

Marbella - Audi e-tron World Premier

14/02/2019

Spanish News



German luxury car brand Audi on in January / February staged the global launch of a new electric sport utility vehicle and highlighted a deal with Amazon.com Inc ([AMZN.O](#)) to make recharging its forthcoming e-tron models easier.

Marbella was chosen as the venue for the global launch of car-manufacturer Audi's new eco-friendly models. The event will take place in the Adolfo Suárez conference centre between 23rd January and 14th February 2019 and was attended by around 6,000 Audi executives, explained the town hall in a statement.

The mayor, Ángeles Muñoz, said that the event was a huge success and helped promote the resort as a quality destination by linking it to important brands attracting the media interest from around the world.

The launch was also a welcome boost to the tourism sector in the middle of the low season

Preparations began on 27th December as more than 20 transporter lorries brought in the German firm's new models. The number of electric cars on the streets of Marbella throughout the launch was approximately 150, said the town hall.

Several months of negotiations were needed to fight off rival bidders to host the launch.

The deal was worth more than 260,000 euros for the Palacio de Congresos conference centre, the biggest amount ever paid for an event there.