

# The future looks bright

An Audi for the year 2035



Together with Twentieth Century Fox, Audi raises product placement to a new level: the German premium automobile manufacturer developed a spectacular concept car specially for this film. Audi tackled its most ambitious product placement project ever: for the epic event motion picture *I, ROBOT*, Audi Design developed the spectacular vehicle, which helps leading actor Will Smith—a homicide detective in the year 2035—solve a mystery that could have grave consequences for the human race.

In the near future, technology and robots are a trusted part of everyday life. In *I, ROBOT*, that trust is broken and one man, alone against the system, sees it coming. The film employs spectacular visual effects and innovations beyond any ever put on screen, to bring a world of robots to life. The film is directed by Alex Proyas (*Dark City*, *The Crow*) and is set in a world created by famed science fiction writer Isaac Asimov in his short story collection *I, ROBOT*.

For the first time ever, Audi developed a car specifically for a major Hollywood motion picture, creating a car for an incredible world

of 2035. The resulting Audi RSQ sport coupe is a visionary interpretation of Audi's typical design language. The most important thing was that despite its extreme character the car should still be recognized as an Audi. The cinemagoer will therefore see the new Audi front-end with the typical single-frame grille in the movie.

The RSQ includes special features

suggested by movie director Alex Proyas. The mid-engined sports car, operated by the story's police department, races through the Chicago of the future not on wheels but on spheres. Its two doors are rear-hinged to the C-posts of the body and open according to the butterfly principle.

In addition to the RSQ concept car, Audi supplied further series- produc-

tion cars which appear—in disguised shapes—in the movie's traffic scenes. Audi also supplied the interior mock-up used for interior car scenes.

With this project Audi opens up a new chapter in product placement. Previously, Audi has always supplied volume-production cars to movie productions. In individual cases, such as *Mission: Impossible II*, these cars were even used in movies before their market launch. With *I, ROBOT* and the systematic development of a "car of the future," Audi goes far beyond its previous product placement activities.

Audi has been participating as an automobile partner in major movie productions for many years. In addition to John Frankenheimer's action classic *Ronin* with Jean Reno, Robert De Niro and an Audi S8 (1998), Audi played the automobile lead in *The Insider* (1999) featuring Academy Award® Winner Russell Crowe, *Mission Impossible II* (starring Tom Cruise, 2000), *The Mothman Prophecies* (starring Richard Gere, 2002), *About a Boy* (starring Hugh Grant, 2002) and Reese Witherspoon's *Legally Blond 2* (2003). ■



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