If it was this easy, it wouldn’t be an Audi.

When you were a kid, you probably felt quite proud when you completed a model kit. We understand. At Audi, it takes countless hours for a single Audi to go from idea to design to roadworthy, and that’s time we are very proud to devote. Our obsession for detail, commitment to premium fit and finish and passion for unparalleled engineering go into every model. It’s the kind of discipline that the word “painstaking” was invented to describe. Not to say it’s a chore—no, assembling an Audi is a labor of love, and it shows every time you sit in one, engage the ignition and nudge the accelerator. Creating an Audi isn’t easy, but the results help define what Audi means to the people who drive one.
The door of perception.

It’s said that, when one door closes, another one opens. It sounds as if whoever said it spent some time at an Audi research and development facility. After all, while you’ll open and close the door on your Audi thousands of times without thinking about it, we’ve obsessed about it for you, in detail. Not just about the reliability of it opening and closing, but on the proper weight that will make it more pleasing to close. How the locks should click when they are engaged. The optimal acoustic placement for the speaker port. There are the hinges too, of course. And the door itself, which we designed to take the brunt of side-impact collisions, and several dozen other safety considerations (to say nothing of the countless other components, processors, sensors, window features and the inner workings most people will never see). Our doors are more than a symbol of welcoming you into your vehicle; they are products of Audi engineering, and the very perception of Audi hinges on them as much as our hinges help support the door.

Our reputation hinges on the quality of things you don’t see.

Innovative Design

By using fully pressed aluminum doors in the Audi A6, the door structures were reduced by an astonishing 44 lb compared to the previous model.

Speaker Placement

Optimal speaker placement helps deliver the most extraordinary sound you can find in the automotive space.

Acoustic Enhancements

We use soft mounts on the window regulator and a sound-absorbing backing within the door cavity itself to make the cabin even quieter.
For more than 30 years, Audi has been focused on quattro® all-wheel drive. During that time, it has evolved into an overarching idea of performance, a technological system of ratios, power delivery and driving dynamics working seamlessly together, orchestrated through the drivetrain, providing power where and when it is needed most. In many ways, this has been a three-decade drive, from the Alps to the autobahn—and points beyond. You’ve seen quattro® capabilities in the way we dominated the World Rally Championship for years, in the grip you have in inclement weather, and in the variable power distribution you enjoy in good conditions. For more than 30 years, and with over five million quattro® systems on the road, we have continued to refine the technology, developing an available rear sport differential to help maximize performance and available torque vectoring to assist with cornering traction while helping to improve handling. We’ve boldly stuck to what worked while the world was trying to catch up, and we built on it.

When we think of a good idea, it sticks.

1. When driving during cold, rainy, snowy or icy weather conditions, ensure that your vehicle is equipped with appropriate all-season or winter tires. Even with appropriate tires, you must always drive in a manner appropriate for the weather, visibility and road conditions.
The obsessive engineering of maximum fitness.

ENGINEERING POWER IS MORE THAN JUST ADDING MUSCLE.

There is an art to fitness. Yes, there are some who go for the massive, sculpted muscle look. But there is something more compelling out there for those with more refined tastes. The kind of sculpted efficiency found in Audi engines elevates the driving experience through smaller, finely tuned forced-induction engines. For the drive to feel lean and precise, we’ve shaved off unwanted sounds. Sure, large numbers might distract some, but a champion impresses with its grace, power and athletic balance—captured in the right suspension setting, or the torque-vectoring corner. Audi engineers shape power that celebrates a true dedication to craft. It means strength that pulses at the moment of acceleration, provides a quick response as you change lanes, and burns the most routine cloverleaf into a joyful application of performance handling. This is the art of maximum fitness, to the point where others just feel a little flabby.

FSI®
The FSI direct injection fuel system directly injects fuel into the combustion chambers at precisely chosen times and depths. What that means for drivers is that a fully homogenized intake charge helps increase power while also reducing fuel consumption and emissions, making efficiency more powerful.

TFSI®
At Audi, TFSI represents a combination of two of the brand’s core areas of expertise—direct injection and forced induction. By adding turbocharging or supercharging to FSI direct injection, the pressurized intake charge is cooled by directly injected fuel, thus achieving efficiency and performance combined with higher compression ratios—previously only attainable by naturally aspirated engines.

TDI®
A turbocharged, fuel-sipping variant, our TDI® clean diesel engines deliver uncompromising Audi performance with blast efficiency too. It gets better mileage per gallon than comparable gasoline engines, but it also produces more low-end torque, which is best expressed in the elasticity you have when passing in the 30- to 60-mph range.

1. Skew-drove at speed and safety
2. Double-drove at speed with confidence and precision, or to experience maximum fit and function in the flexibility you have when passing in the 30- to 60-mph range.
How nature solved the apparent conundrum of an elephant’s skull didn’t escape the notice of Heinrich Timm, the longtime lead engineer for Audi. The weight of the tusks and the general size of an elephant’s head would seem to make it impossible for the animal to actually be able to carry it. But the design genius behind the elephant’s skull is to make it lightweight yet sturdy. Its predominantly hollow design is buffered by thin, connective bone walls, which are strong, weight-bearing cells. Audi designers use that idea when building our aluminum and steel structures. Reducing weight, yet enabling strength.

THE ELEGANT STRUCTURE OF NATURE BECOMES A BLUEPRINT OF EFFICIENCY.

It seems strange to say that, while we build strong, complex and high-performing machines, we’re naturalists at heart. Then again, it might not be that unusual, seeing how nature itself builds strong, complex and high-performing machines as well. When we developed the thinking behind our ultra® lightweight technology initiative, we knew that nature would serve as an inspiration to greater structural efficiency. Take the structure of the elephant skull pictured here. It has to be lightweight, yet capable of carrying a heavy load. It’s porous, but its structure is such that it enhances its stability and strength. We do the same, for example, with aluminum. Positioned one way, aluminum materials can be flexible. Positioned another, they are strong and rigid, and help give better support. We also looked to bamboo, which is strong at the conjoined areas (nodes), and flexible along its stem. Our designs allow for both rigidity and flexibility where each is most needed, and for efficiency overall. As we continue to develop strategies to improve the performance aspects and efficiency of our vehicles, we don’t shy away from the world around us. We boldly engage it even closer still.

How studying elephant skulls makes for superior handling.

THE ELEGANT STRUCTURE OF NATURE BECOMES A BLUEPRINT OF EFFICIENCY.

Aluminum castings are a telling example of ultra® lightweight technology. Primarily used in high-stress areas, these castings achieve strength and light weight, all while remaining extremely lightweight.
Audi connect® really gets what you are saying.

Share what’s on your mind. Looking for a great Chinese food place? We’ll help you get there. Thinking about a rest stop? We’ll locate the nearest gas station for you, and even give you the price of their fuel. In fact, in your Audi, just say the word, and we’ll help you find almost anything, even your home phone number. With available Audi connect with Google Voice™ command capabilities, we’ve developed a way to let you articulate your desires, even if that’s just finding the closest burger stand or the best hotel! MMI® navigation plus with Audi connect helps integrate networking capabilities on the go, along with Google Earth™ with 3D satellite imagery, to help you avoid traffic (and possibly saying things you might regret)! Audi connect also provides fast data transfer speeds and Wi-Fi® connectivity for up to eight passenger devices to help you stay informed. It offers a full suite of services and interactivity, and, yes, even the closest Szechuan restaurant, which you can find by using its Google™ Local Search capabilities. Best of all, you don’t even have to say “Thank you,” even if we appreciate it when you do.
Hey, bright eyes.
CLEAN, BEAUTIFUL DESIGN COMES FROM DEDICATED CRAFTSMEN UNAFRAID OF GETTING THEIR HANDS DIRTY.

How we know exactly what you feel.

