

AUTOMOTIVE

## Audi to promote e-tron around Emmys

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*Audi e-tron. Image credit: Audi*

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By STAFF REPORTS

German automaker Audi is returning as a sponsor of the Emmys for the ninth year, using the television awards as a platform to spotlight its electric vehicles.

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Audi is joining sponsors including L'Oreal Paris, Lindt, Fiji Water and United Airlines at the 71st edition of the Emmys, which will be held Sept. 22 at the Microsoft Theater in Los Angeles. Following up its earlier efforts in other years, Audi will be turning viewers' attention towards its e-tron during the televised ceremony.

### Electric entertainment

During the Emmys, Audi's e-tron SUV will be making appearances on the red carpet. The car will also chauffeur nominees to receptions and ceremonies.

At last year's Emmys, Audi gave a "sneak peek" of the e-tron, which had yet to be released.

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 ([see story](#)).



*The Audi e-tron was teased during the 2018 Emmys. Image credit: Audi*

Audi has been focusing a lot of its attention on the e-tron, promoting electric cars during other highly viewed televised events.

The automaker previously used one of the biggest advertising platforms to bring awareness to its new electronic endeavor, as the EV category grows.

Taking advantage of the biggest commercial day of the year, Audi showcased its new e-tron concepts during the second quarter of Super Bowl LIII. In true Super Bowl fashion, the spot, titled "Cashew," focuses on comedy to make an announcement to consumers ([see story](#)).

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