Why we need electric to shine brighter.

Audi e-tron® Electric vehicles are all the rage. But the fact remains that only one of every 1,115 vehicles sold right now are true, plug-in electric vehicles. But, even among these, there are still unresolved issues about the full potential of their vehicles’ batteries, how the electric grid will change, and even what makes the best possible driving experience. Audi is working in a different frame of mind. We’re not trying to be part of the rush—we’re part of the electric car solution. We call it Audi e-tron, and we’re going beyond the existing technology, using the progressive engineering, Audi ultra® lightweight technology and innovative thinking that will make it unmistakably Audi. Our engineers know that zero emissions do not mean zero emotion. Power, speed and range will be expressed in a performance-oriented way. Our interior design will remain deeply luxurious, and our exterior design will still emphasize aerodynamics along with stunning lines. It’s not enough to have the basic technology—it’s how far past convention one is willing to go. We plan to set the new standard for electric plug-ins—and shine a little brighter while leading the way.
Unafraid to stare back.
Naturally, given the trait and the field, it was a German who brought introspection into psychology. The man’s name was Wilhelm Wundt, and in Leipzig, in 1879, he saw introspection as a way to figure out the workings of the human mind. In other words, looking inside yourself and talking about what you see and feel was a way to illuminate the process of thought. Suitably inspired, Audi designers took it further and turned Wundt’s thesis inside out—thinking of a better way to showcase the process and psychology of illumination. You might even say our iconic, signature LED headlight technology is an expressive, extroverted response to introspection.

We crafted our LED lights not only to illuminate, but to see and be seen. To come as close as we could to re-creating daylight, while doing it as stylishly as possible: Immediately recognizable from a distance and supremely attractive up close, each LED light lasts around 10,000 hours, while LED taillights illuminate faster than conventional brake lights to help give the drivers behind you more time to respond. But these lights reflect something deeper and more compelling. Maybe it’s the iconic shape. Maybe it’s how when you look inside for inspiration, you manage to express yourself to the world?

1 Based on brightness comparison to the sun and 5,500 K color temperature. Full LED headlights are an available upgrade. 2 Features listed may not be available on all models.
Victor Frankenstein attended university in Ingolstadt in the gothic novel Frankenstein by Mary Shelley.
Precise construction and seamless laser welding

Without looking at the numbers, you might look at the panel seam on the opposite page and see a perfectly aligned contour. But our engineers and assembly-line workers would know it was off. They would note, correctly, that in some places, the weld or seam is clearly less than a millimeter off. Such is the case for intolerance. Anything less than perfect makes your vehicle more susceptible to wear. Precise, safer engineering requires a rigid disdain for allowances. Anything less means your Audi has a slight flaw. And that would make us generous to a fault.
Electric vehicles are all the rage. But the fact remains that only one of every 1,115 vehicles sold right now are true, plug-in electric vehicles. But, even among these, there are still unresolved issues about the full potential of their vehicles’ batteries, how the electric grid will change, and even what makes the best possible driving experience. Audi is working in a different frame of mind. We’re not trying to be part of the rush—we’re part of the electric car solution. We call it Audi e-tron, and we’re going beyond the existing technology, using the progressive engineering, Audi ultra® lightweight technology and innovative thinking that will make it unmistakably Audi. Our engineers know that zero emissions do not mean zero emotion. Power, speed and range will be expressed in a performance-oriented way. Our interior design will remain deeply luxurious, and our exterior design will still emphasize aerodynamics along with stunning lines. It’s not enough to have the basic technology—it’s how far past convention one is willing to go. We plan to set the new standard for electric plug-ins—and shine a little brighter while leading the way.
A symphony of sound engineering

It’s like your very own ode to joy. Audi sound engineers don’t simply make the cabin acoustics sound perfect for your music, they make the drivetrain sing. Or, if not sing, then put it in harmony with every other element of the driving experience. From the sound of a shutting door, to the click of a turning knob, to the full integration of Bang & Olufsen® or BOSE® sound systems, there’s an orchestra of engineering. Emphasizing the drama in sound is something Beethoven knew well. It’s no surprise that we’ve picked up on it.1

1 Optional feature. May not be available on all models.
Unafraid to stare back.
Naturally, given the trait and the field, it was a German who brought introspection into psychology. The man’s name was Wilhelm Wundt, and in Leipzig, in 1879, he saw introspection as a way to figure out the workings of the human mind. In other words, looking inside yourself and talking about what you see and feel was a way to illuminate the process of thought. Suitably inspired, Audi designers took it further and turned Wundt’s thesis inside out—thinking of a better way to showcase the process and psychology of illumination. You might even say our iconic, signature LED headlight technology is an expressive, extroverted response to introspection.

