



Corporate Communications

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Audi close-up

Short film: Audi welcomes Saudi Arabian women as they take the wheel

Ingolstadt, June 23, 2018 – It’s a new era for women in Saudi Arabia: From now on they can also get a driver’s license and drive a car. Audi has dedicated a short film of its own to the new group of female customers and will show it on its social media channels.

The film is a 75-second homage to the newly won freedom: The camera follows a young Arab couple. While the man still holds open the front door to their house for his wife, at the car, the roles are suddenly reversed. The woman opens the passenger door for her husband and then confidently gets behind the wheel.

The title of the new social media video from Audi is “Time to open new doors.” “We use the element of opening the door as a metaphor for access to the world of Audi and for the new independence of women,” says Giovanni Perosino, Head of Marketing Communications at AUDI AG.

Audi is eager to welcome the new customers and their preferences when they are buying a car. The company has so far experienced the highest demand in the Middle East in the C and D segments. The new Audi A8 will also be available in Saudi Arabia in the second half of 2018 and will complement the premium brand’s top segment.

Audi worked together with experts from the Middle East on the video. The film will be presented on the company's social media channels during the Saudi Arabian team’s last group match at the World Cup on June 25, 2018.

Link to social media video: <https://youtu.be/llpjz-G69Lk>