



**Audi of America Communications**

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## **Watch “Electric has gone Audi” marketing campaign for all-new Audi e-tron SUV**

- ‘Electric has gone Audi’ campaign shows future of electric mobility with new all-electric Audi e-tron
- 60-second commercial ‘Manifesto’ features the story of trailblazers Muhammad Ali, Elvis Presley and Amelia Earhart
- Campaign includes four 30-second digital shorts called ‘Trials’ that highlight key vehicle performance features, including range, battery, quattro® and connectivity

HERNDON, Va., September 17, 2018 – Audi of America introduces a new marketing campaign called “Electric has gone Audi” featuring the new all-electric Audi e-tron, which debuted globally on Sept., 17. The five-part digital campaign tells the story of how electric mobility is about to change with a vehicle that’s powerful and capable. With the Audi e-tron, the wait is finally over. Each commercial ends with the tagline “Electric has gone Audi,” a continuation of the campaign language introduced on social channels in August.

The fully electric Audi e-tron is a five-passenger SUV aimed at the heart of the premium market. With progressive design, advanced electric and digital technology, the driving dynamics and build quality that customers expect of a premium vehicle, the e-tron lets consumers go electric without compromise.

Click below to view the commercials:

### **[“Manifesto”](#)**

#### **60-second commercial**

Description: Many of the all-time greats did not invent their craft. They simply raised it to a new level. This time it’s no different. Audi did not invent the electric car. We simply unleashed it. Electric has gone Audi.

### **[“Trials: Range”](#)**

#### **30-second commercial**

Description: With impressive range and high speed charging capability the all-new, fully electric e-tron is taking the electric car further. Electric has gone Audi.



**“Trials: Battery”**

**30-second commercial**

Description: Engineered to deliver on over 100 years of Audi innovation, the new e-tron is the first fully electric vehicle capable enough to wear the four rings. Electric has gone Audi.

**“Trials: Quattro”**

**30-second commercial**

Description: Equipped with quattro the new fully electric Audi e-tron is ready to take electric where it has never gone before. In mud, snow and over mountains. Electric has gone Audi.

**“Trials: Connectivity”**

**30-second commercial**

Description: The all-new, fully electric Audi e-tron was designed to integrate technology with the thrill of driving. It features Alexa integration and an intelligent route planner that knows where and when to charge. Tested to perform like an Audi, e-tron is bringing mobility into the future. Electric has gone Audi.

“Electric has gone Audi” was created by Venables Bell & Partners.

**RESERVE THE ALL-NEW AUDI E-TRON**

To reserve an Audi e-tron online with a refundable \$1,000 reservation fee, please visit: [audiusa.com/reserve](http://audiusa.com/reserve). This new Audi reservation system is part of how Audi of America will create a digital ecosystem for Audi owners to confidently go electric. After customers place a reservation, they will be able to track it online and with their local dealer.

The e-tron is expected to be delivered to showrooms in Q2 of 2019. The e-tron will be the first of three battery-electric vehicles that Audi plans to debut by 2020, with nearly 1 in 3 of its customers in the U.S. anticipated to go electric by 2025.

For more information on the Audi e-tron, please visit: [audiusa.com/models/audi-e-tron](http://audiusa.com/models/audi-e-tron)

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**ABOUT AUDI OF AMERICA**

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands, delivering about 1.878 million vehicles globally in 2017. In the U.S., Audi of America sold nearly 227,000 vehicles in 2017 and broke company sales records for the eighth straight year. Visit [audiusa.com](http://audiusa.com) or [media.audiusa.com](http://media.audiusa.com) for more information regarding Audi vehicles and business topics.