

AUTOMOTIVE

Audi partners with DriveTribe ahead of electric car launch later this year

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Audi will soon begin production on its first all-electric series model. Image courtesy of Audi

By STAFF REPORTS

Ahead of Audi's highly anticipated entry into the electric vehicles market, the German automaker has partnered with car enthusiast social network DriveTribe to create exclusive promotional content for the launch.

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The partnership is the first major collaboration for DriveTribe, which was launched in 2016. The platform will help create advertising content for Audi's electric vehicles.

"We are super-excited to engage Audi fans on this topic vital for the future of our brand," said Giovanni Perosino, vice president of marketing communication at Audi, in a statement. "This partnership with DriveTribe signifies our commitment to consistently aim for Vorsprung in media and communication, and the dedication to deliver highly relevant content to our customers and brand audiences."

Electric car launch

Audi's upcoming electric vehicle launches will put it in competition with other auto brands who have already made EV technology a priority.

The brand is planning to launch its first electric car, the Audi e-tron, later this year.

Until then, the brand has partnered with DriveTribe to create exclusive content related to the car's launch in an effort to drive up anticipation among DriveTribe's users.

The partnership runs from April until December of 2018 and will see DriveTribe become the central hub for all activity related to Audi's electric car launch.

In addition to its electric vehicle production, Audi has also looked into other ways to make its supply line more sustainable. For example, Audi is looking to reduce its carbon footprint with the opening of the first CO2-neutral production plant in the premium segment.



Audi's Brussels plant uses solar energy. Image courtesy of Audi

The brand's new production facility in Brussels, Belgium will be dedicated to electric models, including the manufacturing of Audi's first fully electric series model. As climate change becomes an increasingly pressing issue, brands are finding ways to reduce their own impact both in product design and production ([see story](#)).

"We're delighted to be working with a brand that has such a rich history in automotive and has pushed the needle time and time again," said Richard Beech, chief business development officer of DriveTribe, in a statement. "By looking forward, and advocating exciting new technology and development, DriveTribe has rapidly grown in a time of unprecedented change within the motoring industry, and we believe we are the perfect platform for Audi to host their EV activity."

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