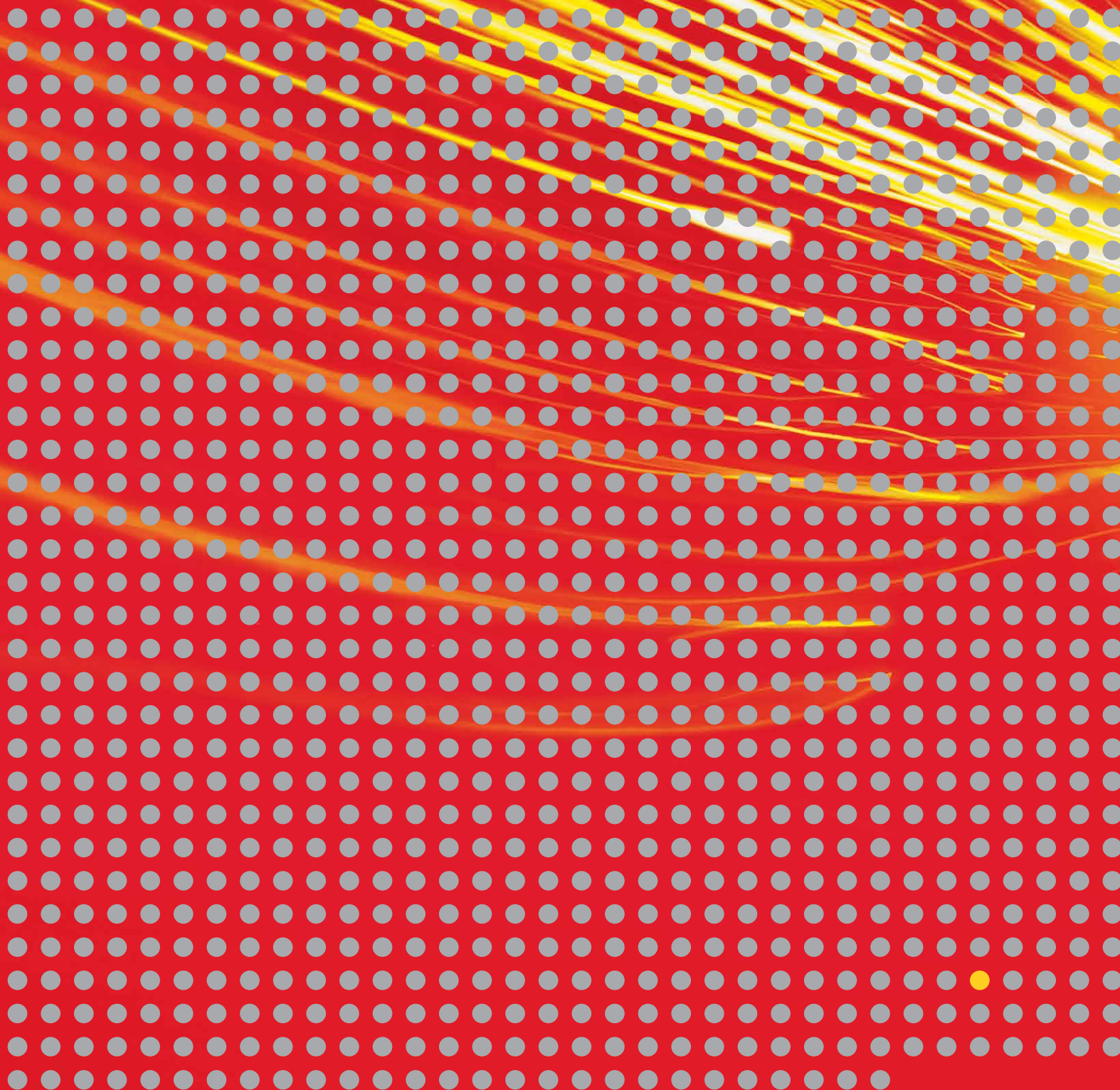


Click for more
information.



A high-angle, front-quarter view of a silver Audi e-tron concept car. The car is positioned diagonally across the frame, moving towards the bottom right. The background is a vibrant, abstract composition of red and orange hues with dynamic, flowing light trails that suggest speed and energy. The car's design features a large, horizontal grille with the Audi four-rings logo in the center, and sleek, modern headlights. The overall aesthetic is futuristic and emphasizes the car's electric nature.

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.



Click for more
information.



LED lighting technology

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.¹ 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.²

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.

