

AUTOMOTIVE

Audi's expertise is showcased in fictional concept car

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Audi appears in the latest film. Image credit: Audi

By BRIELLE JAEKEL

German automaker Audi is using its innovation techniques for an animated appearance in an upcoming film.

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Audi is making its first animated appearance in the film "Spies in Disguise" as the main character's high-tech spy vehicle. The automaker has designed a special concept vehicle equipped with innovative equipment and Audi services.

"While fictional, the two-seater RSQ e-tron concept car embodies the visionary design language and technological leadership of the Audi brand," said Loren Angelo, vice president of marketing at Audi of America.

Driving into animation

Produced by Fox, the film will be released in theaters in September of next year, but interested viewers are getting a sneak peak at the specially designed concept vehicle now in the film's trailer.

The trailer begins with a man in a suit walking into a secure location in the darkness. An automated voice states, "Identity scan initiated," as his body is scanned with lasers.

Lights flash on as the computer identifies the man as Agent Sterling, and he commands, "Let the beat drop," before the title sequence begins and the music starts.

In another scene the spy is shown walking in a parking garage when the fictional Audi RSQ e-tron appears, driving itself and scooping up Agent Sterling as explosions occur in the background.

The trailer goes on to introduce the plot of the film, where his scientist partner turns the secret agent into a bird for an undercover disguise.

In additional scenes, Agent Sterling is shown driving the fictional Audi during his special missions.

Spies in Disguise film trailer

The fully electric concept model was created by Audi Design in partnership with Blue Sky Studios, the production

team behind the animated film.

Will Smith voices the main character, while other celebrities such as Tom Holland, Rashida Jones and DJ Khaled make audio appearances in the film.

Audi automation

Audi first unveiled its all-electric e-tron in September, making it the newest direct competitor to U.S. automaker Tesla and its EV fleet.

The launch of Audi's first electric vehicle has been supported by a wide-ranging campaign that spotlights the e-tron's development and current capabilities. The popularity of Tesla's electric cars has made the U.S. a viable market for other luxury marques who have been creating their own EV offerings ([see story](#)).

While this is Audi's first animated appearance, the automaker frequently pulls from film for its own marketing.

Audi also showed off the automated capabilities of its cars in a recent short film stylized as a science fiction movie trailer.

"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 ([see story](#)).

"An animated film gives us the opportunity to make what seems impossible, possible," Mr. Angelo said. "The RSQ e-tron may be a fictional animated concept, but it provides us an opportunity to build awareness for the full-electric mobility vision Audi is working towards; a vision recently made real with the launch of the brand's first fully electric vehicle, the Audi e-tron SUV, in September."

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