

INTERNET

Audi pits Q7 against Yeti to show "legendary" capabilities

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Video still from Audi's "The Yeti"

By STAFF REPORTS

Audi of America is proving its quattro all-wheel drive technology is worthy of folklore in a new spot for its Q7 sport utility vehicle.

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Released just as the east coast of the United States braced for winter storm Jonas, "The Yeti" tells the tale of a small village in the snowy mountains and its encounters with the terrifying creature. Taking a hyperbolic approach to highlighting the technical features of its cars may help Audi make more of an impression on potential buyers.

Automotive myth

The Yeti weaves a narrative via an elder village resident speaking in his native language with accompanying English subtitles. Speaking from inside a tent, he begins by explaining that the Yeti has threatened the town for more than 100 years.

Villagers are shown bracing for a Yeti sighting by hiding underground or in their homes. This is all in the past, however, since the Yeti has been scared off by the "great glacier bear," which is said to be as "quick as an avalanche."

As the Audi Q7 speeds through the snow, the villagers rush out to meet their new ally and friend.

The Yeti

Audi continuously proves its sense of humor via farfetched video efforts.

For instance, Audi of America tricked consumers last April Fools' with a screen takeover video on The Onion to pretend to advertise an autonomous office chair.

The chair does everything from avoid user's supervisors to deploy an airbag in case of a collision. The humorous intentions of this fake advertisement offered an amusing take on the autonomous vehicles and drives attention to Audi's advances in technology for its self-driving car ([see story](#)).