

AUTOMOTIVE

Audi looks to past and future from the moon

December 14, 2017



Audi Quattro in the film Alien. Image credit: Audi

By BRIELLE JAEKEL

German automaker Audi is taking note of the vast gap in time since man has last been to the moon in its latest spot, as it hopes to make a second lunar landing in the future.

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

Audi will be operating a mission to the moon, the first private excursion planned so far, which is set to make landing in 2019. In celebration of 45 years since the last human contact on the moon, Audi released a video to bring awareness to its mission.

"Given the amazing leaps technology has taken over the last twenty years it is important for auto brands such as Audi to pare their technologies to other industries like the space industry," said Marci Troutman, CEO of SiteMinis. "The Audi Lunar Quattro project brings space a little closer to home and makes it feel like space travel is not such a far off dream as we have all been taught to believe.

"We should, globally, embrace the next frontier and make this a project that can unify the planet with something that has nothing to do with prejudice and can help heal the issues at home."

Audi on the moon

The automaker's mission is to explore the moon as a potential site for human habitation in the future. Audi's lunar Quattro vehicles will power this mission.

A new vignette from the auto brand celebrates the mission by taking a look back at the spots that were previously encountered on the moon as well as a look to the future.

Audi's video starts with a space view of the moon, with a tag reading, "Destination: 20.19080 N 30.77168E in the near future." Two astronauts take a walk on the moon and can be heard radioing in saying, "Mission Control, come in. Departing for expedition. Over."

The astronauts begin their exhibition and journey across the moon. They come across a footprint on the surface of the moon, as one of them dictates that it was Neil Armstrong in 1969.

Continuing along on their journey, the astronauts scan the surrounding environment. Next, the astronauts pause at the site of the Apollo 17 landing in 1972.

"Mission Control, discovery made," an astronaut says, as he leans down toward the surface of the moon, which has tracks driving away from the site. He lifts his shade on his helmet and realizes what he is looking at.

"Audi Quattro," he says, turning to look at his colleague.

Text appears on a black screen reading, "45 years after the last step on the moon. We are ready to take the next one."

The astronauts can be seen standing on a hill on the moon, as they look down upon a rover in closer view. The rover has an Audi symbol on its center, signifying it was the Audi Quattro still roaming the surface of the moon.

Audi Mission to the Moon: Audi Apollo

Beyond the moon

Audi has a series of other films online that help explain its mission to the moon and why it feels it is important, including an interview with best-selling author Frank Schtzing, regarding space travel.

The journey

Audi is bringing its engineering expertise to space exploration and also recently to Hollywood with its participation in the latest "Alien" film franchise.

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 recent film "Alien: Covenant," Audi's rover took on a mission on the big screen, as it made an appearance in the movie ([see more](#)).

However, it is not just on the moon where Audi is innovating. The automaker has also been testing its autonomous driving capabilities on the streets of New York.

New York State awarded Audi with the first automated vehicle testing license, which allows the automaker to conduct tests and demonstrate the technology it has developed. Audi began tests in New York's capital city of Albany in mid-June ([see more](#)).

"The coolness factor of the Audi Lunar Quattro video is a social media win-win, the videos that Audi have created in participation with the space industry have the potential to be shared globally millions of times," Ms. Troutman said.

"Audi will benefit through this type of video as it competes for market share with companies like Tesla by showing Audi is at the forefront of these base growth industrial technologies such as battery design and development. Nothing says hi tech like space exploration."