

TRAVEL AND HOSPITALITY

Audi becomes official partner of 1 Hotels

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Audi of America is partnering with 1 Hotels' U.S. properties. Image credit: 1 Hotels South Beach

By LUXURY DAILY NEWS SERVICE

The U.S. importer of German automaker Audi has announced it is the official and exclusive automotive partner of nature-inspired luxury hospitality group **1 Hotels**.

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With sustainability at the core of its business, the mission-driven U.S.-based luxury hotel group aims to protect people and the planet. Audi of America plans to join in this mission to support sustainability focused initiatives and events throughout the next two years.

"Audi is proud to partner with 1 Hotels, a brand that shares our commitment to creating a more sustainable future and our dedication to being an advocate for change," said Tara Rush, chief marketing officer of Audi of America, in a statement. "Through this partnership, we are excited to offer Audi fans and 1 Hotels guests the chance to learn about the benefits of electric vehicles and experience the thrill of driving one of Audi's fully electric models."

Commitment to sustainability

From 2021 through 2023, the Audi e-tron will serve as the official electric vehicle of 1 Hotels properties in New York, Los Angeles and Miami. Hotel guests will be able to experience the Audi e-tron by taking advantage of the hotel's house cars through the guest shuttles and chauffeured drives.

Through this collaboration, 1 Hotels and Audi are working towards creating a more electrified and sustainable future. Both brands share a commitment to electrification and more sustainable mobility, investing in community projects and the responsible use of resources as part of a larger effort to becoming net-carbon neutral.



All electric Audi e-tron house vehicle. Image credit: Audi of America

For Audi, this includes a commitment to offer a U.S. model lineup that is 30 percent fully or partially electrified by 2025 and becoming one of the first automakers to implement an internal carbon price program as a part of the brand's pursuit of lower CO2 levels.

1 Hotels' commitment to safeguarding the planet is integrated throughout the brand from design and food and beverage to programming and activations. Later this year, 1 Hotels plans to announce a sustainably focused guest loyalty program.

Audi and 1 Hotels will collaborate on upcoming events including Earth month, Formula E, LA Auto Show and Art Basel and new property openings in Toronto and Nashville later this year.

Last week, in celebration of World Water Day, Audi announced its plan to cut water consumption in production by 50 percent by 2035, as clean drinking water is one of the most valuable resources in the world. Through its Mission:Zero environmental initiative, the automaker plans to keep its own water consumption to a minimum and stop using drinking water in vehicle production.

Audi will begin rolling out new processes and closed water cycles, as well as increasing its use of recycled rainwater ([see story](#)).

As part of the Audi Preferred Benefits program, Audi owners will be able to enjoy 15 percent off the best flexible rate when they book a stay at any of the 1 Hotels at Central Park, Brooklyn Bridge, South Beach and West Hollywood.

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