To become the all-wheel drive standard, you have to change the game, and that’s exactly what quattro® has done since its inception. Proof? It has helped us to win races all over the world—and lots of them. But it’s not just a performance-enhancing technology; it has also become the proven foul-weather friend. It helps optimize traction as conditions become more challenging, which translates to a more confident driving experience. Either way you look at it, the story of quattro® continues to be a winning one.

We’ve been telling a gripping story for 35 years now.

The irrepressible actuality of light.

Light is a wave and an energy. It’s also a feeling. And an inspiration. Light is a physical manifestation and a spiritual metaphor. For Audi designers, light represents the soul of automotive design. We use it to give lines context, add a shimmering allure, or give shapes a visual texture or depth. In the sun or on a city street, the vehicle becomes luminescent, a seductive, ever-shifting configuration of energy itself, expressed in the brilliance of each design line.

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It turns out, science fiction has nothing on reality.

Remember what we used to think was going to happen in the future? Flying cars, moving sidewalks and folding suitcases? While flying cars may never happen, science fiction still seems quaint compared to what reality offers. At Audi, our engineers and technicians are putting innovation in vehicles right now that would have seemed unimaginable 25 years ago. From the evolution of LED lighting technology and the introduction of dynamic steering in some models to the sheer processing power of our vehicles that allows for the seemingly infinite capabilities of Audi connect® and our MMI® with Google Voice™ integration — we aren’t in the business of imagining what the future will bring. We’re committed to bringing it.

You might be missing something, but we won’t.

With everything that’s out there, we thought it was time to focus on what you really need to see that’s just up in your blind spot. Fortunately, there’s a full suite of available Audi technologies that help take into account other vehicles as well as yours to intelligent driver assistance systems. These can help you focus on what’s most important—the road.
When the right materials strike a perfect chord.

At the heart of every great performance is an equally powerful instrument. Light, yet strong, a violin embodies many of the qualities that make up our core engineering philosophy. Whether it’s the way we bind different metals together to help form a powerful connection or the way we shape our design for functionality and performance or even the way our crumple zones give in the right places to help dissipate energy, the similarities are present for a reason. You can’t expect to perform at the highest level without a solid foundation.

Audi exclusive

A premium option for an exceptionally premium vehicle, Audi exclusive gives you the chance to put an unmistakably personal stamp on your vehicle by offering an almost limitless spectrum of paint colors, decorative inlays and leather options.

Audi Certified pre-owned

An exceptional value on the Audi of your dreams. 300-plus. The number of exterior, interior, engine, undercarriage, and road-test inspections our dealers perform on every Certified pre-owned vehicle. These 300-plus inspection points were checked for one reason only: to give the owner the peace of mind that comes with owning an Audi.
In either their Coupe or Cabriolet form, the Audi A5 and S5 showcase their personality with assured handling, a smart interior and an assertive stance. They are also technologically advanced, and viscerally powerful when you hit the throttle, with standard quattro® all-wheel drive and a 220-hp 2.0-liter TFSI® engine in the A5 Coupe and Cabriolet, or a 333-hp 3.0-liter TFSI® V6 engine in the S5 Coupe and Cabriolet. You could say that they all offer athleticism with a smile.

Audi A5 Coupe | A5 Cabriolet | S5 Coupe | S5 Cabriolet

We designed the 2016 Audi A3 Sedan, Cabriolet, S3 Sedan and A3 Sportback e-tron® to be energetic and agile luxury vehicles. Then we added available technologies usually reserved for flagship vehicles, like MMI® touch® and Audi adaptive cruise control with stop & go, along with the choice of the available 1.8T® engine in the A3 Sedan and Cabriolet. The S3 gets an even more powerful 2.0T® TFSI® engine and standard quattro® all-wheel drive for the ultimate in thrills. And for those looking to drive the future, there’s the remarkably efficient A3 Sportback e-tron®. They are proof that an Audi is an Audi, regardless of size.

Audi A3 Sedan | A3 Cabriolet | S3 Sedan | A3 Sportback e-tron®

In either their Coupe or Cabriolet form, the Audi A5 and S5 showcase their personality with assured handling, a smart interior and an assertive stance. They are also technologically advanced, and viscerally powerful when you hit the throttle, with standard quattro® all-wheel drive and a 220-hp 2.0-liter TFSI® engine in the A5 Coupe and Cabriolet, or a 333-hp 3.0-liter TFSI® V6 engine in the S5 Coupe and Cabriolet. You could say that they all offer athleticism with a smile.

Audi A5 Coupe | A5 Cabriolet | S5 Coupe | S5 Cabriolet
The powerful, intuitive Audi A6 brings refinement to the road—with enough technology options to make every drive an intelligent one. It starts with a suite of available driver assistance systems, from Audi adaptive cruise control with stop & go to Audi side assist, which helps monitor and alert you to surrounding traffic. Then it is further refined with the help from two dynamic engine options. And for the truly bold, there’s no better finish than the S6. It effortlessly unleashes its 4.0-liter TFSI® V8 engine and unrelenting 450 hp to help you a seemingly endless stream of power.

