



Jeff Mannering – Managing Director, Audi Singapore

Could you share with us a quick overview of what you do as the Managing Director of Audi Singapore?

My number one job is to bring Audi to the leading position in Singapore. This means working on every aspect of the business with our customer in the centre; bringing the experience and the products that set Audi apart as the premium automotive brand.

Everyone in the Audi Singapore office and at Premium Automobiles, our dealer partner in this market, is equally committed towards this goal. Our consecutive years of sales record show that we are doing things right.

What are some challenges you have experienced that are unique to working within ASEAN?

Digitalization, sustainability and urbanization are the three megatrends that are driving change in customer needs, value chains and business models. This is happening not just in Europe or within the ASEAN region, but everywhere in the world.

We see plenty of opportunities to do different things that can bring greater consumer experience. In Singapore, we introduced Audi on demand, which is an unique premium mobility service where users can opt to use an Audi for as short as four hours or as long as 28 days. It goes beyond the traditional business of selling cars. Audi on demand has been exceptionally well received by existing Audi owners and others who have not experienced the brand before.

How do you gain inspiration to develop and work on upcoming projects?

This is the most exciting time to be in the automotive industry. The pace of development has never been greater. Audi AG is making the biggest transformation in the brand's recent history. The products in the pipeline are stunning, not just in terms of design and performance, but also the technologies. Capabilities that would seem like science fiction not so long ago will become today's reality. More will change in the next couple of years than the past hundred and if being part of all this is not motivation, I don't know what is!

On that note, any exciting projects in the pipeline that consumers can look forward to from Audi?

We will, of course, be introducing some amazing new cars. These new products will take Audi into new market segments with new drive technologies. Electrification, for example, will be a reality in the very near future. Our first fully electric car, the Audi e-tron quattro, for example, will make its world debut in 2018. It will set the standard for electric motoring in terms of quality, performance, range and the entire experience.

Following Audi on demand, we have many innovative services to be rolled out to satisfy consumers. So watch this space.