Our hands give you shade and sanctuary. Our hands give you comfort and control. You might not sense our hands nearby, but our hands know exactly what you feel. That’s because we’ve been there. After all, our hands crafted a customized world that’s dedicated to control, comfort and entertainment. We’re talking, of course, about the cabin of your Audi vehicle. Optimized luxury, designed by committed craftsmen who had you in mind when they chose the leather seating surfaces, created the contoured seats or provided the refinement of ergonomic design and an available more intuitive MMI® system. There are small touches that help simplify the overall design, and there are large statements to help you feel at ease. It is your Audi interior, shaped by the kind of people who know you want to experience luxury firsthand.
You have to weather adversity to know things like this.

Think of it this way—if it rains, would you notice a dry side view mirror? Maybe not, but compared to one with beads of rain on it and distorted reflections, you would. It’s a little thing, perhaps, but these little things are part of our deep obsession with crafting a premium driving experience.

We design our exterior side mirrors with small sills to channel water along their upper edge, helping leave your view unobstructed. We also design our windshield moldings with channels that allow rain water to efficiently run off instead of returning to the windshield wiper path. These are small touches, thought of by engineers and crafted by designers who don’t necessarily call attention to their skills. Instead, these details reflect a commitment to quality that you might never notice—until a moment of bad weather or adversity, when you might. But don’t worry. We don’t mind if you don’t notice us, now and then.
Either think about the future, or make history.

Talking about a better future is easy. After all, how can you be held accountable for something that never arrived? But if you really want to affect it, to make history, you have to do more than talk. Enter e-tron®. It’s not the first plug-in electric hybrid to the market, but we are making it the most forward-thinking Audi ever produced. For example, we will be including a level 2 charger with our A3 Sportback e-tron PHEV for owners who want to drive on electricity as much as possible. We also plan to offer unique sustainable energy offerings like an available solar powered connection to your charger. It’s not just practical, it’s premium too, in style, in performance and in fit and finish, like any other Audi vehicle.

The A3 e-tron will be able to take on the average daily commute on electric-only before the efficient 1.4 TFSI® gas engine is needed.1 But more than that, it will be Audi making smart technology smarter, with innovative kinetic energy harnessing when you brake, and better performing than what came before it. With the Audi e-tron vehicles, we’re saying the future is now.

SUPREMELY PRACTICAL LUXURY WITH A SUNNY KIND OF ENERGY.

1 Preliminary manufacturer’s estimates.
When you are attracted to something, the effects are immediate, the domination, total. For a relationship to last, though, it must move beyond that passionate initial phase. It’s what comes next that turns a bright flame into an eternal torch. That’s why Audi doesn’t simply design premium vehicles for the short-term, but offers an entire experience that we hope lasts a lifetime.

Do you want to customize your Audi? We offer Audi exclusive materials and colors. Do you want care-free service options? Audi Care is available. MMI® updates, trial offers for Audi connect®, a full suite of available Audi driver assistance technologies—these might not be the reasons why you fell in love with an Audi, but they are, perhaps, the things that help keep the heart fires stoked.

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1 Optional features and technologies listed are not available on all models. See Infotainment/Technology section of the Featured Content page for important information regarding MMI® navigation plus and required SiriusXM® service options.
THE TRUTH IS,

OUT. IT'S ENGINEERING
A COUP BY OVERTHROWING
TO FIT IN SO MUCH AS TO STAND
IT'S FOR PEOPLE
WHO DON'T WANT
NOTHING LOOKS LIKE AN
A7.

The alchemy needed to build an automotive icon is elusive. Sure, it's found, partly, on an assembly line, with committed artisans taking pride in every stitch they oversee. It's also on a drafting board, sketched by visionaries looking to further expand what we look for in automotive design lines. But it's also in the countless inspirations, ones little and large, that not only capture a bold thought or striking idea, but execute them.

Examples of these can be found in the foundational stories we tell about our company and our vehicles. These stories show how an abstract idea can turn into a powerful, sculpted machine, and then how that machine can help forge an iconic reputation for a brand. Out of the inspirations we find in engineering, art and the large world of ideas, we have created a fearless, iconic company of substance and luxury: Audi.

Inspirations that build an icon.
Enlighten
A new light on illumination just happened to be a design boon.

Constantly looking forward, toward design and your delight.

There’s something to be said for refusing to take the easy route. It keeps life interesting—and unpredictable. You can see this expressed boldly in the Audi A7. Its captivating lines and striking silhouette convey a clear message: design isn’t characterized by convention here. Take notice of the signature Singleframe® grille and sloping roofline. Together they speak volumes about our affection for timeless style. But there’s more to this storyline than just attractive sheet metal. An extensive list of advanced technologies—MMI®, touch, Google Earth™ imagery, and an embedded Wi-Fi® hotspot for passenger use, to name just a few, are taking the automobile far into the 21st century. And when it comes to performance, you can rest assured that the 310-hp supercharged TFSI® V6 engine and legendary quattro® all-wheel drive will lay to rest any notion that this car will ever sit on the sidelines.

Full LED headlights
The Audi A7’s full LED headlights are the pinnacle of what Audi engineers can do with light. With a life span of 10,000 hours and a light quality that’s 50% brighter than halogen, these lights are the closest recreation of daylight yet. Bright and stylish, they offer signature Audi brilliance.

Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. For the TFSI® engine, fuel economy is 20/27 mpg city/highway. 1 Based on U.S. Environmental Protection Agency estimates. Full LED headlights are an optional upgrade.
Design

We do not follow design trends. We set them.

Adaptive rear spoiler

Automatically deployed at speeds over 80 mph, the adaptive rear spoiler helps provide additional downforce to enhance the dynamic performance of the A7.

It’s easy to see that a character can make or break a story, that’s why every line on the Audi A7 tells a very compelling tale. But perhaps its most brilliant line is something we call the Tornado line. Bisecting the body profile, it runs strongly through the middle of the vehicle to give it a bold, progressive stance that tells the world that there’s pedigree here, but not a predictable one. It’s the kind of crafted line that makes a character memorable.

We’ve appropriated countless hours to developing character.
What good is a mold if you don’t plan on breaking it?

We think the best way to honor great design is to shatter its conventions completely. This was our mindset when we set out to create the Audi A7. Audi designers were given a blank canvas, and the typical constraints of design were lifted. The result? A sculpted body that was shaped from the ground up instead of molded by conventional, top-down thinking. You see the difference in every curve of the A7. Each line, slope and angle represents a novel approach to design, giving style a muscular profile—and muscle a sleek side. Think of driving one as art appreciation in its most dynamic form.
We’ve ensured that every stitch represents the detail that we put into every aspect of an Audi vehicle. These aren’t just cars to us. They are a symbol of our passion for exceptional design. That’s why our designers held nothing back when it came to creating a unique space, even going so far as to replicate shapes throughout the vehicle, inside and out. Notice how the shape of the decorative inlay around the inside door handle echoes the window behind the rear passenger door. And the way the aluminum trim surrounding the windows closely mirrors the aluminum trim accenting the interior wood inlays. This kind of unique design pairing was done to enhance the connection between the interior and exterior.

Craftmanship

Crafting a language without words.
2015 AUDI A7 3.0T PRESTIGE SHOWN WITH VELVET BEIGE LEATHER AND AVAILABLE EQUIPMENT.

Decorative inlays

Beautifully crafted wood inlays add a warm and sophisticated touch to an already regal interior. And with numerous finishes available, you can be sure this space will be all yours.

It only feels imaginary.

