage you to provide the company with the A3 logo that can be used as a branding element on shared images and photo printouts.

Some national photo booth vendor suggestions:

- ▶ Shutterbooth: www.shutterbooth.com
- ▶ Smilebooth: www.smilebooth.com
- ▶ Pixe Social: www.pixesocial.com
- ▶ Picture Marketing: www.picturemarketing.com



4.4 PHOTO/VIDEO

From social media to the internal news program, video and photo assets are an invaluable way to share the experience and elevate its reach. Hire a local photographer/videographer with established credentials and a robust corporate event portfolio.

We have provided a sample shot list that can be tweaked based on the venue, but will serve as a good reference for your photographer to ensure that necessary shots are captured.

SAMPLE SHOT LIST

- ▶ Audi A3 branding within the venue: car displays, signage
- ▶ Shots of guests entering dealership or venue
- ▶ Exterior of dealership or venue
- ▶ Multiple guest interactions:
 - Product specialists interacting with guests
 - Guests entering car for test drive
- ▶ Test drive shots
- ▶ Atmosphere shots:
 - Capture décor in the space, floral, lighting
- ▶ Food & cocktail shots
- ▶ Ambient shots of guests mingling
- ▶ Talent
- ▶ Talent as they are performing
- ▶ DJ as they are playing

EXECUTIONAL CONSIDERATIONS

In this section you will find logistical guidance and things to keep in mind when executing various aspects of your A3 local launch event.

5.1 OFF-SITE EVENTS

If budget allows, select an off-site venue/event space that will surprise your guests, support the “Stay uncompromised” A3 theme, demonstrate an obvious cool factor and encourage attendance.

An off-site venue will need to accommodate two elements: a party and a test drive. In addition, the venue will need to accommodate the appropriate guest capacity, catering, music/entertainment, and display cars. Special attention should also be given to the location, preferably a trendy , hip neighborhood that is centrally located and easily accessible to guests.

Examples of such venues include:

- ▶ A local art gallery or art museum
- ▶ A hip, new restaurant or event space
- ▶ An upscale local music venue
- ▶ A raw event space, warehouse, photo studio, or loft (keep in mind that a raw space will require additional seating/décor elements, which will increase costs).

Once you have an estimated guest count, this will help narrow down the venue. Make sure when you are researching venues that capacity is one of the first questions you ask, as you don’t want a venue that is too small for the number of expected guests or so large that you can’t fill the space properly and it feels empty.

The party environment should be transformed into a premium space that is elegant and understated. Just as each vehicle is a work of art, the environment should take on the look and feel of a gallery or modern art museum, with clean lines, open space, and minimalist décor.

If your event is held off-site, be sure to communicate the test drive element to the venue in advance, to ensure there are plenty of parking spaces, and that the venue will permit this.

5.2 ON- SITE EVENTS

If budget doesn’t allow for a dedicated off-site venue the event will need to be held at the grounds of your local dealership.

The dealership will need to accommodate two settings: the party area and the test drive. In addition, the dealership will need to accommodate an appropriate guest capacity, catering, music/entertainment and display cars.

The party environment should be transformed into a premium space that is elegant and understated. Just as each vehicle is a work of art, the environment should take on the look and feel of a gallery or modern art museum, with open space, and minimalist décor.

Within the event space, the A3 should take center stage. If possible, we strongly encourage you to move all other vehicle models out of the space to allow the A3 to be the clear and visible focus.

If your event is held in-dealership, special attention should be given to atmosphere — tone down the existing lighting; remove unnecessary items, such as desks and computers; create an open space, and generally, an environment where our guests will want to hang out and socialize.

5.3 FURNITURE/DÉCOR /LIGHTING

FURNITURE

Make it comfortable and inviting for your guests to interact with the brand without overcrowding the environment. Furnish the space with contemporary rental furniture in solid colors with clean lines that match the sophistication of the vehicle and honor the brand image. Consider creating separate lounge areas with scattered highboys so guests can relax and have a place to set their food or drink.