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Audi MMI® Navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle’s electrical system and existing wireless and satellite technologies must be available and operating properly for the system to function. This requires integration providing a precise and consistent connection. Maximum and actual performance will depend on the area where the vehicle is operated. Factoring in all these variables, it is not possible to develop complete detailed mapping of all streets, roads, streets, toll roads, highways, etc. Therefore, there may be discrepancies between the mapping and your actual location. Please rely on your own individual judgment in determining whether or not to follow a suggested route. For mapping updates please see your Audi dealer or call 1-800-FOR-AUDI for details.

BLUETOOTH®: Your Audi vehicle is equipped with a phone preparation utilizing BLUETOOTH® interface to enable hands-free functionality (compatible mobile phones sold separately). You will need a BLUETOOTH® enabled mobile phone in order to utilize this function. Not all BLUETOOTH® enabled mobile phone models are compatible with Audi phone preparation. For a list of currently supported BLUETOOTH® enabled mobile phones, visit audiusa.com/bluetooth, or contact your local Audi dealer for the latest listing of compatible phones. Audi recommends use of the Audi phone cradle (sold separately) with your mobile phone while operating this vehicle.


Summer performance tires are expensive and warranted by their manufacturers. High-performance tires are designed to optimize performance and handling in warm climates. They are not suitable for cold, wet, or snow-covered surfaces. If your climate does change seasons, you should change your vehicle’s tire configuration at least twice: spring/summer and fall/winter. Always consult your local Audi dealer to determine the best tire for your vehicle and climate conditions. Some EU models shown.

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Audi Truth in Engineering

Audi MMI® Navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle’s electrical system and existing wireless and satellite technologies must be available and operating properly for the system to function. This requires integration providing a precise and consistent connection. Maximum and actual performance will depend on the area where the vehicle is operated. Factoring in all these variables, it is not possible to develop complete detailed mapping of all streets, roads, streets, toll roads, highways, etc. Therefore, there may be discrepancies between the mapping and your actual location. Please rely on your own individual judgment in determining whether or not to follow a suggested route. For mapping updates please see your Audi dealer or call 1-800-FOR-AUDI for details.

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Audi Truth in Engineering
Truth starts at birth

Think about the taste of a Rhône red, the touch of Italian leather, or the bite of Vermont cheddar. Like those, Audi carries the particular essence of where it came from. It’s called terroir, and we’ve translated it to automobiles. It helps explain our take on luxury and why we challenge convention, actually. Figuring out how the climate, the soil and the topography create a singular truth, an intrinsic authenticity that can be found nowhere else, and how all these physical influences shape the progressive inspiration of our engineers, designers and thinkers.

We certainly have our own terroir. One shaped by the mountains, forests and extreme weather of Germany. Inspired by the autobahn, hairpin turns and early twilight. And, of course, by our home in Ingolstadt, along with the passions and personality of the people who live there. And like a fine wine, its heritage helps articulate how it came to be, to deepen the connection between the product and the person. As always, the real joy is in the discovery you feel experiencing it. It’s the truth from which the Truth in Engineering® was born.

We change the way people look at things. Germany has long been an epicenter of change. Of seeing the world differently. Of adapting to new standards. Of breaking new ground. This is an Audi cornerstone. By continually challenging the existing belief system, Audi provocation leads the way to new conventions.

Ingolstadt, Germany
Region_Bayern (Bavaria)
48° 45’ 44.03” N
11° 25’ 32.58” E
Elevation 1,312 ft
area 51.49 sq mi
average low temp 24.8°F
average high temp 71.6°F
average rainy days per month 15 days
average snow days per year 58 days
Provocation
We change the way people look at things. Germany has long been an epicenter of change. Of seeing the world differently. Of adapting to new standards. Of breaking new ground. This is an Audi cornerstone. By continually challenging the existing belief system, Audi provocation leads the way to new conventions.

Climate
The weather keeps Germans inside quite a bit. Where others might become stir-crazy, for us it becomes time to explore our thoughts. Audi engineers use this time to think about the elements outside, and how to overcome them through progressive thinking. We may think indoors, but our thoughts are far from insular.

Organization
Germans prefer to make order from chaos. We are precise and orderly because we think it’s important to mean what you say, and to be clear in what you do. Audi reflects that through visionary engineering. It is deceptively simple—organization is having the right thing in the right place, for the right moment.

Landscape
What do you see in cars? Economy of form. Efficiency of thought that translates into precise actions. The psychology of Audi engineers is modern and uncluttered. It’s not excess that interests us, but addressing desires in a way that makes people nod and say, Yes, that is Truth in Engineering®.
The difference between strength and flexibility is perspective.

