

AUTOMOTIVE

Special-edition Audi models amplify Inter Miami partnership

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The brand is attempting to appeal to a growing base of North American soccer fans as it prepares to push numerous new EVs in 2024 and 2025.
Image credit: Audi

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

German automaker Audi is linking with a Major League Soccer team as the sport gains steam in North America.

The brand has signed a multiyear deal with the **International Miami Football Club**, today announcing it is Inter Miami CF's official premium automotive partner. Representatives from South Florida dealerships are offering perks such as test drives and in-car tech accessories while the company promotes the partnership online, at stadium games and more, capitalizing on the region's growing fan base as Audi prepares to push more than 20 new electric and combustion vehicles between now and next year.

"As leaders in our respective categories, both Audi and Inter Miami share a commitment to delivering exceptional performance," said Emilie Cotter, senior vice president and chief marketing officer at **Audi of America**, in a statement.

"The increased excitement and recognition surrounding the Club has been remarkable to witness," Ms. Cotter said. "We're committed to shaping the future of this sport together through a growing and energized fanbase in South Florida and beyond."

On the ball

Upon the announcement, special-edition Audi models are presented in Inter Miami CF's signature pink color.

Those looking to further celebrate can download a curated Inter Miami CF wallpaper collection for Audi MMI screens, available for purchase on the myAudi smartphone app or in the myAudi Marketplace.

According to Audi, this partnership is putting the brand's United States branch in front of an increasingly important customer segment. Sports fans are continuing to see a slew of athletic partnerships roll out across luxury.

This is not the first time that the German automaker has engaged in this arena. Last year, it launched a new phase of a longtime Major League Soccer (MLS) sponsorship ([see story](#)).



A new in-car wallpaper brings the aesthetic codes of the Miami soccer group to the interiors of select 2023 and 2024 Audi models. Image credit: Audi

Inter Miami CF joined the organization in 2020, five years after entering into a relationship with Audi. Since then, the club has signed all-star coaches and players, winning its first trophy in 2023.

"We are thrilled to ride alongside a forward-thinking and innovative brand like Audi during this momentous point in our Club's history," said Xavier Asensi, president of business operations at Inter Miami CF, in a statement.

"Our mutual commitment to excellence will drive unique initiatives, catering to our passionate and diverse fanbase."

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