

September 30, 2011
Audi Financial Services
Cedyna Financial Corporation

Audi Financial Services and Cedyna tie up to launch new credit card

Audi Financial Services¹ (President: Masayuki Yokose; Head Office: Shinagawa-ku, Tokyo) –offering auto loans and insurance services for high-class representative German automobile brand Audi – and Sumitomo Mitsui Financial Group consumer credit and credit card company Cedyna (President: Hajime Yamashita; Head Office: Minato-ku, Tokyo) have formed a business alliance to launch a new credit card. From October, we will begin solicitations for the Audi Ambassador Card: a new gold card aimed at Audi owners.

Audi Financial Services and Cedyna have built up a close relationship of trust through their business activities in guaranteeing auto loans since 2003. On the basis of this relationship, the two companies have formed an agreement to launch the Audi Ambassador Card. Aimed at Audi owners, this card offers the top-ranking services and value you expect from a gold card, and will support a variety of lifestyles and situations in life, not limited to car ownership.



We have designed this new Audi Ambassador Card to add value, as it combines Audi's unique services and points program with the benefits of Cedyna's gold card, AXU. Under the Audi Ambassador Card points service, one card point is earned automatically for every 200 yen spent on the card; saved up card points can be exchanged for Audi Points that can be used at Audi dealerships, various goods vouchers and miles or points at other partner businesses.

Besides donating 0.1% of amounts spent on the card to environmental protection groups, the Audi Ambassador Card provides other perks at Yakushima and other eco resorts, as well as a members-only

menu at the Bama LOHAS Café in Ginza, Tokyo, which offers food sourced from Bama, China, one of the top five places in the world for longevity. (LOHAS: Lifestyles of Health and Sustainability.)

The card also provides insurance services, including overseas travel accident insurance up to 50 million yen, domestic travel accident insurance up to 50 million yen and overseas services in Japanese, making it a useful card to take abroad.

Audi Financial Services and Cedyne will continue to upgrade and extend their services once the Audi Ambassador Card is launched, to maintain and expand their customer base.

¹ Audi Financial Services is a division operated by Volkswagen Financial Services Japan Limited.

Card overview

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|-----------------------------|----------------------|----------------------------|
| 1. Name | Audi Ambassador Card | |
| 2. International brand | Visa | |
| 3. Card solicitation begins | October 2011 | |
| 4. Card issuance begins | October 2011 | |
| 5. Annual membership fees | Main cardholder | 10,500 yen (including tax) |
| | Family members | 2,100 yen (including tax) |
6. Main card privileges
- i) Points services
- Earn points
 - The basic points service for the Audi Ambassador Card is the Cedyne Points Program.
 - Money spent at Audi dealerships (e.g. auto maintenance services, oil changes, safety inspections and trade-in purchases) earn 1.5% (3 card points earned per 200 yen spent). Ordinary payments earn 1 card point per 200 yen (including tax) spent.
 - Anniversary points: earn twice as many card points on the main cardholder's birthday.
 - Stage up: earn up to 2.2 times as many card points in the following year depending on amount invoiced in year.
 - Cedyne Mall: earn between 2 and 20 times as many card points on internet shopping on popular sites such as Yahoo! Shopping and Rakuten Ichiba.
 - Earn 1.5 times as many card points on ETC, overseas shopping and paying mobile phone bills.
 - Use points
 - Saved up card points can be exchanged for goods vouchers at a rate of 1 yen to 1 point, or for miles/points at other partner businesses. (Points exchangeable from 1,000 points upwards.)

ii) Member services

- Automatic subscription to the Audi Ambassador Club (no annual membership fees)
- Airport lounge services
- Airline ticket and hotel reservation services (Airline & Hotel Desk)
- Services overseas in Japanese (VJ Desk)
- Roadside assistance services (24 hours a day, 365 days a year)
- Security services
 - Up to 50 million yen overseas travel accident insurance
 - Up to 50 million yen domestic travel accident insurance
 - Up to 5 million yen a year insurance for shopping and lost or stolen cards, and net security services
- Other services and features
 - Special price plans for eco resorts and “slow” hotels
 - 0.1% of money spent on cards donated to environmental protection groups

ENDS

For reference

Overview of Audi Financial Services (Volkswagen Financial Services Japan Limited.)

1. Representative: Masayuki Yokose, President and Representative Director
2. Address: Gotenyama Trust Tower,
7-35 Kitashinagawa, 4-chome, Shinagawa-ku, Tokyo
3. Established: September 1990
4. Paid in capital: JPY 1,010 million
(Wholly-owned subsidiary by Volkswagen Financial Services AG in Germany)
5. Number of employees: 60
6. Business: Auto loans, insurance services
7. Website: <http://www.vfj.co.jp/company.html>

Overview of Cedyna Financial Corporation

1. Representative: Hajime Yamashita, President and Representative Director
2. Head office address: 23-20 Marunouchi 3-chome, Naka-ku, Nagoya City
3. Tokyo head office: 16-4 Konan 2-chome, Minato-ku, Tokyo
4. Established: September 1950
5. Business: Credit card, consumer credit, solutions, and other businesses
6. Website: <http://www.cedyna.co.jp>