



Audi Communications

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Re-orientation of the brand takes shape – Audi starts a new brand campaign

- **Global brand campaign visualizes Audi’s brand strategy**
- **“Future is an Attitude” is our communicative approach for future campaigns**
- **Henrik Wenders, SVP Brand Audi: “By refining our brand strategy we give a contemporary definition to ‘Vorsprung’ and make ourselves ready for the future”**

Ingolstadt, October 1, 2020 – Audi is redefining “Vorsprung” and putting people with their values and needs at the heart of the refined brand strategy. Sustainability, digitalization and design continue to be the core themes. The transformation towards sustainable and digital premium mobility is emphasized in the new global brand campaign with the slogan “Future is an Attitude”. Furthermore, the re-worked corporate identity will be globally visible for the first time.

“By refining our brand strategy we give a contemporary definition to ‘Vorsprung’ and make ourselves ready for the future – for a new automotive era and for our customers,” says Henrik Wenders, Senior Vice President Brand Audi. The purpose, he continues, is to improve people’s lives through technology and to make a contribution to society. Audi’s ambition is to shape the future of premium mobility and to create fascinating experiences.

With its global campaign, the Audi brand is showing the way to an electric, digitalized and emotional future. In addition to current models such as the Audi e-tron Sportback*, visionary vehicles such as the Audi AI:ME and Audi Q4 Sportback e-tron concept are also on view. They represent the innovative power of the brand. The protagonists are Audi employees like head of design Marc Lichte, who are the authentic embodiment of Audi’s attitude.

Under the communicative approach “Future is an Attitude”, Audi will unite worldwide marketing activities from now on, while taking account of cultural and country-specific requirements. “Vorsprung durch Technik” will remain the brand claim. The Hamburg agency thjnk is responsible for its creative implementation. The campaign will be conducted through all channels of communication, from TV to the digital platform. On the newly launched website progress.audi, all contents of the campaign will be gathered, and further background stories will be offered to users.

*The collective power consumption figures for all models named and available on the German market can be found in the list provided at the end of this MediaInfo .



In the framework of the new brand campaign, the re-worked Audi corporate identity will be visible globally for the first time. Its presentation is guided by the brand's progressive premium image. The reduced, clear style will be evident in a new visual language.

Notes for editors:

Credits:

Creative agency: thjnk Hamburg GmbH

Production: ANORAK Film GmbH

Director: Hanna Maria Heidrich

Editing: loved GmbH

Post-production: The Mill (London); KATALYST (Berlin)

Audio: Andreas List, Felix Bauer, Musik und Sound Design

Music supervision and direction: gate.11 audio-visuelle kommunikation GmbH

Link to [film of the brand campaign](#)

Link to website [progress.audi](#)

***Fuel consumption Audi e-tron Sportback**

Combined electric power consumption in kWh/100 km (62.1 mi):

25.7 - 21.2 (WLTP); 23.8 - 20.9 (NEFZ); Combined CO₂ emissions in g/km: 0

(Information on fuel/power consumption and CO₂ emissions in ranges depending on the chosen equipment level of the car.)

The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Beginning September 1, 2018, the WLTP will gradually replace the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electrical consumption, CO₂ emissions and performance figures. Fuel consumption and CO₂ emissions figures given in ranges depend on the tires/wheels used and chosen equipment level.

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).



The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.845 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of € 55.7 billion and an operating profit of € 4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.
