



Communications Culture & Trends

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New Audi A8 will make its debut in 'Spider-Man: Homecoming'

- **A taste of the luxurious sedan in the new Marvel blockbuster**
- **Official launch of the Audi A8 on July 11th at the Audi Summit in Barcelona, Spain**

Ingolstadt, June 13, 2017 – Before the official world premiere, the new Audi A8* appears on the silver screen. The flagship of the premium brand makes a guest appearance in the Marvel blockbuster 'Spider-Man: Homecoming,' in theaters worldwide in July . Therefore, movie fans will be the first to catch a glance at the luxurious sedan at the film premiere which takes place in Los Angeles on June 28.

In the Marvel blockbuster, Tom Holland plays 'Peter Parker' who's chauffeured around by 'Happy Hogan' (Jon Favreau) in the new Audi A8 L. The movie scene allows a first impression of the front and side design of the new sedan. Besides that, moviegoers also get a demo of new innovations such as highly automated driving in traffic jams: while driving 'Happy' takes his hands off the steering wheel and, like magic, it continues to turn all on its own. The Audi A8 takes over the task of driving when the Audi AI traffic jam pilot is turned on.

In addition to the Audi A8, two other Audi models make guest appearances in 'Spider-Man: Homecoming': 'Tony Stark' stays classy with the Audi R8 V10 Spyder*, whereas 'Peter Parker' himself drives an Audi TTS Roadster*. The new Audi A8 will be officially presented to the public on July 11th at the Audi Summit (www.summit.audi) in Barcelona, Spain. 'Spider-Man: Homecoming' featuring the new Audi A8 will be in movie theaters around the world in July.

– End –

*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:

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 CO2 emissions in g/km: 277 (445.8 g/mi)

Audi TTS Roadster 2.0 TFSI quattro S tronic:

Combined fuel consumption in l/100 km: 6.9 (34.1 US mpg);
Combined CO2 emissions in g/km: 159 (255.9 g/mi)

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.

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.