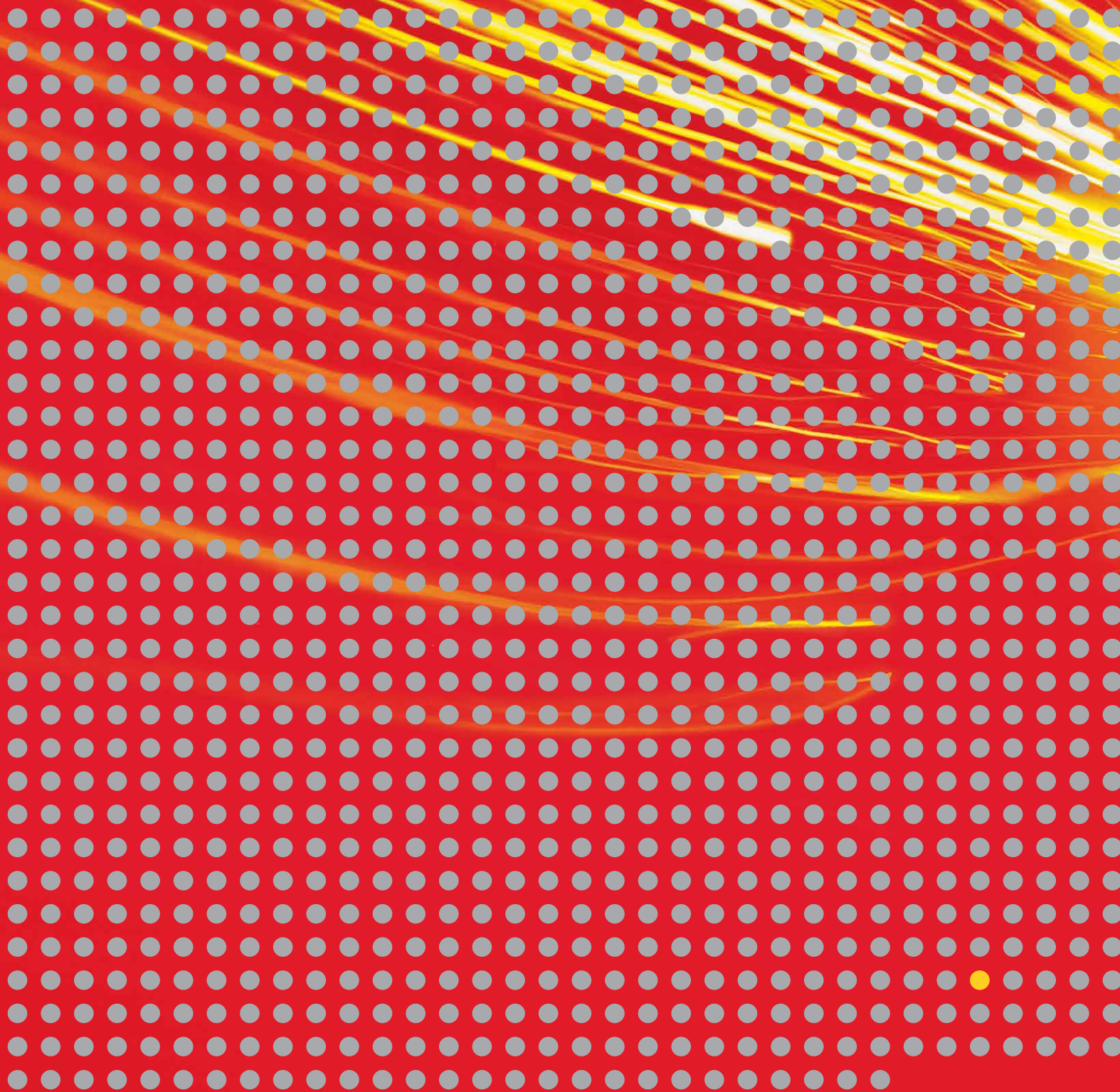


The case for intolerance.



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.



Click for more
information.

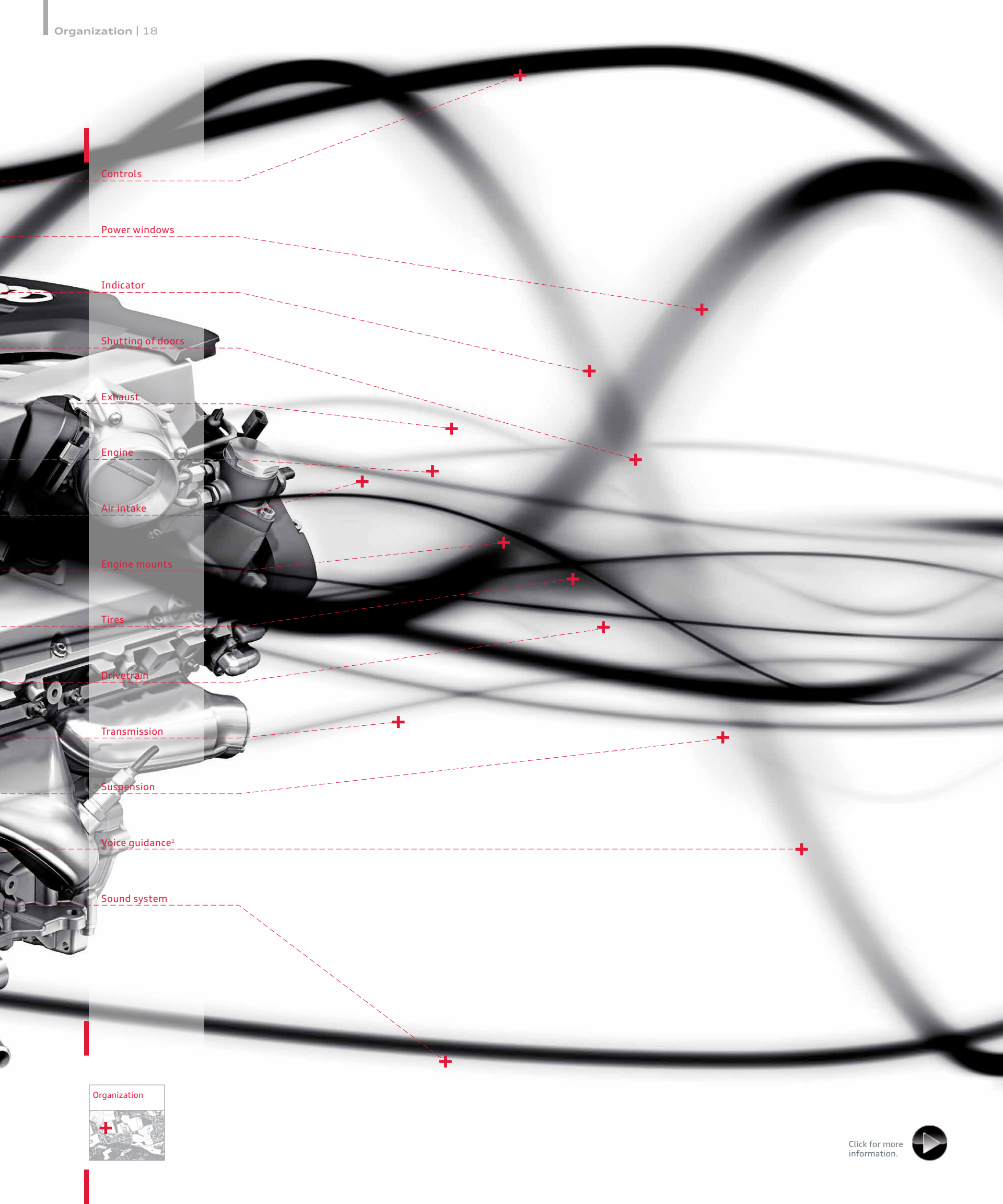


Why we need electric to shine brighter.

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.



