The car you drive

Through his chat with Audi's Reinhold Carl, Arena resident brand man investigates the thoughts processes that go into luxury car-buying.

Money need not be adapted to. If you've got it, flaunt it. Go to look after Number One. The phrase goes, the clothes you wear, the people you're with, the way you drive—it's all important people.
The young bookbinder in this Audi UK TV commercial from the mid '90s tells us about his life philosophy, while test-driving an Audi. Eventually, he hands the keys back to the Audi salesman: "No, not my style. Know who I am? Audi is the final option.

"The new 20 valve Audi's my life philosophy, while test-driving an Audi," the man tells us. "This subtle thing, I can't imagine any other car with such a marking. It does something to me.

Carl, you've been in Singapore for a year now. What are your thoughts on the place?

Singapore is very cosmopolitan. It is a business city, and despite its size, it could be a financial or an operational hub with several international banks represented locally. Singapore is, at least, at the local level, a focal point of the Asian region, especially in certain events—events like the Formula One race, the Singapore Poker Festival, the MTV World Music Festival and the World Golf Centre. "The business community here sees us very well accepted and driven, and this is also reflected through our achievements in the local market. We're the market leader in the luxury car segment, and we're the number one premium brand."

The Audi S8 offers more than just the "understatement". Is that still true?

Audi has come a long way since the '80s. At that time, Audi was considered more of a mainstream brand with a social image. Audi cars were perceived to be "understated"—well-registered cars that were reliable, not flashy, but above sporty. Design of the cars were always done to the inner belief. The car's price is quite different today. The "Sporty, Progressive, Sophisticated" image of Audi is never fully played down even in the cars and consumers view the brand as highly exclusive to Audi.