

ADVERTISING

Audi protects trick-or-treaters with night vision technology

October 31, 2014



Audi night vision

By STAFF REPORTS

German automaker Audi created a commercial to celebrate Halloween and draw attention to the brand's night vision technology.

Sign up now

Luxury Daily

The video demonstrates the clarity of the night vision and the importance of the technology on a night like Halloween. With a fun and informative commercial, Audi is likely to spark the interest of many consumers.

Night time festivities

The commercial plays Halloween music as kids in costume are seen crossing the street. After a while words come across the screen advertising the statistic that “41,000,000 little monsters will be on the road this Halloween.”

With thermal imaging technology, Audi's night vision assistant can detect these “little monsters” up to 300 feet away. The vehicle in the commercial is the Audi A6.

Embedded Video: [//www.youtube.com/embed/QHnMETwDBt8?list=UUuBV7qZtBMbnuB_0bXDoLaQ](http://www.youtube.com/embed/QHnMETwDBt8?list=UUuBV7qZtBMbnuB_0bXDoLaQ)

Audi night vision Halloween video

Previously, to complement the Audi A6 safe driving campaign, the automaker had debuted the Driver's Pledge, which encourages consumers to be safer drivers through television ads that debuted during the 63rd Emmy Awards.

The TV ad ran on national and local stations in 30- and 60-second spots. Safety was also highlighted through an iPad application called the A6 Experience ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.