

AUTO

## Audi spearheads sustainable solutions for tomorrow in new digital narrative

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The automaker is bringing its greatest minds out from behind the scenes in dual campaign videos. Image credit: Audi

By AMIRAH KEATON

German automaker Audi is sourcing the inspiration for innovation from inside its house.

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Ahead of an upcoming EV reveal, the automaker is bringing its greatest minds out from behind the scenes. Two new campaign videos expose Audi's approach to pushing the boundaries of auto's electric wave.

"Audi is telling a story, showing how their employees are relatable and feel a personal connection to the brand," said Lauren Fix, automotive sector analyst and industry expert at [The Car Coach](#) and Car Smarts Brands, New York.

Driving futures forward

Audi's "A Story of Progress" makes clear its attempts to push the industry along are incomplete without the support of the staffers its spotlights.

Throughout, these team members detail internal processes in anecdotal accounts of why their work matters in the big-picture scope of progress.

Intimate in nature and earnest in attitude, Audi AG user experience designer Christina Huber joins a production unit for an interview.

Care for the individual on the other side of the cars she helps create frames each second of a set of the roughly 2-minute clip.

*User experience designer Christina Huber stars in Audi's campaign*

In her first few words, Ms. Huber defines progress as the process of building trust.

"People talk about user experience but [it is] not just a buzzword," she shares.

"I think special about my job is that you always have to think for another person."

The underutilized skill of putting oneself in another's shoes lies at the crux of Ms. Huber's role.

"I have to show empathy to feel or to see what our users want," she says.

Intimate staging pared-down, where subjects sit atop a stool in front of a simple studio backdrop enhances the earnest ambiance, paling in comparison to more typical action shots and engine sounds.

*Audi taps another one of its innovators for a second sit-down*

Joris Van Haver, who heads high-voltage battery production at Audi Brussels, faces the camera in another excerpt.

"Progress is about finding sustainable solutions," he says, before going on to disclose a long-held interest in engineering and an even closer respect for diverse perspectives among his team members.

"[It is] very important in my opinion to learn from each other, in order to have a great transformation," Mr. Van Haver says.

The videos end in tandem with one another. Aside from a hashtag "#FutureIsAnAttitude" Audi teases its Q8 e-tron model, out Nov. 9.

"Audi makes a premium lineup and the new Q8 will expand the lineup," [The Car Coach's](#) Ms. Fix said.

"The Q8 will have all-wheel steer for better handling and, my personal favorites, virtual cockpit, heads-up display and gauge cluster navigation screen," she said. "Top-of-the-line safety and beautiful design inside and out make this another exciting Audi SUV."

## **EV energy innovation**

Sustainable solutions remain a key pillar of strong economic, social and governance strategies as it relates to auto.

Luxury EVs enjoy multitudinous selling points, appealing to consumer values in the support of green technologies, as well as their wallets, in the long run.

While British automaker Rolls-Royce has unveiled its first fully-electric car model ([see story](#)), U.S. automotive brand Hummer signaled a sharp departure from the image of excess that carried its brand and the zeitgeist through decades past for the launch of its debut EV ([see story](#)).

Investment in the sector is fueled by internal promise.

Looking to spearhead the automotive industry's adoption of electrification and data-first thinking, British automaker Jaguar Land Rover moves forward with employee education programs critical to seamlessly achieving this transition through its "Reimagine" strategy ([see story](#)).

The marque rounded out efforts by naming the powerful ways in which an electric vehicle can complement the lives of drivers with a short film ([see story](#)).

In Audi's case, its recent digital narrative drop reflects favorably upon ongoing ESG efforts.

"The pace of change in our society is rapidly increasing," said Markus Duesmann, CEO at [Audi](#), in a statement.

"That's why we're accelerating our own transformation," he said. "We don't simply develop technology for its own sake.

"It must be consequential and effective in keeping the world moving."