

Audi Advertising *Brief*

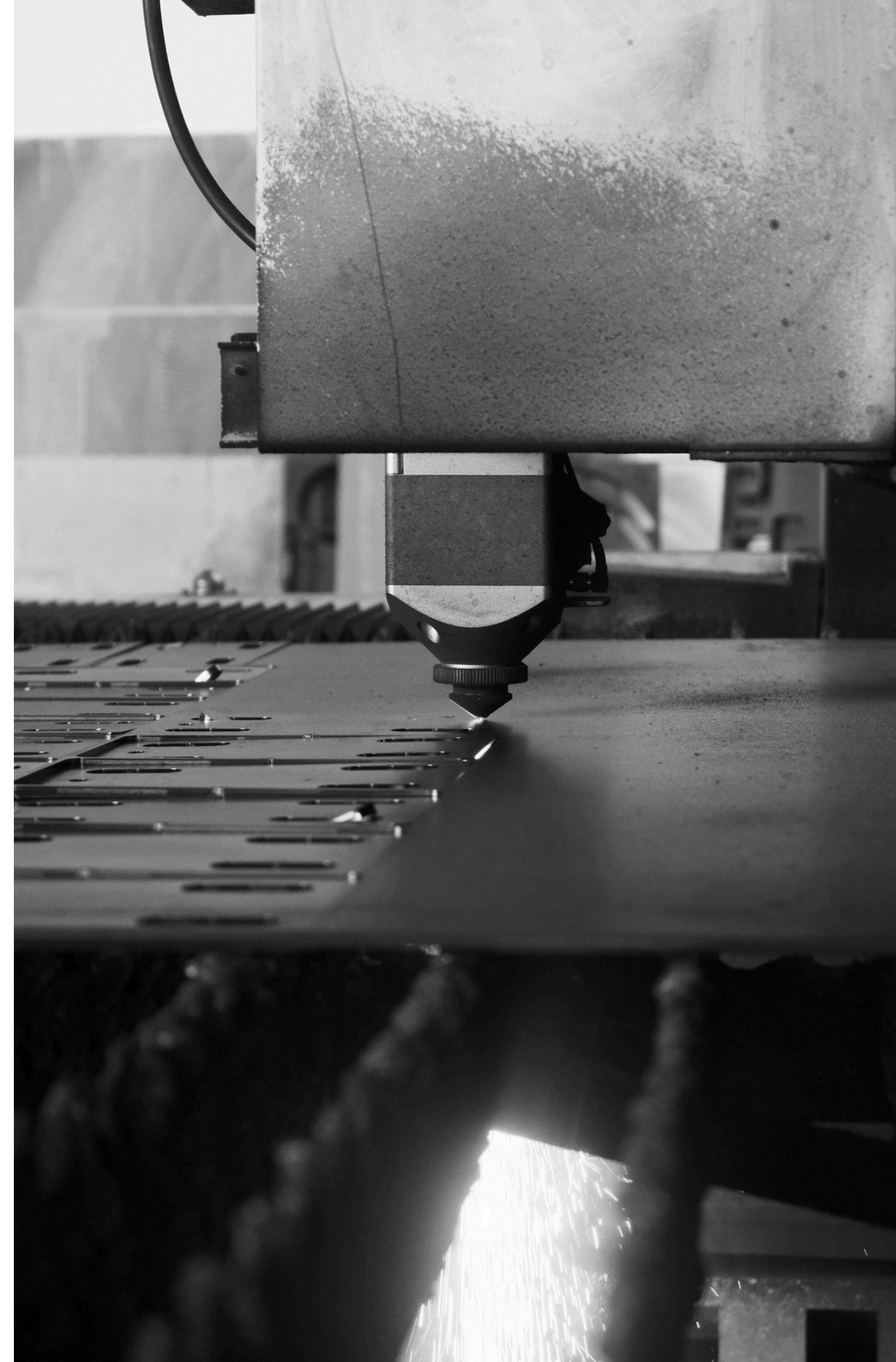
Zran Chen

Chengzi Ding

Tianao Chen

Celia Guan

Yuna Wang



Founding of the brand



Bond History

- 1899: August Horch founded the Horch Motor Car Company. Horch's automotive philosophy: to manufacture only high-performance luxury vehicles.
- 1909: Due to a trademark dispute, Horch departed and established the Audi Motor Car Company in Zwickau, adopting the Latin word 'Audi' (meaning 'Hear') as its name.