If you’re going to daydream at the office, we suggest you start here. Take a moment to indulge in the wraparound curve of the Audi A7 dashboard. See how it integrates intuitively with the overall driver-centric layout and three-spoke multifunction steering wheel with shift paddles. Discover how the highly acclaimed fit and finish is reflected in places you wouldn’t expect, like the virtually seamless panel gaps. Then admire the precision deployment of the ultrathin eight-inch MMI® display rising from the top of the Aluminum-optic air-vent bezel. Now imagine you just shifted into Drive. Welcome to your new reality.
Being practical has some stylish perks.

Whoever said being practical can’t turn heads hasn’t sat inside an Audi A7. Our innovative design team rewrite the rules for interior appointments and build style with purpose in mind. With luxurious materials and eight-way power front seats and four-zone automatic climate control, you literally create a unique cabin environment tailored to the moment at hand. Just consider its split folding 60/40 rear seatbacks and cavernous cargo space as mere proof of this. This is true for the smallest details too, like an available heated steering wheel, or heated and available ventilated front seats that help keep you focused on how much you love every moment in here.

Power rear tailgate and hands-free release

Carefully integrated into the rear design, the power rear tailgate on the A7 gives you programmable endpoints so you can adjust the opening to the height you choose to better accommodate personal preferences and tighter spaces.

Four-zone automatic climate control

Personal attention has been taken to new heights in the A7. With the four-zone automatic climate control, almost every person in the vehicle has the ability to dial in their ideal temperature.

Cargo capacity

With 24.5 cu ft of cargo capacity with the seatbacks in place, you'd be forgiven for thinking the A7 might moonlight as a much larger vehicle. And with all that extra space, you can forget about deciding between bringing an extra golf bag or more clothes. Bring it all.

Being practical has some stylish perks.
Experience an internal combustion all your own.

We don’t believe in hiding our true intentions—as with all Audi performance models, the visceral reaction you get at first glance is more than validated when you get behind the wheel. The bold, muscular body and S specific design cues of the Audi S7 are constant reminders that this is a performance car above all else. A 420-hp, 4.0-liter TFSI® V8, high-performance brakes and the relentless grip of quattro® all-wheel drive and a sport differential make clear the real intent of the S7. One only has to peek at the driver-orient ed interior featuring signature sport seats and available Carbon Atlas decorative inlays to know that this is a luxury sports car that doesn’t hold anything back. This isn’t the model for the faint of heart.

S7

ENGINE // 4.0-liter turbocharged TFSI® V8 developing 420 hp and 406 lb-ft of torque
DRIVETRAIN // quattro® all-wheel drive with sport differential, Seven-speed S tronic® dual-clutch transmission
CHASSIS // S7 tuned Audi adaptive air suspension, Audi drive select
BRAKES // 15.7” ventilated front disc brakes with S7 logos, 14.0” ventilated rear disc brakes
PERFORMANCE // Top track speed of 155 mph¹

2015 AUDI S7 SHOWN IN MOONLIGHT BLUE METALLIC WITH AVAILABLE EQUIPMENT.

The story doesn’t stop here. There's more on the full range of S, RS, and R8 Audi performance models in the 2015 Audi Sport brochure. See your dealer or go to audiusa.com for details.

¹ Top track speed is electronically limited in the U.S. Always obey all speed and traffic laws.
Under normal driving conditions, power slightly favors the rear axle.

When accelerating, power is shifted to the rear wheels for extra rear traction.

Power out
Torque vectoring distributes power to the outside wheels when turning, helping give you added control in the corners.

85:15
When accelerating, power is shifted to the rear wheel for extra rear traction.

30:70
When traction is limited at either axle, power is shifted to the axle with the most traction.

There’s an elegant sense of assurance when you are in control. In the case of quattro® all-wheel drive, the elegance is created by a sophisticated system developed by Audi engineers to help you with the ability to gain more control when road and weather conditions aren’t their best. Through enhanced grip on twisting mountain roads and powder-dusted streets—to say nothing of the precision you’ll feel in taking corners in perfect conditions—quattro® works with drivers who want peace of mind as much as power. Because it was built and honed to transfer the necessary amount of power to the appropriate wheels when accelerating and turning, quattro® helps enhance Audi performance, but the real story just might be how quattro® helps engineer confidence in good drivers.

A little added confidence can help powerfully steer you in the right direction.
At Audi, we believe you should be the ultimate master of your road-going domain. That’s why we created the Audi drive select system. It gives you the ability to adjust the vehicle’s steering, throttle response and transmission shift characteristics with the utmost of ease. And with four modes to choose from, when almost any kind of road comes into question, Audi drive select will let you answer.

**Comfort mode**
Perfect for those long highway stretches, this setting adds splendid steering and a closer shift pattern to help provide a more relaxed drive.

**Dynamic mode**
Tighter steering and a more responsive throttle give this setting an aggressive feel and focused performance.

**Auto mode**
The best of both worlds, dialed to automatically adjust settings for a seamless combination of comfort and responsiveness based on your driving style and road conditions.

**Individual mode**
Take the turn your way—this mode allows you to adjust the steering, throttle and transmission upshifts to your style.
Performance
The adage "good things come in small packages" has never been more true. By reducing the weight of the chassis and engine, we are able to harness more power more quickly—and, not incidentally, more efficiently! That means the Audi A7, equipped with the supercharged 3.0-liter TFSI® engine, delivers the potent acceleration of a traditional V8 with the efficiency of a V6. Improved miles per gallon¹ and more beats per minute? We call that a win-win.

Induction technology—TFSI supercharger
Compressing the airflow to the engine forces more air into the cylinder and, ultimately, more power from each ignition, helping to improve the engine’s power-to-displacement ratio.

\[ \text{3.0 TFSI V6} \]

The 310-horsepower 3.0-liter TFSI V6 engine is paired with FSI direct injection and a belt-driven supercharger that has counter-rotating four-vane rotors that force air through dual intercoolers at boosted pressures. It is this combination of engineering achievements that allows for nearly instantaneous torque delivery directly off idle engine speeds.

\[ \text{Start-stop efficiency system} \]

As an intelligent vehicle system, this highly effective engine management program can lower fuel consumption as well as CO₂ emissions by automatically shutting off your engine while you wait at a red light or, perhaps, during certain stop-and-go driving. Once you are ready to resume, or if other critical vehicle systems require it, the engine will restart nearly instantaneously.¹

\[ \text{With efficiency comes great power.} \]

Legendary engineering has shifted gears once again. Not content with a heritage of performance, we’ve developed an even more responsive and efficient way of applying power. Our revolutionary eight-speed Tiptronic® automatic transmission with Dynamic Shift Program (DSP) helps to enhance performance while also allowing you to command upshifts or downshifts through the steering wheel-mounted shift paddles. A new gear has been found—what you do with it is your choice.

\[ \text{Performance technology—TFSI supercharger} \]

Compressing the airflow to the engine forces more air into the cylinder and, ultimately, more power from each ignition, helping to improve the engine’s power-to-displacement ratio.

\[ \text{Four-vane and 160° twist} \]

\[ \text{Three-vane and 60° twist} \]

\[ \text{More from less power} \]

Modern supercharger rotors have a 160° twisted shape for higher pressures and improved efficiency. And by using a four-vane design instead of a three-vane design, thermal efficiency and air handling characteristics are improved without increasing the size of the supercharger unit.

\[ \text{Eight-speed Tiptronic® automatic transmission} \]

As the perfect compromise between a dedicated manual and an automatic gearbox, the eight-speed Tiptronic® automatic transmission in the Audi A7 offers eight carefully chosen gear ratios. Selected automatically or via its console-mounted shifter or steering wheel with shift paddles, precise shifts are delivered without sacrificing the smooth action of the Tiptronic® automatic. A high final drive ratio allows optimization of lower gears, yet the transmission’s upper range emphasizes fuel economy—particularly at highway speeds.¹

\[ \text{Ratio} \]

\[ \text{gear} \]

\[ \text{1ST} \]

\[ \text{4.714:1} \]

\[ \text{2ND} \]

\[ \text{3.143:1} \]

\[ \text{3RD} \]

\[ \text{2.106:1} \]

\[ \text{4TH} \]

\[ \text{1.667:1} \]

\[ \text{5TH} \]

\[ \text{1.285:1} \]

\[ \text{6TH} \]

\[ \text{1.000:1} \]

\[ \text{7TH} \]

\[ \text{0.839:1} \]

\[ \text{8TH} \]

\[ \text{0.667:1} \]

\[ \text{with efficiency comes great power.} \]

\[ \text{With efficiency comes great power.} \]

\[ \text{With efficiency comes great power.} \]
Fuel for thought.

