



Press Release

Audi New Principal Partner of the Berlinale

The Berlin International Film Festival and Audi have agreed on a partnership for the next three years. As principal partner, Audi provides the car fleet for the festival from 2014. Besides, both parties will be presenting a multifaceted partnership programme.

Audi is providing a car fleet that includes a diverse range of RS and hybrid models along with famous movie cars. Audi will be transporting movie stars to the official opening ceremony on February 6, 2014, as well as to the award ceremony on February 15 and the daily gala movie premieres. Famous Audi cars that have been featured in movies will also be presented to be experienced up close.

“Audi has been a partner to the film industry for many years and we are now proud to also be able to accompany the Berlinale. This partnership brings together two brands that represent a progressiveness and creativity that inspire people,” said Luca de Meo, Board Member for Marketing and Sales at AUDI AG.

The automotive partner plans, in cooperation with the festival, to present a lounge in front of the Berlinale Palast. The two-storey building, located right next to the red carpet, will offer a diverse programme of events for trade visitors and the public. To offer spectators protection from the weather, parts of the stands will be integrated into the transparent design of the temporary building. To kick off the partnership, Audi is additionally taking on production of the 2014 Berlinale bag.

“Audi is one of the most innovative carmakers, which is a good fit with the Berlinale. We are especially pleased about the use of efficient cars like the A8 hybrid, which combines luxury with efficient fuel consumption,” said Dieter Kosslick, Director of the Berlin International Film Festival, who will also be driving an Audi A8 as his future company car. The car will be presented to Dieter Kosslick by AUDI AG on November 18. This symbolic kick off for the partnership between the premium carmaker and the Berlinale will take place in front of the future Audi City Berlin.

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