Key Milestones in the Brand Story

- 1910–1914: Audi produced a series of models including the Type A–E, with the Type C (14/35 PS) securing multiple victories in the Austrian Alpine Rally, earning it the title of ‘Alpine Champion’.
- 1921 Audi Type K: The first left-hand drive luxury saloon produced in series, propelling left-hand drive to mainstream status.
- 1923: Paul Jarré applied streamlined body design principles to Audi's automobiles, achieving a drag coefficient (Cd) of just 0.245. However, this design did not align with contemporary public aesthetics. (Later, Audi also paid homage to this tale in its A5 Coupé commercial, “The Ugly Duckling”.)
Video link: https://youtu.be/ep8X3Lms5zY?si=LhnOQI7COPypTJ_i
- 29 June 1932: During the Great Depression, Audi, Horch, DKW and Wanderer faced financial difficulties and merged to form Auto Union AG. The four-ring emblem was formally adopted, symbolising the union of the four companies and establishing Germany's second-largest automotive group.



Quattro



Quattro is Audi's iconic permanent all-wheel drive technology, first introduced in the Ur-Quattro model in 1980. Its core principle ensures constant power distribution to all four wheels, significantly enhancing traction and handling stability on complex surfaces such as slippery roads and off-road terrain compared to two-wheel drive. After multiple generations of refinement, it has evolved from early mechanical differentials into an intelligent all-wheel drive system integrating electronic control and hybrid technology, now widely deployed across Audi's production vehicle range.

- 1977: Inspired by the snow performance of Volkswagen's Iltis military off-roader, engineers proposed a four-wheel-drive system for passenger cars.
- 1980 Geneva Motor Show: The inaugural Ur-Quattro debuted as the world's first production saloon featuring permanent four-wheel drive and turbocharging. Its open centre differential with manual locking mechanism and lightweight hollow drive shafts pioneered lightweight construction.
- 1982–1984: Three consecutive World Rally Championship titles propelled four-wheel drive to become the dominant technology in rally racing.

E-tron



e-tron is the exclusive designation for Audi's range of pure electric and plug-in hybrid vehicles, simultaneously representing the brand's electric propulsion technology system.

First introduced as a concept vehicle in 2009, the first production-ready all-electric SUV, the Audi e-tron, was officially launched in 2018. The range now encompasses multiple models including SUVs and coupes. Core technologies include electric all-wheel drive, efficient energy recovery, and 800V high-voltage charging. It serves as the central vehicle for Audi's comprehensive electrification transformation.

- 2009: The inaugural e-tron concept car debuts, testing the waters for electric all-wheel drive
- 2014: The A3 Sportback e-tron plug-in hybrid enters production, marking the first e-tron model to reach the market
- 2018: The first all-electric SUV, the Audi e-tron, is launched, ushering in the all-electric era
- 2021: The high-performance e-tron GT goes on sale, expanding the all-electric product range
- 2024: Production models based on the PPE platform commence, enhancing range and charging efficiency

