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## **Audi A8 in disguise as surprise guest at the world premiere of ‘Spider-Man: Homecoming’**

- **Audi figurehead car in Spider-Man camouflage on the red carpet in Los Angeles**
- **Leading actor Tom Holland as a VIP passenger**
- **Official presentation of the Audi A8 on July 11 at Audi Summit in Barcelona**

**Los Angeles/Ingolstadt, June 29, 2017 – Wednesday night the new Audi A8\* could be seen in Los Angeles alongside many Hollywood stars at the world premiere of ‘Spider-Man: Homecoming.’ Tom Holland, who stars as Peter Parker / Spider-Man, was chauffeured down the red carpet at the TCL Chinese Theatre. Meanwhile, Robert Downey Jr. and Jon Favreau arrived together in a black Audi R8 Spyder\*.**

Normally, Audi’s Technical Development team conceals their secret prototypes with a special adhesive foil with a camouflaged pattern of black and white swirls. However, this time Audi Design developed a new camouflage foil with a Spider-Man design specifically for the appearance on the red carpet at the world premiere of ‘Spider-Man: Homecoming’. The traditional swirl design has been modified to incorporate spider webs on the vehicle doors and within the signature rings.

Even before its official world premiere, the first glimpses of the Audi A8’s can be seen on the big screen in ‘Spider-Man: Homecoming’ – viewers can see parts of the front and side designs in the film. In addition, moviegoers also get to see Audi AI Traffic Jam Pilot in action when Happy Hogan drives Peter Parker and momentarily removing his hands from the wheel. Thanks to the activated Audi AI Traffic Jam Pilot, the Audi A8 can take over the task of driving and continues to move autonomously.

Audi is set to officially present the new A8 to the public on July 11, 2017 at the Audi Summit ([www.summit.audi](http://www.summit.audi)) in Barcelona. ‘Spider-Man: Homecoming’, featuring the new Audi A8, can be seen in movie theaters worldwide in July.

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\*The collective fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



**Fuel consumption of the models named above:**

**Audi A8 (next generation):**

This vehicle is not yet offered for purchase. It does not yet have type approval and is therefore not subject to the directive 1999/94/EC.

**Audi R8 Spyder V10:**

Combined fuel consumption in l/100 km: 11,7 (20.1 US mpg)\*\*

Combined CO<sub>2</sub> emissions in g/km: 277 (445.8 g/mi)\*\*

\*\*Figures depend on the tires/wheels used.

**About 'Spider-Man: Homecoming'**

A young Peter Parker/Spider-Man (Tom Holland), who made his sensational debut in Captain America: Civil War, begins to navigate his newfound identity as the web-slinging super hero in Spider-Man: Homecoming. Thrilled by his experience with the Avengers, Peter returns home, where he lives with his Aunt May (Marisa Tomei), under the watchful eye of his new mentor Tony Stark (Robert Downey Jr.). Peter tries to fall back into his normal daily routine - distracted by thoughts of proving himself to be more than just your friendly neighborhood Spider-Man - but when the Vulture (Michael Keaton) emerges as a new villain, everything that Peter holds most important will be threatened. Directed by Jon Watts. Produced by Kevin Feige and Amy Pascal. Screenplay by Jonathan Goldstein & John Francis Daley and Jon Watts & Christopher Ford and Chris McKenna & Erik Sommers, Screen Story by Jonathan Goldstein & John Francis Daley, Based on the Marvel Comic Book by Stan Lee and Steve Ditko.

**About Sony Pictures Entertainment**

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to [www.sonypictures.com](http://www.sonypictures.com).

**About Audi**

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.