

AUTOMOTIVE

Audi introduces livestream automotive history tours

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Participants can engage with the Audi Tradition guides on a livestream. Image credit: Audi

By LUXURY DAILY NEWS SERVICE

German automaker Audi has created an immersive experience centered around its brand history with a new online guided tour.

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Through **AudiStream**, consumers can learn more about the brand's more than 120 years of automotive engineering history. The "Audi Tradition" livestream gives fans an opportunity to learn directly from the guides leading the online tour.

Teaching tradition

The Audi Tradition tour is hosted live from a studio, and viewers can join the 20-minute session from the comfort of their own homes through their computers or mobile devices. The livestreams are hosted in English or German and registration is free.

The hosts, who have gained knowledge from leading tours at the Audi museum mobile in Ingolstadt, can engage in dialogue with participants and answer questions live.

Travel through time with the new "Audi Tradition" online guided tour by AudiStream. From the beginnings of automobile production to modern high-tech manufacturing at **#Audi**, experience 120 years of automotive **#engineering**.

More: [#https://t.co/ZPMBIC1Pi7#AudiTradition](https://t.co/ZPMBIC1Pi7#AudiTradition) [#pic.twitter.com/aKomB6eBl8](https://pic.twitter.com/aKomB6eBl8)

Audi (@AudiOfficial) **October 15, 2021**

Audistream has other brand videos available on demand

Tour highlights include the early days of automobile production at Audi, early motorsports successes and technical

turning points such as quattro all-wheel drive. Attendees will also learn more about Audi's progress regarding future mobility.

Other streams available on demand take consumers to the Ingolstadt factory and explore the automaker's design philosophy. According to the brand, more than 20,000 users have already enjoyed AudiStream and more content is coming soon.

Audi also recently introduced new physical and digital offerings to enrich the driver experience.

The automaker is aiming to transform Audi from a vehicle into an experience with new digitization features including 5G mobile communications, new software and personalization. The new features intend to aid Audi vehicles in becoming more integrated into a driver's digital environment ([see story](#)).

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