

PRESENTED BY



PRESENTING SPONSOR OF THE 2017 BUSINESS TIMES CORPORATE GOLF LEAGUE

BY GODFREY ROBERT

WHY IT'S A WIN-WIN FOR AUDI AND BT LEAGUE

Audi's association with the Business Times Corporate Golf League goes a long way. The popular car brand's managing director (Audi Singapore), Jeff Mannering, has played a leading hand in continuing this valuable partnership with the event, now in its eighth year. Here, in an interview with our columnist Godfrey Robert, the mild-mannered Mannering extracts the benefits of the business of golf, while listing out the Audi brand value and the merits of the event.

How does the game of golf help you personally (mind and body) and in your job (networking, assuring clients, marketing the brand etc)?

Golf is as much about the mind as it is about the coordination of the body. Golf always presents a challenge. It's about learning from what you have done previously and trying to improve the next part of the game. Moving on from a poor shot and focusing on the next shot is a good lesson. You also need to plan ahead and try and ensure you are in a good position.

Golf is also about relationships, particularly in Singapore. Golf is one of Singapore's favourite sports and to be part of the local golf scene and culture is important to us. Firstly to develop relationships, listen to what customers in the premium market perceive as adding value, listen to challenges that they face and getting an understanding of the environment we all participate in in terms of business in many different industries.

Audi has been associated with golf in a big way (the Audi International for customers on a global basis) and with the BT Corporate League. Why is golf such an important vehicle in promoting the brand?

The BT Corporate League is an important association for us as the core audience is business people.

What is it most you like about the BT League?

The competitive nature of the competition. I also am impressed by the engagement of all teams and the friendly banter on the course.

Win, lose or draw, it is great to see the leaders from the business world in Singapore competing in an event that has national coverage in media.

It also shows how other forms of communication within the business community besides formalised meetings can be effective. Face-to-face communication in a relaxed environment (even though we are competing) is important, and the BT Golf League offers a wonderful opportunity.

Over the last few years, we are seeing more and more Audis on the road? What would you attribute to this encouraging trend? Is it the marketing? Is it the product



improvement and car efficiency?

We are heading in the right direction. It is all about creating an experience and adding value to the customer. In terms of products, it always about innovations, design and sportiness. The best way to experience an Audi is to drive an Audi.

In the last few years, we have created as many opportunities as possible for people experience an Audi. This included the Audi Driving Experience where we actually made it into the Singapore Book of Records with the largest test drive convoy ever in this country.

We also introduced the five-year, unlimited mileage warranty as a standard feature for every Audi sold in Singapore. This reflects our confidence in our products as well as gives customers a peace of mind.

What is so special about the Audi A5 (Sportback)? And if you have to market it strongly, what would be your selling point?

The Sportback concept combines the functionality of an estate (we call it Avant), the comfort of a sedan and the elegance of a coupe. The new Audi A5

Sportback takes this idea to a higher level.

In terms of design, it is even more confident and progressive. Technologies that will form the basis of Autonomous Driving and Artificial Intelligence are already available in this car.

The interior is not only more spacious but also sets the benchmark in terms of quality, design and technical features. The innovative Audi virtual cockpit, which is a fully digital instrument display, presents all the important information to the driver. It is also easily customisable at the driver's fingertips.

The all-new 2-litre TFSI engine is both powerful and highly efficient, complementing the dynamic chassis to deliver an amazing driving experience.

Very soon, the Audi A5 family will welcome the S and RS models, making a very compelling offering in the premium segment.

You are offering an Audi car for a hole-in-one, and so far in the series no one has won one. How many holes-in-one have you had?

I am lucky to get on the green. I have never scored an ace. One day I hope I can.



AUDI A5 SPECIFICATIONS & FEATURES

Model name: Audi A5 Sportback Design 2.0 TFSI S tronic
Engine: 1984cc, in-line 4, turbocharged
Power: 190hp
Torque: 320Nm
Top speed: 239km/h (limited)
0-100km/h: 7.5s
Consumption: 5.6L/100km
Price: \$201,900 incl. COE

Features:

- Audi virtual cockpit
- Audi connect with wireless LAN and Google Maps
- Audi smartphone interface
- MMI touch (touch pad to read handwriting to find addresses, phone numbers etc)
- Full LED headlights with dynamic turn signal for the rear
- Sport seats
- Sports suspension

photo courtesy of Audi