The Audi A7 is a five-door luxury performance coupe that shows what can happen when form and function meld together beautifully—which is an even more powerful proclamation considering it has been redesigned for 2016. Expect a multitude of performance levels. From the A7, with its 333-hp TFSI® V6 engine to the potent 450-hp S7, all the way to the track-worthy RS 7 performance, with an astonishing 605 hp and up to 553 lb-ft of torque. Add in an available suite of advanced technologies, and discover a range of vehicles designed from the outset to shatter every preconceived notion of what a luxury performance car can be.
Exuding style and performance, the Audi A8 L is luxury unencumbered by traditional expectations. Technology is the watchword here, with an array of innovations that help connect the driver to the driving experience, while muscular powertrain options manage to produce immense fuel efficiency. There’s also the bold 4.0-liter TFSI® V8 4.0T Sport model for the performance-minded, and when a true show of luxury is required, the A8 L W12 has more than enough on display. And for those who crave top performance at a grand scale, there’s the S8 plus. The 4.0-liter TFSI® V8 engine delivers an astounding 605 hp and up to 553 lb-ft of torque, proving the S8 plus is as athletic as it is innovative.

The allroad® has the difficult task of living up to a beloved icon. Fortunately, through strong design, quattro® all-wheel drive, copious space, and impressive performance, the allroad stands to win a legion of new fans while satisfying the dedicated drivers who owned the original. Built for any season on almost any road, the allroad features better seating in all rows, an elevated 7.1-inch ground clearance, a 220-hp TFSI® engine and available Audi connect® online services featuring Wi-Fi® connectivity. It might be time to start a new love affair.
City life is magical madness, and we have the perfect tool to tame it: the redesigned Audi Q3. It not only helps you navigate the city, it helps you thrive in it. Sleek lines, innovative technologies and plenty of panache are there to make it happen. And once you've had enough of city life, its capable 200-hp 2.0-liter TFSI® engine and available quattro® all-wheel drive help you escape it—making this the ultimate necessity for getting around, whether your view includes stoplights or wildlife.

Call it a CUV, call it an evolved crossover, but whatever you call it, the Q5 is unmistakably an Audi with its handsome interior, sleek exterior style and wealth of available powertrain options. Take to the road with the power of two TFSI® engine options, each with the perfect balance of response and power that defines the Audi drive. And the Q5 hybrid meets the challenge, combining our legendary TFSI engine and a 54-hp electric motor. Want the pinnacle of performance? The SQ5 shatters expectations right off the line.
There’s a depth to the all-new Audi A4—from a standard Audi smartphone interface to the available suite of revolutionary driver assistance technologies—that marks a new standard for automotive intelligence. But then you engage the available Audi virtual cockpit, with its 12.3-inch color display for vibrant access to the information you may need on the road, and it feels like something a little bolder. With a few strokes of your finger, you can access entertainment and media choices through the revolutionary MMI® touch option, which makes the drive feel more connective and soulful. Experience the performance of a new 252-hp TFSI® engine to discover how the vehicle synthesizes raw power with honed precision. Now you know the A4 is firing on all cylinders, reaching you with a spirited luxury that combines passion with polish, street smarts with stylish cool.

The new Audi Q7 is a study in how we arrive at a higher level of intelligence. Through evolution and innovation, we transform technologies, improve design and, in the process, elevate the reality of what an SUV can deliver. Once inside, you’ll first notice the smart craftsmanship of the ergonomically designed dash and controls or the spacious interior featuring a power third row with seating for seven adults. This is, after all, a cabin that has full LATCH capabilities in the back rows for up to five full-sized child seats. You’ll also appreciate the wealth of available advanced technologies that impress, including the Audi virtual cockpit and an innovative driver assistance system. But higher intelligence isn’t simply cerebral. It’s also supposed to deliver an emotional payoff too—something intensified with the handling capabilities delivered by a standard quattro® all-wheel drive system. The Q7 imparts the brain and brawn of a luxury SUV that has reached new heights.
The Audi TT is a sports car designed to accelerate and elevate—which is especially true when describing the redesigned Audi TT. Start with the impressive engineering, more muscular design and true sports car performance. Then add innovative new technology, such as the Audi virtual cockpit, and a choice of powerful yet efficient drivetrains—including a 220-hp TFSI® engine in the Coupe and Roadster, or a 292-hp TFSI® engine in the race-inspired TTS Coupe. Whichever TT you choose, you’ll get an all-new quattro® all-wheel drive system and the kind of blistering performance that’s impossible not to enjoy.

TT
Audi TT Coupe | TT Roadster | TTS Coupe

The all-new Audi R8. A supercar, yes, but it’s not unapproachable, if you can find one in the wild. Its eye-catching, design-forward sculpture has now been further defined by our Audi Sport® division to give this supercar an even closer connection to its motorsports brethren. When unleashed, its 540-hp V10 FSI® engine makes hearts beat faster. And power courses through a seven-speed S tronic® dual-clutch transmission and a new quattro® all-wheel drive system, all encased by the agility-enhancing multi-material ASF® lightweight chassis. Not enough? The R8 V10 plus is powered by a 5.2-liter FSI V10 engine that expresses 610 hp in very strong terms, achieving a top track speed of up to 205 mph. Both show that it’s easy to embrace supercar performance in a car that you can drive anytime.
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