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It's never been easier to become the next owner of a used Audi, according to a new, tongue-in-cheek TV advertising campaign. This is an important topic. After all, premium quality is a priority for Audi used cars. So let's take a closer look at a TV commercial from the campaign and continue the story. From the perspective of the star of the show: the used Audi.

All according to plan.

TEXT: Boris Ziefle



Zoom in



Cut to close-up



Cut to wide angle



ILLUSTRATIONS: Alexander von Wieding, Zeichentier.com

Tuesday morning, it's 23 degrees and there is the lightest of breezes. The roads are still damp from the late summer rain that tends to make its way into town when the locals are actually expecting sun. As a car, it's the sort of occasion I tend to be driven. My last owner could always rely on me, but barely a year and a half on, decided to trade me in for a younger model, a Q7, after I became a bit too small for his growing family. Fair enough! Now I'm at the Audi Approved *plus* dealer. Only yesterday, a potential buyer came in who seemed to like me. So I'm now on a test drive - four strange men, they all seem a little nervous. I'm parked in a side street where there's not a lot going on.

A solitary police car cruises down the street. Am I parked illegally? No. The car drives past. Suddenly there's some movement inside: Three of my occupants pull masks over their faces and fling open my doors. The word 'playtime' rings out, and the face of the driver left behind is a picture of extreme stress. Out of the corner of my exterior mirrors I can see how the three masked men disappear into the entrance to a bank. I may be young, but I'm not naive. Something's going on here. I take a closer look at my driver. Three days of stubble.

High forehead. Ice-cold stare ... While I'm still thinking, the guy seems startled as if his worst fears have come true.

He stares aghast at the front passenger seat where a woman is now sitting, to the amazement of us both. Where did she come from? That's not clear. But her words are unmistakable: "Drive off slowly when you leave. Always indicate. Don't jump any red lights." As a dull thud cuts through the tension and my exterior mirror sees smoke in the entrance to the bank, she carries on completely unfazed: "And don't even consider driving over any police nail traps." Silence. The driver asks what I am wondering as well: "Who are you?" His face has very little in common with my smooth exterior at this precise moment, though. Too many wrinkles. Too few clear lines. And too much surprise when the unfamiliar woman responds: "I'm the next owner of this Audi." She puts her sunglasses back on and gets out as cool as ice. I'm a used Audi. And everything that happens now is out of my control.

At this point the TV commercial ends and what happens next is left to the viewer's imagination. How will the story continue? ...

Cut to wide angle



Watch all of the commercials in the campaign again here.



Car to car



... Perhaps like this?

While I'm still thinking about the female stranger, the three masked men storm out of the bank's front door, which is now billowing smoke. Their gym bags are bulging. The driver has a broad grin on his face for a moment. My doors fly open again, my accelerator is slammed to the floor. My sensors tell me - let's get out of here! Yet there's a surprise in store right from the first set of traffic lights. My brakes do their job. We glide smoothly up to the stop line. My surprise is however trumped several times over by the expressions on the faces of my passengers, who have now taken off their masks. Police sirens wail. Getting louder. Getting nearer all the time. A police car screeches purposefully through the red light and past us. A solitary leaf floats over the asphalt, carried by the rush of air left by the police car, before my accelerator is pressed gently again. The driver was the first to get over his surprise and notices that the lights have since changed to green. Something went totally wrong here. Or right, depending on your point of view. Apparently I'm not the only one that remembered the woman's words that just this minute saved the men.

Fifteen minutes later we turn into a side street on the outskirts of town. The houses are now more modern, the streets drier and the faces of my occupants are a slightly healthier color. The mood is relaxed when I come to rest a few moments later in a car park with a lot of other cars that look the same as

I do. Four large rings adorn the building's facade in which my silhouette is reflected. Relieved, I turn off my daytime running lights, finally back home in the Audi Approved :plus Center. My doors are thrown open, the four men get out and disappear in various directions, clutching their gym bags. **Test drive over**, I'd say. And what an extraordinary test drive it was. With a bank robbery thrown in for good measure. No car chase, though. And then this wonderful woman with sunglasses.

The Audi Approved :plus Center in Munich offers the largest selection of nearly new used cars worldwide as well as comprehensive service and genuine accessories. More than 1,000 used vehicles are presented in the two-story Audi Terminal, which covers an area of 45,000 square meters. With around 100 R8 and RS models on permanent display, prospective buyers can choose from a unique selection spanning the entire product range.



Discover more in German at: www.audi-gwplus-zentrum-muenchen.de



PHOTOS: AUDI AG
ILLUSTRATIONS: Alexander von Wieding, Zeichentier.com



Zoom to newspaper



Meanwhile a few days have passed, and today I'm presenting myself from my best side. I'm excited. Have I just spotted a familiar face? Is it really the woman who appeared on the front passenger seat during that incredible test drive? She signs the purchase agreement and walks towards me, sits behind the wheel and is about to adjust the seat. Her hand touches something. A newspaper. How did that get there? No idea. And yet the front page that I can now see in the rearview mirror has a clear headline: "Bank robbers arrested!" it reads in big letters. I take a closer look at the woman and recognize her without a shadow of a doubt. It's her all right. And she's just bought me. It's another lucky day, for both of us.

An everyday test drive becomes a crime story with a happy ending. A used Audi as the protagonist. It could have happened just like that. But ... no, not really. In reality, the newspaper under the seat would never have been there, of course, because Audi has developed its 110-point check for used cars to ensure every detail is painstakingly examined before the vehicle is handed over to the new owner. And the newspaper would have been discovered by point 45, the seat fore/aft adjustment, if not before. **After all, everything runs according to plan with Audi used cars.**

TRUST IS GOOD.
110 CHECKS ARE BETTER.

In the 110-point check that Audi has developed as part of its Approved :plus program, the quality of each individual used car is checked carefully before it is handed over to a new owner. In accordance with the service pledge of Audi Approved :plus, all features and functions of the used car are inspected.

The program also includes individual financing and leasing packages. You can acquire nearly new used cars exclusively from any Audi Approved :plus partner.

Further information can be found in German at: www.audi.de/gebrauchtwagen