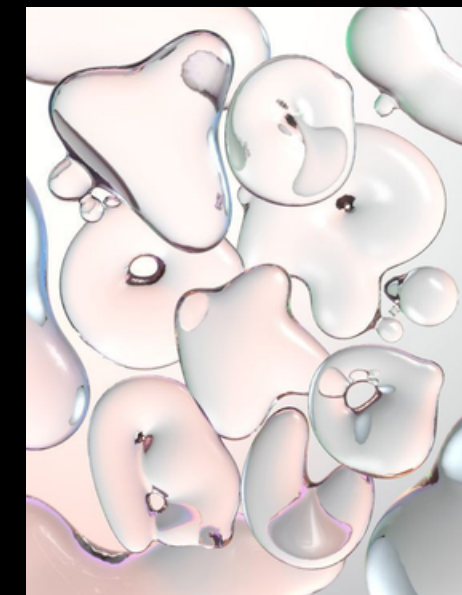
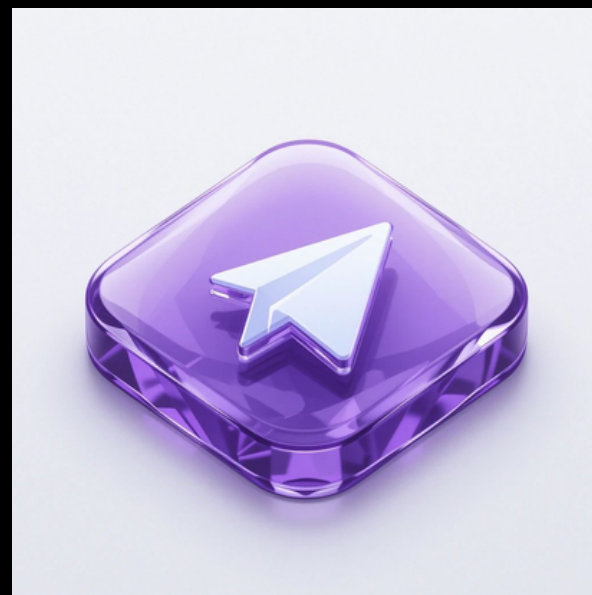
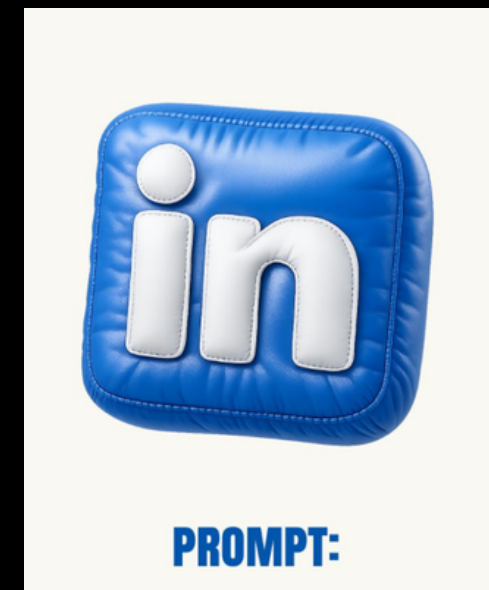
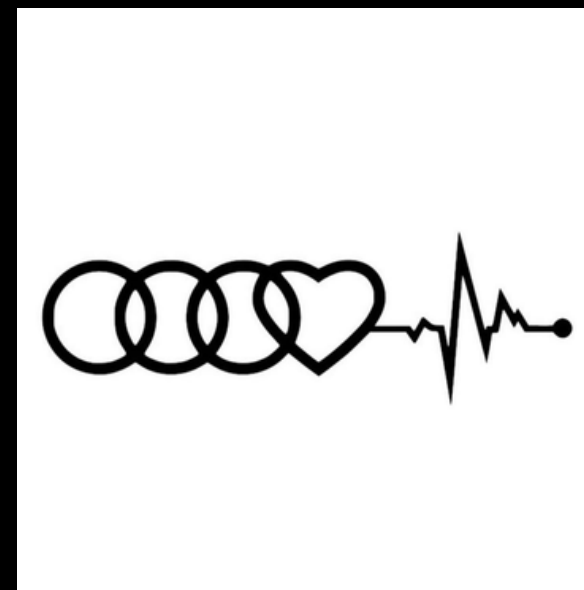
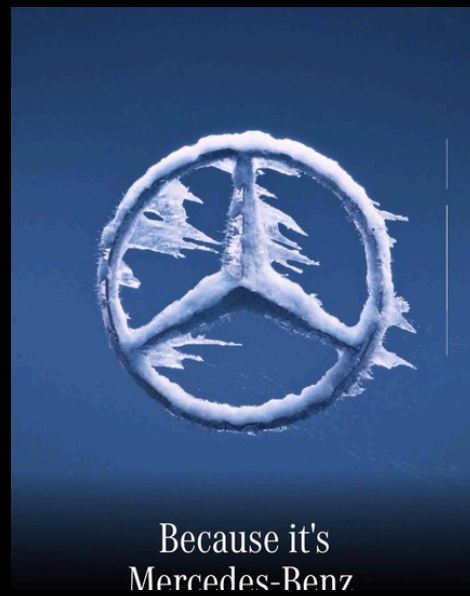
Funny Commercials