Audi ultra®
If rigid thinking is the status quo, Audi is ultraflexible. For instance, where others assumed the need for steel, Audi saw how steel alone made a vehicle heavier, less efficient and harder to stop quickly. So with our Audi ultra® lightweight technology initiative, we thought in terms of materials to help make our vehicles lighter, helping enhance fuel efficiency and improve performance.1 It’s a matter of perspective. Positioned one way, aluminum materials can be flexible. Positioned another, they are strong and rigid. Positioned in an Audi and working with steel and, soon, carbon-fiber elements, they are a provocation to everyone else: you’ve been thinking about strength in the wrong way. Lighten up.

1 See www.fueleconomy.gov for EPA estimates. Your mileage will vary.
In traditional luxury, the typical reaction is “more.” More is better, right? Not always. Audi built an entire Lightweight Design Center in Neckarsulm, Germany, where engineers worked together to create a radically different idea—that true luxury can be found in less. The group effort first paid off with our legendary ASF lightweight aluminum space frame technology. By placing the right material where it is most needed, we shed the sluggish excess of old luxury, and made our lightweight ASF technology part of a better performing, more efficient and entirely different luxury brand.1

What happens when everyone is expected to carry the load.

1 See www.fueleconomy.gov for EPA estimates. Your mileage will vary.
Why we’re obsessed with your weight.

Lighter is better. Take a pound off, and you might not notice how much more efficient you have become. Take 75 or more off, and you might be cornering like you never have before. We’re talking about your Audi, of course. By taking significant weight off a traditional steel frame, we save hundreds of gallons of fuel over the driving life of your vehicle, compared to heavier vehicles. But it’s not all about efficiency. We also build aluminum hybrid and steel frames for rigidity and sharper handling. Audi ultra® lightweight technology is a comprehensive approach that helps improve stopping distance and fuel efficiency while enhancing performance.1 By challenging ourselves, we’ve built vehicles that show you how much more you can do, and enjoy, with less.

1 Based on 150,000 miles driven and EPA estimates of 21 mpg (combined city/highway) for 2011 Audi A6 3.0T quattro® with Tiptronic® automatic transmission and 22 mpg (combined city/highway) for 2012 Audi A6 3.0T quattro® with Tiptronic® automatic transmission.
As you can see, we’ve always felt that the best ideas are the ones that stick. And nowhere is that more true than with Audi quattro® all-wheel drive. Since 1980, we’ve been stuck on articulating an expanding vision of what progressive all-wheel drive technology can deliver. We didn’t simply look at it as something to use in poor conditions, but rather as a performance technology that’s built to handle roads from the Alps to the autobahn—and points beyond.

Torque vectoring
You’ll find truth in your corner. Torque vectoring is a handling feature so advanced that it seems to respond to your impulses even before you turn the wheel. An evolution of cross-axle lock, this system works with the Audi quattro® all-wheel drive system while utilizing Electronic Stability Control (ESC) and the Anti-lock Braking System (ABS) to help sense reduced load or wheel-spin on the inner cornering tire, helping to make turns smoother and more responsive.

Sports differential

Torque vectoring

Distributed power to rear—60%¹
Distributed power to front—40%¹
Asymmetric torque split¹
²

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European model shown with optional equipment. ¹ Torque split ratio will vary from model to model. ² Features listed may not be available on all models.

Climate

Lowest recorded temperature: -31° F
Highest recorded temperature: 98.6° F
Average yearly precipitation: 25.98 in
Average yearly dew point: 37.4° F

The legendary Audi quattro®

Asymmetric torque split

Torque vectoring

Sports differential

The legendary Audi quattro®

You should see how we stick it to the road.
How would you like your drive served today?

**Dynamic mode**

More precise steering with more responsive throttle and shift characteristics. Focus performance while tighter suspension gives this setting an aggressive feel.

What happens: As vehicle speed increases, Dynamic mode helps provide a tighter steering ratio.

**Comfort mode**

Perfect for less-than-perfect roads, this setting adds a more relaxed feel for steering, throttle, and transmission inputs while also providing a softer suspension setting.

What happens: Softer suspension helps absorb various road imperfections while giving you a smoother drive.

**Individual mode**

Take the turn your way. Adjust the steering, throttle response and suspension to your style, and this setting will be yours whenever you choose it.

**Auto mode**

Auto mode helps deliver the best of both worlds by automatically adjusting to the optimal settings for a seamless combination of comfort and handling.

