

AUTOMOTIVE

Audi supercharges e-tron push with the help of an Avenger

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Brie Larson appears as Captain Marvel in a new Audi campaign. Image courtesy of Audi

By SARAH RAMIREZ

German automaker Audi is enlisting a powerful superhero in its latest campaign centered on its fully electric sport utility vehicle.

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For Audi's newest initiative with Marvel Studios, Academy Award-winning actress Brie Larson reprises her role as Captain Marvel. Audi is also continuing its push to introduce its luxury electric vehicles to mainstream audiences, leveraging its relationship with Marvel for added exposure.

Supercharged

"The Debriefing" begins with an agent from S.H.I.E.L.D., a fictional law enforcement agency from the Marvel Universe, bringing Captain Marvel and by proxy, viewers up to speed on "The Avengers" franchise.

Earlier this year, Captain Marvel starred in her own Marvel movie, which was set in the 1990s. At the film's conclusion, the protagonist returned to space to continue her fight against evil.

Captain Marvel is introduced to the Audi e-tron

Now, in the lead up to the final Avengers film "Endgame," the S.H.I.E.L.D. agent is giving Captain Marvel a tongue-in-cheek crash course on popular culture.

The agent elaborates on how Americans are waging a war against gluten and only eat Instagrammable food, such as avocado toast.

"The lines to get photos developed must be insane," Captain Marvel replies, unaware of the existence of smartphones.

Continuing the briefing, the agent then explains that cellphones went from large to small and are now again large in size.

For the agent's final update, she shows Captain Marvel how cars have changed as well. She leads Captain Marvel to another room to reveal an Audi e-tron.

Although Captain Marvel is impressed that the e-tron is fully electric and has "nearly instant torque," she asks if the car can fly. This is a reference to her career as a pilot and her superpower ability to fly.

"With the right driver, just about," the agent replies. "All it needs is a quick charge."

Captain Marvel instead lifts her fist and gives the car an electric shock. "Not anymore," she says, before getting into the driver's seat.

She tells Goose, her alien sidekick who appears as a cat, to buckle up and they drive off with the S.H.I.E.L.D. agent.

Marvel magic

Audi has a long history of partnering with Marvel Studios, and the two companies have worked together for more than a decade, beginning with the Iron Man films.

Most recently, Audi showed off its latest artificial intelligence features on the big screen, aligning its technology with the 2017 superhero film "Spider-Man: Homecoming." The movie was the first time that consumers could see the Audi A8 sedan in action.

Celebrating its role in the film, Audi created exclusive digital content that incorporated the movie's universe.

"Driver's Test" features actor Tom Holland, who portrays Peter Parker in the film, attempting to get his license ([see story](#)).

As the automaker ramps up EV investments, it is using irony and humor to educate drivers about these vehicles.

Audi's recent spot, "Not For You," tackles topics such as charging infrastructure, vehicle performance and driving range. The film was meant to dispel drivers' preconceptions about electric vehicles, including the e-tron ([see story](#)).

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