

AUTOMOTIVE

## Audi amazes with new concept car ahead of Dakar Rally 2023

September 22, 2022



A scene from Audi's "Inside Dakar: New Audi RS Q e-tron E2 car launch," campaign film. Image credit: Audi

By AMIAH TAYLOR

German automaker Audi released a new teaser trailer on Sep. 21 ahead of the Dakar Rally 2023, which further spotlighted its redesigned Audi RS Q e-tron E2.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The 2023 Dakar Rally is an automotive event held annually in Saudi Arabia and will take place between Dec. 31 and Jan. 15. This will be the fourth time Saudi Arabia has hosted the event and this year's rally will include a route from the Red Sea to Dammam.

New, revamped and road-ready

In an ongoing series called "Inside Dakar," the luxury automaker revealed its new Audi RS Q e-tron E2 for the 2023 Dakar Rally onsite in Neuburg, Germany. While the vehicle is not available as a production model and is specifically meant for the Dakar Rally, viewers were still invited to take in the intentionality and craftsmanship that went into designing the limited edition automobile.

*The "Inside Dakar: New Audi RS Q e-tron E2 car launch" campaign film*

Now, the Volkswagen-owned car brand, has progressed beyond the car launch and has created stunning visuals in a new campaign film.

The spot begins with a landscape shot of sand dunes stretching as far as the eye can see. Then, the Audi RS Q e-tron E2 emerges from a nebulous cloud of sand and debris.

An unseen narrator says, "Inspiration appears in many forms."

A pioneering spirit. We're headed to @Dakar 2023, taking what we've learned and bringing it to the next level. Catch us in the dunes next year with the Audi RS Q e-tron E2\*. Watch the full film: <https://t.co/7R3a44Llr9#Audi #FutureIsAnAttitude #RSQetron #RoadtoDakar #AudiDakar pic.twitter.com/fsUTd8kX6V>

*Audi's Twitter advert for its Sep. 21 campaign film*

The design elements of the Audi RS Q e-tron E2 are emphasized from the tactical wheels and aerodynamic shape to the introductory concept drawings.

On the shell of the vehicle is the hashtag, "#FutureIsAnAttitude," which carries over synchronously from social media marketing on Twitter.

"From a single spark of imagination to electrifying moments in the desert, we challenged ourselves for the first time at the Dakar," the narrator said.

A rugged terrain is introduced with rocky mountains and sparse vegetation and the Audi RS Q e-tron E2 whips through the environment with ease and grace.

"Fourteen days through dunes, rocks and uncharted land," the narrator said. "Fourteen days that manifested our willingness to progress."

In the video, designers are studying and analyzing 3-D design sketches and artists translate the designs with charcoal onto paper.

"Inspiration drove us to go beyond, by dusting ourselves off and starting all over again by pioneering a new concept even further."

The finished product is a beautiful vehicle with a tall and imposing height, contrasted with black and red with rugged oversized wheels with cherry-hued lattices and angular headlights.

"Now uncharted lands call us again to take yet another step to shape the future with technology that will continue our mission to electrify motorsports," the narrator said, at the conclusion of the film.

Customized top-tier automobiles

Luxury automakers are creating specialty automobiles not just for world-class races but also for charitable events.

British automaker Bentley Motors debuted a new vehicle for auction in collaboration with the SagerStrong Foundation. The Bentley x SagerStrong Foundation bespoke car debuted in August and will be auctioned to benefit the SagerStrong Foundation's fight against blood cancer in 2023 ([see story](#)).

While the car was especially created for auction, British automaker Aston Martin auctioned off an iconic DB10 and raised over \$2.7 million to donate to Doctors Without Borders, a humanitarian-aid organization that aids war-torn regions in fighting deadly and life-altering diseases ([see story](#)).