Ama Qamata and Temba Bavuma join Audi to usher in a new era for the Four Rings

- **Audi South Africa introduces acclaimed South African actress Ama Qamata and Proteas cricket captain Temba Bavuma as the official brand ambassadors for the Q: A New Era campaign**
- **Qamata's growing international acting career and Bavuma's evolution as a sporting leader reflect the campaign's central idea: progress is grounded in who you already are**
- **Q: A New Era arrives at a significant moment for Audi as it introduces the new-generation Q3 and Q5 as part of the brand's ongoing local product renewal**

JOHANNESBURG, OCTOBER 2026 – A new era isn't always about reinvention. Sometimes, it's about stepping forward with a deeper sense of who you've been all along.

That idea sits at the heart of Q: A New Era, Audi South Africa's marketing campaign ushering in the renewal of its Q model range and a fresh chapter for the brand in South Africa.

As the latest generation of Q models arrives, the story extends beyond what's new. The Q model range advances without losing sight of its foundations, as these familiar nameplates evolve through sharper design, smarter technology, heightened refinement and a stronger sense of confidence.

This narrative finds a natural expression beyond the cars themselves. Acclaimed South African actress Ama Qamata and Proteas cricket captain Temba Bavuma join Audi at defining moments in their own journeys, each stepping into a new era.

For Qamata, that means taking an established career onto a bigger international stage, with the experience and self-belief to embrace more mature roles and opportunities. For Bavuma, a career already rich in sporting achievement has taken on added significance through the influence he now has beyond the boundary.

Their paths may be different, but they share something powerful: the confidence that comes from knowing how much you've already built, and how much more is still possible.

Ama Qamata: stepping onto a bigger stage

Momentum takes on a different meaning when you're grounded in how far you've come. It's a point in the journey that feels familiar to both Ama Qamata and Audi's Q model range: building on what's been achieved while identifying new possibilities.

For Audi, the all-new Q3 and Q5 have become key models within the Q range, strengthening recognition and relevance with South African customers over successive generations. Their latest iterations bring fresh design, more intelligent technology and greater refinement to models that customers already know and trust.

Qamata's career has been defined by consistent growth and an ever-expanding creative range. From *Gomora* to the international reach of *Blood & Water* and more mature roles in productions such as *Marked*, her work has continued to expand in both range and audience. Now, a growing international profile is opening further possibilities for where her career can go next with her recent movie, *Fight like a girl*.

The transition isn't defined by a dramatic shift, but by the confidence to take established strengths further. Through the Audi Q: A New Era campaign, Qamata represents a generation embracing bigger opportunities

without losing sight of the journey that made them possible.

Temba Bavuma: leadership takes centre stage

Temba Bavuma's journey has been shaped by a different set of milestones.

His place in South African cricket has been moulded by significant highlights, from becoming the first black South African cricketer to score a test century for the country and the first to captain the national side, to leading South Africa to its maiden ICC World Test Championship title in 2025.

Yet, as his career has evolved, so has the impact he has beyond the scoreboard.

Today, leadership is the defining thread running through Bavuma's story. Years spent at the highest level of cricket are evident not only in his performance, but also in his composure under pressure, the standards he upholds and the belief he instils in those around him.

That maturity brings another dimension to Q: A New Era for Audi. Bavuma represents the confidence that comes with experience and the ability to turn what has already been achieved into a greater vision for the future.

A shared dream for the road ahead

As the momentum builds for Audi with the local launches of the two significant SUV model ranges, Q: A New Era becomes the starting point for Audi's strategy towards a new chapter of design, tech and driving.

Audi South Africa invites customers to discover the new-generation Audi Q3 and Q5 and explore the wider Q range at Audi Dealerships nationwide or at www.audi.co.za.

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