National furniture vendors suggestions :

- ▶ CORT Event Furnishings:
www.cortevents.com
- ▶ AFR Furniture Rental:
www.rentfurniture.com
- ▶ Taylor Creative Inc.:
www.taylorcreativeinc.com

Tips:

- + *Avoid patterns.*
- + *Use sleek white or black lounge furniture and mirrored bars or accent tables.*

DÉCOR

The Audi Brand is defined by minimalist sophistication and décor should be limited to create a purist ambiance that celebrates the Audi Experience. Subtle Audi branding should be woven into the main bar and lounge spaces.

Tips:

- + *Use top quality flowers and plants in shades of white, such as calla lilies and orchids. Ask your local florist for recommendations on what is in season.*
- + *Use pops of red decor or red lighting to create dramatic accents.*

LIGHTING

Whether your event is held at an off-site venue or in-dealership, lighting is a crucial aspect to creating the appropriate ambiance for a nighttime launch event. If your event is taking place off-site, spotlight/uplight various focal points of the space, such as the bar, stage area, etc.

Lighting should reinforce the ‘night time’ nature of the event. Overall, keep the lighting simple with white lights and subtle red light LED accents.

For events in-dealership, lighting should be considerably toned down from normal day-to-day lighting, to create a more elegant, nighttime event vibe. Lighting should be dimmer and more ambient. Uplight the exterior of the building so it is apparent that a special event is taking place within.



5.4 CATERING

Food and drinks are another way in which we will bring the “uncompromised” theme to life, while reinforcing the premium attributes of the A3 brand, and appealing to the tastes of our target consumers. This target audience likely shops local, supports local businesses, and buys organic. This is something to factor into your decisions regarding food and drink. Consider partnering with a “niche,” farm-to-table type restaurant that offers fresh/organic cuisine with unique pairings of flavors and textures.

We recommend working with a single caterer for consistency, planning, overall efficiency and cost savings. If this is your first time working with the vendor, you may want to schedule a tasting, to ensure the food and presentation is up to the premium standards for an Audi event. Work with your caterer to create a menu of ‘unexpected pairings’. We have provided a sample menu as a reference when reaching out to your catering partner.

With regards to beverages, play to the current trend of unfiltered wines and beers. You and your caterer will want to curate a bar that features boutique brands. Consider reaching out to small batch and craft wineries, breweries, and distilleries that are local about potential partnership opportunities.

The following are some examples of established craft breweries and distilleries to use as a reference when you are considering beverage options for the event:

- ▶ Breweries: Evil Twin Brewing, Celis Beer and Brooklyn Brewery
- ▶ Distilleries: Death’s Door Spirits, Kings County Distillery, Widow Jane Distillery

When creating your menu, keep in mind the timing of the event. We suggest starting the evening with savory passed hors d’oeuvres (for the first 2 hours) and then transitioning into passed desserts for the last hour.

If your event is from 6pm - 9pm, you will want to take special care to make sure that you have a substantial amount of food and enough heavier options, as this is right in the middle of dinnertime so your guests will come hungry. If you schedule your event for later in the evening, you can go lighter on the options as your guests will likely have already eaten.

Request that the hors d’oeuvres be bite size. Trays and serving materials should be a solid white with clean lines.

If your event is held in at an off-site location, you will want to ensure that the venue has a kitchen space — if it does not, you will want to find out your caterer’s needs to ensure that the venue can support them. If you rent out a restaurant for the event, keep in mind that you will likely have to work with their in-house caterer, in which case you should take that into consideration when choosing your venue.

5.4 CATERING

SAMPLE MENU

PASSED HORS D’OEUVRES

Portobello Cannoli
parmesan, balsamic & chives

Applewood Bacon Wrapped Dates

Shrimp Lollipop with Thai Chili Sauce

Grilled Chicken & Kale Caesar Salad Rolls
crispy parmesan crouton

BBQ Pulled Pork Slider on Brioche with Pickle Chip

Cherry Tomato Wrapped in Mozzarella

Miniature Truffled Mac & Cheese

PASSED DESSERTS

Dark Chocolate & Parmesan Grilled Cheese

Bacon & Spice Doughnut with Maple Glaze



5.5 VEHICLE DISPLAY

For Audi A3 launch events, it is imperative to position the vehicle as the focal point of the event. It should always appear “in motion,” dynamically displayed, to exaggerate its strength, sophistication, and superiority.

