

AUTOMOTIVE

Audi spotlights e-tron's capabilities by breaking EV stereotypes

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The e-tron is an all-electric SUV. Image credit: Audi

By SARAH RAMIREZ

German automaker Audi is continuing its mission to dispel drivers' preconceptions about electric vehicles in a clever national campaign.

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Audi's new spot, "Not For You," tackles topics such as charging infrastructure, vehicle performance and driving range. As the automaker ramps up EV investments, it is using irony and humor to educate drivers about these vehicles.

"Though electric vehicles aren't new, there's still a pressing need to educate the American public about the ease and benefits of going electric," said Loren Angelo, vice president of marketing at [Audi of America](#), Washington, D.C. "The campaign is designed to push consumers to think about electric vehicles differently by highlighting how the Audi e-tron lets them go electric' with confidence."

Electric expectations

The film begins with a man picking up his morning newspaper while dressed in a bathrobe, as his dog stands by his side. Across the street, a garage opens to reveal a black Audi e-tron.

A voiceover interrupts the scene. "I know what you're thinking: electric, it's not for you," the narrator says. "And you're probably right."



A driver's curiosity is piqued by an e-tron. Image credit: Audi

The man goes back to reading his paper, but the scene suddenly changes to a desert landscape. The e-tron speeds by the man still in his bathrobe and the dog, leaving them in a cloud of dust.

As the protagonist looks down at his feet, the setting shifts to a snowy mountain range. The narrator, speaking for the man's concerns, says the e-tron will never survive the winter as the SUV drives past them once again.

Next, the man is shielding his head from heavy rain using the newspaper as the e-tron navigates a storm even though "water and electricity don't mix," according to the narrator.

The man pops up next to a gas station by the beach and then a charging station appears, illustrating how accessible these resources are becoming.

Finally, as the narrator agrees that "electric just can't keep up," the man and the dog find themselves in the middle of a race track as an all-electric Audi race car zooms past them.

Audi's "Not For You" spot breaks down stereotypes about EV

"So maybe an electric isn't for you after all," the voiceover says, as the short returns back to the original driveway setting. "Or is it?"

The e-tron next door leaves the driveway, and the man looks back at it with interest instead of his initial confusion.

E-tron marketing

Audi expects one-third of its U.S. models to be electrified by 2025. The e-tron is the centerpiece of its EV offerings and has been the subject of several recent marketing efforts.

An all-electric sports utility vehicle, the e-tron made its world premiere last September in San Francisco. Audi followed up the announcement with the release of multiple video campaigns.

In "Manifesto," Audi acknowledged that the e-tron is not the first EV. Instead, the short goes in a more emotional direction with footage of pioneers such as Muhammad Ali and Amelia Earhart proclaiming that while they did not invent their craft, they mastered it implying Audi itself has changed electric car making with the release of the e-tron ([see story](#)).

Audi also proved the strength of its fully electric SUV model when it completed a course that is known as one of the most difficult in the world.

The e-tron climbed up the steepest part of the downhill course which has an 85 percent gradient to demonstrate that electric cars are just as powerful as gas-powered vehicles. Audi equipped the specialty model with a quattro powertrain, including two electric motors on the rear axle and one electric motor on the front axle ([see story](#)).

"As a brand, Audi is always looking for new and clever ways to reach consumers looking at topics like electrification and finding a way to tell a unique story in an even more unique way," Audi's Mr. Angelo said.