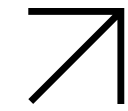
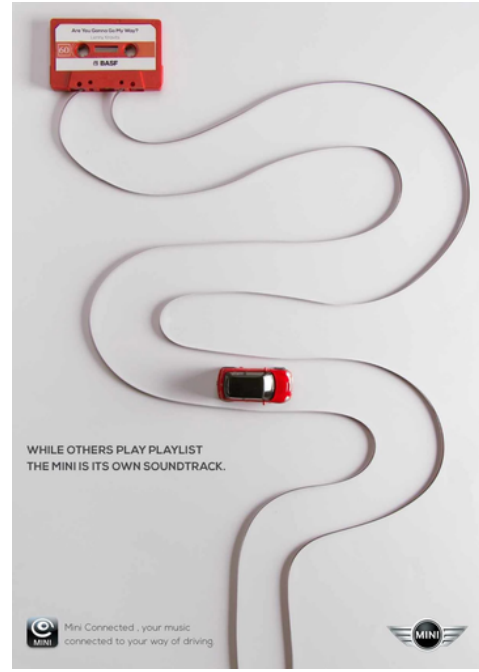
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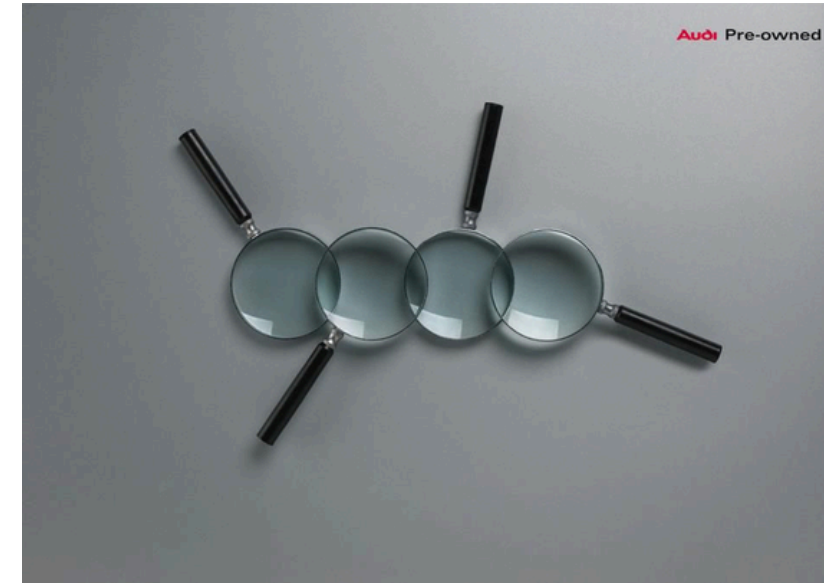
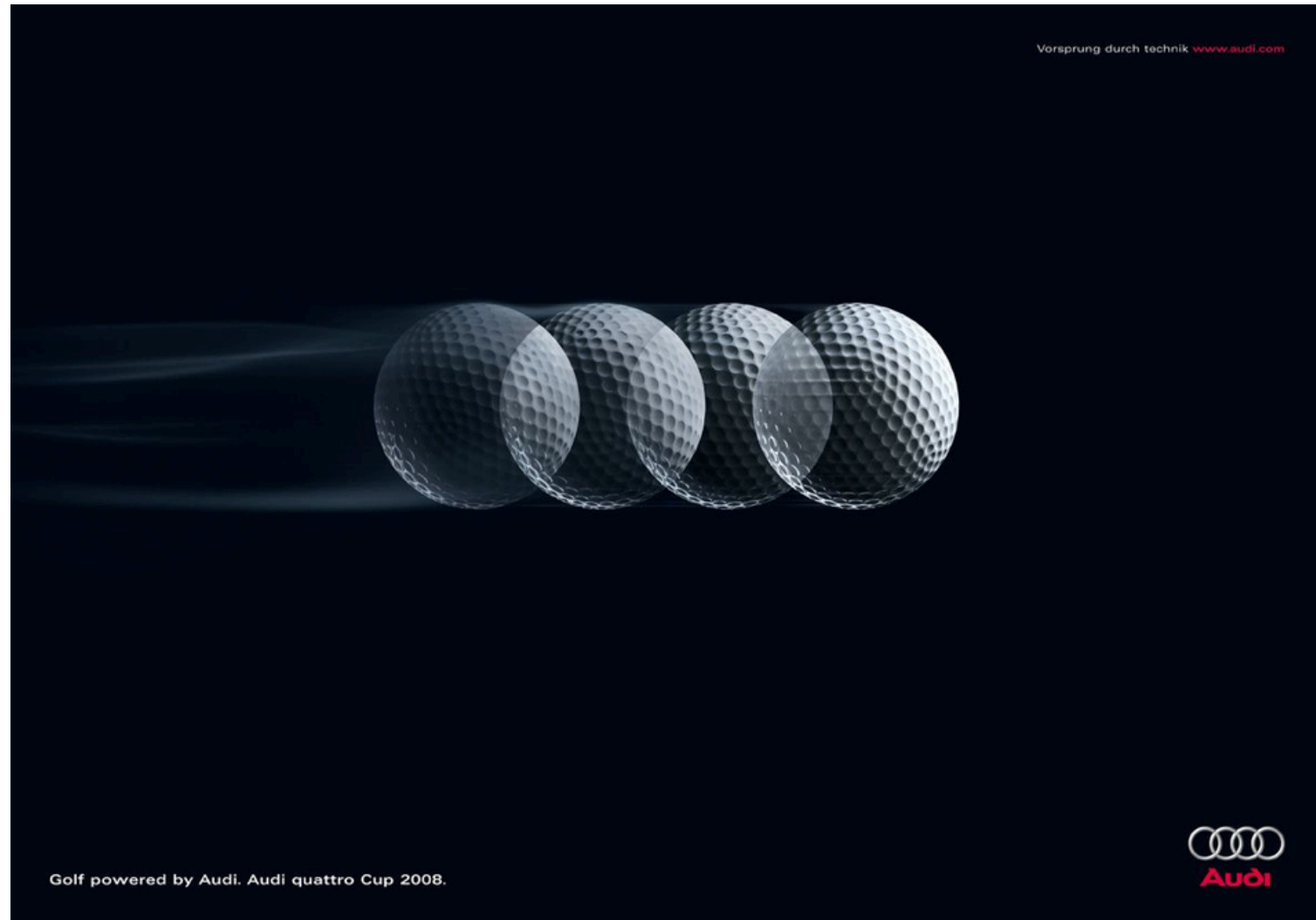
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Rendering Material *Reference*