We thought you should know: Diesel sports a greater power density than traditional gasoline, which means that a gallon of diesel fuel has about 15% more energy than a comparable amount of gas, and combusts more efficiently in the engine. The TDI® clean diesel engine available in the A7 has achieved ultra-low emissions vehicle (Bin-5/ULEV II) status in all 50 states while producing approximately 17% fewer CO2 emissions than its comparable gasoline-fueled engine. And the brainy attributes don’t hide the brawn—in fact, Audi has dominated the 24 Hours of Le Mans over the years with TDI® prototype race cars. With these facts in mind, maybe you are thinking that a TDI® might be your choice—which goes to show that clean diesel really is fuel for thought.

TDI® clean diesel

Gasoline

15% (more energy)

Diesel

Diesel packs more energy

On average, a gallon of diesel contains about 147,000 BTUs, versus 125,000 for gasoline.

Making diesel cleaner

A new refinement process has reduced sulfur in diesel fuel by more than 97% in just one year.

Variable vane turbocharger

Adding turbo power to clean diesel engines, our variable vane turbocharger produces impressively high torque punch at mid-range highway speeds.

Piezo direct injection

Precise injections help lower the combustion noise normally associated with diesel engines. The engine consumes fuel more efficiently for the same distribution of fuel in the combustion chamber, helping to further reduce exhaust emissions.

Combustion

Combining a high compression ratio with direct injection makes combustion more efficient, and produces emissions cleaner than those of engines with a lower compression ratio.

After-exhaust treatment

With innovative diesel particulate filters and the selective catalytic reduction system, emissions are processed cleaner than those of engines with a lower compression ratio.

Dramatically cleaner

Another way diesel creates fewer emissions is that it gets better mileage, up to 38% more mpg than comparable gasoline engines, in fact.

Increased fuel efficiency

Another way diesel creates fewer emissions is that it gets better mileage, up to 38% more mpg than comparable gasoline engines, in fact.

mileage

range

torque

24 city/38 highway/29 combined mpg

Up to 460 (city) or 728 (highway) miles per tank

428 lb-ft of torque along with 240 hp from the 3.0-liter TDI® clean diesel V6

Up to 38% more efficiency

There’s more information on the TDI® clean diesel model line in the 2015 TDI® clean diesel brochure. For details on your dealership, go to audiworld.com or download the digital brochure from the Audi library app.

Fuel for thought.

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Up to 38% more efficiency

There’s more information on the TDI® clean diesel model line in the 2015 TDI® clean diesel brochure. For details on your dealership, go to audiworld.com or download the digital brochure from the Audi library app.
Audi strives to constantly up the ante on the driver assistance tools built right into the Audi A7, and they’re designed to work in tandem with you, wherever you go. Whether it’s available advanced technologies like night vision assistant that uses infrared technology to help detect pedestrians, or radar sensors that Audi side assist utilizes to help inform you of vehicles approaching from the side and rear, you’ll find that we’ve developed them to work together to help keep you aware of your surroundings. The whole suite of available driver assistance features can be found in the A7. It’s another testament to the effort Audi puts into helping ensure that you’re not the only one keeping an eye on the road.

### Audi adaptive cruise control with stop & go
Using long-range radar and a camera, the available Audi adaptive cruise control with stop & go helps read the traffic conditions and adjusts the speed, helping to bring the vehicle to a full stop before accelerating when traffic flow resumes.

### Audi pre sense® plus
The available Audi pre sense plus offers comprehensive driving assistance with sensors in the front, side and rear. After visual, physical and acoustical collision warnings, there are four distinct phases for automatic preparation for the unavoidable: an upsurge of brake pressure, safety belt pretensioning, partial braking, and sunroof and window preparation. In severe cases, Audi pre sense plus will engage full braking and deceleration.

### Audi active lane assist
Operating at speeds above 38 mph, this available system helps detect when the vehicle begins to leave the lane without signaling. Then, through gentle, corrective steering efforts, it helps the vehicle remain in the lane and vibrates the steering wheel as an additional warning. This way, Audi active lane assist complements the driver’s decision-making process and further solidifies the bond between driver and machine.

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### Audi side assist
The available Audi side assist utilizes radar sensors and two different optical warnings to help keep the driver informed about what is approaching from hard-to-see angles behind and to the side of the vehicle.

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### Audi side assist
The available Audi side assist utilizes radar sensors and two different optical warnings to help keep the driver informed about what is approaching from hard-to-see angles behind and to the side of the vehicle.

### Night vision assistant
Using infrared technology to detect what lies ahead, this available feature uses thermal-imaging technology to help you detect trouble. Pedestrians can be detected over 300 feet in front of the vehicle, while objects can be detected over 900 feet ahead—all shown on the 7” color driver information system.

### Corner view cameras
Giving you a nearly 360-degree view around the vehicle, the available corner view cameras help make parking easier thanks to combined camera images from the front, rear and sides of the vehicle.

### Head-up display
With easy-to-view, accurate visual information right at eye level, this available feature displays important driving information and even pedestrian-detection warnings when equipped with the optional night vision assistant.

### Driver Assistance
We’re solving problems before you even know you have them.

### Audi night vision assistant
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### The Audi side assist uses radar sensors and two different optical warnings to help keep the driver informed about what is approaching from hard-to-see angles behind and to the side of the vehicle.
ESC and ABS
Computerized technology that works in perfect sync with the Anti-lock Brake System (ABS), Electronic Stability Control (ESC), helps minimize any loss of stability, applying brake pressure to individual wheels and reducing throttle input to help counter oversteer or understeer when the vehicle needs it.

Ten airbags
A full complement of ten airbags is available in the A7 to offer additional protection in the event of a collision. Front-impact airbags for both driver and front passenger are designed to specifically protect the head during collisions, for added protection.

Tailor-made blanks
Developed to make the best possible use of the body’s potential, tailor-made blanks are the result of a special manufacturing process that can help strengthen the upper zone of the B-pillars, while the lower zone is designed to help mitigate the impact in the event of a side collision.
A touch of genius is simplicity itself.

A list can be said with a simple touch. Case in point, MMI® touch. A revolution in intelligent simplicity, MMI touch with handwriting recognition is a technology that gives you the ability to give commands and retrieve media simply by having the MMI system recognize a few strokes of your finger. Access information such as music files, contact information and destinations through the MMI touch—or give input to Audi connect®, an innovative infotainment system infused with the power of Google™ technology.1 Now staying in touch with your world isn’t just a good gesture, it’s one simple gesture.

1 Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. 2 See Infotainment/Technology section of the Featured Content page for important information regarding MMI® navigation plus and required SiriusXM® subscriptions.
Tell us what you’re looking for and we’ll deliver you to it.

Don’t reach—relax. While touchscreens are seemingly everywhere, they don’t need to be in your vehicle. With Audi connect®, you may never have to reach out again. Thanks to Google™ Local Search, Audi connect allows you to quickly search Google™ by simple voice commands (use only when the car is stationary). The crisp display is mounted farther up, closer to the windshield and near your sight line to the road ahead. For those times when you feel like touching, we’ve placed toggle buttons near the gear shifter, where your hand naturally rests when using them. So while other automobile manufacturers still want you to reach out, we’ve found a few ways for you to make information a lot more accessible while your hands are on the wheel.