*Optional feature. May not be available on all models. Always obey local speed and traffic laws.*
Connecting is a basic human need. In this climate of technological advances, it’s an automotive one too. With Audi connect, we’ve developed a way that humans can stay more connected—with each other, with the road, and with their journeys and with their destination. We’ve also thinking that vehicles could stand to be more social too. So our engineers are looking at swarm technology—a new frontier in communication that’s based on the way schools of fish or flocks of birds seem to move in unison—and how it can possibly prevent collisions or improve traffic flow through vehicles that "talk" to each other. But that’s tomorrow. Today, Audi connect uses Google Earth™ with 3D satellite imagery in concert with Audi MMI® Navigation plus and provides Wi-Fi connectivity for up to eight passenger devices to help you stay informed. Check local fuel prices, weather information and more using Google™ Voice Local Search capabilities. You know that Audi has revolutionized human interaction. Think of what we can do next!2

We may have just mapped out your future.
Without looking at the numbers, you might look at the panel seam on the opposite page and see a perfectly aligned contour. But our engineers and assembly-line workers would know it was off. They would note, correctly, that in some places, the weld or seam is clearly less than a millimeter off. Such is the case for intolerance. Anything less than perfect makes your vehicle more susceptible to wear. Precise, safer engineering requires a rigid disdain for allowances. Anything less means your Audi has a slight flaw. And that would make us generous to a fault.

Precise construction and seamless laser welding

The case for intolerance.
Naturally, given the trait and the field, it was a German who brought introspection into psychology. The man’s name was Wilhelm Wundt, and in Leipzig, in 1879, he saw introspection as a way to figure out the workings of the human mind. In other words, looking inside yourself and talking about what you see and feel gave you a way to illuminate the process of thought. Suitably inspired, Audi designers took it further and turned Wundt’s thesis inside out—thinking of a better way to showcase the process and psychology of illumination. You might even say our iconic, signature LED headlight technology is an expressive, extroverted response to introspection.

We crafted our LED lights not only to illuminate, but to see and be seen. To come as close as we could to re-creating daylight, while doing it as stylishly as possible. Immediately recognisable from a distance and supremely attractive up close, each LED light lasts around 10,000 hours, while LED taillights illuminate faster than conventional brake lights to help give the drivers behind you more time to respond. But these lights reflect something deeper and more compelling. Maybe it’s the iconic shape. Maybe it’s how when you look inside for inspiration, you manage to express yourself to the world. Unafraid to stare back.

1. Based on brightness comparison to the sun and 5,000 K color temperature. Full LED headlights are an available upgrade. 2. Features listed may not be available on all models.
It’s like your very own ode to joy. Audi sound engineers don’t simply make the cabin acoustics sound perfect for your music, they make the drivetrain sing. Or, if not sing, then put it in harmony with every other element of the driving experience. From the sound of a shutting door, to the click of a turning knob, to the full integration of Bang & Olufsen® or BOSE® sound systems, there’s an orchestra of engineering.

You might hear a little Beethoven in your drivetrain.
At first glance, it’s the kind of thing a guy in a black turtleneck might be ruminating over at a Berlin gallery. But then, he might not fully appreciate the sublime design and surprising engineering of the ventilation system in an Audi. In other words, those curves don’t just look arresting, they actually help the air to flow more effortlessly and easily around the cabin. That makes the climate control system more responsive, quieter and more effective. You don’t need an Art History degree to fully appreciate the impact this sculpture can have on you.
Power, as we see it, is defined by how exhilarating the road is when you’re on it. In Germany, of course, that excitement is felt on the autobahn, with its almost limitless speeds. But in America, we feel power isn’t just about pure speed. We believe that it’s best felt with the control, efficiency and dynamics of Audi engineering on the daily commute. That’s why we’ve made our cars lighter, and our engines more efficient1 to help articulate this kind of power. It’s one that pulses with torque at the moment of acceleration, a true, quick response as you change lanes, and one that turns even the most routine cloverleaf into a joyful application of performance handling. Sure, we love hitting the throttle and feeling the thrust of acceleration, but we also want our drivers to experience the balance and precision of Audi engineering. From our track-bred line of Audi performance cars to an A3, we are in the business of engineering emotion2.

1 See www.fueleconomy.gov for EPA estimates. Your mileage will vary.
2 Always obey local speed and traffic laws.
Designing innovation depends on how one sees the world.

