

TRAVEL AND HOSPITALITY

## Audi, 1 Hotels expand partnership with new US properties

June 2, 2022



*Audi strengthens its presence the hospitality industry. Image credit: Audi of America*

By LUXURY DAILY NEWS SERVICE

German automaker Audi of America is building on its relationship with luxury lifestyle brand 1 Hotels to develop three new hotel properties in San Francisco, Nashville and Hanalei Bay, Hawaii.

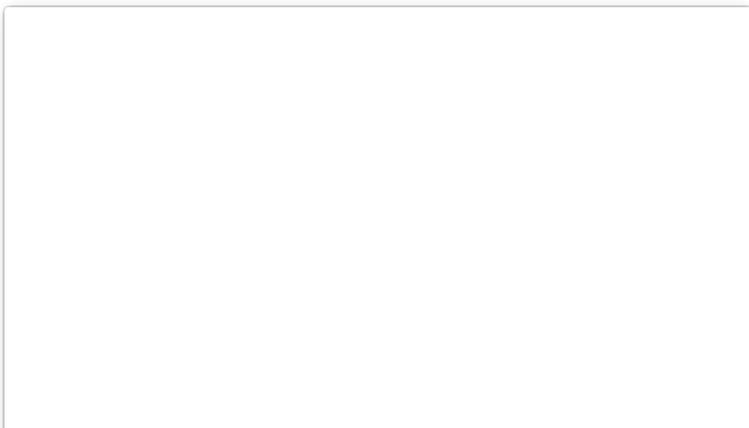
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Hotel guests at each of these locations will be able to experience the Audi e-tron by taking advantage of the hotels' house cars through the guest shuttles and chauffeured drives. The Audi e-tron is the official electric vehicle of seven 1 Hotels locations in the U.S. including Brooklyn and Central Park, New York, West Hollywood, Los Angeles and South Beach, Miami ([see story](#)).

### Ride in style

To celebrate the opening of 1 Hotel San Francisco, the two brands curated a display at Goodthings, the property's retail store, featuring select products from brands such as Vintner's Daughter and Melanie Abrantes Designs that are also featured in the Audi City Guides.

In 2021, Audi launched the City Guides to spotlight ecoconscious, like-minded businesses and retailers in markets across the United States.



[View this post on Instagram](#)

A post shared by 1 Hotel San Francisco (@1hotel.sanfrancisc...

*1Hotels San Francisco is now taking reservations*

The Audi and 1 Hotel San Francisco display will feature products that reflect both brands and were chosen to either enhance the guest experience or use naturally and sustainably sourced materials.

Audi hopes its collaboration with 1 Hotels will strengthen its mission in supporting like-minded organizations that aim to create a more electrified and sustainable future.

As part of the partnership through the Audi Preferred Benefits program, Audi owners will have access to discounted rates when they book a stay at any of the following 1 Hotels properties: New York, Los Angeles, San Francisco, Miami, Nashville and Hawaii.

This year, Audi and 1 Hotels will collaborate on events similar to their Earth Month dinner hosted at Bloomsbury Farm, which featured signature dishes from 1 Kitchen, the upcoming restaurant at 1Nashville.

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