

ADVERTISING

Audi lends support to heroes in Marvel film placement

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Audi in "Captain America: Civil War"

By STAFF REPORTS

German automaker Audi is proving the ability of its SQ7 vehicle to create a relaxing drive even in the face of chaos.

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A new exclusive digital video, titled "The Chase," gives a first look at footage from Marvel's Captain America: Civil War, placing a family in the midst of an action sequence between the title superhero and Black Panther. Audi has been a frequent partner of the Marvel movie franchise for about a decade, gaining key product placement for its technologically driven models.

Leisurely drive

The video was shared on both Audi and Marvel Entertainment's YouTube channels, igniting the interest of both sets of fans.

At the start of the short, Sebastian Stan, playing Winter Soldier, leaps down from an upper level of a parking deck into oncoming traffic. He is quickly followed by Black Panther and Captain America, played by Chadwick Boseman and Chris Evans.

The scene cuts to the interior of a red SQ7, where a family of four is having a quiet drive, where the parents make casual conversation about Facebook likes and the kids in the backseat complain about the length of the drive while playing with Marvel action figures.

As the chase escalates, the family seems unfazed, even as the characters speed past them while clutching onto the backs of other cars. After the family takes a shortcut, removing themselves from the traffic, the tagline "Audi. The brand everyone is chasing," appears.

Audi "The Chase"

The full movie will premiere on May 6. Leading up to its debut, Audi will be launching a global advertising campaign surrounding its partnership with the film, including a 30-second commercial that will begin airing in mid-April.

Within the film, Captain America drives an SQ7, while his opponent Iron Man, portrayed by Robert Downey, Jr., will be behind the wheel of the R8 V10 plus Coupe supercar. Other models that make appearances are the 2017 A4, 2016 A7 Sportback, Zemo and the prologue show car, making its film debut.

"Even as the mighty Avengers break into Civil War, their affinity for best-in class, high performance and state of the art technology in their vehicles ties them together," said Loren Angelo, director of marketing, Audi of America. "Audi is excited to be a mainstay for the Marvel franchise and to support their cast of Super Heroes with a fleet of superior Audi vehicles."

Audi also highlighted its superhuman capabilities by partnering with Marvel Studios for the release of the new "Avengers: Age of Ultron" film.

The highly anticipated film is the sequel to "The Avengers," which topped box office charts in 2012 with the highest grossing opening weekend ever and did not disappoint, almost reaching the record set by its predecessor. The Avengers: Age of Ultron featured a number of different Audi vehicles, giving the brand an incredible amount of exposure among a diverse consumer base ([see story](#)).

"We're always trying to ride the line in these movies between something that is set in our real, present day world, but at the same time feels special and forward thinking - just a little out of reach," said film co-director Anthony Russo. "So to be able to work with a company like Audi and have access to their current models and their most advanced designs, it helps us strike that right balance between real world and the future."

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