Controls

Power windows

Indicator

Shutting of doors

Exhaust

Engine

Air intake

Engine mounts

Tires

Drivetrain

Transmission

Suspension

Voice guidance¹

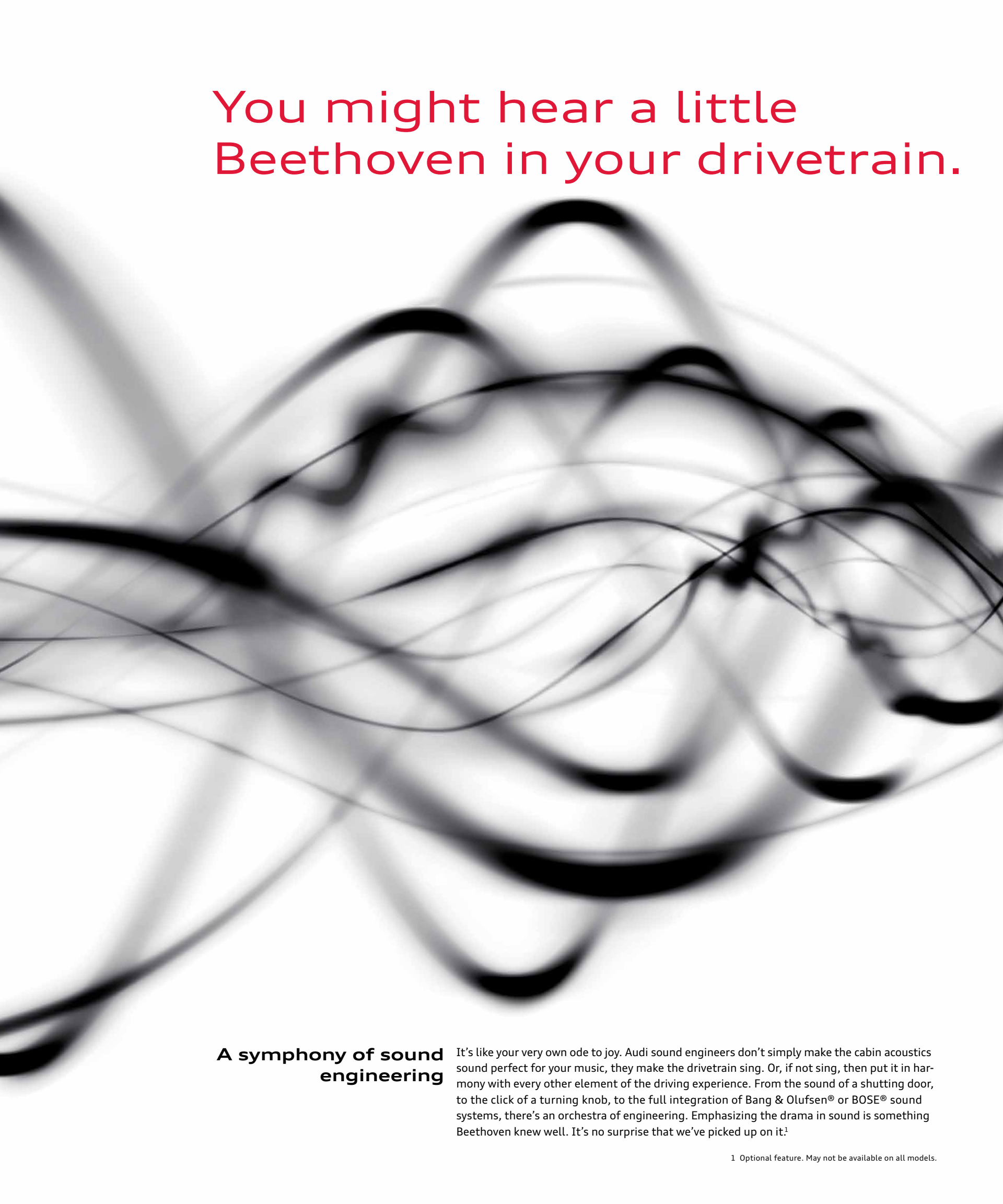
Sound system

Organization



Click for more information.





You might hear a little
Beethoven in your drivetrain.

**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.



Click for more
information.



**LED lighting
technology**

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.¹ 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.²

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.

Note: A word about this brochure. Audi of America, Inc., believes the specifications in this brochure to be correct at the time of printing. However, specifications, standard equipment, options, fabrics, and colors are subject to change without notice. Some equipment may be unavailable when your vehicle is built. Please ask your dealer for advice concerning current availability of standard and optional equipment, and your dealer will verify that your vehicle will include the equipment you ordered. Vehicles in this brochure are shown with optional equipment. See your dealer for complete details on the New Vehicle Limited Warranty, twelve-year limited warranty against corrosion perforation, and Audi 24/7 Roadside Assistance. (Roadside assistance coverage provided by Road America in the U.S. Certain conditions apply; see your dealer for details.) Tires supplied by various manufacturers. "Audi," all model names, "Audi connect," "Audi Sport," "ASF," "e-tron," "FSI," "MMI," "multitronic," "quattro," "R tronic," "S line," "S tronic," "TFSI," "Truth in Engineering," "ultra," and the four rings logo are trademarks or registered trademarks of AUDI AG. "TDI" is a registered trademark of Volkswagen AG. "Bang & Olufsen" is a registered trademark of Bang & Olufsen. The BLUETOOTH word mark and logos are owned by the Bluetooth SIG, Inc., and any use of such marks by AUDI AG is under license. "BOSE" and "AudioPilot" are registered trademarks of the Bose Corporation. "GOOGLE" and "Google Earth" are trademarks of Google Inc. "SiriusXM" and all related marks and logos are trademarks of Sirius XM Radio Inc. and its subsidiaries. "Tiptronic" is a registered trademark of Dr. Ing. h.c. F. Porsche AG. All other trademarks are the property of their respective owners. Some European models shown.

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. The system is designed to provide you with suggested routes in locating addresses, destinations and other points of interest. Changes in street names, construction zones, traffic flow, points of interest and other road system changes are beyond the control of Audi of America, Inc. Complete detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible, therefore you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested Audi MMI Navigation plus 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. 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.

SiriusXM Satellite Radio and Traffic subscriptions sold separately or as a package after trial expires. SiriusXM Traffic service available in select markets. Subscriptions are governed by SiriusXM Customer Agreement (see www.siriusxm.com) and are continuous until you call SiriusXM to cancel. SiriusXM U.S. Satellite Service available only to those 18 and older in the 48 contiguous U.S.A., D.C. and Puerto Rico (with coverage limitations).

Summer performance tires are supplied and warranted by their manufacturer. High-performance tires are designed for optimum performance and handling in warm climates. They are not suitable for cold, snowy, or icy weather conditions. If you drive under those circumstances, you should equip your vehicle with all-season or winter tires, which offer better traction under those conditions. We suggest you use the recommended winter or all-season tire specified for your car or its equivalent. These high-performance tires also have a lower aspect ratio that aids performance and handling; however, in order to avoid tire, rim or vehicle damage, it is important that the inflation pressure is regularly checked and maintained at optimum levels. Please also remember in making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than other choices. Finally, these tires may wear more quickly than other choices.

2013 | Brand

Audi of America
Audiusa.com
Facebook.com/Audi

AoA1313374

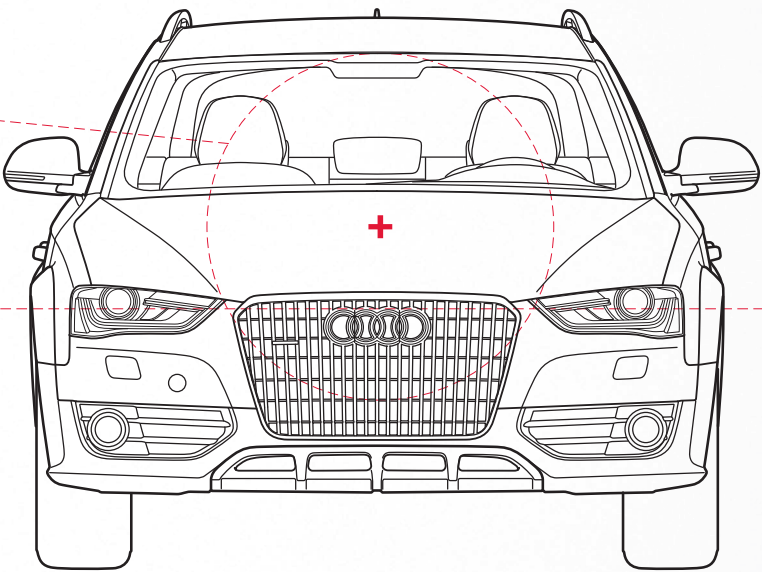


Truth starts at birth



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.