**myAudi features**

Plan travel from your personal computer. Send your desired destinations to your vehicle ahead of time and access your route from your vehicle later.

**Point-of-interest**

Stay on top of the news by having headlines and stories delivered right to your MMI® display.

**Mobile Wi-Fi hotspot**

Get traffic information overlaid onto 3D satellite imagery to visualize a true aerial view of your route, and let the MMI® navigation plus system use your route to help avoid traffic.

**Google Earth™ with 3D satellite imagery**

With Google Earth™ integration, you’ll enjoy 3D satellite imagery, including Google Maps Street View, displayed right on the MMI® display.

**Weather information**

Get your local weather, and forecasts for your destination can help you prepare for your trip.

**SiriusXM® Traffic**

Get traffic information overlaid onto 3D satellite imagery to visualize a true aerial view of your route, and let the MMI® navigation plus system use your route to help avoid traffic.

**Travel info**

Find an onboard wireless hub. Provide high-speed connectivity for up to eight passenger devices. Stay in touch and connected. The list of supported Bluetooth® devices are Apple devices that support the Apple CarPlay protocol or devices that support the Bluetooth® wireless technology. See the list of Apple CarPlay supported devices for support information. For a supported list of Bluetooth® devices, see your authorized Audi dealer for more information. Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when your vehicle is parked.

**Parking information**

Search for parking in your area of interest, check space availability and set your vehicle as a destination to help navigate directly to the garage entrance.

**City events**

Discover local landmarks in your area of interest, set them as your destinations, and let your vehicle lead the way as you explore the world around you.

**News feeds**

Stay on top of the news by having headlines and stories delivered right to your MMI® display.

**City events**

Discover local landmarks in your area of interest, set them as your destinations, and let your vehicle lead the way as you explore the world around you.
It’s been said that people only hear what they want to. That what they don’t like just goes in one ear and out the other. Well, for those people and everyone else, we offer two sound systems that make every note worthy of your eardrum’s full attention. From perfectly sculpted high notes to a crystal clear mid-range to deep-diving lows, the available BOSE® and Bang & Olufsen® sound systems are a veritable orchestra of engineering that fills the cabin with faithfully rendered, thrilling sound. So whether you’re the type that wants to be soothed by sound or the type that wants to be inspired by it, we promise, if you take a moment to listen, that what you’ll hear will be utterly impossible to ignore.

**BOSE® Surround Sound System**

Hitting the right note on every drive, the available BOSE® Surround Sound System turns your Audi into a 14-speaker powerhouse with the help of innovative sound engineering and optimized speaker placement. Add to that AudioPilot® noise compensation, which helps maintain a consistent volume under varying speeds and road conditions, and you get an acoustic listening environment that rivals any live performance.

**Bang & Olufsen® Advanced Sound System**

The passion of Bang & Olufsen® matches well with Audi. Just consider the remarkable available Bang & Olufsen® Advanced Sound System. By focusing on design and performance together, it has become the symbol of acoustic perfection. Bang & Olufsen® engineers help to craft melodiously rendered sound through 15 speakers (including two custom-fitted subwoofers, one sealed and one 2,100 watts through the sealed speaker cabinets and 1,300 watts through the ICEpower® amp). The result: sound as captivating to your ears as an Audi is on your eyes.
Envy might be an emotion we intended to craft.

Give that person you just passed something to remember you by. The gorgeous, swooping lines of the Audi A7 culminate in a spectacular finish, highlighted by the unmistakable look of its LED taillights. The last thing they’ll see will surely leave them pining for more. They just better take it all in while they can, because from this angle you won’t be around for long.

LED taillights

LEDs are among the most luminous taillights available. And, like Audi vehicles, they are efficient, technologically advanced and long-lasting.

1 Always obey all speed and traffic laws.
Premium Plus

A7 Premium Plus highlights with LED daytime running lights

► Xenon plus headlights with LED daytime running lights
► LED taillights and rear fog lights
► Power-adjustable, power-folding, auto-dimming, heated exterior side mirrors
► Power tailgate with hands-free release
► Adaptive rear spoiler
► Four-zone automatic climate control
► Three-spoke multifunction steering wheel with shift paddles
► Sunroof
► Leather seating surfaces
► Eight-way power front seats and four-way power lumbar adjustment for driver
► Driver seat memory
► Heated front seats
► Split-folding 60/40 rear seatbacks
► MMI® navigation plus with voice control system
► MMI® touch with handwriting-recognition technology
► Audi connect® with six-month trial subscription
► 7" color driver information system
► Fine Grain Ash Natural Brown Wood decorative inlays

Available packages and stand-alone options

► Cold Weather package
► Driver Assistance package
► 20" Sport package
► 19" Sport package
► 20" Sport package
► Driver Assistance package
► Cold Weather package
► MMI® navigation plus with 8" retractable display
► MMI® touch with handwriting-recognition technology and Audi connect®

Three-spoke multifunction steering wheel with shift paddles and 7" color driver information system

Fine Grain Ash Natural Brown Wood decorative inlays

Four-zone automatic climate control and heated front seats

19" 10-spoke design wheels with 255/40 all-season tires

18" 10-spoke design wheels with 245/40 all-season tires
The following highlighted features of the A7 Prestige add to or replace the highlighted features of the A7 Premium Plus:

- Full LED headlights
- S line exterior appearance
- Perforated leather steering column
- Ambient LED interior lighting
- Ventilated front seats
- Head-up display with navigation information
- BOSE® Surround Sound System with 14 speakers, AudioPilot® noise-compensation and 630 watts

Available packages and stand-alone options:

- Cold Weather package
- Driver Assistance package
- Sport package
- 19” Sport package
- Rear passenger thorax side airbags1
- Black Optic package
- Dark Brown Walnut Wood decorative inlays
- Black cloth headliner (with Black or Nougat Brown leather)
- Bang & Olufsen® Advanced Sound System with 15 speakers and 1,300 watts
- Night vision assistant with pedestrian detection
- Power soft-closing doors

Perforated leather seating surfaces

Three-spoke multifunction steering wheel with shift paddles, 7” color driver information system and head-up display

BOSE® Surround Sound System with 14 speakers, AudioPilot® noise-compensation and 630 watts

Ventilated front seats

19” 10-spoke design wheels with 255/40 all-season tires

1 Airbags are supplemental restraints only and will not deploy in all crash circumstances. Please use safety belts and seat shields only in the rear, using infant seats appropriate for your baby’s age and size. Always use safety belts. Head restraints should be properly adjusted for each occupant. Head restraints help to reduce the risk of neck injury from rear collisions. They do not give you complete protection or prevent all neck injuries. They also do not reduce the risk of serious head, chest, or abdominal injuries. Always use a safety belt and restraint systems appropriate for their size and age. When driving in cold, snowy or icy weather, you should equip your vehicle with snow or winter tires, which offer better traction under those conditions. We suggest you use the Audi-recommended winter or all-season tires specified for your Audi. High-performance tires also have a lower aspect ratio that aids performance and handling. Over stressing of the tires over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires, vehicle body and suspension parts. Before driving your Audi, make sure your tires are in good condition. Drive carefully and maintain a safe speed, especially in your area’s speed limits. These are speed limits, not speed guidelines. When making your next decision, voice your headlight and brake lights at the same time, since both should be visible. When making slow-speed turns, you may flash your lights. However, driving with your headlight and brake lights on instead of using the turn signal can be perceived as a driving deficiency. Keep your tires inflated to a pressure of at least 32 psi. Regularly check your tire pressure and maintain it within the recommended range. High-performance tires may ride less comfortably and make more noise than others. Finally, please enjoy your new Audi with care. It’s our responsibility to produce high-quality vehicles. It is important that the inflation pressure is regularly checked and maintained at recommended levels.
Analogous to the progressive nature in which all our vehicles are engineered are the technologies and offerings available in a variety of packages to enhance the experience of driving an Audi vehicle. To prove that luxury has progressed, we invite you to explore the package that best outfits your Audi.

