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## **Audi teams up with Twentieth Century Fox on ‘Spies in Disguise’ digital content ahead of film premiere**

- Audi designs first animated virtual concept car for “Spies in Disguise”
- Audi RSQ e-tron concept car is electric and fully automated
- Audi to sponsor world premiere of "Spies in Disguise"

INGOLSTADT, Germany/NEW YORK, November 26, 2019 – Audi and Twentieth Century Fox, in cooperation with Blue Sky Studios, are teaming up on a digital content piece ahead of the world premiere of the animated film "Spies in Disguise" starring Will Smith and Tom Holland. The video, called “Lunchbreak,” follows super-spy Lance Sterling and scientist Walter Beckett, the characters voiced by Smith and Holland in the film, as well as the Audi RSQ e-tron, the first concept car by Audi created exclusively for an animated film.

In the video, suave and smooth Lance Sterling and tech genius Walter Beckett find themselves in a high-speed car chase through the streets and underground shafts of Washington, DC. The unlikely duo are at an advantage in the RSQ e-tron with the concept car’s fully automatic driving mode and additional boost capability, which is controlled via Functions on demand. Click [here](#) to view the video.

The electric and fully automated RSQ e-tron concept car, designed in close cooperation with Blue Sky Studios, features autopilot mode, as well as visionary design language and futuristic highlights including a hologram speedometer.

"The action-packed super-spy storyline provides us with a creative medium to showcase innovation and technology, and all that is possible with the future of mobility," says Sven Schuwirth, Vice President Brand Audi, Digital Business and Customer Experience.

### **About “Spies in Disguise”**

Blue Sky Studios presents “Spies in Disguise,” an animated spy comedy adventure set in the slick, high-octane, globe-trotting world of international espionage. Super spy Lance Sterling (Will Smith) and scientist Walter Beckett (Tom Holland) are almost exact opposites. Lance is smooth, suave and debonair. Walter is...not. But when events take an unexpected turn, this unlikely duo is forced to team up for the ultimate mission that will require an almost impossible disguise – transforming Lance into the brave, fierce, majestic...pigeon. Walter and Lance suddenly have to work as a team, or the whole world is in peril. “Spies in Disguise” is directed by Troy Quane and Nick Bruno from a screenplay by Brad Copeland and Lloyd Taylor and a screen story by Cindy Davis inspired by the animated short film “Pigeon Impossible” by Lucas Martell. The film stars Will Smith, Tom Holland, Rashida Jones, Ben Mendelsohn, Reba McEntire, Rachel Brosnahan, Karen

Gillan, DJ Khaled and Masi Oka. “Spies in Disguise” is produced by Peter Chernin, Jenno Topping, Michael J. Travers, p.g.a., with Chris Wedge and Kori Adelson serving as executive producers.

“Spies in Disguise” opens in U.S. theaters December 25, 2019.

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#### **About Audi of America**

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands, delivering about 1.812 million vehicles globally in 2018. In the U.S., Audi of America sold nearly 224,000 vehicles in 2018. 2019 marks 50 years for the brand in the U.S. Visit [audiusa.com](http://audiusa.com) or [media.audiusa.com](http://media.audiusa.com) for more information regarding Audi vehicles and business topics.

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