

Audi France introduces a new online payment channel thanks to smart technology

Brussels, Belgium – 14 May 2018 – Keyware (EURONEXT Brussel: KEYW) informs about recent developments with respect to its subsidiary Magellan SAS.

To allow its clients to choose whatever they carry out a payment, Audi France is launching a new online payment channel which allows them to pre-reserve already a 100-percent electric SUV. Car manufacturer Audi will be the first to offer this in France thanks to the technology that was developed by the enterprise Magellan.

Ordering and paying online, for electronics, is obvious. But in the automotive industry, it's uncharted territory. If you want to buy a car, you end up in an interplay between manufacturers and dealerships, producers and vendors. The car manufacturers' web sites aim to, first and foremost, seduce potential buyers by displaying all the options and specs of the newest models. Potential buyers can also book a test drive or request a quote from the nearest dealer.

With the introduction of this new payment channel on the digital 'myAudi' environment, Audi France is the first car manufacturer starting this adventure. In the early stages, the online payment technology will only be used by people looking to reserve a fully electric SUV from the e-tron range: future buyers can already pay 2,000 euros by way of pre-reservation. Later this year, additional functionalities will be released to roll out the brand's digital strategy.

"This important step is only the first of a big online payment innovation. Soon, you will be able to pay for the maintenance of your Audi in advance and confirm your attendance to one of the myAudi events online." Arnaud Richter, customer platforms and e-commerce manager at Audi France

The payment technology is managed by Keyware, the Belgian electronic payments specialist, through its French subsidiary, software developer Magellan. The technology guarantees absolute transaction security, which is key to large amounts that will transit by these applications.

"Audi uses SET2U, a platform allowing fast and safe payments from any device. By bundling the transactions, the bank's processing, and the authentication, a much broader range of functionalities is possible and the payment is even safer than on other platforms. When connected to the SPLIT technology, the manufacturer can also obtain customer loyalty by proposing split payments its customers in two, three, or four instalments, for specific services such as maintenance or spare parts." Franck Willmann, Magellan CEO



About Keyware

Keyware (EURONEXT Brussels: KEYW) is a leading supplier of electronic-payment solutions. Keyware is based in Zaventem, Belgium, and more information is available on www.keyware.com

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