

AUTOMOTIVE

## Audi to be title sponsor of Washington's state-of-the-art stadium

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*Computer rendering of Audi Field in Washington*

By STAFF REPORTS

German automaker Audi is extending its Major League Soccer sponsorship to include both a top-winning team and stadium in Washington.

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Audi will be the sponsor of the new D.C. United stadium, a state-of-the-art field scheduled to open next year. As the home of Washington's MLS team D.C. United, Audi will also sponsor the soccer club to strengthen its supportive relationship.

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The D.C. United stadium will be referred to as Audi Field. In addition to holding D.C. United games, the stadium will host sporting, music and cultural events.

Audi Field will be located along the newly developed Washington southwest waterfront.

The cutting-edge stadium is being hailed as a "leader in progressive mixed-use accessibility," and upon completion is expected to receive a Leadership in Energy and Environmental Design (LEED) Gold certification.

Current stadium designs include 31 luxury suites and a fan capacity of 20,000. The stadium will also include a bike valet and 500,000 total square footage of on-site retail space.



*Computer rendering of Audi Field in Washington*

Including retail space along the Washington riverfront ensures that stadium usage will extend beyond planned events and become part of the local scene for residents and visitors alike.

Plans to break ground for the stadium are expected in the first quarter 2017.

"We are excited to work with D.C. United and to continue our support of soccer in America as well the community near our Northern Virginia headquarters," said Loren Angelo, vice president of marketing at Audi of America, in a statement.

"This commitment helps Audi connect with passionate soccer fans of all ages and the great community through unique experiences that continue to elevate their excitement in America's fastest-growing sport."

*Audi Field, the new home of D.C. United starting in 2018*

In 2015, Audi highlighted its challenger spirit with a multi-year partnership with MLS that has made the brand's presence visible in regular season and playoff matches.

The season kicked-off March 6 with a game between LA Galaxy and Chicago Fire, and Audi aired its soccer-themed commercial during the game. Since millennials are the largest fan base for the league, Audi will likely connect with the young die-hard fans throughout the season ([see story](#)).