<table>
<thead>
<tr>
<th>Packages</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>19'' Sport package</td>
<td>- 19'' 7-double-spoke design wheels (Galvano Silver finish)</td>
</tr>
<tr>
<td></td>
<td>- 255/40 all-season tires</td>
</tr>
<tr>
<td></td>
<td>- Sport suspension calibration</td>
</tr>
<tr>
<td>Driver Assistance package</td>
<td>- Audi adaptive cruise control with stop &amp; go</td>
</tr>
<tr>
<td></td>
<td>- Audi active lane assist</td>
</tr>
<tr>
<td></td>
<td>- Audi pre sense® plus</td>
</tr>
<tr>
<td></td>
<td>- Corner view camera system</td>
</tr>
<tr>
<td>20'' Sport package</td>
<td>- 20'' 10-parallel-spoke design wheels</td>
</tr>
<tr>
<td></td>
<td>- 265/35 all-season tires</td>
</tr>
<tr>
<td></td>
<td>- Sport suspension calibration</td>
</tr>
<tr>
<td>Black Optic package</td>
<td>Available on Prestige models</td>
</tr>
<tr>
<td></td>
<td>- 20'' 5-double-spoke design wheels (Titanium finish)</td>
</tr>
<tr>
<td></td>
<td>- 265/35 all-season tires</td>
</tr>
<tr>
<td></td>
<td>- Gloss Black Singleframe® grille</td>
</tr>
<tr>
<td></td>
<td>- Gloss Black trim around exterior windows</td>
</tr>
<tr>
<td>Cold Weather package</td>
<td>- Heated steering wheel</td>
</tr>
<tr>
<td></td>
<td>- Heated rear seats</td>
</tr>
</tbody>
</table>

1 High-performance tires are designed for better performance and handling in warm climates. When driving in cold, snowy or icy conditions, you should equip your vehicle with four all-season or winter tires, which offer better traction under those conditions.

- All tires are fitted with TPMS sensors for pressure monitoring, and some are fitted with smart pressure loss indicators. Regular monitoring of tire pressure is essential to maintaining optimal performance and fuel efficiency, as well as ensuring safety and comfort.

- We suggest you use the Audi-recommended winter or all-season tires specified for your Audi. High-performance tires also feature a lower profile (aspect ratio) that aids performance and handling. Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires, suspension and body. It is recommended to avoid such hazards and to replace any tire damaged or worn beyond legal limits. Always keep all tires inflated to the recommended pressure to ensure optimal performance and handling.

- Improper inflation or excessive pressure loss can reduce handling, increase wear, affect fuel economy and significantly impact riding comfort. It is essential to maintain pressure in the recommended range.

- Low-profile tires may ride less comfortably and make more noise than other types. They also have a shorter life than other tires. In comparison, the ride comfort increases in lengthened and widened tires, which also reduce noise levels.

- It is important to check tire pressure regularly, as this parameter can significantly affect performance and handling. Always follow the manufacturer’s recommendations for tire maintenance.
In addition to the many packages available for your Audi A7, there are also a host of a la carte options to outfit your vehicle. From choices of elegant interior trims to features like rear-passenger thorax side airbags and full LED headlights, there’s an option to help better complement your lifestyle.

<table>
<thead>
<tr>
<th>Options</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BOSE® Surround Sound System with 14 speakers</strong></td>
<td>Optional on Premium Plus models</td>
</tr>
<tr>
<td><strong>Bang and Olufsen® Advanced Sound System</strong></td>
<td>Optional on Prestige models</td>
</tr>
<tr>
<td><strong>Night vision assistant with pedestrian detection</strong></td>
<td>Optional on Prestige models</td>
</tr>
<tr>
<td><strong>Power soft-closing doors</strong></td>
<td>Optional on Prestige models</td>
</tr>
<tr>
<td><strong>Full LED headlights</strong></td>
<td>Optional on Premium Plus models</td>
</tr>
<tr>
<td><strong>Rear-passenger thorax side airbags</strong></td>
<td>Optional on all models</td>
</tr>
<tr>
<td><strong>Dark Brown Walnut Wood decorative inlays</strong></td>
<td>Optional on all models</td>
</tr>
<tr>
<td><strong>Black cloth headliner</strong></td>
<td>Optional on all models</td>
</tr>
</tbody>
</table>

1. Airbags are supplemental restraint devices and will not deploy in all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.
### Exterior Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brilliant Black</td>
<td><img src="image1" alt="Brilliant Black" /></td>
</tr>
<tr>
<td>Ibis White</td>
<td><img src="image2" alt="Ibis White" /></td>
</tr>
<tr>
<td>Dakota Gray metallic</td>
<td><img src="image3" alt="Dakota Gray metallic" /></td>
</tr>
<tr>
<td>Glacier White metallic</td>
<td><img src="image4" alt="Glacier White metallic" /></td>
</tr>
<tr>
<td>Havanna Black metallic</td>
<td><img src="image5" alt="Havanna Black metallic" /></td>
</tr>
<tr>
<td>Ice Silver metallic</td>
<td><img src="image6" alt="Ice Silver metallic" /></td>
</tr>
<tr>
<td>Moonlight Blue metallic</td>
<td><img src="image7" alt="Moonlight Blue metallic" /></td>
</tr>
<tr>
<td>Oolong Gray metallic</td>
<td><img src="image8" alt="Oolong Gray metallic" /></td>
</tr>
<tr>
<td>Quartz Gray metallic</td>
<td><img src="image9" alt="Quartz Gray metallic" /></td>
</tr>
<tr>
<td>Daytona Gray pearl</td>
<td><img src="image10" alt="Daytona Gray pearl" /></td>
</tr>
<tr>
<td>Garnet Red pearl</td>
<td><img src="image11" alt="Garnet Red pearl" /></td>
</tr>
<tr>
<td>Phantom Black pearl</td>
<td><img src="image12" alt="Phantom Black pearl" /></td>
</tr>
</tbody>
</table>

### Seat Selections | Interior Colors

<table>
<thead>
<tr>
<th>Seat Type</th>
<th>Black leather</th>
<th>Nougat Brown leather</th>
<th>Titanium Gray leather</th>
<th>Velvet Beige leather</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comfort</td>
<td>Comfort</td>
<td>Comfort</td>
<td>Comfort</td>
<td>Comfort</td>
</tr>
</tbody>
</table>

1. Standard on Prestige models.
Top track speed is electronically limited in the U.S. Always obey all speed and traffic laws. EPA estimates not available at time of printing. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition. See www.fueleconomy.gov for details.