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. 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

Think of it this way—the Alps help you corner. The long, flat plains make you accelerate. The forest spurs driver-assistance technology. Who knew that the varied terrain of Germany would influence how you experience the road in the U.S.?

Psychology

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.®

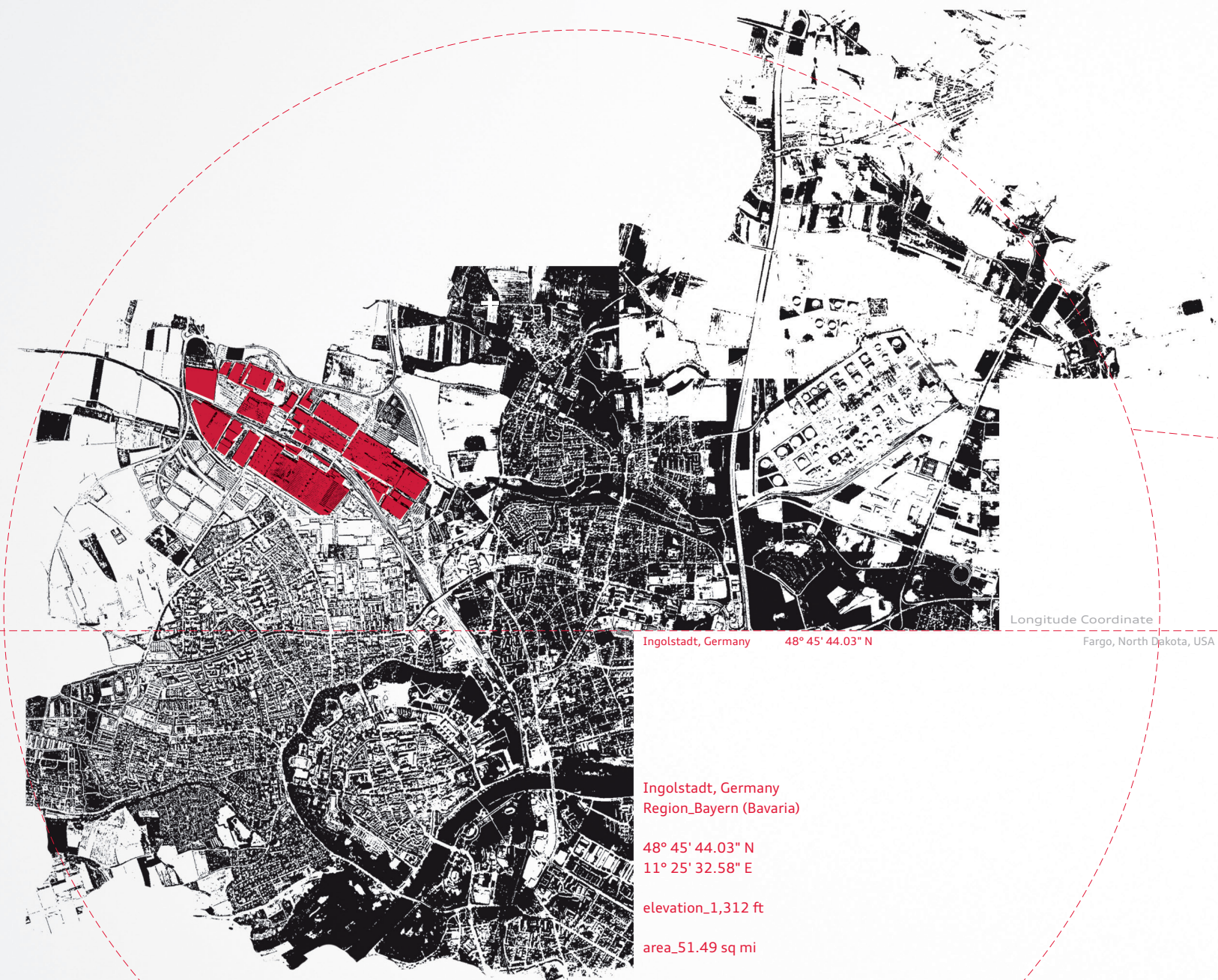
Audi ultra® P. 2
ASF® aluminum space frame P. 4
Mass reduction P. 6

Audi quattro® P. 8
Handling P. 10
Audi connect™ P. 12

Precise construction P. 14
Sight P. 16
Sound P. 18
Interior P. 20

Performance P. 22
Perception P. 24

Infotainment P. 26
Audi e-tron® P. 28
Efficiency P. 30



Ingolstadt, Germany 48° 45' 44.03" N

Longitude Coordinate
 Fargo, North Dakota, USA

Ulaanbaatar, Mongolia

Vladivostok, Siberia

Ingolstadt, Germany
Region_Bayern (Bavaria)

