

AUTOMOTIVE

Audi, MLS debut new season of sports docu-series

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The Academy returns for season two with the New York Red Bulls. Image credit: Audi of America

By LUXURY DAILY NEWS SERVICE

Automaker Audi of America has partnered with Major League Soccer and sports media brand Bleacher Report for a second season of its documentary series.

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Debuting on April 27 across Bleacher Report's soccer channels, B/R Football, the second season of "The Academy" follows young players at the New York Red Bull MLS Academy. Audi has supported MLS for several years, tapping into the league's growing millennial fan base.

Soccer's next generation

Young athletes join soccer clubs' academies as early as 12 years old to develop their skills and talents with the hopes of playing professionally.

The first season of "The Academy" followed Sporting Kansas City, with an intimate look at tactical meetings, training sessions and how the COVID-19 pandemic impacted practice and the MLS seasons ([see story](#)).



The Audi Goals Drive Progress program supports players' education. Image credit: Audi of America

The five-episode second season will feature the New York Red Bulls, including coach Gerhard Struber, as well as upcoming players and others within the organization.

Outside of the docu-series, the automaker has committed more than \$2 million to the Audi Goals Drive Progress program, supporting MLS Academies in removing barriers to participation by providing access to transportation and educational support to youth players in North American ([see story](#)).

According to Audi, 16 MLS Academy players benefitting from the program have been signed to homegrown pro contracts. Additionally, more than 130 players have benefitted from increased housing options and more than 1,600 are using Audi Performance Centers education resources, such as tutoring.

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