

MOBILE

Audi encourages digital test drives via mobile game

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By ELIZABETH ZELESNY



Audi showcases new vehicle via Gameloft mobile app

Just in time for the exhibition debut of the RS 3 Sportback at the Geneva Motor Show, luxury automaker Audi has teamed up with Gameloft for a mobile racing game in which users get to test-drive the vehicle and even have the chance to win one.

The Asphalt Audi RS 3 application lets players choose between two tracks, Bahamas and Tokyo, to take the vehicle for a spin. The application is free in Apple's App Store.

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“Gameloft and Audi are both very successful brands offering great products,” said Kai Mensing, who is responsible for product placement and branded entertainment at Audi Worldwide, Germany. “Combining the experience and knowledge to build the Asphalt Audi RS 3 app creates a result which one brand would not have been able to achieve on its own.

“In addition to all other communication channels, a game application is a good way to promote very emotional, sportive and progressive cars, such as the Audi RS 3 Sportback,” he said.

Gameloft is a global developer and publisher of downloadable video games. They create games for all digital platforms, including mobile phones, smartphones and tablets.

“The game and sweepstakes help Audi engage with potential customers in a fun and viral way,” said Dan Lowden, vice president of marketing at Digby, Austin, TX. “It reaches customers from all ages and is a great way for them to be introduced to the Audi brand.

“Audi needs to now proactively market the game and sweepstakes to their target audience to make sure they are made aware of it,” he said. “You can build a great App, but in order for it to be successful, people need to find out about it, use it, love and tell their friends about it.”

Digby did not develop the Asphalt Audi RS 3 application. Mr. Lowden agreed to comment as a third-party industry expert.

How it works

The game is designed for the iPhone, but also functions on the iPad and iPod touch. It is offered in German, English, French, Italian, Spanish, Portuguese, Japanese, Chinese and Korean versions.

The application lets consumers hop into the driver’s seat of an Audi RS 3.



Screengrab of game

But winning the game involves more than just driving over the finish line.

Users can beat their competitors with skilled driving maneuvers and by finding hidden shortcuts.

The Audi vehicle can be controlled by using the touch-screen or tilt control, which the iPhone allows to be used as the steering wheel.

Customized configuration of the car is also possible.



Customizing the vehicle

From March 3-16, players will be able to join in a two-week competition to race three laps on the Bahamas track.

The highest score will then be posted on Gameloft Live with a chance to win an Audi A3 Sportback 2.0 TFSI Quattro.

Strategically placed in the app is a link to Audi's mobile Web site, as well as to a page with an overview of all Audi apps.

Mobile sweepstakes

Creating a mobile sweepstakes via an application is a way for luxury brands to reach present and future consumers while promoting new products.

Brands must create an app with an easy-to-use interface if they are strictly using it as a sweepstakes. The app must have rich graphics, while leveraging the unique attributes of the specific device.

They must also raffle off a valuable offer that consumers find as relevant.

Finally, the sweepstakes and game must be fun.

"A game offers an interactive experience and in this case an Audi model can be driven even before the official market launch," Mr. Mensing said. "The very positive user feedback at launch of the app indicates that Asphalt Audi RS 3 delights gamers worldwide."

Final take

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