

A SPECIAL REPORT BROUGHT TO YOU BY **FleetNews**

# AUDI UK'S ELECTRIC RANGE

How e-tron and plug-in hybrid models are helping  
fleets on the path to a smooth transition to electric  
company cars, with the Q4 e-tron leading the charge

In association with



The model shown is non-UK specification with optional extras



# Audi EVs: delivering the complete package

Fleets need a complete electrification solution that provides far more than a car with a plug

**I**n these early days of fleet electrification, fleets require more than state-of-the-art battery-powered company cars to make their transition to zero-emission motoring a success. However smart the automotive engineering, the smooth switch to electric vehicles (EVs) demands a complete package of support for fleet decision-makers and their drivers, according to Audi UK.

The premium brand's new Q4 e-tron can comfortably stand on its own four tyres in a face-off with any other electric SUV. But it also arrives on the UK market with the backing of key partnerships to assist fleets and their drivers, said Claire English, Audi UK's head of fleet.

The manufacturer's close relationship with Pod Point, for example, means an Audi UK retailer can arrange for a complimentary charge point\* to be installed at a driver's home when the car is ordered, thereby making accessible charging ready and waiting when the car is delivered.

An arrangement with Octopus Energy is introducing Audi UK customers to energy tariffs designed to offer ultra-low cost, off-peak charging for EVs, using renewable energy. The cost is much lower when compared with an internal combustion-engined (ICE) vehicle.

And Audi UK's partnership with charging solution payment expert Mina means fleets can pay company car drivers' domestic energy suppliers directly for EV charging, protecting drivers from the risk of 'bill shock' and ensuring fleets have a straightforward means to reimburse their staff accurately and fairly for their business mileage electricity costs.

For public charging, a simple tap of Audi UK's e-tron card gives drivers access to 75% of the UK's public charge points without the hassle of downloading apps and carrying multiple RFID (radio-frequency identification) cards in their cars.

"We rightly talk about the Q4 e-tron, which is an amazing car, but it's just as important to talk to our customers about these unique partnerships to support our fleet customers," said English.

Laying the foundations for the operational success of Audi UK's electric company cars has gone hand-in-hand with extensive work to minimise the whole-life cost of the vehicles. Prior to the launch of the Q4 e-tron, Audi UK spent months working with leasing companies, residual value forecasters and fleet customers to lay the groundwork for competitive lease rates and total cost of ownership.

The combination of generous specification levels allied to an impressive 300-plus mile range\*, all wrapped up in Audi UK's premium package, should encourage strong demand for used Q4 e-tron models when they return to the market, while the battery technology will deliver significantly lower service and maintenance costs than equivalent ICE cars.

"The Q4 e-tron also has two-year, unlimited mileage service\* intervals compared with two-year, 18,000-mile intervals for ICE cars, which could save fleets money and reduce downtime for company car drivers," said English.

Attractive lease rentals and 1% benefit-in-kind tax have seen Q4 e-tron sales enjoy a flying start.

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CLAIRE ENGLISH, AUDI UK







# Audi Q4 e-tron

While some new electric vehicles appear closer to spacecraft than cars, Audi has played to its traditional strengths with the new Q4 e-tron

**T**he Q4 e-tron is the first Audi to be built on the Volkswagen Group's new MEB platform, designed specifically for battery electric vehicles, which means every tiny detail of the car has been engineered to take advantage of the design opportunities presented by concealing a battery pack and motor below the chassis. This radically increases interior space, giving the Q4 e-tron the feel of a big car in its rear legroom and boot capacity, while keeping its exterior dimensions compact for ease of driving and parking

Unmistakably an Audi, the compact SUV features the grille and readily recognisable head and tail lights from across the manufacturer's range, while inside the cabin is as luxuriously appointed as drivers have come to expect.

So far, so familiar, but under the skin the Q4 e-tron features cutting-edge technology to enrich the driving experience and enhance safety. Touch-sensitive controls on the steering wheel, for example, let drivers scroll and swipe through driving aids such as cruise control, as well as the hi-tech infotainment system.

Taking the stress out of driving, Pre Sense Front sees a series of sensors constantly scan the road ahead, alerting the driver to any potential hazards, while rear parking sensors and the reversing camera assist manoeuvring. All of these features are standard across all Q4 e-tron models, as is Lane Departure warning and the new 'Swerve Assist and Turn Assist', which helps drivers to brake and steer around an obstacle when avoiding a collision\*.

The Q4 e-tron is available in two variants: the handsome, practical Q4 e-tron and the sporty Q4 Sportback e-tron. Both come in four trim levels, Sport, S line, Edition 1 and top of the range Vorsprung, and are available as rear-wheel drive or Quattro models. They are powered by two different batteries: the smaller

55kWh battery has a maximum WLTP range of 208 miles\* and can recharge at up to 100kW from a rapid charger, while the higher performance 82kWh battery has an officially-tested maximum range of 316 miles\*, and can recharge at speeds of up to 125kW – powering from 5% to 80% in just 38 minutes via a rapid charger.

Prices start at £40,750 and, of course, as a company car, the Q4 e-tron is only taxed at 1% of its P11D value (2% from April 2022), which means a monthly benefit-in-kind tax bill from as little as £13.58 per month for a 40% taxpayer.