48° 45' 44.03" N
11° 25' 32.58" E

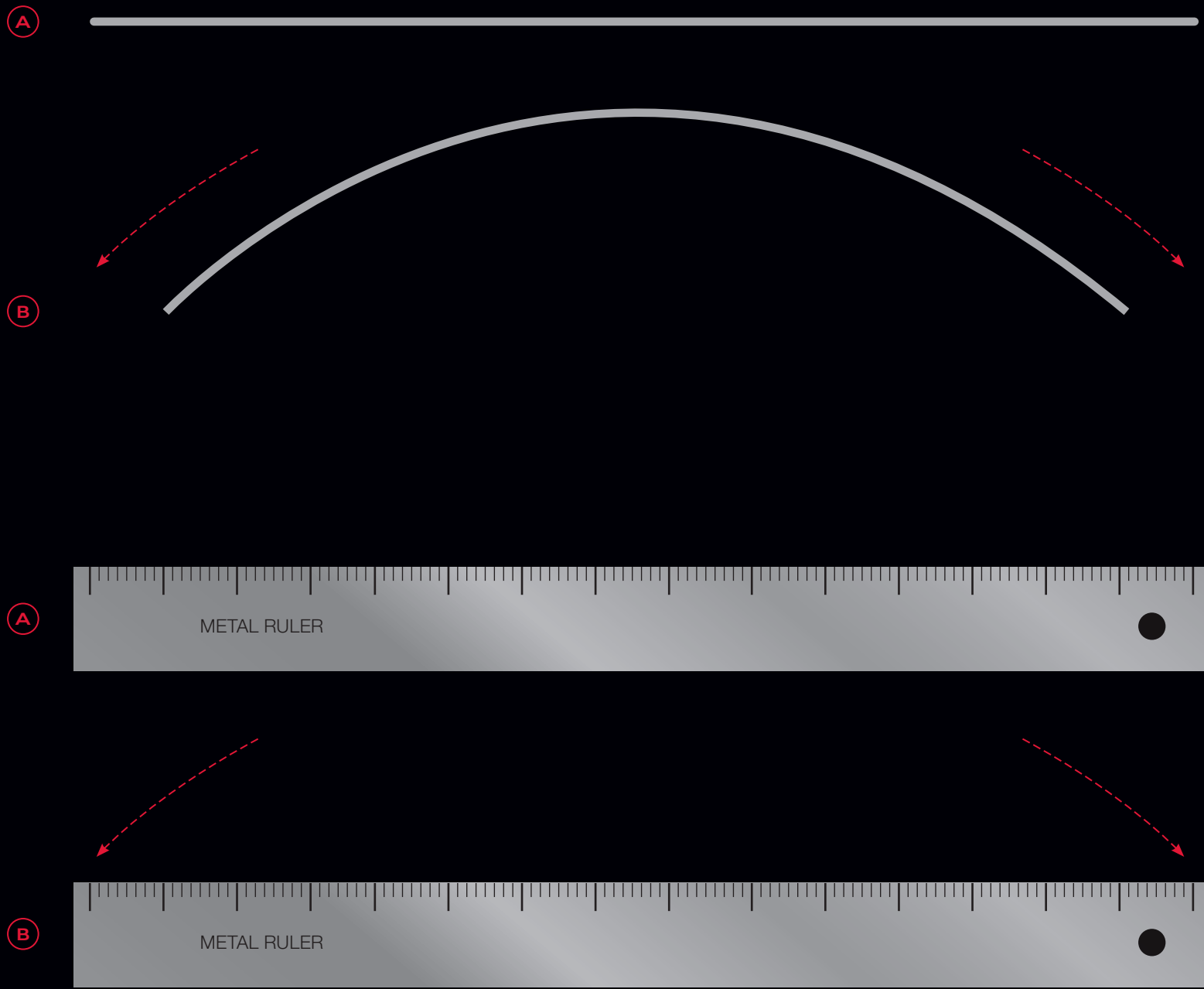
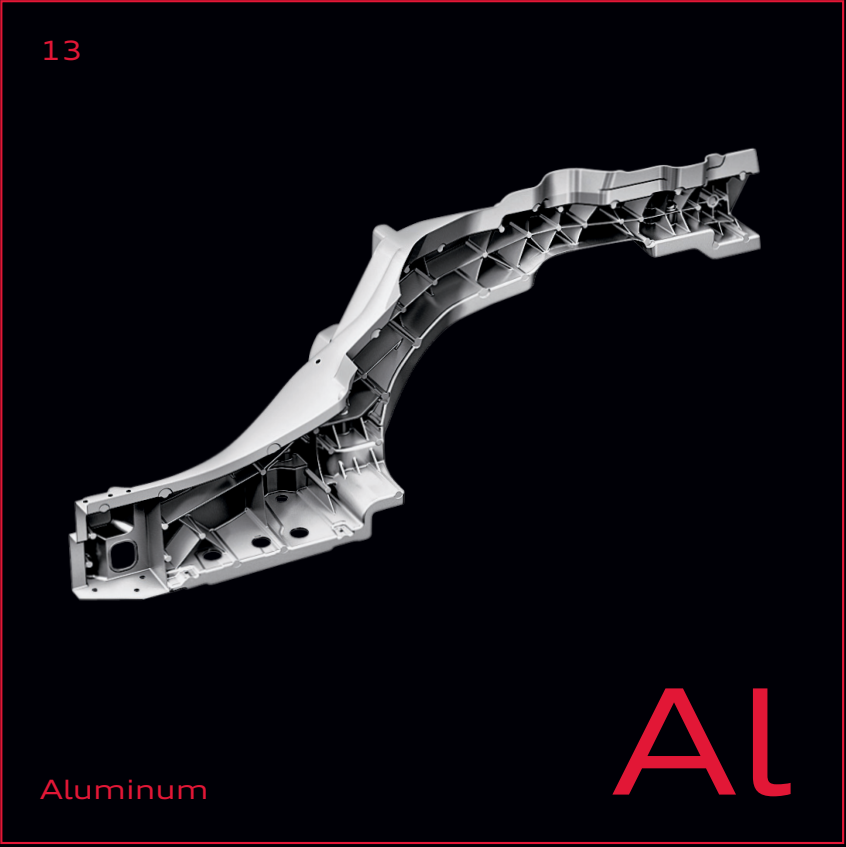
elevation_1,312 ft

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

The difference between strength and flexibility is perspective.



German Beer Purity Law
In a clever way to assert brewing primacy while challenging everyone else to get into the game, the city of Ingolstadt was the first to define what could go into beer—water, barley, and hops—and the first to pass the famous German Beer Purity Law in 1516.

