

# Case Study: Audi



Vehicles are going through a period of digital transformation. The future of cars is autonomous, shared and electric. Implementing each of these requires connectivity, with 5G set to play a major role. Audi, a leader in adopting advanced technologies is now firmly established on its digital journey with the help of Cubic Telecom.



**100**  
markets  
worldwide

**90K**  
employees  
worldwide

**60K**  
employees in  
Germany

connectivity  
with Cubic in  
**90+**  
markets

Audi is one of the leading Automobile manufacturers in the premium segment. Audi focuses on sustainable products and technologies for the future of mobility. Audi aims to move to the forefront of electric mobility and to create an open digital ecosystem through consistent connectivity.

## Challenge

- Drivers have come to expect integrated connectivity
- Pressure to stay ahead of competitors
- Pressure to be "best in class" in user experience
- Must negotiate agreements with many different operators around the globe
- Regulatory compliance in each country they sell

## Cubic Solution

Cubic delivers a software platform across multiple cellular networks to simplify the management of connectivity for Audi vehicles. With Cubic's end-to-end solution Audi drivers enjoy local connectivity no matter where they travel, through one global GSMA-compliant eSIM.

Drivers enjoy reliable and secure up-to-date information and entertainment integrated with the Audi Virtual Cockpit, and advanced internet connectivity, powered by Cubic.

## Highlights

**Cubic simplifies connectivity management for the automotive manufacturer through its secure PACE platform.**

- One global SIM
- Remote device connectivity management
- Data management and analytics
- Local connections and content
- One contract (no need to negotiate multiple contracts with a multitude of operators and suppliers)
- Integration with OEM IT business system
- Music streaming services, navigation, route guidance and mapping features
- Infotainment apps available in real-time such as news, weather etc.

"Cubic's technical solution allows Audi to drive efficiency and competency in our delivery of connected services, enhancing the ultimate driving experience Audi customers have come to expect."

*Jens Kötz, Connected Architecture,  
Energy and Security Lead at Audi AG.*