

AUTOMOTIVE

Audi goes global with new Q6 e-tron

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The company is pulling out all the stops to market its latest model. Image credit: Audi

By ZACH JAMES

German automaker Audi is embarking on a multifaceted deep dive into what lies ahead for the sector.

The freshly unveiled Q6 e-tron takes the existing model and electrifies it, making it the first production model to include the new Premium Platform Electric (PPE). To promote the car, which will be out in Q3 2024, the brand is enlisting a group of celebrities and professionals to speak to its merits, both in technological innovation, design and sustainability.

"Built on the new PPE platform, the Audi Q6 e-tron is the next technological leap in premium electric mobility for our customers," said Gernot Dllner, chairman of the Board of Management at Audi AG, in a statement.

"The PPE shows how we are pooling expertise within the Volkswagen Group and thus making electric mobility scalable," Mr. Dllner said. "Thanks to the PPE, we are able to launch high-volume models with high technical standards in different segments and thus further electrify our portfolio."

World tour

As luxury automakers increasingly electrify, the German brand is standing out with its involvement of famous faces, a computer-generated world tour and a design-focused deep dive into the technology.



The Q6 e-tron was built in Audi's first plant in Germany with its own battery assembly facility. Image credit: Audi

It was fully unveiled at an event at Audi's main plant in Ingolstadt, Germany, on March 18. Here, it came off the production line with net zero emissions.

Before this, the Q6 e-tron first embarked on a digital globetrotting adventure. Counting down the days until the event from an international collective of cities, the series began in Shanghai, where the model was virtually showcased under a sheet.

The computer-generated event then came to Milan. Locales such as London, Miami, Berlin and Oslo also showed up in the images, published on Audi's social media accounts.

All roads eventually led to the complete reveal and the car's corresponding digital campaign.



From Oslo to Miami, the EV made the rounds in the digital realm before being officially and completely unveiled. Image credit: Audi

The Q6 e-tron is the latest in Audi's portfolio that upholds its long-held motto of "Vorsprung durch Technik," or "advantage through technology," in English.

With a range of 388 miles, the battery can be charged up to 70 percent in just over 20 minutes with the use of a fast charger, providing a quick recuperation after each stop. The automobile also features the world's first "active digital light signature," allowing the driver to customize the shade and intensity of exterior lights, including in the rear and headlights.

Aiming to put more control in the hands of users, two OLED displays are on the driver's side, sized at 11.9 inches for the virtual cockpit and 14.5 inches for the center media manager.

Audi introduces its latest EV with the help of a superhero

Additionally, an optional augmented reality heads-up display can be added to the windshield.

The passenger side of the front seat has an interactive screen as well. Featuring an "active privacy mode" to hide the contents from the driver, so as not to distract them, the 10.9-inch screen can stream videos, display navigation and help route to the nearest charging station.

The vehicle comes in two distinct varieties: the Q6 e-tron Quattro and the SQ6 e-tron.

Differentiating the variants is horsepower.

The latter can go zero to 60 miles per hour in 4.2 seconds, while the Quattro can do the same in about six seconds. While pricing for the United States has yet to be unveiled, in Europe, the cost will be 74,700 euros for the Quattro and 93,800 euros for the SQ6 e-tron, or \$81,200 and \$101,900 at current exchange, respectively.

Chris Evans talks about green mobility with Audi

Promoting the unveiling, American actor Chris Evans, best known for his portrayal of Captain America in the *Avengers* film franchise, stars in the advertisement.

He highlights the aforementioned features, plugging the car in, viewing his campaign film on the passenger side screen and customizing the headlights' hue. After tinkering with these unique features, he then embarks on a journey of his own.

In other video content, the thespian discusses the importance of technological progress, a core tenet of Audi itself, and how the Q6 e-tron achieves that ideal.

The company is also leaning on internal talent to uplift the launch.

The Audi Q6 e-tron x designer Andrs Reisinger

Argentinian digital artist Andrs Reisinger adds his expertise to the ring, the talent behind the images of the new vehicle's computer-generated trot around the globe. The designer furthers the automaker's motto of "Vorsprung durch Technik."

Sustainability first

Outside of actors and artists, employees within Audi are speaking on the importance of the new EV.

"The Bigger Picture" is an ongoing, nine-part series detailing the influence that the environment has on the company's designs. The Q6 e-tron receives the spotlight.

The Bigger Picture focuses on topics important to the environment, governance and social issues

British-American photographer Sebastian Copeland hosts the videos, taking viewers through Audi's efforts in decarbonization as it progresses its "Mission: Zero" sustainability platform.

The Four Rings brand is crafting just under a fifth of each Q6 model with recycled steel. With the focus placed on circularity, nearly all polyester and plastic surfaces are made from repurposed materials as well.

As the new vehicle is the first to feature the PPE, it ushers in a new age of electric environmentalism from the automaker.

Audi discusses decarbonization in The Bigger Picture

Mr. Copeland speaks with executives from the company in his series, who all touch on the vital nature of electrification not only in terms of protecting the planet but for the evolution of motorcars as a whole. The Q6 is positioned as being the first step in the company's march toward the future.

Other luxury car manufacturers, such as Genesis ([see story](#)), BMW ([see story](#)) and Porsche ([see story](#)), among many more, are advertising the electrification of their fleets, uplifting the change taking place as a necessary step for the industry's continued innovation.

However, Audi's messaging sticks out, with the launch of multiple ongoing series coinciding with its EV release.

Between tapping easily recognizable celebrities, stakeholders, those involved in the design process, employees and others who can help advertise the model, this is not a conservative nod to electric mobility. This is an intensive look at the many perks of this inevitable industry shift, from multiple personal, professional and international perspectives.

Audi makes an argument for electrification in The Bigger Picture

With consumers demanding EVs more than ever ([see story](#)), the automakers' actions seem justified, even if it means abandoning combustion engines in the process.

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