

AUTOMOTIVE

Audi teases new EV in Emmys campaign

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The grille of the new Audi e-tron. Image courtesy of Audi

By SARAH RAMIREZ

German automaker Audi will be giving a "sneak peek" of its upcoming e-tron during the 70th Annual Emmy Awards telecast on Sept. 17.

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While electric vehicles are becoming more popular, luxury consumers still seek confirmation that EVs will keep up with the performance they have come to expect from traditional premium cars. The e-tron teaser is in the style of a movie or television trailer, a smart strategy for targeting the television fans who will watch the award show.

"Audi has a long-standing presence within the entertainment industry, and we continue to be proud supporters of television's top talent," said Ken Bracht, director of brand marketing at [Audi of America](#). "We continue to work with partners including the Television Academy, who share our values of progress and innovation to help us tell new stories."

Electric e-tron

Since Audi has not fully revealed the e-tron or opened reservations, the film campaign only provides more sneak peeks at the new vehicle.

The anticipation builds as a clock dramatically ticks in unison to shots of the e-trons, teasing the headlights, interior and other features. The only complete views of the e-tron are obstructed by clouds of dust or are from a far distance.

Audi's new teaser for the e-tron will air during the Emmy Awards

"We did not invent the electric car, we injected it with Audi DNA and unleashed it," the title cards read. "Electric has gone Audi."

The e-tron's navigation, tires and steering are among the qualities briefly highlighted in the campaign.



The Audi e-tron. Image credit: Audi

As the teaser wraps, the e-tron is driven through mud in the woods and later through snow drifts. By placing the e-tron in these extreme conditions, it shows consumers that Audi intends for the e-tron to perform up to its standards.

"Unleashed portrays the progressive design, uncompromised performance and advanced technology embodied in the e-tron," Mr. Bracht said.

Electric competition

A growing number of automakers are introducing or reinvesting in electric vehicles in a response to growing consumer demand.

German automakers BMW's all-electric i3 has been on the market for several years, and was an early example of luxury automakers investing in more sustainable technology. A recent campaign hinted at new capabilities for its i3 in a video promoting a simple but fulfilling lifestyle ([see story](#)).

Rival automaker Mercedes-Benz is hoping the all-electric hatchback will be on the market, as well as another at least nine models, by 2022 in a new initiative to usher in sustainability. The EQA is likely to be released following the availability of its EQ ([see story](#)).

Recently, Jaguar has also made its all-electric SUV a top priority.

The British automaker is demonstrating how its newest vehicle is pushing the boundaries of technology through a collaboration with singer-songwriter Dua Lipa ([see story](#)).

With its own campaign emphasizing technological components of the e-tron, Audi is hoping to stand out among luxury EV offerings.

"Audi is a tech-forward brand that values innovation and quality," Mr. Bracht said. "With the e-tron, we're allowing consumers to go electric without compromise."