**Technical Specifications**

**Engineering | Performance**

<table>
<thead>
<tr>
<th>Engine type</th>
<th>Six-cylinder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine block/Cylinder head</td>
<td>Aluminium-alloy Cast-iron/Aluminium-alloy</td>
</tr>
<tr>
<td>Displacement</td>
<td>2,995/84.5 x 89.0 2,967/83.0 x 91.4</td>
</tr>
<tr>
<td>Nonturbo</td>
<td>110 @ 1,500 240 @ 1,500</td>
</tr>
<tr>
<td>Torque (lb-ft @ rpm)</td>
<td>436 @ 1,750</td>
</tr>
<tr>
<td>Compression ratio</td>
<td>10.1:1 16.8:1</td>
</tr>
<tr>
<td>Valvetair</td>
<td>24-valve DOHC 24-valve DOHC</td>
</tr>
<tr>
<td>Induction/Fuel injection</td>
<td>Supercharged/TFSI® Turbocharged/TDI®</td>
</tr>
<tr>
<td>Start-stop efficiency system</td>
<td></td>
</tr>
<tr>
<td>Acceleration (0-60 mph)</td>
<td>5.4 seconds 5.5 seconds</td>
</tr>
<tr>
<td>Top track speed (mph)</td>
<td>130 mph 130 mph</td>
</tr>
</tbody>
</table>

**Transmission | Drivetrain**

- Eight-speed Tiptronic® automatic transmission with quattro® all-wheel drive
- Gear ratios: 1st: 4.716, 2nd: 3.163, 3rd: 2.186, 4th: 1.602, 5th: 1.285, 6th: 1.000, 7th: 0.875, 8th: 0.667, Reverse: 3.177. Final drive: 2.888 for 3.0T models, 2.519 for TDI® models

**Body | Suspension | Chassis**

- ultra® lightweight technology—aluminum exterior body panels and a steel chassis
- Five-link front suspension
- Trapezoidal-link rear suspension
- Sport suspension calibration: Available
- Ventilated front disc/ventilated rear disc brakes (in)
- Electronic power steering system
- Steering ratio: 15.9:1 15.9:1
- Towing diameter, curb-to-curb (ft) 39.0 39.0

**Exterior measurements**

| Wheelbase (in) | 114.7 114.7 |
| Height (in) | 55.9 55.9 |
| Overall width with mirrors (in) | 84.2 84.2 |
| Track front/rear (in) | 65.7/64.5 64.7/64.5 |
| Curb weight (lb) | 4,280 4,266 |
| Drag coefficient (Cd) | 0.30 0.30 |

**Interior measurements**

- Head room with sunshade (in, front/rear) 41.3/37.0 41.3/37.0
- Shoulder room (in, front/rear) 57.0/55.5 57.0/55.5
- Cargo volume (cu ft, rear seatbacks up) 24.5 24.5
- Seating capacity | 5 5 |

**EPA mileage estimates | Capacities | Emissions**

- Tiptronic® automatic transmission (city/highway/combined)
  - 24/38/293

- Engine oil (qt) | 7.2 7.2 |
- Fuel (gal) | 19.0 19.2 |
- Required fuel | Premium Ultra-low-sulfur diesel |
- Emissions rating | ULEV II ULEV II |

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1. Top track speed is electronically limited to the U.S. Odometer always displays actual speed and traffic laws.
2. EPA estimates not available at time of printing. See your dealer or go to audiusa.com for details.

Technical specifications and featured content for Audi S7 and RS 7 models can be found in the 2015 Audi Sport brochure. See your dealer or go to audiusa.com for details.

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**Standard — Not applicable NA: Information not available at time of printing**
### Safety / Security

<table>
<thead>
<tr>
<th>Feature</th>
<th>Premium Plus</th>
<th>Prestige</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airbags</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Driver and front passenger dual-stage airbag, front thorax side airbag, knee airbags and Sideguard® head curtain airbag</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Rear-passenger thorax side airbag</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Front passenger occupant detection for airbag</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Safety belt reminder for driver and front passenger</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Lower Anchors and Tethers for Children (LATCH) in outboard rear seats</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power central locking system with safety unlock feature if airbags deploy</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Electronic Stability Control (ESC) with traction control (ASR)</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Anti-lock Brake System (ABS) with Electronic Brake-pressure Distribution (EBD) and brake assist</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Tire pressure monitoring system</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Electronic parking brake</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Anti-theft alarm system with immobilizer</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

### Exterior

<table>
<thead>
<tr>
<th>Feature</th>
<th>Premium Plus</th>
<th>Prestige</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singleframe® grille</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Gloss Black Singleframe® grille —— Available</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Xenon plus headlights with LED daytime running lights</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Full LED headlights Available</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Automatic headlights</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>LED taillights and rear fog lights</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power-adjustable, power-folding, auto-dimming, heated exterior side mirrors with memory</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>LED turn indicator lights integrated into the exterior side mirrors</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Heated windshield washer nozzles</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Aluminum trims around exterior windows</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Gloss Black trims around exterior windows</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power soft-closing doors</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power tailgate with hands-free release</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power-adjustable, power-folding, auto-dimming, heated exterior side mirrors with memory</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Ambient LED interior lighting</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Front and rear floor mats</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Ambient LED interior lighting</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Black cloth headliner (with Black or Nougat leather)</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Dual front sun visors with lighted vanity mirrors</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power windows with one-touch up-down operation and pinch protection</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power soft-closing doors</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Split folding 60/40 rear seatbacks</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

### Interior

<table>
<thead>
<tr>
<th>Feature</th>
<th>Premium Plus</th>
<th>Prestige</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four-zone automatic climate control</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Three-spoke multifunction steering wheel with shift paddles</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Heated steering wheel</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Tilt and telescopic manually adjustable steering column</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power-adjustable, power-folding, auto-dimming, heated exterior side mirrors with memory</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Auto-dimming interior rear view mirror</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Illuminated locking glove compartment</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Leather-wrapped shift knob</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Folding front center console with height adjustment</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Four beverage holders</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Decorative interior mirror</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Aluminum under-trim interior elements</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Aluminum door sill trim</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Sunroof</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Heated seat memory</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power windows with one-touch up-down operation and pinch protection</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

### Seating

<table>
<thead>
<tr>
<th>Feature</th>
<th>Premium Plus</th>
<th>Prestige</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leather seating surfaces (perforated on Prestige)</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Eight-way power front seats and four-way power lumbar adjustment for driver</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Driver seat memory</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Heated front seats</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Ventilated front seats</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Five-seat configuration (rear bench seat)</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Heated rear seats</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Split folding 60/40 rear seatbacks</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>
2015 AUDI A7 3.0T PRESTIGE SHOWN IN ICE SILVER METALLIC WITH BLACK OPTIC PACKAGE AND AVAILABLE EQUIPMENT.

Black on black, no matter what color you choose.

If the A7 makes a statement, the Audi A7 Prestige with Black Optic package is an outright declaration. First off, unique 20” double-spoke design wheels set this vehicle apart, even at a standstill. Add to that a striking Black Singleframe® grille and the already muscular and sporty look provided by the Prestige model, and you’ll see why some things never go out of style.

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Featured Content

<table>
<thead>
<tr>
<th>Infotainment</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>MMI® navigation plus with voice control system¹</td>
<td>Standard</td>
</tr>
<tr>
<td>MMI® touch with handwriting-recognition technology</td>
<td>Standard</td>
</tr>
<tr>
<td>Audi connect® with six-month trial subscription³</td>
<td>Available</td>
</tr>
<tr>
<td>7” color driver information system</td>
<td>Standard</td>
</tr>
<tr>
<td>Bose® Full-Array speaker system with 14 speakers, AudiPilot® noise-compensation and 430 watts</td>
<td>Available</td>
</tr>
<tr>
<td>Bang &amp; Olufsen® Advanced Sound System with 15 speakers and 1,000 watts</td>
<td>——</td>
</tr>
<tr>
<td>HD Radio™ Technology</td>
<td>Available</td>
</tr>
<tr>
<td>SIRIUS® Satellite Radio with 90-day trial subscription³</td>
<td>Standard</td>
</tr>
<tr>
<td>SIRIUS® Traffic with four-year subscription³</td>
<td>——</td>
</tr>
<tr>
<td>SD card slots with 32GB operating capacity</td>
<td>Standard</td>
</tr>
<tr>
<td>Audi music interface with iPod® integration</td>
<td>Standard</td>
</tr>
<tr>
<td>BLUETOOTH® hands-free telephone preparation</td>
<td>——</td>
</tr>
<tr>
<td>BLUETOOTH® wireless technology preparation for mobile phone⁴</td>
<td>——</td>
</tr>
<tr>
<td>Three 12-volt power outlets</td>
<td>Standard</td>
</tr>
<tr>
<td>Garage door opener (HomeLink®)</td>
<td>——</td>
</tr>
<tr>
<td>Audi advanced key—keyless start, stop and entry⁵</td>
<td>Standard</td>
</tr>
<tr>
<td>Cruise control with coast, resume and accelerate features</td>
<td>Standard</td>
</tr>
<tr>
<td>Audi adaptive cruise control with stop &amp; go</td>
<td>——</td>
</tr>
<tr>
<td>Audi active lane assist</td>
<td>——</td>
</tr>
<tr>
<td>Audi side assist with Audi pre sense® rear</td>
<td>——</td>
</tr>
<tr>
<td>Audi pre sense® plus</td>
<td>——</td>
</tr>
<tr>
<td>Night vision assistant with pedestrian detection</td>
<td>——</td>
</tr>
<tr>
<td>Head-up display with navigation information</td>
<td>——</td>
</tr>
<tr>
<td>Audi drive select</td>
<td>Standard</td>
</tr>
<tr>
<td>Parking system plus with rear view camera (front and rear acoustic parking sensors)</td>
<td>Standard</td>
</tr>
<tr>
<td>Corner view cameras system</td>
<td>——</td>
</tr>
<tr>
<td>Rain/light sensor for automatic windshield wipers and headlights</td>
<td>——</td>
</tr>
</tbody>
</table>

