

Audi
collection

2025 Showroom & Retail Display Guide



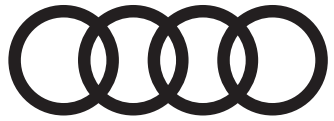


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2025 Showroom & Retail Display Guide

Overview

To enhance the customer experience, brand appropriate displays throughout your store are key. In this guide, a seasonal display plan for your showroom and retail space is articulated in detail. Though the given themes are described and pictured, the layout can be tailored to each dealer's specific size and unique floorplan while still applying the same consistent design themes. Your goal in creating compelling retail displays is to engage your customers and to build value by offering useful and aspirational products. When executed correctly, your displays will inspire customers to explore and represent the Audi brand on their vehicle and through their lifestyle.



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Men's Casual



1. Men's Spring Display
 - a. Theme: Men's Casual
 - b. Shelf 1
 - i. Rev Bucket Hat AUD4010
 - ii. **Signature Mug AUSB249**
 - iii. Perka Travel Mug AUSB113.GY
 - c. Straight Hook
 - i. Signature Hoodie AUD2087 (Military Green)
 - d. Straight Hook 2
 - i. Blake Sportiqe Hoodie AUD2022.BK
 - e. Shelf 2
 - i. Folded SQ6 AUD3021.BU
 - ii. Rev Bucket Hat AUD4010
 - iii. Growler Bottle with Bowl AUDP810.BK



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Business



2. Men's Spring Display

a. Theme: Business

b. Straight Hook 1,2,3

i. Pro Signature Polo AUD0008.BK

ii. Parlance Jacket AUD2018.GY

iii. Pro Signature Polo AUD0008.GY

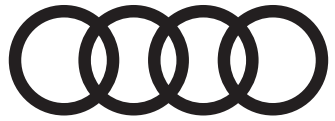
c. Shelf

i. Slim Illuminated Sign AUDL797**

ii. **Signature Mug AUSB249**

iii. Fine Stripe Hat Aud4000.BK

iv. Perka Erie Tumbler AUSB115.WT



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Casual/Golf



3. Men's Spring Display

a. Theme: Casual/Golf

b. Shelf 1

- i. Fine Stripe Hat AUD4000.WT**
- ii. TaylorMade Shoe Bag AUDES710
- iii. Perka Travel Mug AUB113.GY

c. Straight Hook 1,2,3

- i. Adidas Club Vest AUD2018.GY
- ii. Nantucket Stretch Polo AUD0002.BK
- iii. Sunday Golf Magnetic Towel AUDES713

d. Shelf 2

- i. **Mod Drawstring Backpack AUD5405**
- ii. Links Putter Case AUDES715



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Audi Sport



4. Men's Spring Display

a. Theme: Audi Sport

b. Shelf 1

- i. Prem Twill Hat AUD4008**
- ii. Asobu Grande Tumbler AUDB116
- iii. Audi Sport Verna Mug AUDB253

c. Straight Hook

- i. Dune Sun Hoodie AUD2023.GY

d. Shelf 2

- i. Folded Pro Signature Audi Sport Hoodie
AUD0006.RD
- ii. **Timbuk2 Alcatraz Backpack AUD5111**



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Ladies Casual/Active



5. Ladies Spring Display

a. Theme: Ladies Casual/Active

b. Shelf 1

i. Igloo Seadrift Cooler AUD5057

ii. Mom Cap AUD4913

iii. Asobu Aqualina Tumbler AUDB114

c. Straight hook 1,2,3

i. Raglan Pullover AUD2214

ii. Raglan Pullover AUD2214

iii. Alba Sling Bag AUD5056

d. Shelf AUD0006.RD

i. Pet Travel Roll up Mat AUDP808

ii. Growler Bottle with Bowl AUDP810.RD



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Ladies Audi Sport



6. Ladies Spring Display

a. Theme: Ladies Audi Sport

b. Shelf 1

- i. **Audi Sport Mug AUSB214**
- ii. **EcoFusion Tumbler AUSB110.BK**
- iii. **Prem Twill Audi Sport Hat AUD4008****

c. Straight Hook

- i. **Skyline Softshell Pullover AUD2216.GY**

d. Shelf 2

- i. **Audi Sport Tee AUD3048**
- ii. **Asobu Grande Tumbler AUSB116**
- iii. **Daily Vegan Leather Tote AUD5054**

***items in red are current items in Audi collection**

**** items available for summer**