

AUTOMOTIVE

Audi premieres A8 through superhero product placement

June 20, 2017



"Spider-Man: Homecoming" featuring Audi. Image courtesy of Audi

By STAFF REPORTS

German automaker Audi is showing off its latest artificial intelligence features on the big screen, aligning its technology with the superhero film "Spider-Man: Homecoming."

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The movie, with a United States theatrical release slated for July 7, will be the first time that consumers can see the Audi A8 sedan in action. Audi frequently turns to product placement in action franchises to solidify its vehicles' innovation and performance.

Behind the wheel

Celebrating its role in the film, Audi created exclusive digital content that incorporates the movie's universe.

"Driver's Test" features actor Tom Holland, who portrays Peter Parker in the film, attempting to get his license.

While in a driving school's waiting room, the teen is watching a video on his phone titled "Spider-Man Driving Fail." Comedian J.B. Smoove plays his instructor, who takes him out on the road without knowing the student is actually Spider-Man.

After remarking on Peter's Audi, a prototype design, the pair get into the car and begin their drive. The car's sensors avert a near crash, and the student driver takes advantage of the car's hands-off AI feature, a move that results in chastising by his instructor.



Still from Audi's "Driver's Test." Image courtesy of Audi

Eventually, with the driving test complete, the instructor has the teen park the car. While waiting to be graded, Peter notices a bank robbery and jumps into gear, getting out of the car and into his Spider-Man garb.

As the instructor talks to himself about his assessment, he does not notice the superhero taking down three robbers until he looks at the empty seat next to him.

Audi "Driver's Test" - Spider-Man: Homecoming

Audi's A8 makes an appearance in the feature-length film as Happy Hogan chauffeurs Spider-Man. The driver is able to take his hands off the wheel thanks to Audi's traffic jam pilot.

Along with the A8, Tony Stark will get behind the wheel of an Audi R8 V10 Spyder in the film, while Peter Parker drives the Audi TTS Roadster.

"With 'Spider-Man: Homecoming' and our continued partnership with Marvel, we have the opportunity to reach the next generation of both superheroes and innovators," said Loren Angelo, vice president of marketing at Audi of America, in a statement.

"At Audi, we are constantly redefining what superpowers are through our vehicles and this partnership and platform provide an organic way for us to showcase select current and future Audi Intelligent Technologies to that next generation audience that will be behind the wheel of our next generation models," she said.

Audi has been a frequent partner of the Marvel movie franchise for about a decade, gaining key product placement for its technologically driven models.

For instance, the automaker proved the ability of its SQ7 vehicle to create a relaxing drive even in the face of chaos. An exclusive digital video, titled "The Chase," gave 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 ([see story](#)).