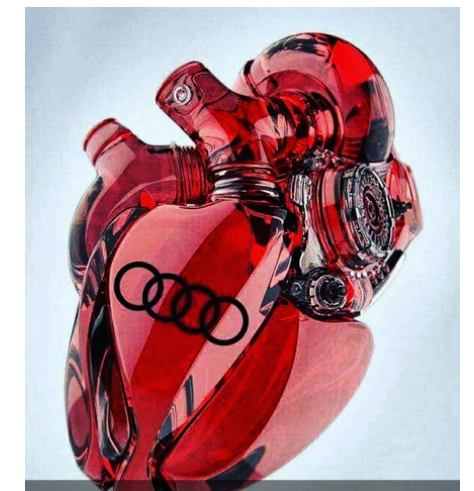
Concept *Reference*



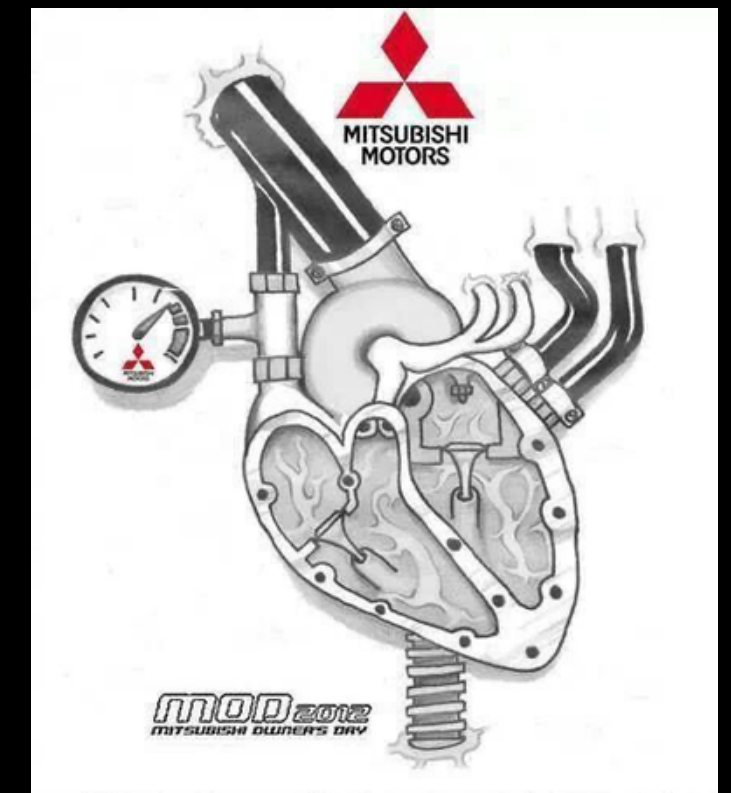
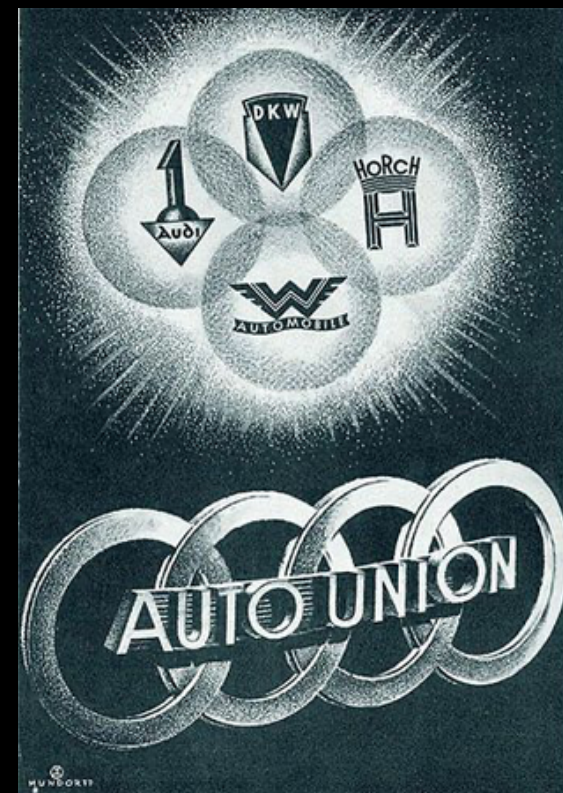
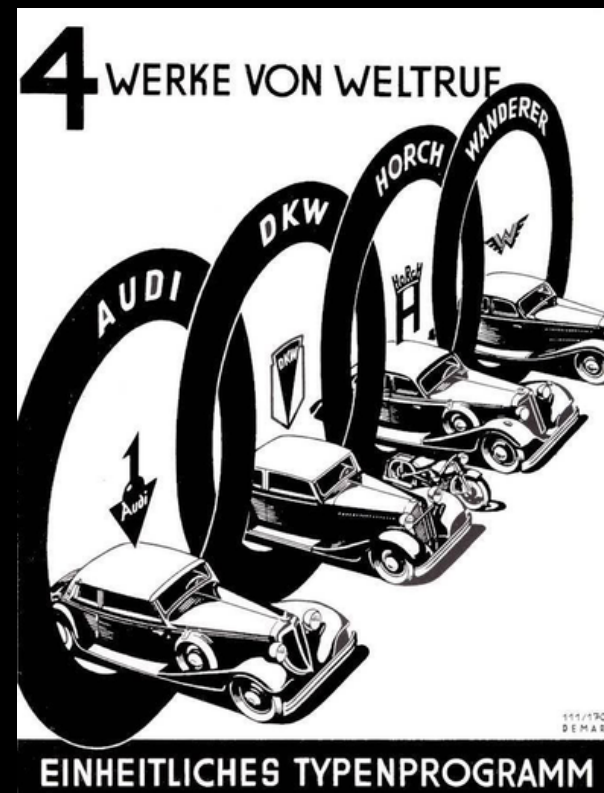
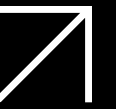
Normal DNA