Within the event space, the A3 should take center stage. Any display enhancements that might showcase the technology or design features of the vehicle are encouraged, but care must be taken to maintain a premium display environment. If possible, we encourage you to move all other vehicle models out of the space to allow the A3 to be the clear and visible focus

TIPS:

- ▶ The LED lights should remain illuminated during the entire event to highlight the exquisite design of the A3.
- ▶ Always position the vehicle at a progressive angle, diagonally with the lines of the event space.
- ▶ Never allow the vehicle to rest directly on the venue floor. Instead, use grey or black carpet (or, if possible, an elevated platform) to set car on.
- ▶ Use the checklist on page 51 to ensure proper vehicle preparation.
- ▶ We encourage you to use the #AudiA3 vanity plates, which have been provided to each dealership for the “hero” cars displayed in your showroom.



5.6 WI-FI

The A3 target demographic is digitally savvy and likes to stay connected. As such, you will want to provide your guests with free, available wi-fi throughout the event space. In keeping with the AT&T national partnership, we recommend working with your local AT&T retailer to see if they’re willing to partner and provide any support with additional bandwidth or help boost the signal, if needed. Make sure you have enough bandwidth for your expected guest count and for any additional needs that may have wi-fi elements, i.e. the photo booth, etc. If possible, name the free, open network “Audi A3”.



5.7 GIVEAWAYS

Work with New Paradigm, Audi’s official branded merchandise partner to produce premium giveaways for your guests. Choose from their collection of A3 branded products, which can be accessed via: AudiCollectionUSA.com. Keep in mind the “cool factor” of the A3 and the Stay uncompromised theme when selecting from the inventory. Consider a cool, tech product like a sleek power bank that charges your phone on the go and try to avoid more novelty items. All items have a 2 - 3 week production time, not including shipping, therefore, allow 5 weeks for items to be produced and shipped for delivery in time for your event.

If you have a Bang & Olufsen retailer in your local market, this is another giveaway partnership possibility to consider.



TEST DRIVE

6.1 TIPS & A3 FEATURES

Pre-program a few routes on the navigation system, and allow the passanger to select the route they’d like to take. When you are developing these test drive routes, take into consideration what will be the most scenic route at night.

Highlight the following features:

- ▶ Stream the Spotify playlist provided on the ADMC site from Smartphone to vehicle sound system to highlight the 4GLTE feature, as well as the following 4GLTE-enabled features. Make sure that the playlist is set to “shuffle” to ensure various artists are played. If you do not have a Spotify account set up, we recommend pre-setting your test drive vehicle’s station to Alt Nation or Sirius XMU on Sirius Satellite Radio.
- ▶ PicNav: To highlight the Picturebook Navigation feature, take a nice professional photograph of the location where your event is taking place, either at your dealership or at an off-site event. Add it to your Picturebook and give it a name to identify it by. When returning back to the venue from the test drive, allow the passenger to utilize the PicNav feature to find a saved photo and navigate you back to the event.
- ▶ Facebook/Twitter integration: the A3 will read your messages aloud, and also send messages while stopped.

- ▶ MMI Navigation: To highlight the MMI Navigation Plus with Voice Recognition System, pre-load a few cool, interesting destinations in your area, i.e. a new gallery or museum and allow the passenger to choose which route they want to take. Have the passenger press the ‘talk’ button on the steering wheel and say a command, i.e. “Google Search Newseum in Washington D.C.” and allow the vehicle to determine the route.
- ▶ Bang & Olufsen sound system: 705-watt system with 14 speakers and LED lighting accents on the woofers in the front lower doors. (Bang & Olufsen will be providing a CD of music to demonstrate the quality of the sound system.)
- ▶ Standard bi-xenon headlights with LED DRLs and LED tail-lights (available full LED headlights).
- ▶ Standard panoramic roof with retractable sunshade.
- ▶ Ultrathin retractable MMI screen (11mm thick).
- ▶ Leather seating services and split folding rear seat backs.
- ▶ Standard Audi pre-sense basic: if an impending collision is unavoidable, automatic front seat belt pre-tensioners and additional measures such as partial closure of the sunroof and window are initiated.

