

AUTOMOTIVE

## Audi looks to breakthrough electric vehicles with new concept design

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*Audi e-tron Sportback concept*

By BRIELLE JAEKEL

German automaker Audi is looking to make a big impact in the electric vehicle community, releasing its design and accompanying campaign years ahead of production for its versatile concept model.

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Released at Auto Shanghai on April 18, Audi's e-tron Sportback design is being shared with interested consumers through a new video spot. With an emphasis on electricity in theme, as well as functionality, Audi's e-tron Sportback and campaign hypes the vehicle well ahead of production.

"Our Audi e-tron will be starting out in 2018 the first electric car in its competitive field that is fit for everyday use," said Rupert Stadler, chairman of the board of management of **AUDI AG**. "With a range of over 500 kilometers (310.7 miles) and the special electric driving experience, we will make this sporty SUV the must-have product of the next decade.

"Following close on its heels, in 2019, comes the production version of the Audi e-tron Sportback an emotional coupe version that is thrillingly identifiable as an electric car at the very first glance," he said.

### Electricity

Audi's innovative electric coupe concept will fit only four passengers, but have the luxury of four days for a spacious environment but keeping its sport performance. The car will go into product in 2019.



*Audi e-tron Sportback concept innovates with sustainability*

To celebrate the design's release, Audi has shared a video that puts the e-tron Sportback at the head of innovation and timeliness.

With an upbeat electric score, the video goes through trends, innovation and icons of various decades, starting one billion years ago with the splitting of cells. Quickly, images of dinosaurs, monkeys, cavemen and the pyramids are shown.

Footage of a horse drawn carriage, France's Eiffel Tower and an early airplane displays, ending with a light bulb bursting. A timeline appears underneath and indicates the 1900s.

Videos of the 1960s begin to appear with young boys on a life-size toy car track, iconic vehicles from that time period and a space shuttle taking off. The 1980s then appear with roller skates, Pong, records and a disco.

*Audi's video for the e-tron Sportback*

Remote control cars, skateboarding, rollercoasters, surfing, an astronaut showing off the moonwalking dance on the moon are shown in clips for the 1990s.

2010 is represented with smartphones, tablets and earbuds. Audi's recent video featuring a t-rex makes an appearance in a short clip.

The video ends with a quick look at today with hover boards and other technology innovations that are here today, but feel like the future. Footage of the new e-tron Sportback concept ends the film.



*Audi focuses on electricity with new design*

Audi's Sportback concept will come a year after its e-tron, which will see production in 2018. The Sportback features 320 kW electric drive with a large touch screen display on the dashboard and an innovative lighting system.

*Audi campaigns*

The previous Audi campaign quickly referenced in the e-sport Sportsback video was another recent promotional video from the automaker.

Audi casted the ideal advocate for pilotless driving in the film. The automotive industry is neck-in-neck is developing functional, real-world autonomous driving, whether consumers are ready for the advances in technology or not.

In Audi's "The Comeback," the automaker shows how autonomous driving can be a revitalizing experience for those tired of their day-to-day reality ([see more](#)).

The automaker is always looking to stay on top of emerging trends and the ever-shifting industry, which is displayed with its latest electric car concept but also in a recent partnership. Audi upped its investment in car rental service Silvercar as it looks to further innovate mobility for changing consumer needs.

Building on an existing relationship that dates back to 2012, Audi acquired the Austin, TX-based tech company that focuses on vehicle sharing. With renting and sharing replacing car ownership for many consumers, automakers are turning to alternative mobility developments to remain a part of consumers' daily lives ([see more](#)).

"We have made a conscious decision to give the Audi e-tron Sportback its first showing here in Shanghai, because China is the world's leading market for electric automobiles," said Dr. Dietmar Voggenreiter, Member of the Board of Management for Marketing and Sales at AUDI AG. "That applies as much to the infrastructure and financial support as it does to sales.

"There are already about 150,000 charging stations in the country, with another 100,000 due to come on stream by the end of 2017. We are well equipped for this rapid growth," he said. "In the next five years we will be offering five e-tron models in China, including purely battery-powered vehicles with ranges well in excess of 500 kilometers (*310.7 miles*) such as the Audi e-tron Sportback."

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