

AUTOMOTIVE

## Audi dispels AI apprehensions in futuristic film

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*The Audi A7 and A8 have a variety of automated features. Image credit: Audi*

By SARAH RAMIREZ

German automaker Audi is showing off the automated capabilities of its cars in a short film stylized as a science fiction movie trailer.

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"The AIs are Coming" starts with a dark look at the impact artificial intelligence might have on the future, before demonstrating the different ways Audi cars use AI. It is a unique approach to confront concerns drivers may have about automated vehicles.

"Audi is known for its memorable advertising campaigns, and this latest spot follows suit," said Julie Blackley, communications manager at [iSeeCars](#), Woburn, MA. "Audi separates itself from other luxury brands that target older audiences."

Ms. Blackley is not affiliated with Audi, but agreed to comment as an industry expert. Audi was reached for comment.

### AI revolution

The trailer opens with a dark view of artificial intelligence, alerting audiences that "AIs are coming." News footage asks if artificial intelligence is a threat, and devices are shown intruding on people in the workplace and at home.

An Audi appears on screen as the titles warn that AIs are coming for people's cars and will not stop until "they control everything."

### *Audi's The AIs are Coming*

With a dramatic pause, the full text is revealed: "until they control everything boring." The ominous music pauses as a driver initiates park assist for his Audi and the car parallel parks itself with ease.

The music picks up again and other vehicle features are shared in the style of movie credits, including LED headlights and a virtual cockpit with Audi Intelligence.



*The Audi A7 and A8 have park assist. Image credit: Audi*

"Drivers are apprehensive about AI because it involves them surrendering some level of control of their vehicle," Ms. Blackley said. "[Audi] shows that embracing AI in vehicles can be luxurious while enhancing comfort."

#### Audi automation

Audi has been at the forefront of luxury automakers at introducing automated technology in its models.

Self-driving cars have been quietly brewing in the background for several years now. While few consumers have much experience with them, nearly every major auto brand is working on it, including those in the luxury category.

The United States is expected to lead the race in production of autonomous technology deployment and production likely by next year, with Europe and China joining in 2021. Ride-sharing economy and mobility services will be the forces that help driverless vehicles take off instead of consumers owning these cars themselves ([see story](#)).

While younger generations are much more likely to embrace technological advances, Ketchum has discovered that the millennial and Gen Z groups are actually wary of autonomous vehicles.

In a new study, hacking and safety is shown to still be a real concern for the group Ketchum is labeling GenZennials in terms of driverless cars. Consumers may be more concerned and wary of autonomous driving than excited for the technology, with almost 40 percent expressing worry in regards to driverless cars ([see story](#)).

Audi continues to highlight its vehicles' advanced technology, including AI features, with clever campaigns.

In "The Comeback," the automaker shows how autonomous driving can be a revitalizing experience for those tired of their day-to-day reality.

The video stars a computer-generated T-Rex whose life is changed for the better when he discovers piloted driving was "magic," "completed him" and revived his joy for life. The video ends with T-Rex cruising down the highway, windows open and his tail sticking out the rear window ([see story](#)).

"Cutting-edge technology is a major trend in the auto industry as vehicles become more autonomous," Ms. Blackley said. "Luxury vehicles are typically the segments that debut the latest technology, which gives automakers a competitive edge over their competition."