

AUTOMOTIVE

## Audi navigates the moon, Hollywood and beyond with latest initiatives

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*Audi's lunar quattro in the upcoming film Alien: Covenant*

By BRIELLE JAEKEL

German automaker Audi has brought its engineering expertise to space exploration and now to Hollywood with its participation in the new "Alien" film franchise.

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The Audi Lunar Quattro is an actual rover developed for exploration by the automaker and is preparing to begin a mission on the Moon. In the upcoming film "Alien: Covenant," Audi's rover will be taking on a mission on the big screen, as it will make an appearance in the movie.

"The Alien' franchise is a great way for us to garner suitable attention for the moon rover developed by Audi, and to showcase Audi's intelligent technologies in a visionary environment," said Kenneth Bracht, director of brand marketing at Audi of America. "The first element that makes "Alien: Covenant x Audi lunar quattro" unique is that the video was captured on one of the movie's original and biggest sets.

"In the short film created by Twentieth Century Fox, 3AM and Audi, it shows the Audi lunar quattro patrolling the Terraforming Bay when it detects an unidentified lifeform and goes to investigate what lurks in the dark," he said. "The Audi lunar quattro is also preparing for an actual mission to the Moon so the placement of the rover on an "unexplored planet" in the short alludes to that real-life journey as well."

Audi innovation

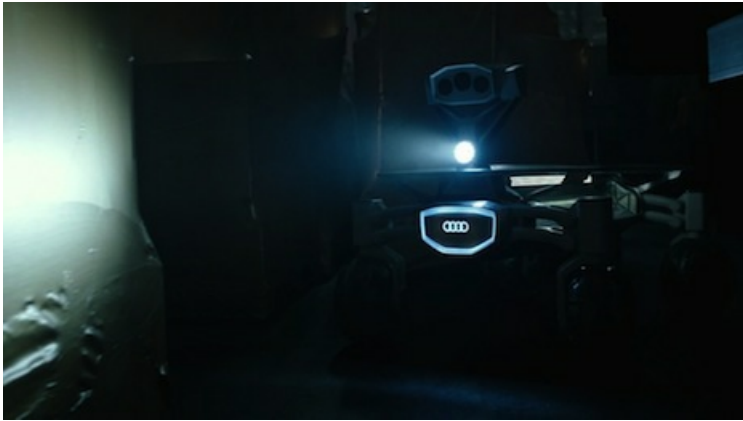
To show off the Audi rover before it makes its big mission to the moon, 20th Century Fox has partnered with the automaker as part of its Alien: Covenant release.



*Audi Lunar Quattro in Alien: Covenant*

Created by Ridley Scott as the next installment of the Alien franchise series, the film will be released in theaters worldwide later this month.

The Audi Lunar Quattro will make an actual appearance in the film as the characters use it to navigate a new planet. Viewers will likely recognize the rover in the film as Audi's, as the brand's iconic four-ring symbol is featured on the front of the rover.



*Audi's symbol displayed on Lunar Quattro*

Alien: Covenant takes place on a planet that at first seems to be an unknown paradise to the scientists who discover the destination. After spending time exploring the planet, the characters discover a terrifying new species.

In addition to the major picture, Audi and 20th Century Fox have shared a short film on social media and other outlets.

The short film shows the rover in Terraforming Bay, a setting from the movie, when it discovers an unidentified life form.

As the rover is locating the life form and moving through the bay, a crew member finds it, ushering it back. As the two move away from the bay, a face of an alien can be seen in the background hissing.

#### *Audi's film in partnership with 20th Century Fox*

Audi Lunar Quattro was developed in partnership with German startup company Part-Time Scientists.

#### *Manufacturing and marketing*

The German automaker has been innovating in more than just automotive, as seen beyond just its rover.

For instance, Audi looked 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.

Released at Auto Shanghai on April 18, Audi's e-tron Sportback design was 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 ([see more](#)).

Audi also recently manifested a one-of-a-kind persona with a spot that was more action film than advertisement.

To show off the newly reimagined Q5, Audi has released a film that shows values not blending in over a safety

net. The video follows a man who is being encouraged to go into a witness protection program after testifying in a dangerous case ([see more](#)).

"If done well, product placement such as the Audi lunar quattro can be a win-win for a movie and the brand," said Carrie McIlveen, U.S. director of marketing at Metia, Seattle, Washington. "It's important for the product to seamlessly integrate into the real narrative in an authentic way.

"In this case, it fits in nicely," she said. "Alien represents advanced technology which for a car company, can inspire confidence, credibility, and display intelligent innovation in the industry.

"Additionally, doesn't it sound cool to have a vehicle that utilizes the same technology that is built for an actual mission to the moon?"

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