

**Audi Communications**

Amy deVries

Spokesperson- Marketing

Phone: +64 21 258 1059

E-mail: adevries@audi.co.nzwww.audi.co.nz

Audi and The Curve launch a financial savings tool to help New Zealand women get ahead

- **Audi has partnered with an investing education platform, The Curve, to create an online savings calculator that aims to simplify saving and help Kiwi women reach their financial goals**
- **The online savings calculator is one example of Audi's global strategy to enable a more progressive future and is part of The Curve's mission to increase financial support and education for women**
- **The online tool is available now and can be used for free on The Curve's website: <https://thecurve.co.nz/pages/curve-calculator>**

New Zealand, 11 January 2023 – Audi New Zealand and [The Curve](#), an investment education platform for women, have today unveiled a free online savings calculator to simplify saving and help women get ahead by reaching their financial goals.

The calculator aims to open up a conversation about spending and saving, encouraging women to set a financial goal such as purchasing a new car, house or any other big ticket item on their wish list. After asking the user a few quick questions, the interactive online tool can calculate the exact amount of money that needs to be put aside each month to reach the user's savings goal within their chosen timeframe. Users can then enter their email address to receive a downloadable resource of savings tips and tricks prepared by The Curve's co-founder and portfolio manager, Victoria Harris.

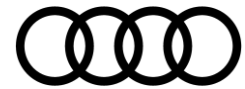
Commenting on the partnership, Audi New Zealand's marketing manager, Amy de Vries says, "Progress has always been part of Audi's DNA and financial education and literacy is an important part of that. We're pleased to be able to contribute to that through our partnership with The Curve, ensuring that women get the financial education and support they need to get ahead and ultimately enabling women to drive a more progressive future."

The Curve knows from interactions with their community that women are more likely than men to shy away from purchasing big ticket items on their wish list due to feelings of guilt and shame. Audi and The Curve are working together to breakdown this outdated mentality and empower women to save and spend their hard earned money however they see fit.

"We want to give The Curve community and New Zealand women the confidence to set a significant savings goal this year, regardless of how much money they earn or what they are saving for, and through The Curve, provide tips and tricks around how they can achieve it," says de Vries.

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Media Info



In addition to the new savings calculator, Audi is sponsoring the launch of The Curve's brand new podcast, The Curve Weekly - an educational and entertaining podcast tailored to busy women wanting to improve their finance and investing knowledge through snackable content that is not only time efficient, but easy to understand.

"We're so excited to have partnered with Audi to launch our first savings calculator and brand new podcast, The Curve Weekly. We know from chatting to our community that both of these tools are going to be extremely valuable, and we can't wait to see people using them to achieve their financial goals in 2023," says The Curve's Co-Founder and podcast host, Sophie Hallwright.

Just like everything The Curve does, the new podcast will strip the information back to basics so that anyone, regardless of their prior knowledge or financial situation, can keep their finger on the pulse.

For more information about the savings tool and The Curve Weekly podcast, visit: www.thecurve.co.nz.

Ends

For more information, or to organise an interview, please contact:
Georgia Gardien, Archer, georgia@archercomms.co.nz
Mob: 021 398 883

The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. With its brands Audi, Ducati, Lamborghini and, since January 1, 2022, Bentley, it comprises the premium brand group within the Volkswagen Group. Its brands are present in more than 100 markets worldwide. Audi and its partners produce automobiles and motorcycles at 21 locations in 13 countries. In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. More than 85,000 people all over the world work for the Audi Group, around 60,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the premium brand group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.