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Audi introduces new ambassador: All Black legend Sir Steve Hansen

Auckland, 25th February 2020 – Ex-All Black coach Sir Steve Hansen joins the Audi family as the newest brand Ambassador.

Audi New Zealand is extremely pleased to have All Black coaching legend and Knight of the New Zealand Order of Merit, Sir Steve Hansen joining its team of Brand Ambassadors, which already features Steve Dunstan of Huffer and fashion designer Juliette Hogan.

As ex-All black coach Steve Hansen needs no introduction, having successfully coached the All Blacks for 16 years and is widely regarded as one of the greatest coaches in rugby history. During his tenure, Steve built a high performing culture that saw the All Blacks succeed on the world stage multiple times. 2010 saw the team achieve a decade long period of dominance, where they retained the number one ranking in the world and won almost every trophy available to them each year, including back to back world cups.

General Manager of Audi New Zealand, Dean Sheed commented: “Steve arguably knows more about performance than any other New Zealander and is widely revered as an innovative coach. His understated coaching style became synonymous with performance, so he is an ideal fit for the Audi brand reflecting the same performance credentials intrinsic within our Audi vehicles.”

Steve Hansen isn’t a stranger to high performance. Whether is on the rugby field or behind the wheel of his Audi SQ7. Like Audi, he appreciates ‘Performance’ holds a different meaning in New Zealand. It’s not a special something, held back for rare occasions. It’s not weather dependent. And it doesn’t excuse itself when the surface won’t play nice.

Steve will join Audi from the end of February and will begin by driving the latest Audi SQ7. Sporting a 4.0L TDI V8 biturbo engine with electric powered compressor launching you from 0-100km/h in 4.8 seconds.

“We’re honoured to have him join the team and look forward to creating experiences where our customers can learn more from Steve about his career and benefit from his knowledge,” concluded Sheed.

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Audi stands for sporty vehicles, high build quality and progressive design – for “Vorsprung durch Technik.” Founded in 1899 as Horch & Cie. Motorwagen-Werke by August Horch, today the company is among the world’s leading producers of premium cars. The company’s innovation capability is one reason behind its success: Audi has written automotive history with its quattro permanent all-wheel drive, with lightweight construction using the aluminum Audi Space Frame (ASF) and now piloted driving. The company is active in more than 100 markets worldwide and is growing continuously. In 2016 the Audi Group delivered 1,871,350 Audi brand cars to customers. The company currently employs 88,000 people worldwide, of which more than 60,000 are employed at the German sites in Ingolstadt and Neckarsulm.