



Culture & Trends Communications

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Moon rover Audi lunar quattro featured in “Alien: Covenant”

- **Moon rover Audi lunar quattro will be featured in Twentieth Century Fox’s “Alien: Covenant”**
- **Automobile manufacturer develops parts and the power unit for the rover**
- **Audi lunar quattro is set to embark on a real mission to the Moon**

Ingolstadt, April 27, 2017 – The moon rover Audi lunar quattro celebrates its film debut in Ridley Scott’s sci-fi blockbuster “Alien: Covenant” which premieres worldwide this May. Audi experts have developed the Audi lunar quattro in cooperation with the German start-up “Part-Time Scientists”. It will soon embark on an actual mission to space.

Director Ridley Scott has integrated the Audi lunar quattro into “Alien: Covenant,” a new chapter in his groundbreaking “Alien” franchise. The crew of the colony ship Covenant, bound for a remote planet on the far side of the galaxy, discovers what they think is an uncharted paradise, but is actually a dark, dangerous world. When they uncover a threat beyond their imaginations, they must attempt a harrowing escape. In its film debut, the Audi lunar quattro is an integral part of the Covenant mission and is deployed to help Faris (Amy Seimetz) navigate and assess the challenging, unknown terrain of a new planet.

Incorporating the Audi lunar quattro into the film is part of the collaboration between Twentieth Century Fox and Audi. “The ‘Alien’ franchise is the best way for us to garner suitable attention for the moon rover developed by Audi, and to showcase Audi’s intelligent technologies in a visionary environment,” explains Giovanni Perosino, Vice President International Marketing Communication at Audi.

“Fox’s partnership with Audi on ‘Alien: Covenant’ is an opportunity to bring to the forefront the innovative work Audi is doing in exploration,” said Zachary Eller, Senior Vice President Marketing Partnerships at Twentieth Century Fox. “We’re happy to continue our long relationship with Audi that has allowed our filmmakers to incorporate authentic, leading-edge technology into their futuristic worlds.”

As part of the collaboration, a short film created by Twentieth Century Fox, 3AM and Audi was captured on one of the movie’s biggest sets. It shows the Audi lunar quattro patrolling the Terraforming Bay when it detects an unidentified lifeform and goes to investigate what lurks in the dark. Watch “Alien: Covenant x Audi lunar quattro” here: <http://youtu.be/5fEmCnStgac>



The Audi lunar quattro is preparing for an actual mission to the Moon. Since 2015, the premium manufacturer from Ingolstadt has worked with a team led by Robert Böhme, founder and CEO of “Part-Time Scientists”, on developing the rover. Audi experts have supported the Berlin-based start-up, in particular with Audi’s all-wheel drive expertise (quattro technology), expertise in lightweight construction, experience in developing vehicles with electric and plug-in hybrid motors (e-tron), and with design optimization.

By selecting the finest materials, the developers have managed to reduce the weight of the exploration vehicle to just 30 kilograms. The Audi lunar quattro is 85 percent aluminum, produced by the 3D metal printer at Audi’s headquarters in Ingolstadt. A pivoting solar panel supplies the rover with energy. On top of that, you have intelligent quattro drive technology and the efficient e-tron motor. The car manufacturer’s Mission to the Moon is nearing completion: In the very near future, we can expect to see the advanced Audi lunar quattro set its course for the Moon.

For more on the story of the Audi lunar quattro’s origins and the cooperation with Twentieth Century Fox, visit on www.audi.com/mission.

For additional image material, please visit www.audi-mediaservices.com/en.

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About the Audi Group:

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 2016, the Audi Group delivered to customers about 1.868 million automobiles of the Audi brand, 3,457 sports cars of the Lamborghini brand and 55,451 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 88,000 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.

About Twentieth Century Fox Film:

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 the studio: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox International Productions, and Twentieth Century Fox Animation/Blue Sky Studios.