

AUTOMOTIVE

Audi, Netflix team up for integrated film effort

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Four models are featured throughout "The Gray Man" film. Image credit: Audi

By LUXURY DAILY NEWS SERVICE

German automaker Audi has partnered with subscription streaming platform Netflix as the official automotive brand of the upcoming action thriller "The Gray Man."

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Four Audi vehicles are featured in the film: the electric Audi RS e-tron GT, the Audi Q4 Sportback e-tron, the Audi RS 7 Sportback and the Audi R8 Coupe. Directed by Anthony and Joseph Russo and featuring a star-studded cast including Ryan Gosling, Chris Evans, Ana de Armas, Jessica Henwick, Reg-Jean Page, Billy Bob Thornton and more, "The Gray Man" made its debut in select theaters on July 15, and will be released worldwide on Netflix on July 22.

"This film has a global appeal and intrigue," said Henrik Wenders, head of brand at Audi AG, in a statement. "This cooperation made us feel the action and high speed.

"Like the Russo brothers, we at Audi are leveraging technology to create something unseen and unexperienced before," he said. "It was fascinating to partner on this film production and work closely with Netflix."

Starring Audi

The electric Audi RS e-tron GT is driven by Sierra Six, played by Mr. Gosling and the electric Audi Q4 Sportback e-tron is driven by Agent Dani Miranda, played by Ms. de Armas.



Reg-Jean Page at the premiere of "The Gray Man." Image credit: Audi

The Audi RS 7 Sportback is featured in a chase sequence with Agent Dani Miranda behind the wheel and the Audi R8 Coup is seen in a drive-up sequence with Avik San, played by Dhanush.

Following the Netflix launch on July 22, 2022, Audi will tell the story behind the Audi Q4 Sportback e-tron in a digital short film where viewers can learn how Agent Dani Miranda was first acquainted with her electric car.

The collaboration between Audi and Netflix will come to life in nearly 30 countries around the world, with global premiere arrivals that include Audi's fully electric fleet as well as social and digital activations for fans to immerse themselves in the world of "The Gray Man."

The streaming platform is no stranger to the luxury world.

Luxury can find a place anywhere and everywhere, as seen by two popular Netflix reality shows, "Selling Sunset" and "Bling Empire."

Both shows, although disparate in plots and backgrounds, share an affinity for luxury and drama. Whether characters are drinking Veuve Clicquot on a private jet for a shopping trip, driving a Porsche or wearing head-to-toe Balenciaga, luxury serves as one of the most compelling characters in both programs ([see story](#)).

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