



Culture & Trends Communications

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The Audi SQ7 appears in Marvel's *Captain America: Civil War*

- Audi's longform TV spot featuring the new Audi SQ7 will be available for viewing online before the movie is released
- Heroes keep things moving at a fast pace in the Audi prologue and the Audi R8, among other vehicles

Ingolstadt, April 18, 2016 – For Marvel fans who can't wait for the official movie release date on April 28, Audi is already offering an [exclusive peek](#) at the spectacular duel in the new Audi SQ7*.

The Super Heroes in Marvel's *Captain America: Civil War* drive Audi cars. Also making its Hollywood debut in the third installment is the Audi prologue, as the show car belonging to Black Panther/T'Challa, played by Chadwick Boseman. Robert Downey Jr., who plays Tony Stark/Iron Man, is once again in an Audi R8*, this time as a V10 plus Coupé. The main character, Captain America played by Chris Evans, catches a ride in the new Audi SQ7. "Captain America has superpowers, his trademark is the indestructible Vibranium shield. The Audi SQ7 adds a new superpower to his arsenal, making this sporty SUV the perfect fit for him," says Anthony Russo, who directed the movie along with his brother Joe Russo. Other vehicles in supporting roles include the new Audi A4 Sedan* and the Audi A7 Sportback*.

"Marvel's *Captain America: Civil War* is another good strategy fit for the Audi brand," said Giovanni Perosino, Head of Marketing Communications AUDI AG. "This film showcases futuristic technologies and other powerful resources, including Audi vehicles like the new performance SUV Audi SQ7. These legendary heroes, much like Audi models, demonstrate leadership, high performance and pure fun to fans and moviegoers worldwide."

In addition to the new Marvel's *Captain America: Civil War* movie, directors Anthony and Joe Russo also filmed an exclusive Audi video featuring the chase scene shown in the film and the new Audi SQ7. The video can be viewed online starting on April 18 at audi.com/MarvelCaptainAmerica prior to the release of the movie.

– End –

*The fuel consumption and CO₂ emissions of all models named above and available on the German market can be found in the list at the end of this MediaInfo.



Fuel consumption of the models named above:

Audi SQ7 TDI:

Combined fuel consumption in l/100 km: 7,6 – 7,2**;
Combined CO2 emissions in g/km: 199 – 189**

Audi R8 V10 plus:

Combined fuel consumption in l/100 km: 12,3**;
Combined CO2 emissions in g/km: 287**

Audi A4 Sedan:

Combined fuel consumption in l/100 km: 6,3 – 3,7**;
Combined CO2 emissions in g/km: 144 – 95**

Audi A7 Sportback:

Combined fuel consumption in l/100 km: 7,8 - 4,5**;
Combined CO2 emissions in g/km: 182 – 118**

**Figures vary depending on engine/transmission/wheels/tires

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. In the second half of 2016, the production of the Audi Q5 will start in San José Chiapa (Mexico). 100 percent subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2015, the Audi Group delivered to customers approximately 1.8 million automobiles of the Audi brand, 3,245 sports cars of the Lamborghini brand and about 54,800 motorcycles of the Ducati brand. In the 2015 financial year, AUDI AG achieved total revenue of €58.4 billion and an operating profit of €4.8 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.

ABOUT MARVEL'S CAPTAIN AMERICA: CIVIL WAR

Marvel's "Captain America: Civil War" finds Steve Rogers leading the newly formed team of Avengers in their continued efforts to safeguard humanity. But after another incident involving the Avengers results in collateral damage, political pressure mounts to install a system of accountability, headed by a governing body to oversee and direct the team. The new status quo fractures the Avengers, resulting in two camps - one led by Steve Rogers and his desire for the Avengers to remain free to defend humanity without government interference, and the other following Tony Stark's surprising decision to support government oversight and accountability.

Marvel's "Captain America: Civil War" stars Chris Evans, Robert Downey Jr., Scarlett Johansson, Sebastian Stan, Anthony Mackie, Don Cheadle, Jeremy Renner, Chadwick Boseman, Paul Bettany, Elizabeth Olsen, Paul Rudd, Emily VanCamp, Frank Grillo and Martin Freeman, with William Hurt and Daniel Brühl.

Anthony & Joe Russo are directing with Kevin Feige producing. Louis D'Esposito, Victoria Alonso, Patricia Whitcher, Nate Moore and Stan Lee are the executive producers. The screenplay is by Christopher Markus & Stephen McFeely. Get ready to pick a side and join the



nonstop action playing out on two fronts when Marvel's "Captain America: Civil War" opens in U.S. theaters on May 6, 2016.

ABOUT MARVEL ENTERTAINMENT

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit marvel.com. © 2016 MARVEL