

Audi brings Disney+ into the vehicle and enters “the Grid” in the movie “TRON: Ares”

- **Audi owners can now experience Disney+ directly in the car**
- **Technology meets storytelling with placement in the new Disney film “TRON: Ares,” only in cinemas, and users can view a special look at the film on Disney+**
- **Integration of digital services like Disney+ transforms the Audi interior into an immersive experience for all passengers**

Ingolstadt, November 24, 2025 – Audi and Disney have joined forces to create entertainment experiences both in the car and in the cinema. Audi customers can now experience Disney+ programming directly in the vehicle through onboard streaming technology. Additionally, two Audi models play a role in Disney’s new movie “TRON: Ares,” now playing only in cinemas. From the big screen to in-car displays, the collaboration underscores the commitment of Audi to blending cutting-edge technology and emotional, immersive global experiences to create unforgettable journeys.

Audi is integrating the Disney+ app into its model range, marking another step in expanding its onboard digital entertainment offering. Customers can install the app directly via the Audi Application Store in the vehicle and log in with their existing Disney+ account.

Epic stories from the Star Wars, Pixar and Marvel universes – along with Disney classics and new movie highlights, including previous films of the “TRON” series – can be streamed on the central MMI display when the vehicle is parked or on the optional passenger display during the drive.

The app is being rolled out simultaneously in 43 markets worldwide: in many European countries, parts of Asia, Australia, New Zealand, and the United States. The app is available via the Audi Application Store in the new models of the Audi A5, Audi Q5, Audi A6, Audi A6 e-tron, and Audi Q6 e-tron model series.

With Disney+, Audi is adding another renowned provider to its app portfolio, which already includes various attractive entertainment platforms. The Audi Application Store, which was jointly developed with CARIAD, is integrated directly into the MMI and does not require a smartphone to operate. It is necessary to have a myAudi account and an active data connection.

Audi on the big screen

Audi and Disney have teamed up on the road and in the cinema – in “TRON: Ares.” The third installment of the franchise was released in October. The film features two Audi models that bridge the gap between classic automotive culture and a digital, electrified future.

“TRON: Ares” follows a highly sophisticated program: Ares, who is sent from the digital world into the real world on a dangerous mission, marking humankind’s first encounter with A.I. beings. The feature film is directed by Joachim Rønning and stars Jared Leto and Greta Lee.

Ajay Singh – a tech-savvy analyst and gaming expert, played by Hasan Minhaj – drives an Audi Q8 e-tron. Seth (Arturo Castro), technical assistant to Eve Kim (Greta Lee) – a brilliant and analytical programmer leading the digital rebellion – drives a fictitious “Audi quattro Rallye.” His vehicle is inspired by the iconic rally cars of the 1980s, paying homage to Audi’s rich tradition in motorsport.

Audi has long been part of diverse film genres and international productions through product placement – always aiming to become part of the story. In an industry that often anticipates technological innovation – through Computer Generated Imagery (CGI) or virtual production techniques – Audi embraces the opportunity to help shape new formats and embed the brand in cultural narratives.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 22 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2024, the Audi Group delivered 1.7 million Audi vehicles, 10,643 Bentley vehicles, 10,687 Lamborghini vehicles, and 54,495 Ducati motorcycles to customers. In the 2024 fiscal year, Audi Group achieved a total revenue of €64.5 billion and an operating profit of €3.9 billion. As of December 31, more than 88,000 people worked for the Audi Group, more than 55,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.
