

AUTOMOTIVE

## Audi heightens the thrill of SUV release through action series

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*Audi Q8 drives the plot of its new action series; Image credit: Audi.*

By BRIELLE JAEKEL

German automaker Audi is taking its ability to thrill drivers off the road in an episodic series that dramatizes the release of a new vehicle.

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The automaker is taking on a role as filmmaker with a five-part series online that takes the form of a television show rather than advertisement, a theme seen often with automakers in recent times. Audi is hoping to parallel the thrill of its new SUV with the action-packed series.

Seeking thrills

"The most thrilling Audi SUV of all time," is what Audi has designated its upcoming Q8.

Episode One of its series touting the car will be released on May 21, kicking off the campaign, which will be aired in five total parts.

"Q8 Unleashed" tells the story of a power couple in California, who seemed to have it all including the perfect car, home and an important group of friends. But something happens that changes all that.

The most recent family member of the Q family is ready: the all-new [#Audi #Q8](#).

<https://t.co/GaGoqYifAM> [#Q8unleashed](#) [pic.twitter.com/W7D3Vj3UhU](https://pic.twitter.com/W7D3Vj3UhU)

AUDI AG (@Audi\_Press) [May 14, 2018](#)

"It all started with a private after party back in our apartment," says the husband in the trailer released to hype the series' premiere.

Clips of pills being taken, a kidnapping and guns heighten the thrill of the series without giving too much away.

The wife's phone call can be heard, asking what happened, without putting a scene to the sound, keeping up the

mystery.

Produced by what Audi has named "Four Ring Productions," the films will give fans the first look at the Audi Q8, as the model will be featured as the couple's vehicle in the series. Using a common trope that many Hollywood action films use, Audi's vehicle will act as a vessel for thrill-seeking scenes.

The automaker is pushing its trailer of the series and various pieces of related content throughout social media.

Audi's dedicated Web page features a countdown to the series premiere, as well as a teaser look at the Q8 design sketches.

"Discover more facets of the new Audi Q8 and get excited for the most extravagant Audi you have ever experienced," says the automaker on the site.

Automaker or filmmaker

Creating films that view more as entertainment rather than advertisements is a common strategy in today's overcrowded market.

It seems as though luxury automakers are taking this strategy more seriously, and Audi commonly uses this tactic.

The automaker similarly took a cinematic approach to reignite consumers' love of driving, as new technologies begin to take over the automotive field.

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 ([see more](#)).

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

The automaker has undertaken 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 looked to appeal to the adrenaline junkies in the brand's audience, hoping to solidify its Quattro model as a face of adventure ([see more](#)).

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