Where some might look at the road ahead and see a tough drive, Audi sees innovation just waiting to be developed, because we see things from a different perspective. Maybe it comes from those days of endless rain and snow we get in our hometown of Ingolstadt, Germany. But where others see a wet road, or a twisty mountain pass, we see solutions such as Audi quattro® all-wheel drive or LED lighting technology. We like to engineer technologies others haven’t thought of yet to see beyond the curve in order to help keep you comfortably ahead of it. And to help you see the Truth in Engineering®.
From a certain perspective, we’ve come full circle. Germany was the home to the first moveable type printing press, a technological advancement that standardized text and led to a global revolution in how people accessed information. Audi wanted to bring back a little of the personal touch, while giving you even more communicative capabilities. With handwriting-recognition technology, the Audi MMI touch helps deliver the information, entertainment or media you want, when you want it. More than intuitive, you can access the right phone number or the right song with just a few quick strokes of your finger on the touchpad. It connects you to your car in an entirely new way, allowing you to easily and immediately communicate with your vehicle and its systems. Comprehensiveness is further enhanced with the innovative Audi connect®, which features an infotainment system with Google Earth™ mapping service and Wi-Fi hotspot capabilities. Audi connect helps you get information with a few quick, easy cues—allowing you connection to everything from local fuel prices to traffic and points of interest. If the printing press helped democratize knowledge, Audi MMI gives you a personalized nerve center for you to receive customized information through Audi connect that was made just for you, making for a truly individualistic informational experience.

1 Optional features. May not be available on all models. 2 Distracted driving can cause a loss of vehicle control. The features and technologies discussed above are offered for convenience, and should be used only when it is safe and appropriate. The driver should always remain focused on the road and not allow other activities to distract. Features may require additional equipment. See dealer for details.

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Why we need electric to shine brighter.

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To see a video and get more information, scan this QR code on your smartphone. Standard text and data usage rates apply.
Sometimes higher calories can be a good thing.

Diesel

42 mpg

Gasoline

28 mpg

diesel fuel more powerful than gasoline. Which means that a gal-
lon of diesel fuel has about 30% more energy than a comparable
amount of gas and combusts more efficiently in the engine. Maybe
it’s because the Audi TDI® clean diesel engine has achieved ultra-low
emissions vehicle (Bln-5/ULEV) status in all 50 states while producing
20 percent less CO₂ emissions than the traditional gasoline-driven
engine. Maybe it’s the way that Audi has dominated the 24 Hours
of Le Mans over the years with Audi TDI® clean diesel prototype race
cars. Or maybe, in the end, it’s the calories that have changed minds.
Which goes to show that all fuels are not created equal—but some
should be an acquired taste.

1 2013 city/23 highway mpg. 2013 Audi A3 TDI® clean diesel with 6-speed manual transmis-
sion. 22 city/28 highway mpg. 2013 Audi A3 TDI® clean diesel with 6-speed manual transmis-
sion and front-wheel drive. EPA estimates. Your mileage will vary.

TDI® innovation

Like it or not, it’s long been true that one of the differences between
Germans and Americans is their approach to beer. Germans are gen-
erally unconcerned with calories or cost, as long as the beer tastes
good. Americans have, for a long time, gone with lighter, cheaper
beers. But as the microbrew revolution in America has shown, Ameri-
can’s tastes are changing. As with beer, so goes diesel. America is
increasingly consuming Audi TDI® clean diesel technology. Maybe
it’s the efficiency. Calories are, after all, only a measure of potential
energy. They may not cause German beer to taste better than their
mass-brewed American counterparts, but calories certainly make
...
Audi Navigation plus with traffic

Available features
- Six-speed Audi S tronic® dual-clutch
- Six-speed manual transmission with Audi multitronic® continuously variable transmission

Available drivetrains
- 2.0-liter TDI® clean diesel with 140 hp and 236 lb-ft of torque

Available engines
- 2.0-liter TDI® clean diesel with 134 hp and 122 lb-ft of torque
- 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque

Audi A3 Feature Highlights
- BOSE® sound system with ten speakers
- BLUETOOTH® wireless technology
- Audi MMI® Navigation plus with voice control system
- Audi connect™ with six-month trial subscription
- Audi multitronic® continuously variable transmission with front-wheel drive
- Full-speed Audironic® system with front-wheel drive
- Audi Virtual Cockpit®

Audi makes a powerful one. One where engineering takes center stage and visionary technologies like the available AES® aluminum space frame, Audi MMI® Touch and Audi quattro® all-wheel drive make the driver's experience a more rewarding one. From weight savings to exciting innovations to unparalleled handling, when we say Luxury has progressed, this is what we mean. Audi takes all the innovation and intrinsic influences of Germany to create an undeniably potent truth. And the truth is, we can back it up.

