

AUTOMOTIVE

Audi showcases sports car's style in comparative campaign

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Still from Audi's film. Image credit: Audi

By STAFF REPORTS

German automaker Audi is personifying its new RS5 Sportback in a short that showcases the car's sporty yet stylish appeal.

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In "Dressed to Perform," a woman seamlessly transitions from a boxing gym to a night on the town. Rather than outlining the car's specifications, the commercial instead makes a comparison between the car and the woman to pique consumers' interest in the model.

Fashion meets function

Audi's spot cuts back and forth between the woman and the RS5 Sportback, which is traveling through a city.

The protagonist is shown hitting a punching bag before pulling tape off her hands. She is next seen swiping on lipstick while wearing a towel.

As the woman leaves the house in green heels, she grabs an emerald-hued helmet off the wall.

The headgear matches the Audi's paint job, furthering the comparison to the woman.

Audi's Dressed To Perform

Audi has previously likened its cars to living beings to portray their traits.

For instance, the automaker tamed a beast in a recent display of automotive power.

Audi's ad campaign, "Monster," hoped to convey the power behind its S5 Coupe by comparing it to taming a powerful bull. Audi S5 features a 354-hp engine, which the automaker looked to show off in its campaign ([see story](#)).