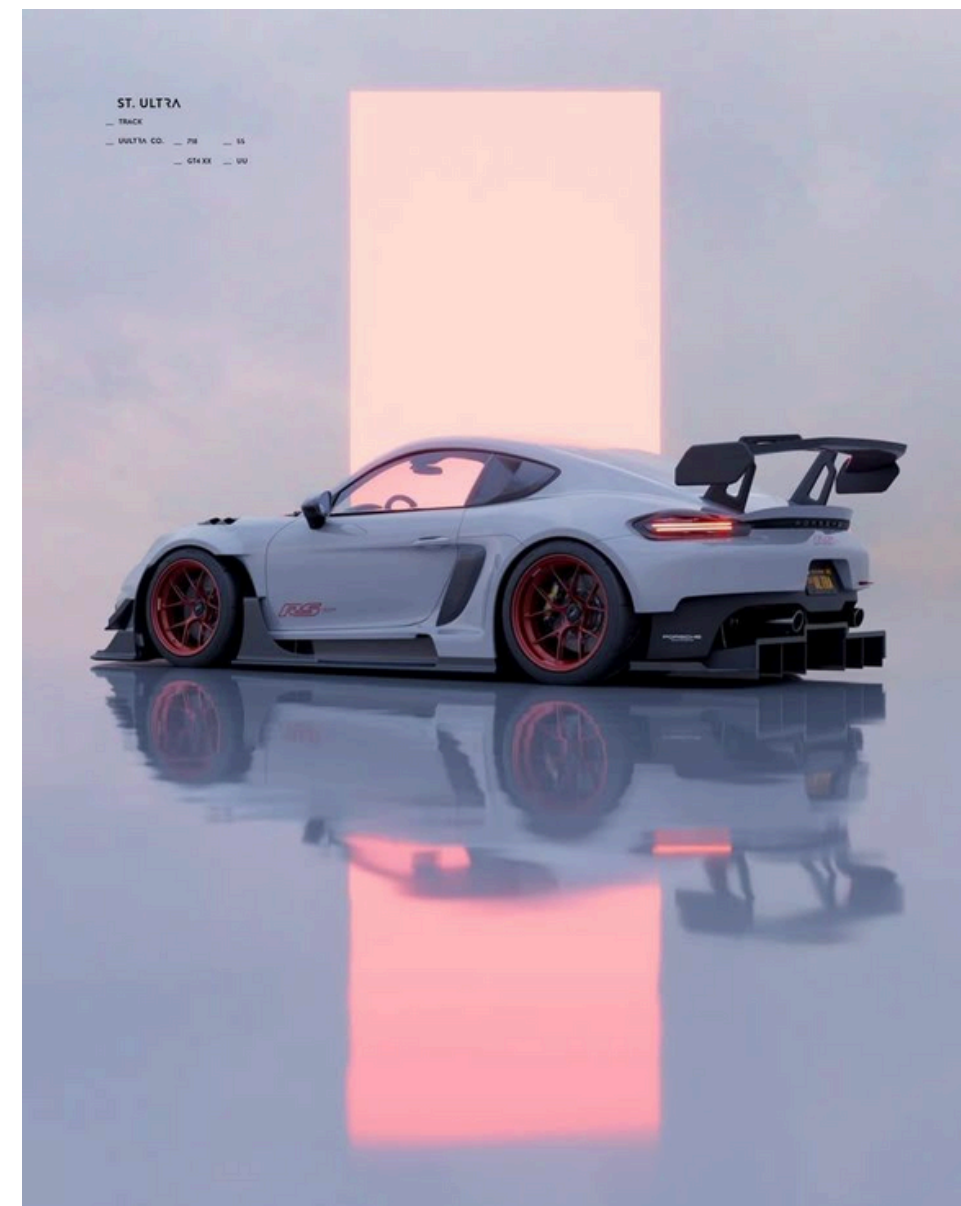
My DNA



Reference *storytelling ideas*



Reference *atmosphere*





Thank *You*