Audi incorporated diesel engines into our lineup more than 20 years ago, and we've only improved on their power, their fuel economy and their emissions to the point where Audi TDI® clean diesel has a Le Mans championship pedigree—and is a leader in clean diesel technology. Then there are our innovations in Audi FSI® and TFSI® engines and our use of stylish and functional LED lighting technologies that help set us apart. To say nothing of revolutionary handwriting-recognition technology in the available MMI touch and next-generation navigation with Audi connect™, the world's first in-vehicle navigation system to be integrated with Google Earth™ technology.

These are the vehicles that contain this truth. These inspirations. These innovations. They are the proof behind the truth in Engineering.

Audi Navigation plus with voice control system

Available features
- Audi MMI® Navigation plus with voice control system
- Audi connect™ with six-month trial subscription
- Eight-speed Tiptronic® automatic transmission
- Full-speed Audironic® system with front-wheel drive
- Bang & Olufsen® Sound System with 14 speakers and 505 watts

Available drivetrains
- 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque
- Audi S4

Audi A4 is available in Premium plus and Prestige models. See A4 model brochure or visit audiusa.com for more details.

S4

Audi S4 Feature Highlights

Available engines
- 3.0-liter TFSI® with 333 hp and 325 lb-ft of torque

Available drivetrains
- 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque
- 3.0-liter TFSI® with 333 hp and 325 lb-ft of torque

Audi A4 Feature Highlights

Available engines
- 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque
- 3.0-liter TFSI® with 333 hp and 325 lb-ft of torque

Available drivetrains
- 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque
- 3.0-liter TFSI® with 333 hp and 325 lb-ft of torque

Audi S4 is available in Premium plus and Prestige models. See A4 model brochure or visit audiusa.com for more details.

The case for truth.

Engineering defines the Audi A3 by elevating performance while enhancing efficiency. Whether you choose the efficient 2.0-liter TFSI® gasoline engine, which gets an estimated 30 mpg on the highway, or the ultra-efficient Audi TDI® clean diesel with an impressive 42 mpg/highway estimate, you might not realize how powerfully responsive the A3 is until you actually drive it. With its exhilarating combination of power and efficiency, it’s a luxury car that engages the mind as much as it thrills the soul.
The Audi allroad® has a difficult task. To follow a beloved legend. The previous generation allroad won over a demanding audience—those concerned with not only how they looked at the slopes, but getting to them in the first place. Through strong design, Audi quattro® all-wheel capabilities and capable performance, the all-new allroad stands to win a legion of new fans while satisfying the dedicated drivers who owned the legend. Built for any season, the allroad features available Audi connect™, leather seating surfaces, an elevated 7.1-inch ground clearance and a 211-hp TFSI® engine. It might be time to follow a new legend.

Audi allroad® Feature Highlights

- 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque
- Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive

Available Features
- Auto-dimming rearview mirror with homelink and garage door opener
- Audi connect™ with voice-activated navigation
- Heated seats with four-year subscription
- Bang & Olufsen® inductive charging

Built allroad is available in Premium, Premium plus and Prestige models. See allroad model brochure or visit audiusa.com for more details.

Audi A5 Coupe/Cabriolet Feature Highlights

- Available drivetrains
- 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque
- Audi multitronic® continuously variable transmission with front-wheel drive (Cabriolet only)
- Six-speed manual transmission with Audi quattro® all-wheel drive (Coupe only)
- Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive

Available Features
- Audi MMI® Navigation plus with voice-activated natural language control
- SiriusXM® Satellite Radio
- Audi connect™ with voice-activated natural language control
- Audi allroad exterior appearance with full-paint finish (limited exterior colors)

Audi A5 is available in Premium, Premium plus and Prestige models. See A5 model brochure or visit audiusa.com for more details.

Audi S5 Coupe/Cabriolet Feature Highlights

- Available drivetrains
- 3.0-liter TFSI® with 333 hp and 325 lb-ft of torque
- Six-speed manual transmission with Audi quattro® all-wheel drive and available sports differential
- Seven-speed Audi S tronic® dual-clutch transmission with Audi quattro® all-wheel drive and available sports differential

Available Features
- Audi MMI® Navigation plus with voice-activated natural language control (voice control system not available on Cabriolet)
- Bang & Olufsen® Sound System with 14 speakers and 505 watts (12 speakers on Cabriolet)

Audi S5 is available in Premium plus and Prestige models. See Audi Sport brochure or visit audiusa.com for more details.