6.2 VEHICLE CHECKLIST

Below is a checklist for vehicle preparation. Please consult this list with careful attention to ensure that the A3 launch meets premium standards.

INTERIOR

- ◇ Check that the AT&T 4GLTE SIM card is in the car and activated to demo wi-fi/Audi connect, PicNav, Facebook and Twitter
- ◇ Seat belts - check function/ shoulder anchorage set to highest position
- ◇ Seats manual/electric - check operation/ upright and aligned/set to mid-position
- ◇ All head rests in down position & aligned
- ◇ Adjustable steering wheel upright, retracted and in center position
- ◇ Windows - functioning correctly
- ◇ Doors and locks - functioning correctly
- ◇ Child safety locks disengaged
- ◇ Sunroof - check for automatic and one-touch adjustment
- ◇ Interior lights - check operation
- ◇ Clock - check setting
- ◇ Trip computer - reset to zero
- ◇ Climate control system - check A/C and heater/ set to 70 F
- ◇ Fascia vents - set to open, horizontal flow
- ◇ All roof vents closed and aligned
- ◇ Audio system - set bass/treble/balance/ fade to mid-point

- ◇ Radio - set AM stations to news, FM station to appropriate genre for A3 audience (see 4.3)
- ◇ Satellite radio - set to appropriate genre for A3 audience (see 4.3)
- ◇ Navigation system - check operation
- ◇ Rearview mirror - set to ON
- ◇ Door mirrors - set to suit seat position
- ◇ Horn - check operation
- ◇ Console - check operation
- ◇ Sun shade down
- ◇ Sun visors stowed and locked
- ◇ Warning lights - check ALL are off with engine running
- ◇ Glove box - check operation
- ◇ All compartments empty of accessories
- ◇ Fuel - check octane/diesel
- ◇ First aid kit
- ◇ Keys left with on-site contact

EXTERIOR

- ◇ Check panels to have even gaps
- ◇ Hood and trunk to have even gaps.
- ◇ Panels, roof, hood and trunk free of door dings, dents or scratches
- ◇ Hood and trunk to open and close in proper working order
- ◇ Doors to open and close in proper working order

- ◇ Doors and window seals to be in optimal condition
- ◇ Check function of: wipers/washers, exterior lights, high beam, fog lights
- ◇ Tire pressures - set to comfort settings (see driver’s door)
- ◇ Spare tire - check tire pressure
- ◇ Oil pan in place under engine
- ◇ Battery disconnected and cables taped
- ◇ Rim center caps aligned
- ◇ Vanity plate installed
- ◇ Audi rings aligned on wheels
- ◇ Alternate power source (if needed)

CLEANING

- ◇ Interior/Exterior - ensure interior, exterior, and wheels are spotless
- ◇ Interior clean - complete interior cleaning including door jambs and trunk /vacuum
- ◇ Under hood - check for fluid spillage
- ◇ Exposed tire treads wiped down
- ◇ Rocks removed from tire treads
- ◇ Carpeting vacuumed
- ◇ Kick guards retouched
- ◇ Ensure Doorsill trim panels and door jambs are retouched
- ◇ Pedals retouched
- ◇ Floor mats retouched
- ◇ Rocker panels wiped down

PROMOTION

In this section we will provide guidance and contacts to promote your launch event to ensure attendance and buzz.

7.1 SOCIAL MEDIA AMPLIFICATION

OVERVIEW

Social media can support your launch day efforts, get your guests talking and extend the reach of the event far beyond those who attend. Here are some tips to get you started on promoting your launch day event on social media.

NEED TO KNOW

- ▶ Follow event conversation and coverage:
Twitter: www.twitter.com/audi
Facebook: www.facebook.com/audi
Instagram: <http://instagram.com/audi>
- ▶ Join the conversation on social media by tagging your A3 content with #AudiA3

PRE-EVENT

- ▶ If open to the public, promote your event on social channels, making sure to include the RSVP link for guests.
- ▶ Provide potential guests plenty of lead time; promote your event at least 2 weeks before the event.
- ▶ Share event updates via your social channels as plans for your event develop.
- ▶ Prepare your event team and vendors, such as your musical talent and caterer with your dealership's social profile links and promotion plan.

