

The new Audi collection.

Dealer exclusive features and functions.



Audi collection | Overview

New and improved to benefit your bottom line

The Audi collection is your source for official Audi branded merchandise. From apparel to drinkware, to display enhancers and point-of-sale shopping bags, we offer everything you need to outfit your dealership's boutique.

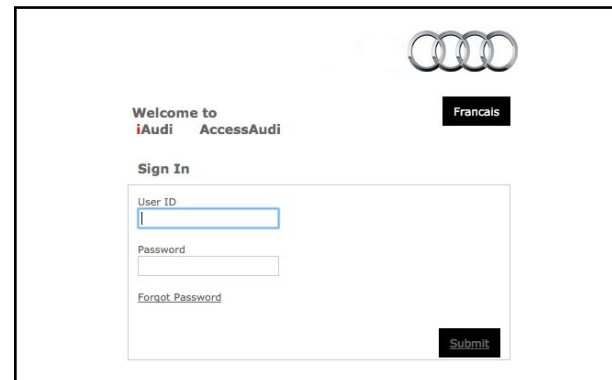
Whether you'd like to personalize items with your dealership name as giveaways for your customers, outfit your employees with uniforms, or plan a special event, we are your source for all things Audi.



Access | How to login

There are two ways to access the Audi collection dealer site.

- 1 Access the collection through iAudi.

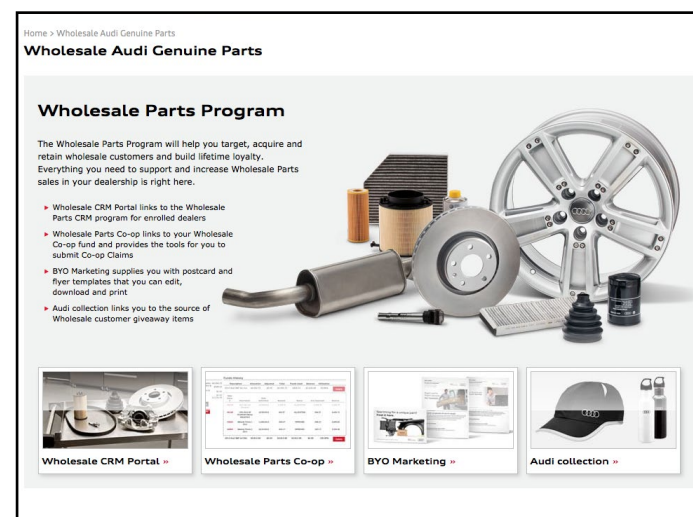
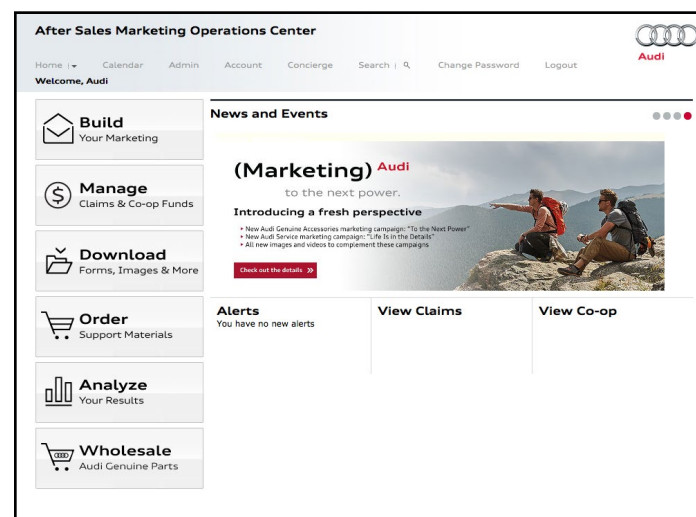


iAudi



App Links (Marketing)

- 2 Go to the Audi After Sales Marketing Operations Center (MOC), select “Wholesale (Audi Genuine Parts),” then select “Audi collection.”



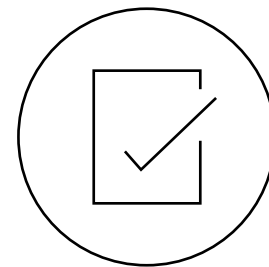
Dealer Benefits | My Account

As you use your dealer login and peruse the new site, you'll find we've added many features that are new and/or improved to enhance your user experience. Click on **My Account** to see the options below:



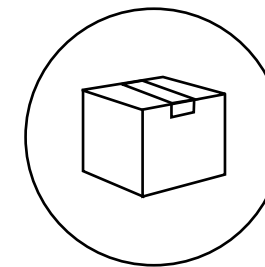
Open Carts

Begin adding items to your cart, then continue adding to it at a later date. Abandoned carts can also be viewed here.



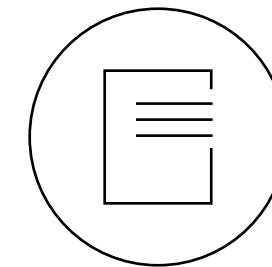
Order Status

Never-before-available access to the status of your order.



