

AUTOMOTIVE

Audi embraces adventure with Q range

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Audi is touting its SUV offerings. Image credit: Audi

By STAFF REPORTS

German automaker Audi is drawing attention to its sport utility vehicles in a new spot that hints at adventures on the road.

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Audi's new advertisement focuses solely on the spirit of its SUV lineup, and features the Q2, Q5 and Q7. Luxury SUV sales have remained strong, and Audi is looking to remain competitive in this space.

Q Range

Made for the audience in the United Kingdom, Audi's new spot is called "Give them an inch and they'll take a mile." It begins close to daybreak, as a tow driver is enjoying his slumber on the side of the road.

The surrounding forest is starting to come alive as the sun slowly rises, but unbeknownst to the driver, some of his cargo has vanished overnight. The Audi SUVs have gone out for a spin.

Audi features the Q2, Q5 and Q7 SUV in its new spot

The song "I Could Have Danced All Night" begins to play as the Q2 and the Q5 drive themselves back to the tow truck. Meanwhile, a sleek blue Q7 is still enjoying its joyride, driving over rocks and splashing through river banks.

Lyrics such as "I could have spread my wings" hint to the capabilities of the Q7, which will be soon be confined to the tow truck.

As the driver begins to stir in his truck, the Q7 amusingly stops in its tracks. In a manner similar to nervous beads of sweat, water drips down the Q7's grill to characterize the vehicle as momentarily anxious.

When the driver does not wake up, the SUV continues toward the truck. The Q7 puts itself into reverse and drives onto the truck, just in time for the driver to wake up with the sunrise.

Audi's SUV ad comes at an opportune time, as sales of sport utility vehicles have dominated the luxury car market.

More than 1 million luxury vehicles sold in 2018, 62 percent of which were SUVs, according to a report from Edmunds. Growing availability of high-end SUVs has driven this trend, but the price gap between luxury and mainstream vehicles has also shrunk 10 percent in the last decade ([see story](#)).

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