



Communications Culture & Trends

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Audi designs first concept car for an animated film

- **Audi debuts RSQ e-tron for Twentieth Century Fox Film's Spies in Disguise**
- **RSQ e-tron, an exclusively virtual concept car, is electric and fully automated**
- **Audi to produce additional Spies in Disguise content in 2019**

LOS ANGELES/INGOLSTADT, Germany, November 1st, 2018 – Audi brings futuristic design and mobility to the big screen for the first time with the Audi RSQ e-tron, a fictional, virtual performance concept car created for Twentieth Century Fox's animated film *Spies in Disguise*. The full-battery electric model, created by Audi Design in cooperation with Blue Sky Studios, combines automated driving with artificial intelligence and transformational technology. The RSQ e-tron will be driven by super-spy Lance Sterling, voiced by Will Smith, and appears in the film's trailer live today. The animated family film will be released in cinemas in September 2019. Link to trailer: Fox.co/SpiesInDisguiseTrailer

With a hologram speedometer, electric mobility and fully automated driving technology, the two-seater concept car embodies the visionary design language of the brand. In the movie, super-agent Lance Sterling needs a performance car that will complement his prowess: Along with equipment features such as a fully automated driving mode and other Audi assistance systems, the concept car has special features for secret agents.

“Audi takes a digital, forward-looking approach to the design process, both in developing fictional content and in the production modeling studio,” commented Frank Rimili, head of Exterior Design Studio 3 at AUDI AG. “At Audi Design, we combine state-of-the-art digital visualization techniques with handmade precision. These processes enable us to implement futuristic design ideas with the same precision in the development of a fictional virtual concept vehicle such as the RSQ e-tron.”

The Audi RSQ e-tron is building awareness for e-tron full-electric mobility as part of the Audi brand story: “An international espionage story with future technologies that can save the world is the perfect match for the Audi brand” says Giovanni Perosino, Vice President of Marketing Communication at AUDI AG. “Similar to our cars, fun, innovation and performance are key elements of the storyline.”

“Audi and Fox have been great collaborators over the years and we're thrilled to evolve our relationship, bringing Audi into the world of animation for the first time. This project was the perfect opportunity to highlight Audi's e-tron technology and give our intrepid spy, Lance Sterling, his own signature spy mobile”, said Erin Williams, Vice President, Marketing Partnerships for Twentieth Century Fox Film.



Audi will collaborate with Twentieth Century Fox and Blue Sky Studios to produce an additional custom animated content piece in 2019, featuring Lance Sterling and scientist Walter Beckett, voiced by actor Tom Holland.

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ABOUT SPIES IN DISGUISE

Super spy Lance Sterling (Will Smith) and scientist Walter Beckett (Tom Holland) are almost exact opposites. Lance is smooth, suave and debonair. Walter is... not. But what Walter lacks in social skills he makes up for in smarts and invention, creating the awesome gadgets Lance uses on his epic missions. But when events take an unexpected turn, Walter and Lance suddenly have to rely on each other in a whole new way. And if this odd couple can't learn to work as a team, the whole world is in peril. SPIES IN DISGUISE is an animated comedy set in the high-octane globe-trotting world of international espionage.

ABOUT TWENTIETH CENTURY FOX FILMS

One of the world's largest producers and distributors of motion pictures, Twentieth Century Fox Film produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of Twentieth Century Fox Film: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Twentieth Century Fox Animation and Fox Family.

About AUDI AG

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 twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.