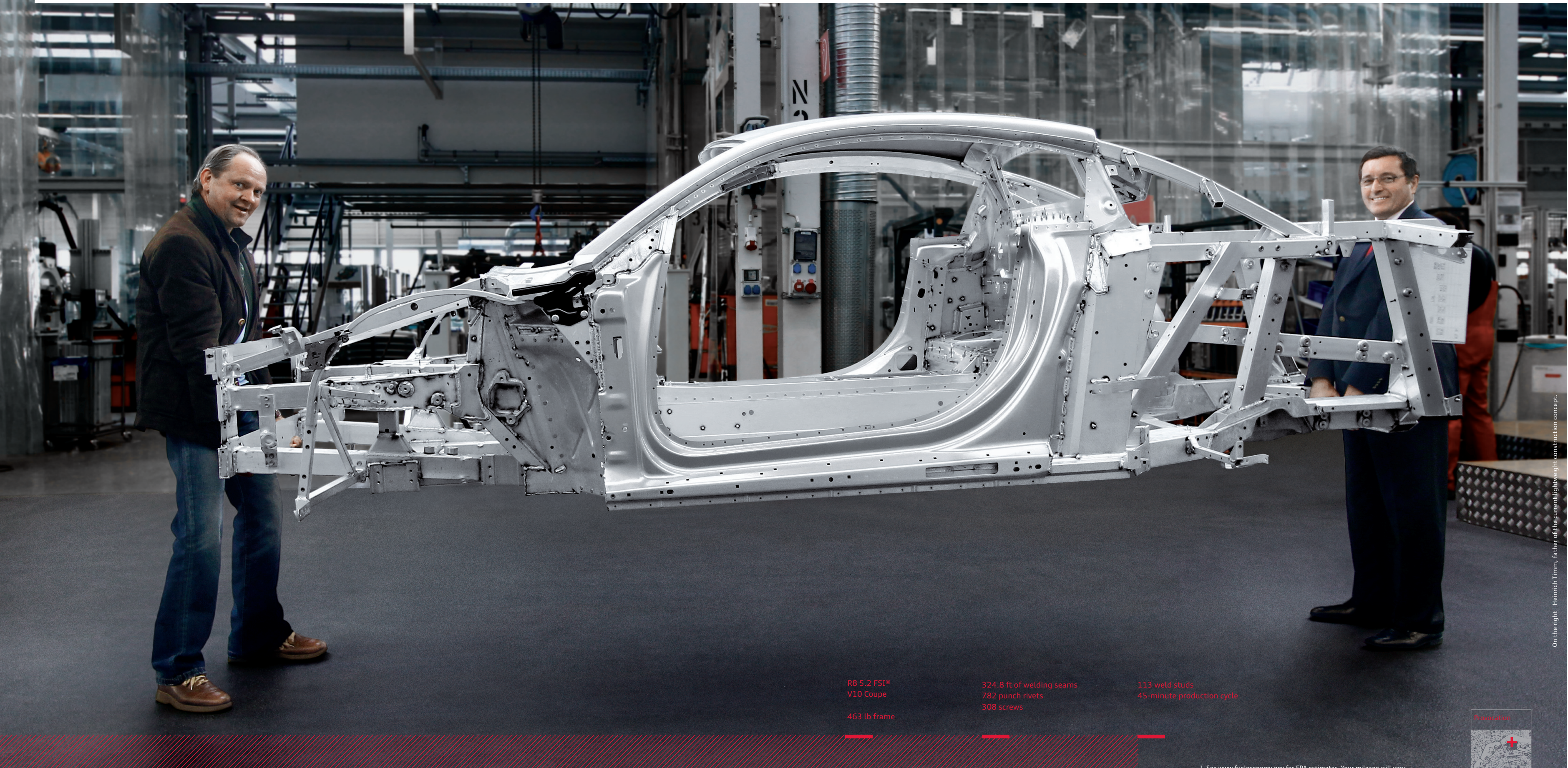


Audi ultra® If rigid thinking is the status quo, Audi is ultraflexible. For instance, where others assumed the need for steel, Audi saw how steel alone made a vehicle heavier, less efficient and harder to stop quickly. So with our Audi ultra® lightweight technology initiative, we thought in terms of 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.

What happens when everyone is expected to carry the load.

ASF® 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



R8 5.2 FSI®
V10 Coupe

463 lb frame

324.8 ft of welding seams
782 punch rivets
308 screws

113 weld studs
45-minute production cycle

On the right | Heinrich Timm, father of the current lightweight construction concept.

¹ See www.fueleconomy.gov for EPA estimates. Your mileage will vary.





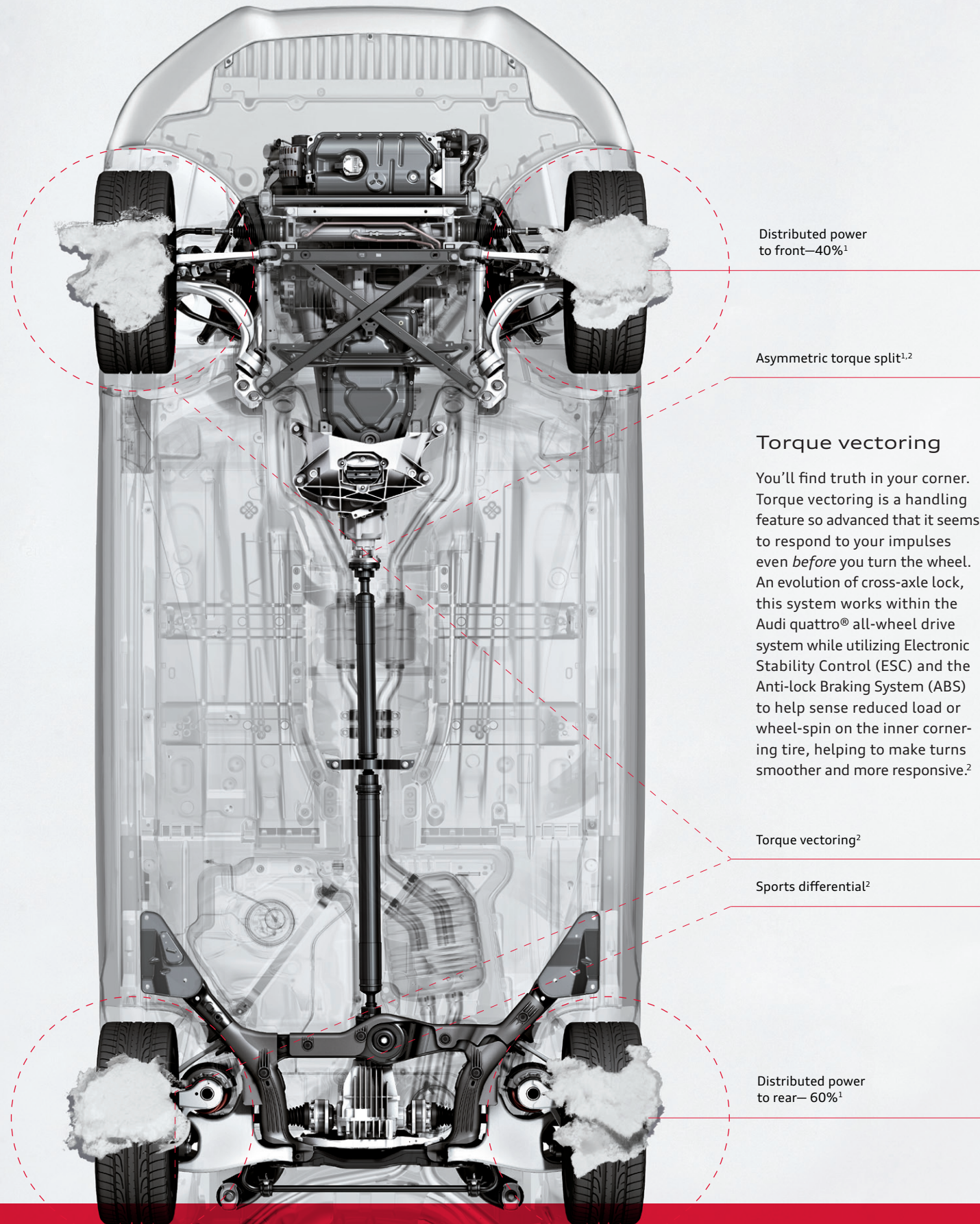
Why we're obsessed
with your weight.

