

AUTOMOTIVE

## Audi uses imagination to envision driving's future

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*Audi taps the imagination of kids to envision the future. Image credit: Audi UK*

By BRIELLE JAEKEL

German automaker Audi is employing the biggest believers to help foster faith in the future of driving technology in its latest spot.

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Airing in the United Kingdom, Audi is using children to help spread belief in future driving technologies. The young consumers are more likely than anyone else to be open to new beliefs, which is why Audi is looking to them to help nourish curiosity.

"With an influx of people heading to dealerships during the holiday season, we wanted to do something unique and memorable to make sure Audi was top of mind," said Ken Bracht, director of brand marketing at Audi of America, Washington D.C.

### Future of Audi

The automaker is hoping for consumers to use their imagination and envision what the future of driving can hold, and be ready to embrace what's to come.

Audi's "Believe in the Future of Driving" comes at a time when consumers are still wary about some of the new innovations in the auto industry such as autonomous driving and electric-powered engines.

The campaign features a variety of kids, with their strong imaginations, envisioning the future for cars.

Audi's spot shows a series of clips of kids sitting in the back seat of an Audi who were just told to wait a few minutes. As they are sitting, patiently waiting, the vehicle begins to speak to them.

A blue light flashes on the dashboard of the car, which draws the attention of each of the children. One child says, "Oh, hello." when she sees the light and becomes surprised when the vehicle responds with a "Hello" as well.

Each child looks perplexed as the Audi speaks to every one of them. The car then introduces himself, asks them each if they have ever spoken to a talking car before and if they can be friends.

One child says, "You know you have a very big exhaust," and the car comically responds by saying, "That's not a very

nice thing to say." The boy then quickly apologizes.

The Audi then asks all the children what they think cars will be able to do in the future. A few of them respond that cars will be able to go into the water as well as fly.

When Audi asks the children what they would do with all the extra space if there are no roads, one girl explains that there will be more shops and charging stations for more electric cars.

All the kids then explain what noise they think cars will make in the future, except for one boy who says, "I would like to hear no noise." He then demonstrates this by being completely silent.

When one boy asks Audi what he would like cars to be in the future, the vehicle explains that he would like to be a self-driving car. He says he cannot wait for the future and a girl agrees, saying, "Neither can I."

Audi ends the spot with the question, "Are you ready to start believing in the future?"

### *Audi: Believe in the Future of Driving*

What lies ahead

The German automaker is often looking to the future in its endeavors.

For instance, Audi recently took 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.

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 ([see more](#)).

The automaker is also making significant steps forward in keeping up with the race for autonomy with the release of its A8 model.

Revealed at the Audi Summit in Barcelona, Spain on July 11, the Audi A8 has been created as a luxury automobile with significant advancements in driverless piloting. Alongside a new, more natural voice control operating system, drivers will be able to make use of driverless features such as its AI Traffic Jam pilot ([see more](#)).

"With the launch of Audi Sport this year, we wanted to take a creative approach to showcasing the features of our future vehicles," Audi's Mr. Bracht said.