

AUTOMOTIVE

Audi sings praises for previous Emmy nominees

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Audi participates in Emmy performance

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German automaker Audi is showing that its engines can be used for more than just power on the road with a unique and fun campaign to celebrate this year's Emmy Awards.

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Anything can be used as a musical instrument if you use your imagination, and Audi did just that for its latest campaign. Using the engine power of the Audi R8 V10 plus, Audi TT RS and Audi SQ5, the automaker has recreated the theme songs to three previous award winners.

"This campaign marks the seventh year that Audi has partnered with the Television Academy and Emmy Awards," said Loren Angelo, vice president of marketing at [Audi of America](#), Herndon, VA. "The Emmys is a celebration of the power of television, and we wanted to pay tribute by recognizing three of the breakthrough shows that have left a lasting impression on popular culture."

Instrumental engines

Audi is returning to the Emmy's this year and celebrating with an interesting campaign concept. Three televised spots will run during the awards ceremony from the brand.

Audi's Mary Tyler Moore theme song performance

New versions of the theme songs of the former television series "Cheers," "Star Trek" and "The Mary Tyler Moore Show" are being shared with the Emmy audience.

Accompanied by an orchestra or piano player, the three Audi vehicles are hooked up to a platform that allows their engines to exert power without the car moving. As if they are the lead singers for the performance, microphones are fitted around the vehicles.

Audi's Cheers theme song performance

The engines of the Audis noticeably hum along to the song, taking the place of vocals or other prominent instruments. Each short ends with the phrase, "Progress is celebrating performance."

At the start of each song, Audi notes the Emmy award and year the particular show has won. For instance, the Mary Tyler Moore Show is noted as the "Outstanding Comedy Series, 1977," Cheers as "Outstanding Comedy Series 1991" and Star Trek as "Outstanding Drama Nominee, 1967."

Audi's Star Trek theme song performance

This will be the 69th year for the Emmy Awards. Late-night television show host Stephen Colbert will be hosting the ceremony on Sept. 17 on CBS.

Audi and the Emmys

The German automaker Audi previously took Emmy viewers on an adventure with an enticing trip to the desert as part of its last year's sponsorship for the awards ceremony.

During its sixth consecutive sponsorship of the Emmy Awards, Audi teamed up with home-sharing site Airbnb for an advertisement it hoped would attract thrill seekers to want to drive its R8 Coupe vehicle through the desert. The television spot detailed Audi and Airbnb's partnership that allows adventurers to book an exclusive and coveted rental in the middle of Death Valley, CA, while also getting to drive the R8 Coupe on desert terrain ([see more](#)).

Audi's current Emmys campaign is not the brand's first foray into aligning its actual vehicles with music.

The brand partnered with Danish consumer electronics maker Bang & Olufsen to bring a surround sound audio experience to every passenger in the A8.

While Audi first worked with Bang & Olufsen on 3D sound for its 2015 Q7, the new A8 marks the first time that this feature extends to the backseat of the vehicle. Consumers are increasingly looking to automakers to deliver quality entertainment as part of the driving experience, making collaborations such as Audi's with Bang & Olufsen a way to enhance this key selling point ([see more](#)).

"With Audi Orchestra, we recreate recognizable theme songs of three highly popular television shows using the sound of Audi engines the Audi R8 V10 plus, TT RS and SQ5," Mr. Angelo said. "As a brand who believes in the power of storytelling, we hope our viewers will enjoy this creative approach to celebrating progress in performance."