

TRAVEL WEEKLY

The Travel Industry's Trusted Voice

Ground Transportation

Audi invests in Silvercar

By [Danny King](#) / January 05, 2016

Silvercar, the car rental company with a fleet of all silver Audi A4 automobiles, has secured \$28 million in its third funding round. It was led by Audi.

Silvercar also said that Audi's North America president, Scott Keogh, joined Silvercar's board of directors.

The company launched operations in 2013 at Dallas/Fort Worth International Airport and has since expanded to 11 airport locations, including Chicago O'Hare, Las Vegas, Phoenix, Miami, San Francisco and Los Angeles. It also has a location in midtown Manhattan.

In 2014, Silvercar reached a distribution agreement with GDS company Travelport.

Silvercar doesn't have rental counters and enables all bookings to be conducted via smartphone. Customers access parked cars without keys; they scan a QR code in their phone against the car window.

Silvercar said its revenue tripled in 2015, though the closely held company didn't disclose figures.



NORTHSTAR

TRAVEL GROUP

Copyright © 2016 Northstar Travel Media, LLC. All Rights Reserved.
100 Lighting Way Secaucus, NJ 07094-3626 USA
Telephone: [\(201\) 902-2000](tel:(201)902-2000)