

AUTOMOTIVE

Audi triggers nostalgic feelings, as autonomy takes over the future

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Fictionalized vision of the future. Always wear safety belts.

Audi reminds drivers the fun of operating a vehicle. Image credit: Audi.

By BRIELLE JAEKEL

German automaker Audi is taking a cinematic approach to reignite consumers' love of driving, as new technologies begin to take over the automotive field.

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Craig Gillespie, the director of feature films such as "I, Tonya" and "Lars and the Real Girl," is lending his expertise to Audi for its latest campaign. "Driver" looks to the future, where feeling the power behind an Audi is longed for, as autonomy has taken over.

"'Driver' is an homage to our customer's love of the open road," said Ken Bracht, director of brand marketing at [Audi of America](#). "It features some of our iconic models, like the 1984 Audi Quattro Coupe and the 2000 Audi TT, along with the 2018 R8 V10 Spyder."

Audi worked with Venables Bell & Partners to create the spot.

Thrill of driving

Set in the future, Audi's film predicts a world in which individuals will be chauffeured around in driverless vehicles without having to take any control themselves.

David, the protagonist and businessman, leaves his office and enters his vehicle in the back seat. He greets the vehicle's operating system, Clara, and instructs her to take him home while sipping a cup of coffee that generates from the car.

He seems to be contemplating something, and Clara questions him about what he is thinking.

The man responds, "I was just thinking of a different time is all."

Flashes back in time show David driving with friends singing and laughing in a 1984 Audi Quattro Coupe.



Audi looks to the future to celebrate the present. Image credit: Audi

"There was a time when I used to sit up there, you know," he continues to Clara.

Another flashback shows the businessman a little bit older than the last memory in a 2000 Audi TT on the open road through the woods. He explains that driving in the past was more than just going from one place to another, but it was about "going somewhere and feeling something along the way."

Another memory features him driving with what the audience can presume was his wife or girlfriend in a convertible along a scenic route.

In the future, or present time within the film, the vehicle arrives at its destination and David still seems pensive as he sits in his living room sipping tea.

Clara, who is also the operating system of the home, can sense his uneasy mood and instructs him to relax. He responds saying, "That's just the problem," and takes off.

"David, where are you going?" Clara says.

The man smiles as he is behind the wheel of the 2018 R8 Spyder. David revs the engine and takes off on the road.

Audi "Driver"

Audi advertising

The German automaker also recently joined the throng of luxury marketers who are engaging their fan bases with editorial content to build a community.

Audi undertook another film series to assimilate into today's marketing climate, in which consumers respond to editorial content rather than ads. The "Faces of Quattro" series looks to appeal to the adrenaline junkies in the brand's audience, hoping to solidify its Quattro model as a face of adventure ([see more](#)).

The automaker also promoted the launch of its new RS 5 Coupe Audi Sport car with a short film about an old man realizing he still has one more experience left on his bucket list.

Its short film was also created in collaboration with ad agency Venables Bell & Partners and directed by Martin de Thurah, with a sleek visual style. The short film leaned into the aspirational aspect of owning an Audi, positioning the car as a must-have experience for anyone interested in modern luxury sport cars ([see more](#)).

"Tomorrow, the future of mobility and automated vehicles has the potential to transform the way we live, but today, we take a step back and just enjoy the drive," Mr.Bracht said.