78 lb mass reduction
could save
324 gal over 150,000 miles¹

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.



The legendary Audi quattro®

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. 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 rear-wheel-biased power you enjoy in good conditions. For more than 30 years, we have continued to refine the technology, developing a rear sports differential to help maximize performance, and torque vectoring to assist with cornering traction while helping to improve handling. We progressed while the world was trying to catch up, and we stuck to our vision by building on a gripping heritage of Audi Sport® performance.^{1,2}

You should see how we stick it to the road.

+ Ingolstadt 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



How would you like your drive served today?

Dynamic mode

More precise steering with more responsive throttle and shift characteristics focus performance while firmer suspension gives this setting an aggressive feel.¹

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

What happens: On some models this mode provides a sportier suspension feel, helping to improve handling characteristics.

What happens: Utilizes complete powerband of the engine. Quicker shifts at higher RPMs.

What happens: More responsive throttle tip-in and aggressive shifting characteristics help improve vehicle dynamics.

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.¹

What happens: A more supple and lighter steering feel helps provide a more comfortable drive.

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

What happens: Smoother shifting for stop-and-go traffic and driving around town.

What happens: Silkier throttle response and an optimized transmission shift pattern help enhance your comfort.

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.¹

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.¹



When you turn the steering wheel, you expect the vehicle to react accordingly. Audi drive select helps to give you more input on how that will feel. In any mode, Audi handling reflects the style you choose.

STEERING



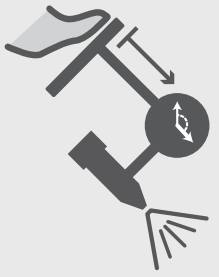
This mode can help firm up your suspension—or soften it—to reflect your driving preference. A more rigid suspension is geared toward performance handling while a more forgiving one provides an enhanced level of comfort.

SUSPENSION



Whatever your preference, the transmission is central to how power is delivered to the road. It's a progressive way to engage finely tuned technology, making it work the way you want it to. From very responsive, quick gear changes to more gradual acceleration, the transmission is at the heart of Audi drive select.

TRANSMISSION



Depending on the mode of drive select you choose, your throttle can be precisely responsive or a little less so. In Dynamic mode, for instance, the throttle has more precise acceleration. In Comfort, it feels a little more relaxed, to reflect your preference.

THROTTLE MAPPING

Audi drive select

Germans are pretty direct. Some might say provocative. And they expect a response in return. You see it in our customizable Audi drive select. We offer some great driving dynamics in our vehicles: world-class handling, thrilling power, and gripping Audi quattro® all-wheel drive. All for driving that helps control the road, so you feel connected to the drive. With Audi

drive select, you choose from Dynamic, Comfort, Individual, or Auto settings that configure the throttle, transmission, steering and, if available, the suspension and sports differential to respond to your desires, or the conditions. Or maybe you just want to experiment with drive settings that can take you down hard uptown roads in comfort or out of town in a thrilling blur.¹



¹ Optional feature. May not be available on all models. Always obey local speed and traffic laws.

We may have just mapped out your future.

Audi connect™

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, with their journey and with their destination. We're 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.^{1,2}



Google Earth™ mapping service and Google Maps Street View.¹



Wi-Fi hotspot is encrypted and accessible for passengers' Web-enabled devices.¹



Google™ Voice Local Search capability. Find what you are looking for by simply saying it out loud.¹



News, travel and weather information is updated in near real-time.¹



A high-speed data connection for assistant systems, navigation, and Internet support.¹



A seamless connection between home, smartphone, and the features inside your Audi.¹

¹ Optional feature. May not be available on all models. 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 information regarding Audi Navigation plus.



+ - The novel *Frankenstein*
Victor Frankenstein attended university in Ingolstadt in the gothic novel *Frankenstein* by Mary Shelley.

Organization



To see a video and get more information, scan this QR code on your smart phone. Standard text and data usage rates apply.

The case for intolerance.



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.



Unafraid to stare back.



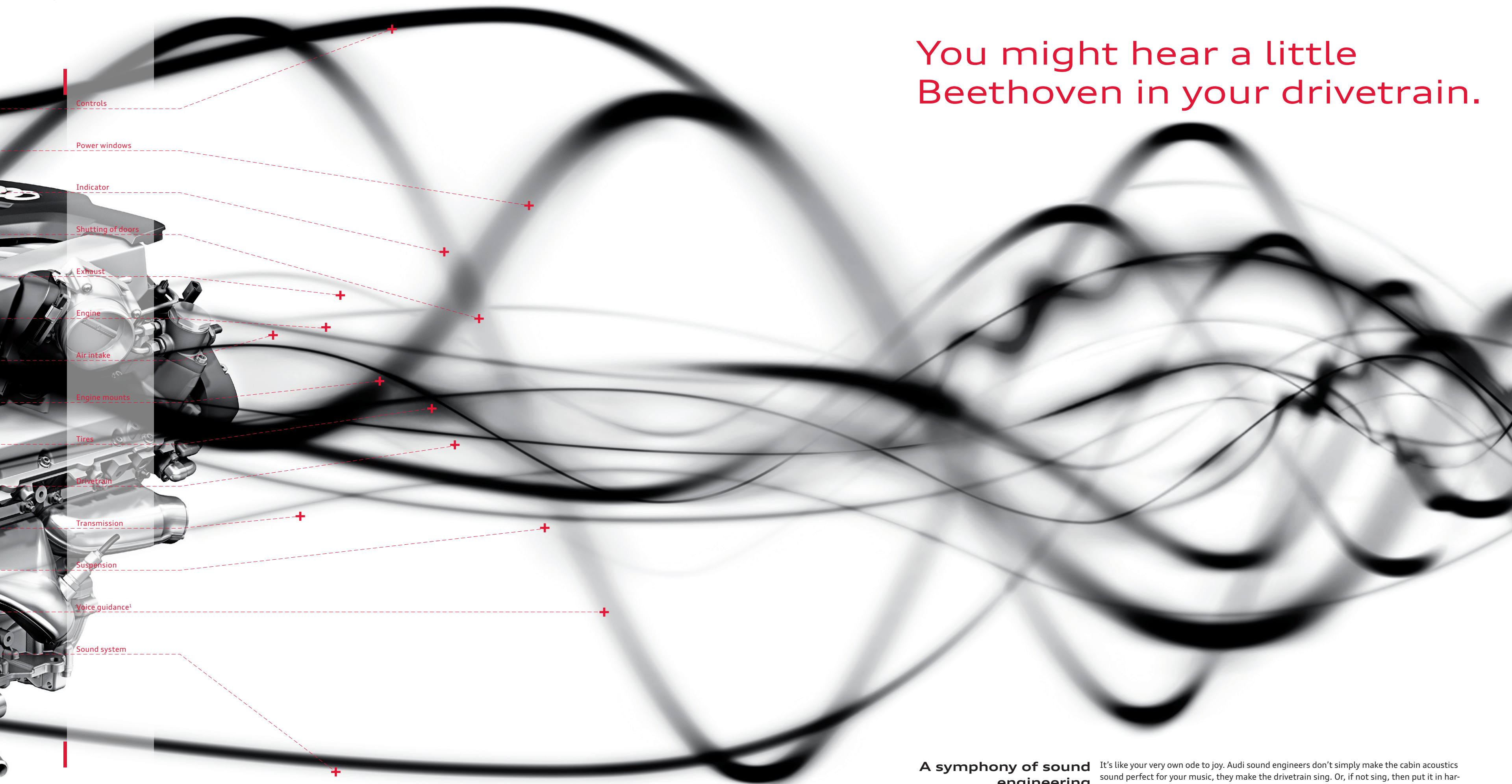
To see a video and get more information, scan this QR code on your smart phone. Standard text and data usage rates apply.