Package Tracking

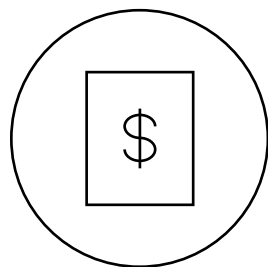
Also never-before-available ability to track your packages.



Order History

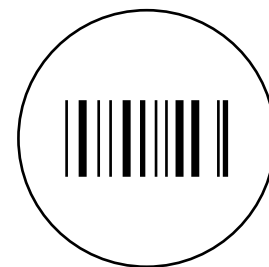
View past orders for reference.

Other new benefits:



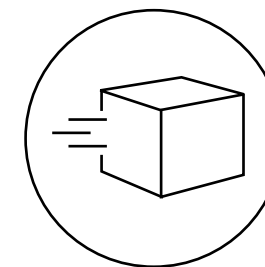
Dealer Billing

If you select Dealer Billing as your payment method, we will bill your parts statement directly for your order. We process dealer billing payments every Friday.



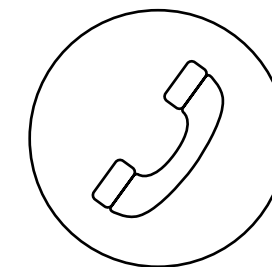
SKUs in your DMS

Audi collection SKUs are included in the price tape that is uploaded to your DMS system. Including the SKUs can make ordering and receiving products easier.



Free Ground Shipping

We offer free ground shipping on Audi collection orders over \$400. This offer does not apply to orders of Merchandising Aids.



Customer Service

Clicking on "Contact Us" leads you to all the ways to contact a customer service representative who can assist you with online ordering.

Dealer Benefits | Dealer-only Merchandise

Using your dealer login gives you access to merchandise that is only available for dealers, and cannot be seen by customers. Currently available through the Dealer Tools drop-down menu are quattro® Café and Point-of-Sale. Under the Collections drop-down, find selections that correspond with the current season, or sales event, such as quattro® Cup and Summer of Audi. As seasons and sales events change, so will the available items.

Also newly available in the Collections drop-down is the German quattro® collection where you'll find all the items available from AUDI AG. While these items are available to customers, they are grouped together here for you to find quickly and easily.

In addition to these, more new options are currently in development and coming soon.

Dealer Tools



quattro® Café



Point-of-Sale

Collections



Special Event Merchandise

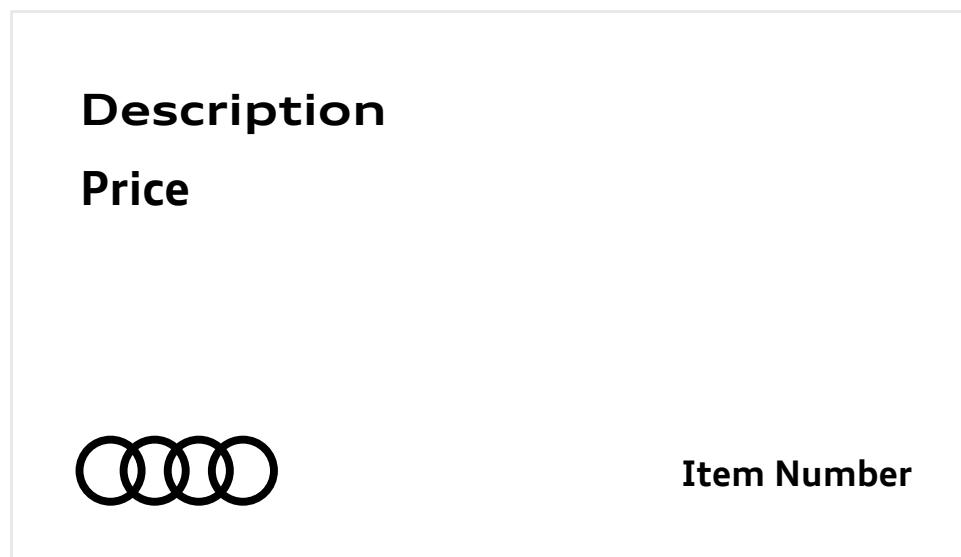


German quattro® collection

Dealer Benefits | Site Enhancements

Price Tag Template

Also available through the Dealer Tools drop-down menu is the Price Tag Template. Use the template (shown below) to create neat, uniform pricing displays for your Audi collection merchandise. These price tags fit in the tag stands shown below at right, which can be ordered from Point-of-Sale in the Dealer Tools drop-down menu.



Dealer Benefits | Site Enhancements

Dealer personalization


Items that are available for personalization will show extra options in the ordering process for sleeves and other available customizations. If you don't see the right items to fit your needs, our Dealer Concierge is available to help you find alternate, unique items to personalize.

adidas climacool Mesh Polo - Ladies

5.3 oz., 100% polyester. Subtle striped textured body front and sleeves. Mesh ventilation on back. Contrast adidas® landmark on back neck yoke, 3 stripes trademark on right shoulder. Open hemmed sleeves and bus darts. Audi Rings logo embroidered on left chest. Slim fit. Imported.