¹ MMI® navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle’s... ² MMI® System Technology

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**Featured Content**

- **Standard** —— Not applicable

**Infotainment | Technology**

| MMI® navigation plus with voice control system¹ | Standard |
| MMI® touch with handwriting-recognition technology | Standard |
| Audi connect® with six-month trial subscription³ | Available |
| 7” color driver information system | Standard |
| Bose® Full-Array speaker system with 14 speakers, AudiPilot® noise-compensation and 430 watts | Available |
| Bang & Olufsen® Advanced Sound System with 15 speakers and 1,000 watts | —— |
| HD Radio™ Technology | Available |
| SIRIUS® Satellite Radio with 90-day trial subscription³ | Standard |
| SIRIUS® Traffic with four-year subscription³ | —— |
| SD card slots with 32GB operating capacity | Standard |
| Audi music interface with iPod® integration | Standard |
| BLUETOOTH® hands-free telephone preparation | —— |
| BLUETOOTH® wireless technology preparation for mobile phone⁴ | —— |
| Three 12-volt power outlets | Standard |
| Garage door opener (HomeLink®) | —— |
| Audi advanced key—keyless start, stop and entry⁵ | Standard |
| Cruise control with coast, resume and accelerate features | Standard |
| Audi adaptive cruise control with stop & go | —— |
| Audi active lane assist | —— |
| Audi side assist with Audi pre sense® rear | —— |
| Audi pre sense® plus | —— |
| Night vision assistant with pedestrian detection | —— |
| Head-up display with navigation information | —— |
| Audi drive select | Standard |
| Parking system plus with rear view camera (front and rear acoustic parking sensors) | Standard |
| Corner view cameras system | —— |
| Rain/light sensor for automatic windshield wipers and headlights | —— |
Add distinction, versatility and the ultimate in self-expression with Audi Genuine Accessories. Whether you load the cargo carrier with climbing gear or add a set of stylish new wheels, we have the accessories that will help enhance every facet of your lifestyle. When purchased from an authorized dealer, all pieces are backed by your vehicle’s 4-year/50,000-mile limited warranty or for 12 months/12,000 miles from the accessory purchase date, whichever is greater. If you’re looking to personalize or protect the vehicle you love, we have an Audi designed solution that works for you.

Audi Genuine Accessories
All Audi Genuine Accessories purchased from an authorized Audi dealer are covered by a limited warranty. See your authorized Audi dealer for details.

Audi Genuine Sport and Design Accessories
Your Audi vehicle features a bold, aggressive stance and strong, sweeping lines. Backed by audi.de, Audi Genuine Sport and Design Accessories are carefully scrutinized to ensure that their design and development processes ensure that they are striking in appearance. They are also passed rigorous quality assessments, including corrosion testing. While you’re looking for a bold appearance on the inside, there is a related design on Audi that makes every ride more enjoyable—and more yours.

Audi Genuine Alloy Wheels
Strike the perfect balance between breathing design and aerodynamic performance with Audi Genuine Alloy Wheels. Audi experts have meticulously designed these wheels especially for each Audi model. They’re engineered to the highest standards and endure rigorous testing to help ensure long-term quality. Experience inspiring performance with Audi Genuine Alloy Wheels.

Other accessories
For every season and every getaway, Audi takes you there. Never leave the necessary gear behind—be ready for any journey with Audi TravelSpace Transport Accessories. The list includes bike racks, ski racks, a variety of water sports equipment carriers and various sizes of cargo carriers. Wherever you go, make sure everything fits with a variety of intelligent storage cover that helps shield the vehicle. Use them all to help reduce wear and tear on your vehicle and keep your Audi in pristine condition. Choose from such useful items as trunk liners that help make clean-up quick and easy or an easy-to-use all-weather cargo mat that helps contain spills and protect cargo-area carpeting from stains. All are engineered to stringent Audi standards, so you can be assured of their quality and durability.

Audi TravelSpace Transport Accessories
The illuminating technology that graces each Audi vehicle provides the inspiration for Audi Genuine Electronics Accessories. Similarly, all of these accessories are impressively advanced and inspiring. Our audio options let you enhance your listening pleasure. Other accessory options help promote more convenient travel. All are designed and tested to help enhance your driving pleasure. The list includes cargo management solutions, audio options and convenient travel. To learn more about these and more, visit us at your local authorized Audi dealer.

Audi Guard Comfort and Protection Accessories
Help protect what you love. Audi Guard Comfort and Protection Accessories offer function, practicality and beauty that help keep your Audi in pristine condition. Choose from such useful items as trunk liners that help make cleaning quick and easy or an easy-to-use all-weather cargo mat that helps shield the vehicle. Use them all to help reduce wear and tear on your vehicle and keep your Audi in pristine condition. Choose from such useful items as trunk liners that help make clean-up quick and easy or an easy-to-use all-weather cargo mat that helps contain spills and protect cargo-area carpeting from stains. All are engineered to stringent Audi standards, so you can be assured of their quality and durability.

Valve stem caps
Emblazoned with the iconic Audi rings, these handsome caps complement the unique design of the wheels on your Audi.

20” 5-arm parabolic wheels
Add an impressive finishing touch with these eye-catching design. Anthracite with machine-polished spokes.

All-weather floor mats
Dark ribbed, custom designed design protect your vehicle’s floor from water, mud, sand and snow. Black mats are available in sets of two for front seat; front-mate likewise the 2-3-5 look.

Load protection film
This custom-fit transparent film helps protect the rear bumper from scratches while loading and unloading. The red outline depicts the coverage area.

Deep-ribbed, channeled design helps protect your vehicle’s floor from water, mud, sand and snow. Black mats are available in sets of two for rear seat; front-mate likewise the 2-3-5 look.

Audi All-weather Cargo Mat
Cotton fit for your AT, the raised outside edge of the cargo mat helps contain spills and protect cargo-area carpeting from stains. The forehead helps contain soil during loading and unloading.

19” 5-V spoke design on your A7.
Diamond Silver 5-V spoke design on your A7.

19” 5-V spoke wheels
Anthracite with machine-polished spokes. Add an impressive finishing touch with this eye-catching design. Show off the dramatic profile and superior performance of the Diamond Silver 5-V spoke design on your AT.

20” 5-arm parabolic wheels
Adaptable impressive finishing touch with this eye-catching design. Anthracite with machine-polished spokes.

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