The Audi A5 is a prime example of passionate, expressive style and finely tuned performance. In either its Coupe or Cabriolet identity, the A5 is a showcase of personality—as it should be—with its assured handling, smart interior and assertive stance. It’s technologically advanced, fully stocked with available advanced technologies like Audi MMI® Navigation plus and a Bang and Olufsen® Sound System, and viscerally powerful whenever you hit the throttle, with a potent 2.0-liter TFSI® engine, or 3.0-liter TFSI in the Audi S5, that offers athleticism, but with a smile instead of a scowl.
The Audi A6 brings class to the road. Its available Audi connect™ Google Earth™ with 3D satellite imagery, Audi MMI® touch with advanced handwriting-recognition technology and Wi-Fi connectivity are just a few of the features you’ll enjoy. And with the suite of available driver assistance technologies that monitor and help you react to the traffic environment around you, it becomes a celebration of automobile technology. The new Audi S6 also adds a 420-hp 4.0-liter TFSI® engine to the mix, making it a clear demonstration of what progressive luxury can be—and something so much more than your everyday luxury vehicle.

Audi A6 Feature Highlights
- Available engines:
  - 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque
  - 3.0-liter TFSI® with 310 hp and 325 lb-ft of torque
- Available features:
  - Audi multitronic® continuously variable transmission
  - Audi quattro® all-wheel drive
  - Eight-speed Tiptronic® automatic transmission with S tronic® dual-clutch drive
- Available features:
  - Audi MMI® Navigation plus with voice control system2
  - Audi MMI® touch with handwriting-recognition technology
  - Audi connect™ with six-month trial subscription1
  - SiriusXM Traffic with four-year subscription2
  - Bang & Olufsen® Advanced Sound System with 15 speakers and 1,300 watts

Audi A7 Feature Highlights
- Available engines:
  - 3.0-liter TFSI® with 310 hp and 325 lb-ft of torque
- Available features:
  - Eight-speed Tiptronic® automatic transmission with S tronic® dual-clutch drive
  - Available features:
    - Audi MMI® Navigation plus with voice control system2
    - Audi MMI® touch with handwriting-recognition technology
    - Audi connect™ with six-month trial subscription1
    - SiriusXM Traffic with four-year subscription2
    - Bang & Olufsen® Advanced Sound System with 15 speakers and 1,300 watts

Audi S7 Feature Highlights
- Engine:
  - 4.0-liter TFSI® with 420 hp and 406 lb-ft of torque
- Available features:
  - Seven-speed Audi S tronic® dual-clutch transmission with Audi quattro® all-wheel drive and sports differential
  - Available features:
    - Audi MMI® Navigation plus with voice control system2
    - Audi MMI® touch with handwriting-recognition technology
    - Audi connect™ with six-month trial subscription1
    - SiriusXM Traffic with four-year subscription2
    - Bang & Olufsen® Advanced Sound System with 15 speakers and 1,300 watts

See Audi Sport brochure or visit audiusa.com for more details.

1 Distracted driving can cause a loss of vehicle control. The features and technologies discussed above are offered for convenience, and should be used only when it is safe and appropriate. The Wi-Fi hotspot feature is intended for passenger use only. Always pay careful attention to the road, and do not drive while distracted. Features may require an additional subscription plan. See dealer for details. 2 See back cover for important safety information regarding Navigation plus and required SiriusXM subscription.
The Audi TT is a sports car designed to accelerate and elevate. Start with the impressive engineering, inspired design and gripping performance of the TT. Raise the game with advanced driving dynamics and powerfully efficient Audi TFSI® engine in the Audi TTS.1 Coupe or Roadster, with Audi quattro® and ASF® aluminum space frame standard throughout the line. Audi builds on the belief that this is the car for drivers who enjoy unrivaled design and true performance while they enjoy the view.

Audi A8 Feature Highlights

Drivetrain

- Available engines:
  - 3.0-liter TFSI® with 333 hp and 325 lb-ft of torque
  - 4.0-liter TFSI® with 420 hp and 444 lb-ft of torque
  - 6.3-liter FSI® with 500 hp and 463 lb-ft of torque
- Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive and available sports differential
- Audi ultra® lightweight technology – ASF® aluminum space frame
- Audi MMI® Navigation plus with voice control system2
- Audi MMI® touch with handwriting-recognition technology
- Audi connect™ with six-month trial subscription3

Audi S8 Feature Highlights

Drivetrain

- Engine:
  - 4.0-liter TFSI® with 520 hp and 481 lb-ft of torque
- Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive and sports differential
- Audi ultra® lightweight technology – ASF® aluminum space frame
- 21" 5-triple-spoke design wheels with summer performance tires2
- Audi MMI® Navigation plus with voice control system2
- Audi MMI® touch with handwriting-recognition technology
- Audi connect™ with six-month trial subscription3

Audi TT Coupe/Roadster Feature Highlights

Drivetrain

- Engine:
  - 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque
- Six-speed Audi S tronic® dual-clutch transmission with Audi quattro® all-wheel drive
- Audi ultra® lightweight technology – ASF® aluminum space frame
- Audi pre sense plus
- Audi side assist
- Audi lane assist

See Audi Sport brochure or visit audiusa.com for more details.

