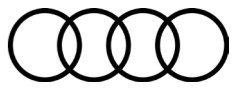


AUDI: DESIGNING THE FUTURE OF FLEET

Over the next two years, Audi will accelerate its electric transition with the launch of 10 exciting new battery electric vehicles, taking its model line-up to 13. As the UK's market-leading premium brand, Audi has a crucial role to play in helping fleets and their drivers seamlessly switch to electric.

In association with





“It is critical that we understand the needs of our customers and collaborate to provide solutions and build long-term relationships”

Lisa Plater, Audi UK National Fleet Sales Manager



Audi Electric: making progress personal

Audi aims to collaborate even more closely with fleet partners to address their challenges

With the strength of relationship between fleets and their manufacturer partners becoming ever more crucial as the sector transitions to electric vehicles (EVs), Audi UK National Fleet Sales Manager Lisa Plater has fixed her sights on ensuring Audi is “the brand that customers want to partner with”.

It’s all part of Audi’s pursuit in becoming not just the number one premium brand in true fleet, but the number one true fleet brand, period. So far this year, it is tracking top in premium and, with a 9% share of true fleet, is second overall only behind sister brand Volkswagen.

Appointed National Fleet Sales Manager in 2022, Plater rose through the ranks at Audi, starting 18 years ago as a Local Business Development Manager in the franchised network. She joined Audi UK as an Area Fleet Manager in March 2016, becoming Key Account Manager three years later.

Plater’s current role finds her responsible for the teams she used to work with, giving her first-hand insight into the challenges and opportunities they and their customers face.

She is steadfastly both Audi- and customer-focused, describing herself as “equally passionate about both”.

“Audi delivers a premium and progressive experience; this is realised at every customer touchpoint and through the exciting range of cars in our portfolio,” she says.

“My passion for customers is centred around helping people with their own fleet challenges; it’s never boring.”

The next two years promise to be an exciting time for Audi as it embarks

upon the most radical reinvention of its model line-up ever, with 20 new launches by 2025, half of which will be fully electric.

Change is already coursing through the business. Battery electric vehicles (BEVs) and plug-in hybrids (PHEVs) account for an impressive 93% of the true fleet order bank, with diesel at just 2.6%.

“We are seeing a massive transformation with PHEV and BEV,” Plater says. “This year, our focus is on being the brand that customers want to partner with.”

“It is critical that we understand the needs of our customers and collaborate to provide solutions and build long-term relationships with both our existing customers and with new customers.”

She labels it a “back to basics” approach which relies on face-to-face conversations, enabling the team to build a knowledge of their customers’ businesses that leads to more tailored fleet solutions, as well as the opportunity to test drive the range.

Audi has utilised roadshows to re-engage the fleet sector over the past couple of years. The Audi Q8 e-tron launch event drew 58 customers and reached 240 key decision-makers, influencers and drivers, for example.

In June, Audi held an all-electric event in three locations for its top 150 customers and leasing companies to present its halo model, the Audi e-tron GT alongside the Audi Q8 e-tron and Audi Q4 e-tron. The same month, it wowed the crowds at Fleet News Company Car In Action, with a relentless stream of test drives carried out on the test tracks at Millbrook Proving Ground.

“It gave customers a chance to see, feel and truly experience our models

and enabled us to update them about Audi as a brand and the impressive models we have coming,” Plater says.

However, Audi wants to develop deeper relationships with customers and is bringing a much more consultative approach to those conversations.

“We want to be consultative rather than selling and we have tools to support this, such as the total cost of ownership (TCO) tool which our teams can use with customers who aren’t yet on the EV path,” Plater says.

“We want to be collaborative with customers to support their overarching sustainability strategies and we share our real-life experiences from across the team with blog-style updates about range and charging hints and tips.”

It isn’t just about offering BEV and PHEV cars, though. Audi has a global target to be net carbon-neutral by 2050 across its entire supply chain. It is assuming responsibility for its employees, the environment and society, making sustainable management an integral part of all decisions and products. This includes carbon-neutral production facilities (Brussels is the first), shifting component transportation from road to rail, recycling scrap aluminium and the use of a sustainability rating to measure the performance of suppliers.

The Audi Q8 e-tron is one of the first models to be certified carbon-neutral, and it’s a move that is not going unnoticed among the larger corporates.

Plater says: “We are seeing corporate customers becoming much more interested in the whole lifecycle of the vehicle and what it truly means to be carbon-neutral. Sustainability criteria is being included in more tenders as well.”

New initiatives are bringing fleets closer to the Audi business by putting key information at their fingertips, improving both transparency and communications.

“Fleet Gateway”, Audi’s newly launched dedicated portal, enables customers to see their terms and agreements, access model data and nominate their leasing companies to get automatic updates.

Meanwhile, a restructure of the fleet team last year saw a new Key Account Manager for direct sales appointed to complement the five Area Fleet Managers, 80 Local Business Development Managers (LBDMs) and 20 Corporate Sales Managers in Audi Centres across the country.

They are supported by the relatively new Audi Live Tour, a virtual interactive showroom where an expert gives fleets and drivers a visual walk round the car to demonstrate key vehicle features, such as boot space – courtesy of a stuffed dog and some suitcases! – and how to use the infotainment system.

Live Tour is available at www.audi.co.uk by clicking the red tab. If our Audi experts are not immediately available, drivers can book a virtual tour at a time suitable for them.

“It’s a great feature that brings the car to life and adds a human touch,” Plater says. “We are exploring with individual customers whether we can use this on a wider scale for model launches or to broadcast to a wider audience such as for a salary sacrifice launch, for example.”

Audi is helping to facilitate the fleet transformation to electric by directly addressing one of the biggest concerns: the public charging infrastructure. It has launched the Audi Charging Service which offers access to around 500,000 charging units across 27 European countries, including the UK, all via one card and with one billing process for drivers.

“It helps fleets and their drivers to dip a toe into the charging network without having to register for lots of different apps,” Plater says. “We’re getting good feedback from customers.”

Audi – like all manufacturers – is facing an increasingly congested market with a host of new BEV entrants coming from China over the next couple of years.

Plater is confident Audi is in a strong position to stand out from the crowd thanks to its existing and forthcoming model line-up, and the incredible levels of support offered by the well-established fleet team, LBDMs and aftersales network.

“We aren’t complacent, but with our relationships, innovative new products, consultative approach and the support network in sales and aftersales, we’re confident we have the strength to withstand competitor activity,” she says.

“Audi is all about progress: we want to be the leading provider for sustainable mobility and electric is at the heart of our strategy and offer that point of differentiation to our customers.”



In the business of progress.

The fully electric Audi e-tron models.

Together, we can design your business fleet of the future,
audifleetsales@audi.co.uk



Official fuel consumption for the Audi e-tron GT in mpg (l/100km): N/A. CO₂ emissions: 0g/km.

The Audi e-tron GT is a battery electric vehicle requiring mains electricity for charging. Zero emissions while driving. Model shown is Audi RS e-tron GT. Features optional equipment. Audi RS e-tron GT BIK is 2%.