

AUTOMOTIVE

## Audi's wise man warns viewers of its Sports models' power

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*Audi's latest spot explains that you aren't test driving the cars, they're testing you. Image credit: Audi*

By BRIELLE JAEKEL

German automaker Audi is sharing a new action-packed campaign that compares its Sport models to animals and driving them to a rodeo.

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A male character who has been hardened by a history of know-how acts as the on-camera narrator for Audi's latest spot, detailing to viewers the power of the Audi Sport models. Footage throughout the short film creates visuals of powerful metaphors to bring intensity to the campaign.

"The new spot announces the arrival this year of three updated Audi Sport vehicles the TT RS, RS 3 and R8 Spyder," Kenneth Bracht, director of brand marketing at [Audi of America](#), Washington.

Automotive animals

Audi is celebrating its latest Sport models with a new advertising spot that parallels the intensity of its engines with an action-packed short.

"Test Drive" begins with a wise narrator who has been around the track, who warns viewers of the cars' power.

*Audi's new advertising spot: Test Drive*

The film opens with an areal view of a racing track in the dessert, as the narrator peers out a window through curtains. The camera pans around the room, and viewers are able to see memorabilia of a long history in racing.

Photographs, trophies and keys are on display throughout the space.

He walks out the door as he begins saying, "Well you could say this isn't my first rodeo, but that's not strictly accurate," while looking down. As he continues down the stairs he stops explaining, "You see"

Abruptly looking up at the camera, he finishes his statement, "I kinda am the rodeo."

Footage of the new Audi Sport models in cages inside a garage plays as each engine starts as if they are animals in captivity waiting to be released.

As the narrator walks around the track, he continues to draw parallels to the cars and animals, explaining that it does not matter to the vehicles what a person's status.

The Audi Sports are released from their cages and begin showing off their power around the track.



*Audi's Sport models waiting to be released*

As the wise man asks viewers, "Can you handle 610 horses at once?" horseshoes begin to rain down from the sky. When he asks, "Can you keep it together when you're flying the length of a football field in a pair of sweet fleeing seconds?" an Audi is then seen driving across a football field.

His final statement explains with vigor that, " You aren't test driving these cars, my friend. These cars are test driving you."

Audi marketing

Audi is often drawing comparisons to animals with its vehicles in television spots.

For instance, the marketer recently tamed a beast in a recent display of automotive power.

Audi's ad campaign, "Monster," hopes to convey the power behind its S5 Coupe by comparing it to taming a powerful bull. Audi S5 features a 354-hp engine, which the automaker hopes to show off in its new campaign ([see more](#)).

The automaker also compared its vehicles to a Triple Crown racehorse in another spot promoting the new S5 Sportback.

Audi looked to director Marc Foster, known for "Monster's Ball" and "Finding Neverland," to produce the video. The iconic racehorse, Secretariat, makes an appearance in the spot to help show off the power of the S5 Sportback ([see more](#)).

"With Test Drive, we are relaunching the Audi Sport brand of our business in an exciting and fresh way," Audi's Mr. Bracht said.

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