MSRP SM-XL \$85.95

Personalized items are final sale and non-returnable.
quattro Cup and personalized items require an additional 7-10 days.
Order Form

Color: (none) 

Order Information

Would you like to add the quattro Cup logo to the right chest for an additional \$4.* Yes No

Would you like this item personalized for and additional \$5?* Yes No

Line 1 - Left Sleeve Personalization*

Line 2 - Left Sleeve Personalization

* indicates a required field

SKU: ACM0003

[Compact Mode >>](#) [Add To Bag !\[\]\(2dc864593c59e131ad357be056b31670_img.jpg\)](#)

Dealer Benefits | Site Enhancements

Pre-book

When new items are still in the production stages, you have the ability to pre-order, or pre-book, to ensure that you get the stock you desire.

The screenshot displays the Audi collection website's 'Pre-Book' section. At the top, there is a navigation bar with the text 'Welcome to Audi collection' and links for 'Gift Cards', 'Contact Us', and 'My Account'. The Audi logo is positioned on the right. Below the navigation bar, a horizontal menu lists categories: MEN, WOMEN, YOUTH, HATS, DRINKWARE, LIFESTYLE, SPORT & OUTDOOR, AUDI SPORT, PRESTIGE, DEALER TOOLS, COLLECTIONS, and NEW. The main content area is titled 'Pre-Book' and includes a 'Sort By' dropdown menu set to 'Popularity (high to low)'. It also shows 'Results: 28 matching products', 'Page: 1 of 1', and an 'Items' dropdown menu. The products are displayed in a grid of six items, each with an image and a caption:

- Colorblock Cap**: \$13.95. A white cap with a red brim and Audi logo.
- Snapback Cap**: \$13.95. A white cap with a red brim and Audi logo.
- Mesh Back Cap**: \$13.95. A black cap with a red brim and Audi logo.
- Race Cap**: \$11.95. A dark grey cap with a red brim and Audi logo.
- Audi Fundamentals Cap**: \$14.95. A black cap with a red brim and Audi logo.
- Performance Mesh Cap**: \$13.95. A white cap with a red brim and Audi logo.

Audi Dealer Concierge

Providing extra assistance and consultation

The Audi collection Dealer Concierge offers “white glove” treatment when it comes to customer support, order processing, boutique merchandising, and special event assistance.

Let us recommend and source the right products based on your audience, quantity and budget. Whether you are working with a quick turnaround time or have a few weeks to plan, we’ll work together to formulate a personalized plan to fit your specific needs.



Custom Orders



Dealer Wholesale Merchandise



Contact

Lana Funk | Dealer Customer Order Specialist
Lana.Funk@halo.com
1.888.293.6152 ext: 401

Hours

M-F 8:30 AM-5 PM EST

Frequently Asked Questions

Q Are the Audi collection item numbers included on the price file load for my DMS?

A Yes, you can opt to include the Audi collection SKUs when loading the price file into your DMS. This will allow you to receive any price update, as well as your inventory orders, quickly.

Q What if I can't find what I need on the Audi collection website?

A We offer the Dealer Concierge service to assist you in finding the perfect product for your needs. We will work with you to meet your timing and budget. Contact Lana Funk, Dealer Customer Order Specialist: Lana.Funk@halo.com, 1.888.293.6152 ext: 401.

Q Can Wholesale Co-op funds be applied to Audi collection purchases?

A Audi Genuine Parts branded merchandise from the Audi collection is eligible for 50% Wholesale Co-op. To shop, contact the Audi collection Dealer Concierge: 1.888.293.6152 ext: 401, or Lana.Funk@halo.com. To claim Wholesale Co-op for Audi Genuine Parts branded merchandise, submit your claim on the After Sales Marketing Operations Center. Click the "Manage Claims & Co-op Funds" tab, then click "Wholesale Co-op."

Q Are merchandising aids eligible for After Sales Marketing Co-op?

A Merchandising aids such as mannequins and clothing racks are eligible for up to 10% of your 6-month After Sales Marketing Co-op allotment. To shop, login to the Dealer collection site with your dealer number. Scroll to the bottom of the page and click "Merchandising Aids." There is no need to submit a Co-op claim for merchandising aids. This will be handled for you once your order has shipped.

Q When will my order count toward my objective?

A Collection items will be invoiced when they ship. Only invoiced items will count toward a dealer's quarterly objective. If a dealer orders an item that's on backorder or is part of a pre-book, those sales won't count toward the objective until the item has been shipped and invoiced.

Q What is the return policy?

A We will gladly accept your return/exchange for any reason within 30 days of receipt. Simply contact our Customer Care Department at 1.877.299.1852 to obtain a Return Material Authorization (RMA) number to help us process your return quickly upon receipt. Click [here](#) to view the full policy.