

AUTOMOTIVE

Audi furthers football affiliations with Tottenham Hotspur

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Audi has entered a new partnership with Tottenham Hotspur. Mauricio Pochettino, manager of Tottenham Hotspur (left) with Andrew Doyle, director of Audi UK. Image courtesy of Audi

By STAFF REPORTS

German automaker Audi is aligning its brand with soccer team Tottenham Hotspur through a four-year position as the club's official car partner.

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The marque will be featured in digital signage and digital media channels. Tottenham Hotspur has a following of 400 million that extends beyond its native United Kingdom, allowing Audi to reach global consumers through this partnership.

Football fans

The Tottenham Hotspur Football Club originated in 1882. The team's multinational players came in third during the 2017-18 Premier League season.

Tottenham Hotspur has a strong fan base in key luxury countries including the United States and China.

This year, the club will open a new stadium that will feature 17,500 seats and new hospitality services.

At the stadium, Audi's four rings will be featured on the LED advertising board, big screens and internal televisions.

"The partnership brings two progressive brands together Audi and Spurs," said Andrew Doyle, director of Audi UK, in a statement. "The club's legendary Captain Danny Blanchflower famously spoke of 'doing things in style' this, with our commitment to quality, guides everything we do.

"Our shared principles of beautiful design and the most advanced technologies further cements our belief that Audi and Spurs will be the perfect marriage," he said.

Kicking off the partnership, Audi released a film of the team's manager Mauricio Pochettino and assistant manager Jess Prez driving to practice in an A7.

Tottenham Hotspur's Mauricio Pochettino and Jess Prez get nostalgic in an Audi A7

With this new deal, Tottenham Hotspur joins Germany's Bayern Munich, Spain's Barcelona and Real Madrid as Audi-aligned soccer teams.

"Audi is a premium brand, so we are delighted to have it on board alongside a number of other leading club partners," said Fran Jones, head of partnerships of Tottenham Hotspur, in a statement. "We look forward to welcoming Audi and offering them the opportunity to showcase their products across the club."

Audi is also expanding its multi-year partnership with Major League Soccer, as it aims to remain a fixture in the minds of enthusiastic American soccer fans.

Audi of America will be the league's official automotive partner through the 2022 season and continue to serve as title sponsor of the MLS Cup Playoffs. With the most millennial fans of any United States sports league, MLS has an audience that Audi and other luxury brands are hoping to turn into buyers ([see story](#)).

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