\* For WLTP details and all other terms and conditions referenced, please visit [here](#).





# Addressing tailpipe emissions is just one part of a holistic sustainability mix

Environmentally-conscious fleets are looking at the complete footprint of their suppliers in their quest to meet net zero goals

**F**leets with a genuine environmental agenda are looking well beyond the zero tailpipe emissions of battery-powered vehicles to achieve their sustainability objectives. Electric vehicles can play a role in reducing carbon emissions if batteries are recharged with renewable energy, but businesses committed to being carbon-neutral are looking for more ambitious eco initiatives from their supply chains as they strive to reach net zero commitments.

"Sustainability is the biggest topic on our agenda," said Claire English, Audi UK's head of fleet. "This has to be about more than just the vehicles. It has to be a holistic view."

This applies to the manufacturer itself, as well as its customers. Audi is

engaged in a long-term programme to minimise all the CO<sub>2</sub> emissions and consumption of natural resources associated with producing cars, in order to meet its own ambitious environmental targets.

The Q4 e-tron is at the vanguard of these efforts – only green electricity is used in the energy-intensive production of the vehicle's battery cells, and the car itself is manufactured at Audi's net-carbon-neutral Zwickau production plant using renewable electricity. Any CO<sub>2</sub> emissions that cannot be eliminated from the car maker's supply chain and factory are subsequently offset via climate protection projects.

"Audi is taking an uncompromising approach to meeting its environmental obligations," said English. "We have set ourselves ambitious sustainability targets that include a 30% reduction in vehicle-specific CO<sub>2</sub> emissions throughout the product lifecycle by 2025, operation of all Audi production sites with net zero carbon emissions by the same deadline, and full company-wide carbon neutrality on balance by no later than 2050."

"Our progress is helping fleets and businesses that are committed to making their own entire supply chains net zero."

The manufacturer is also increasingly using recycled materials to make components – up to 27 of these feature in the Q4 e-tron – while at the end of the car's working life its batteries will be repurposed for a second life as stationary storage solutions for wind and solar power, before eventually the batteries' precious elements and minerals, such as cobalt, lithium, nickel, aluminium, manganese and graphite, will be recovered and recycled.

## Switching on to electric

Audi's comprehensive EV and PHEV ranges offer tax-saving options

**T**he direction of travel towards zero emission (while driving) cars may be clear, but the rate of adoption differs from fleet to fleet dependent on individual operational needs, recharging infrastructure and budget constraints. Recognising that each fleet has to satisfy its own set of requirements, Audi is developing an ever-expanding range of battery electric and plug-in hybrid vehicles.

By 2025, the manufacturer will have 30 electrified models, including 20 pure electric cars, and from 2026 every new launch will be powered solely by electricity.

Many key models are already available, capable of the zero emission (while driving) which deliver huge benefit-in-kind tax savings to company car drivers, and valuable National Insurance savings for their employers.

"Companies are at different stages of electrification," said Claire English, Audi UK's head of fleet. "Some have accelerated their transition into full EVs, but there are others still looking to transition parts of their fleet in a segmented way. We are equally focused on meeting all fleet requirements – our PHEV range is bigger than ever, from the A3 to the Q8 – and we'll continue to offer a wide range of vehicle sizes, models and specifications to meet individual customer needs."







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**CLAIRE ENGLISH, AUDI UK**

## DOWNLOAD THE APP

### EV&me app

This clever app is helping company car drivers to assess the feasibility of switching to a battery-powered car or plug-in hybrid by analysing the journeys they make in their current vehicle.

Audi UK's free-to-download EV&me app\*\* provides insight and information to help drivers check and validate whether an EV is right for them.

"The app analyses the real journeys that drivers are doing, assessing distance, time and modelling the percentage of battery charge," said Claire English, Audi UK's head of fleet. "It then shows drivers the number of charging stops they would have had to make."

### myAudi

The connectivity of new cars, especially battery electric models, is transforming the ownership experience for drivers. The myAudi app\*\*, for example, lets drivers pre-set their ideal heating or air conditioning from their phone, so their car is the perfect temperature when they get in.

Among a host of functions, the app facilitates journey-planning specifically for electric vehicles, plotting not only the fastest route, but also the directions that will use the least charge and identifying charge stops along the way should they be required.

myAudi also enables drivers to monitor remotely the state of charge in their car's batteries and see the remaining range.

\*\* Compatible phone or tablet, app download, registration and activation required. Subject to sufficient network coverage to enable an active data connection.



## THE AUDI UK ELECTRIFIED RANGE\*

### A3 TFSI e\*

Zero emission range: 40 miles  
Benefit-in-kind tax: from 7%

### Q3 TFSI e\*

Zero emission range: 31 miles  
Benefit-in-kind tax: from 11%

### e-tron SUV

Zero emission range: 252 miles  
Benefit-in-kind tax: 1%

### Q5 TFSI e\*

Zero emission range: 39 miles  
Benefit-in-kind tax: from 11%

### A6 TFSI e\*

Zero emission range: 43 miles  
Benefit-in-kind tax: from 7%

For more details call 08009757841 or email [support@gfbcaudi.co.uk](mailto:support@gfbcaudi.co.uk)