

Audi Affinity Program—U.S.

Program Overview¹

This program is designed to provide competitive vehicle pricing for select Audi of America partners. Purchase or lease a new qualifying Audi model (one vehicle per employee household per year). The transaction may qualify for additional retail incentives. Please see your participating Audi Dealer. Customers can finance or lease their new Audi vehicle through Audi Financial Services (AFS), and eligibility is subject to AFS credit approval.

All new, untitled and unreported MY 2016, 2017 or 2018 Audi vehicles are eligible for purchase or lease with a 6-percent discount off M.S.R.P. with the exception of RS3, A5 Sportback, S5 Sportback, RS5, RS7, A8 W12, S8 Plus, R8, and TTRS.

Please see example below of the Audi Affinity Program offering:

Sample Calculation:

\$	\$35,970	M.S.R.P.
(-)	\$ 2,158	less 6-percent affinity discount
=	\$33,812	Audi partner price ²

Take this certificate, a government-issued photo ID, and a current pay stub (or membership statement) to your local participating Audi Dealer (personal financial information may be concealed). If you have questions on particular Audi models, financing options or how to locate the Audi Dealer nearest you, visit www.audiusa.com.

Here are the details about the Audi Affinity Program:

- Eligibility**—Current and active employees/members of an enrolled Audi of America partner, and current Audi Club of North America (ACNA) members can participate in the Audi Affinity program.
- How it Works**—Present an original, unaltered certificate, a valid government-issued ID and a current pay stub (or member statement for club memberships) to a participating authorized Audi Dealer in the United States. The Dealer will use these documents to verify your eligibility and may sell you a vehicle at the price that is currently specified by Audi of America under this program.
- Participating Dealers**—Dealers participate in the Audi Affinity program at their sole discretion. Please contact your local Audi Dealer for more information.
- Parts and Accessories**—The participating Dealer also may sell you parts, accessories, finance and insurance products and other items in the same manner as any other retail purchaser. Participating Dealers may take vehicles in on trade and may acquire and dispose of such vehicles as in any normal retail transaction on such terms as they choose. All the transactions contemplated by this paragraph are strictly between the purchaser and the participating Dealer and are to be negotiated solely between the Dealer and the purchaser.

- General**—In general, unless there has been advance written notice to the contrary, all new and unused Audi vehicles, with the exception of RS3, A5 Sportback, S5 Sportback, RS5, RS7, A8 W12, S8 Plus, R8, and TTRS, are eligible. Dealers are not required to sell a vehicle from their stock that is in short supply; however, any vehicle offered under this program also may be factory-ordered. Please be advised that Audi of America may from time to time restrict the availability of certain vehicles under this program. In such cases, Audi of America will inform participating Dealers in advance in writing of the terms of such restrictions or incentives, and the Dealer will have to comply with any such terms.
- Incentives**—This program is not compatible with Dealer Small Fleet Incentive (DSFI), Audi Courtesy Vehicle Lease (CL & DECL), European Delivery, Employee or Dealer Employee Purchase, Affinity, Friends & Family, VIP & Diplomat Sales, Loyalty Pull Ahead, or A8 Livery Programs. All other national and regional retail incentives (including AFS Special Lease, Premier Purchase and APR rates) can be applied unless otherwise stated in a future program announcement from Audi of America.
- Claims**—Audi of America has the right to audit all the records pertaining to this transaction. If Audi of America finds that purchaser violated any terms or falsified any documentation of Audi of America's vehicle purchase program, Audi of America may cancel purchaser's privileges and/or the partner's privileges to acquire vehicles under any special Audi of America programs and may, at its discretion, seek to recover any special benefits the purchaser received.
- Final Decision**—Audi of America's decision is final in all matters relating to this program. Audi of America has the right to amend or cancel this program at any time for any reason.
- Customer Contact**—In becoming an Audi customer under the terms of this program, the purchaser acknowledges and agrees to receive information and other special communications related to Audi products (e.g., Audi welcome kit, Audi Club North America membership application, *Audi Magazine* subscription). We may share purchaser's personal information with Audi affiliates, as permitted by applicable law. If we do share purchaser's personal information with our affiliates, we require them to limit their use of the information to the purposes for which it was provided.
- Duration**—The Audi Affinity Program runs through January 2, 2019, unless otherwise specified. This is based on the delivery date of the vehicle.

¹ From the publishing date (January 3, 2018), this program can be used for most Audi models, with the exception of RS3, A5 Sportback, S5 Sportback, RS5, RS7, A8 W12, S8 Plus, R8, and TTRS. We may add or remove vehicles from eligibility from time to time by notice to participating Dealers and Affinity program website updates. ² As with any new vehicle purchase, you are responsible for all taxes, title, licensing, documentary, emission and other fees.

Audi Affinity Program Certificate (Dealer Admin. Use Only)

Dealer Code

Dealership Name

Dealership Phone

Salesperson

Salesperson Email

Affinity Program Employee/Member

VIN

Company Name

☐ Purchase
☐ Lease

Company Number

Certificate Control Number

Dealer Instructions: The individual presenting this certificate is interested in executing an Audi Affinity program purchase as described in above certificate. The vehicle is to be sold at M.S.R.P. less 6-percent discount (see above sample calculation) then subtracting all current applicable retail incentives. Trade-in allowance, accessories, insurance, tax, licensing, title costs/fees are to be processed as normal.

VERIFICATION: The program is designed to sell vehicles to households of our select partners' employees and members. In order to verify program compliance, the customer must provide an original certificate with the company name preprinted on the form (found in the above box), a government-issued photo ID, and a current pay stub verifying employment at the company (or a membership statement). If the purchase is by a household member, please verify residence by copying his or her driver's license with the common address. NOTE: This is a one-vehicle-per-household offer.

FINANCING: This program is a "Price of Vehicle" retail offer. There are no special credit provisions included or provided in this offer. That being said, we encourage you to promote Audi Financial Services for financing and leasing solutions.

REPORTING: Please report this sale as Kind of Sale (KOS) 0.

If you have any questions regarding the program or the process, please e-mail audiaffinity@audi.com.