

## **Audi Middle East 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 for Audi brand: "By refining our brand strategy we give a contemporary definition to 'Vorsprung' and make ourselves ready for the future"**

**Dubai, October 5<sup>th</sup>, 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 for the Audi brand. 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](https://progress.audi), all contents of the campaign will be gathered, and further background stories will be offered to users.

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](https://progress.audi)

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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 1.846 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. Audi focuses on sustainable products and technologies for the future of mobility.

AUDI AG's commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3 and S3 and RS3, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, A7, S7, A8 L and S8, the Audi Q3, Q3 Sportback, Q5 & SQ5, Q7, Q8 and RS Q8 as well as the R8 and e-tron Sportback.