Available features

- Audi Navigation plus with traffic information2
- Baseball Optic Leather package
- Audi exclusive Bi-color Fine Nappa leather seating surfaces and trim (Black/Titanium or Black/Crimson Red)
- Bang & Olufsen® Advanced Sound System
- Audi pre sense plus
- Audi side assist

See Audi Sport brochure or visit audiusa.com for more details.

1 See www.fueleconomy.gov for EPA estimates. Your mileage will vary.
2 See back cover for important safety information regarding Navigation plus and summer performance tires.
3 Distracted driving can cause a loss of vehicle control. The features and technologies discussed above are offered for convenience, and should be used only when it is safe and appropriate. The DSR (Driver Safety Retreat) feature is intended for passenger use only. Always pay careful attention to the road, and do not drive while distracted. See dealer for details.
**TT RS**

Equal parts rally car and personal expression, the Audi TT RS is instantly recognizable as an icon—from the redesigned fascia to the oval-shaped exhaust outlets. Lightweight and ultramid, the TT RS has 360 hp and 343 lb-ft of torque, and delivers the screaming, rev-matching thrust usually felt with engines much larger than the 2.5-liter flow-cylinder Audi TTS®. Then again, the power seems perfectly apt for the engineering that pulses through this stylish, performance-tuned, manual marvel.

**RS 5**

The Audi RS 5 doesn’t come with a sign that says, “For Serious Drivers Only.” It doesn’t have to—everyone just knows. Factory-tuned and stunningly executed, this progressive performance car showcases an aggressive front end, wide wheel arches and speed-deployed rear spoiler.

The Audi RS 5 features a 4.2-liter Audi FSI® V8 engine that produces 450 hp capable of hitting 8,550 rpm at the redline along with a seven-speed Audi S tronic® dual-clutch transmission that funnels power through seamless shifting and instant response.1

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1 Features may require an additional subscription plan. See dealer for details.
While the competition might be trying to figure it out, we here at Audi know exactly what the Audi Q5 is. Call it a crossover, call it an elevated sedan, but whatever you call it, the Q5 is unmistakably an Audi, and features a finely honed interior, a sleek exterior style and a well-tuned engine. Engage the available Audi drive select to discover a dynamic power profile. Or choose the all-new Audi Q5 hybrid model that delivers hybrid efficiency along with Audi fit and finish. Introduce yourself to a confident Q5, and arrive in stylish comfort.

A design detail can define the character of an entire piece. So that’s one way to think of the Audi Q7: a collection of small, stylish details that add up to one impressively large canvas.

Q5 Hybrid Feature Highlights

Available engines
- 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque
- 3.0-liter TFSI® with 272 hp and 295 lb-ft of torque

Available drivetrains
- Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive

Available features
- Audi MMI® navigation plus with voice control system
- Bang & Olufsen® Sound System with 14 speakers and 505 watts
- SiriusXM Traffic with four-year subscription
- Audi connect™ with six-month trial subscription
- Audi drive select
- Audi MMI® Navigation plus with voice control system
- Bang & Olufsen® Sound System with 14 speakers and 1000 watts
- Audi drive select
- Audi MMI® Navigation plus with voice control system
- Bang & Olufsen® Sound System with 14 speakers and 1000 watts

Audi Q5 hybrid is available in Premium, Premium plus and Prestige models. See Audi Q5 hybrid model brochure or visit www.audiusa.com for more details.

Audi Q7 TDI® Feature Highlights

Engine
- 3.0-liter TDI® with 240 hp and 406 lb-ft of torque

Available engines
- 3.0-liter TDI® with 278 hp and 265 lb-ft of torque
- 3.0-liter TDI® with 310 hp and 325 lb-ft of torque

Available drivetrains
- Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive

Available features
- Audi MMI® navigation plus with voice control system
- Bang & Olufsen® Advanced Sound System with 14 speakers and 1000 watts
- Audi drive select
- Audi MMI® Navigation plus with voice control system
- Bang & Olufsen® Advanced Sound System with 14 speakers and 1000 watts
- Audi drive select
- Audi MMI® Navigation plus with voice control system
- Bang & Olufsen® Advanced Sound System with 14 speakers and 1000 watts

Audi Q7 TDI® is available in Premium, Premium plus and Prestige models. See Audi Q7 model brochure or visit www.audiusa.com for more details.
Picture it.