

AUTOMOTIVE

## Audi supports 'works in progress,' shares exclusive interview with musician Jorja Smith

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*The British singer-songwriter speaks to the power of autonomy as the automaker promotes the RS e-tron GT's varying trim levels and styling options. Image credit: Audi*

By AMIRAH KEATON

German automaker Audi is venturing into design studios of all sorts.

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The brand is continuing to tell stories of progress this time, a regional exercise centers musician Jorja Smith. The British singer-songwriter speaks to the power of autonomy, as Audi promotes the RS e-tron GT's custom trim levels and styling options.

Cross-sector craft

Ms. Smith describes the steps by which the singer has managed to make headway on her dreams in Audi's latest excerpt.

"Progress, to me, is a process," Ms. Smith shares, in the first few seconds of a new clip.

"It's making something," she says. "I'm a work in progress."

*British singer-songwriter Jorja Smith joins Audi for an exclusive interview*

Attempting to draw parallels between the advancements imparted on behalf of a particularly eco-friendly fleet Audi's e-tron collection features a range of fully electric vehicles and the many trials and tribulations of creatives working in music, the brand's U.K. branch delivers an exclusive interview with Ms. Smith, who speaks to her passions and general attitude of perseverance, one that has yielded her a now-flourishing career.

The 25-year-old artist has remained untethered to any one record label since debuting in January of 2016 with a tune that achieved a definitive level of virality once released into the ether via the German music streaming service Soundcloud.

"Obviously the song that has changed everything for me was my first song, Blue Lights,' because that's the first song I ever put out," Ms. Smith says, in the video.

Born and raised in the English town of Walsall, Ms. Smith would go on to make history when, just two years later, in January 2018, she became the first independent female musician to win the BRIT Critics' Choice Award.

Fast-forward yet another year and the talent would entertain, besides a number of additional industry accolades, a Grammy nomination.



*The brand's U.K. branch delivers an exclusive interview with Ms. Smith. Image credit: Audi*

Audi's partnership provides the perfect opportunity to familiarize audiences with features such as the RS e-tron GT's 16-speaker, 710-watt Bang & Olufsen premium sound system.

The vehicle's matrix LED headlights mimic the star's stage spotlights, while a virtual, customizable cockpit with a digital display expertly equips riders with real-time range monitoring, among other tools.

"Technology was really important for me to even connect with my manager, my team," she says.

Thorough details find resonance with various aspects of Ms. Smith's identity as part of Audi's latest "Progressive People" drop, pushing the automaker's

"When I think of Audi, I think of moving forwards," she says. "I think confidence, tasteful."

"It's kind of similar to me."

Coming soon

Live as of 2020, Audi's overarching "Future Is An Attitude" campaign pushes performance, digitalization, sustainability and design to the fore.

Presence at the 2022 Dakar Rally and participation at the PGA Tour arrives alongside a multitude of concept car unveiling ([see story](#)) and landmark events, as examples of activations filed under the vertical.

On the product side, Audi ups the number of battery-powered cars produced on the floors of existing carbon-neutral factories in hotspots such as Brussels, Belgium and Gyr, Hungary each year.

Initial ESG targets placed the company on a track toward full carbon neutrality by 2025. Platforming visions of an emission-less future ([see story](#)), Audi's e-tron deliverable serves as a reminder of the corporation's ambitious commitment.

"A major proportion of the emissions in an automobile's lifecycle are generated during its utilization phase," said Peter Kessler, former member of the board of management of Audi AG for production and logistics, in a statement from November 2020.

"However, along with the growing proportion of electrified vehicles, these emissions increasingly shift to the manufacturing phase," Mr. Kessler said. "This is where we have a decisive lever as manufacturers."

"By achieving carbon neutrality for our production sites and consistently carrying this aspiration into our supply chain, we ensure that our automobiles reach the customer with a smaller carbon footprint."