DURING EVENT

- ▶ Encourage content creation: Help guests capture photogenic moments; encourage them to use #AudiA3 when sharing A3 content.
- ▶ Share the experience: Assign a team member to capture your own photos or videos to upload in the moment to generate conversation online as your event is happening.
- ▶ Engage in the conversation: Positively respond to guests, fans, and dealers across the country celebrating alongside your dealership by Liking, commenting, or sharing positive photos or feedback.

POST EVENT

- ▶ Whether your event is private or open to the public, recap your event by creating a photo album on Facebook and share it publicly so your guests can view it.
- ▶ Search social media platforms for the AudiA3 hashtag and your dealership/event name. Like, Comment, or Share positive photos or feedback from your guests on your social channels. Be sure to get the source's permission to use their content before sharing it yourself.

7.2 CRM INTEGRATION

The following lists will be compiled for each dealer via the ADMC:

- ▶ Conquests (Direct Mail only) - highly qualified in-market consumers that match the A3 buyer profile.
- ▶ A3 Handraisers (Email only) – consumers that signed up on A3 website.
- ▶ Former owners (Both direct and email).
- ▶ List counts (number of names) will be provided to each dealer prior to when creative is available on the ADMC. Counts will vary by dealership.

When you are ready to order invitations for your A3 launch event, follow these steps:

- ▶ Sign into the ADMC system.
- ▶ Select the A3 launch invitation creative and enter variable information: dealer name, event date, event location, etc.
- ▶ Enter the quantity of the list counts into the appropriate ADMC screen.
- ▶ Confirm and submit order within the ADMC.

EMAIL LISTS

Dealerships must enter all variable information on the email template within the ADMC. The dealership can then schedule the deployment date for the email invitation and the ADMC will deploy the email on behalf of the dealer. All email lists will be stored within the ADMC.

DIRECT MAIL LISTS

Each dealer's conquest and former owner list will be stored at the printer RRD. When a direct mail order is submitted, the printer will use the applicable dealer's specific list for the direct mail invitations. Once a direct mail order is submitted, printing will take 5 days. The printer will then ship all mail to the postal service for delivery. The cost of the conquest list will be \$200.00 per dealer. The list cost will be an additional cost to the dealer's invoice from the printer inclusive of postage, shipping and printing.

DEALERSHIP LISTS

Dealers can upload their own direct mail or email lists to supplement the lists provided.

PROMOTIONAL OPPORTUNITIES

Consider investing in a billboard placement or other outdoor advertising opportunity in close proximity to the dealership to promote upcoming launch event.



RESOURCES

If you have any additional questions or require assistance, we have provided resources available to you in this section.

8.1 CONTACTS

AUDI
Amy Ford
Experiential Marketing Specialist
Audi of America, Inc.
Email: amy.ford@audi.com
Office: 703 364 7495

Jessica Thor
Manager, Retail Marketing
Audi of America, Inc.
Email: jessica.thor@audi.com
Office: 703 364 7487

EVENT AGENCY
MKG (NATIONAL LAUNCH LEAD AGENCY)
Lindsay Weiss
Director of Production
Email: lweiss@thisismkg.com
Office: 646-790-4691

MVP COLLABORATIVE (DEALERSHIP LAUNCH EVENT AGENCY)
Eric Peters
Account Executive
Email: eric.peters@mvpcollaborative.com
Office: 248.591.5160

CRM/CONQUEST LIST
LATCHA + ASSOCIATES
Bruce LeFevre
Account Supervisor
Email: bruce@latcha.com
Office: 248-482-4599

BRANDED MERCHANDISE/COLLATERAL
NEW PARADIGM
Chrissy King
Vice President
Email: Chrissy.King@newparadigmpromo.com
Office: 313-957-5696

PRINTER
RR DONNELLEY
Deb Brasch
Audi Account Associate/Customer Service
Email: deborah.l.brasch@rrd.com
Office: 248-357-7141