LED lighting technology

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.¹ 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.²

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.



You might hear a little
Beethoven in your drivetrain.



To see a video and get more information, scan this QR code on your smart phone. Standard text and data usage rates apply.

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.

The strange beauty of painstaking engineering.



Photo courtesy of REHAU AG | www.rehau.com

Interior design and harmony

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.

Putting a German accent on an American institution.

Audi performance

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 efficient,¹ 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 emotion.²



+- Autobahn
Nationally coordinated motorway system in Germany. Total length of about 12,200 km, or 7,580 miles (in 2005).



FSI®

Conventional thinking isn't part of the Audi DNA. Which is why the Audi FSI direct injection fuel management and delivery system directly injects fuel into the combustion chambers at precisely managed times and depths. What that means for drivers is that a fully homogenized intake charge helps increase power while also reducing fuel consumption, making efficiency more powerful.¹

TFSI®

At Audi, TFSI represents a combination of two of the brand's core areas of expertise—direct injection and forced induction. By adding forced induction (turbocharging or supercharging) to Audi 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.¹

¹ See www.fueleconomy.gov for EPA estimates. Your mileage will vary. ² Obey all speed and traffic laws.

What you see:

Sun

Clouds

City

Power lines

Distracted driver

Fitness center

Smog

Rockslide zone

Cliff

Is that a jogger?

Curve

Sharp turn

Loose gravel

Bicycle

Dark forest

Mud

Other driver daydreaming while driving

Tree

55-mph speed limit

Poorly maintained road

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 live 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®.

1 Optional feature. May not be available on all models. 2 Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. 3 30 city/42 highway (2013 A3 TDI® clean diesel with Audi S tronic® transmission). EPA estimates. Your mileage will vary. 4 The number of airbags varies by model. See owner's manual for details.

What Audi sees:

Light sensor¹

Weather information¹

Population of 603,000

Audi e-tron®

Ten available airbags⁴

Audi ultra® lightweight technology

Auto recirculation

Side-impact airbags^{1,2}

Head-up display¹

Thermal imaging¹

Sports differential¹

Audi quattro®¹

ESC

Human-powered mobility device

Auto headlamp on/off

All-weather floor mats¹

Front- and rear-facing pre sense¹

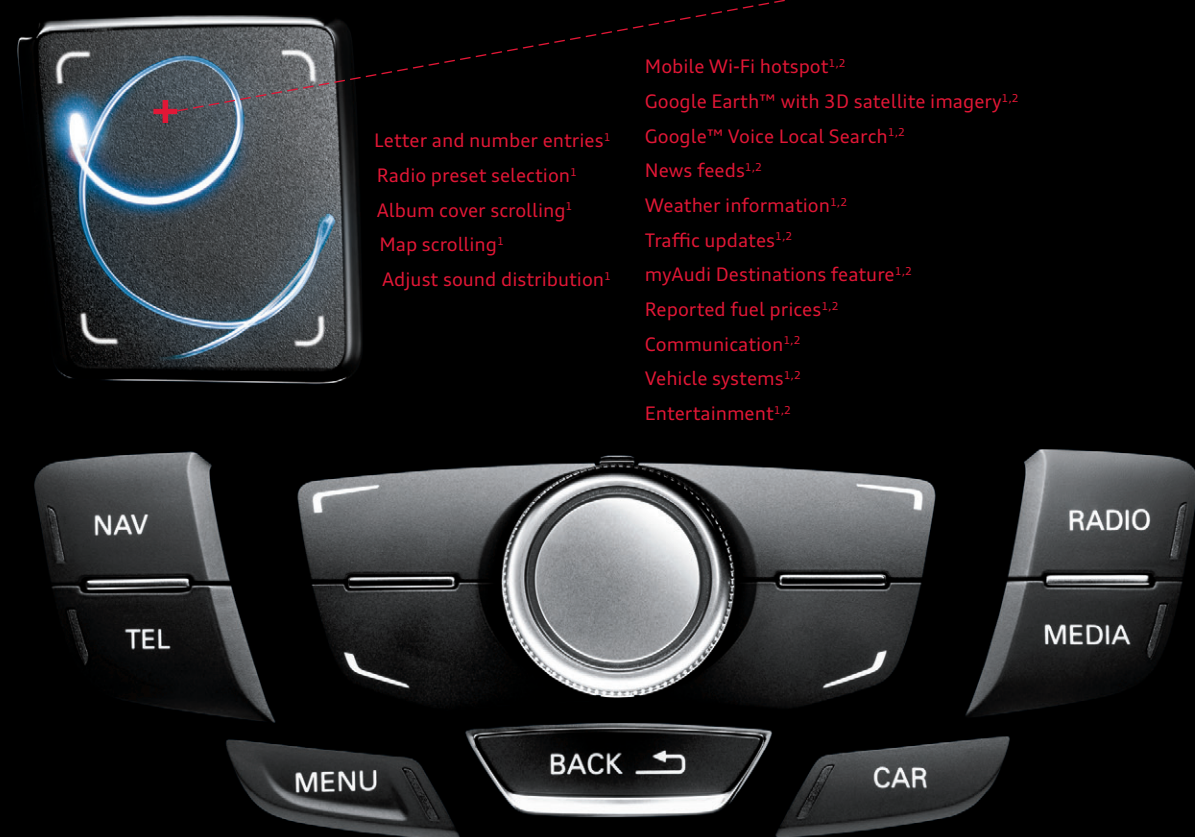
42 mpg (A3 TDI®)³

Crumple zones

Audi drive select¹



A new take on the personal touch.



Audi MMI®

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

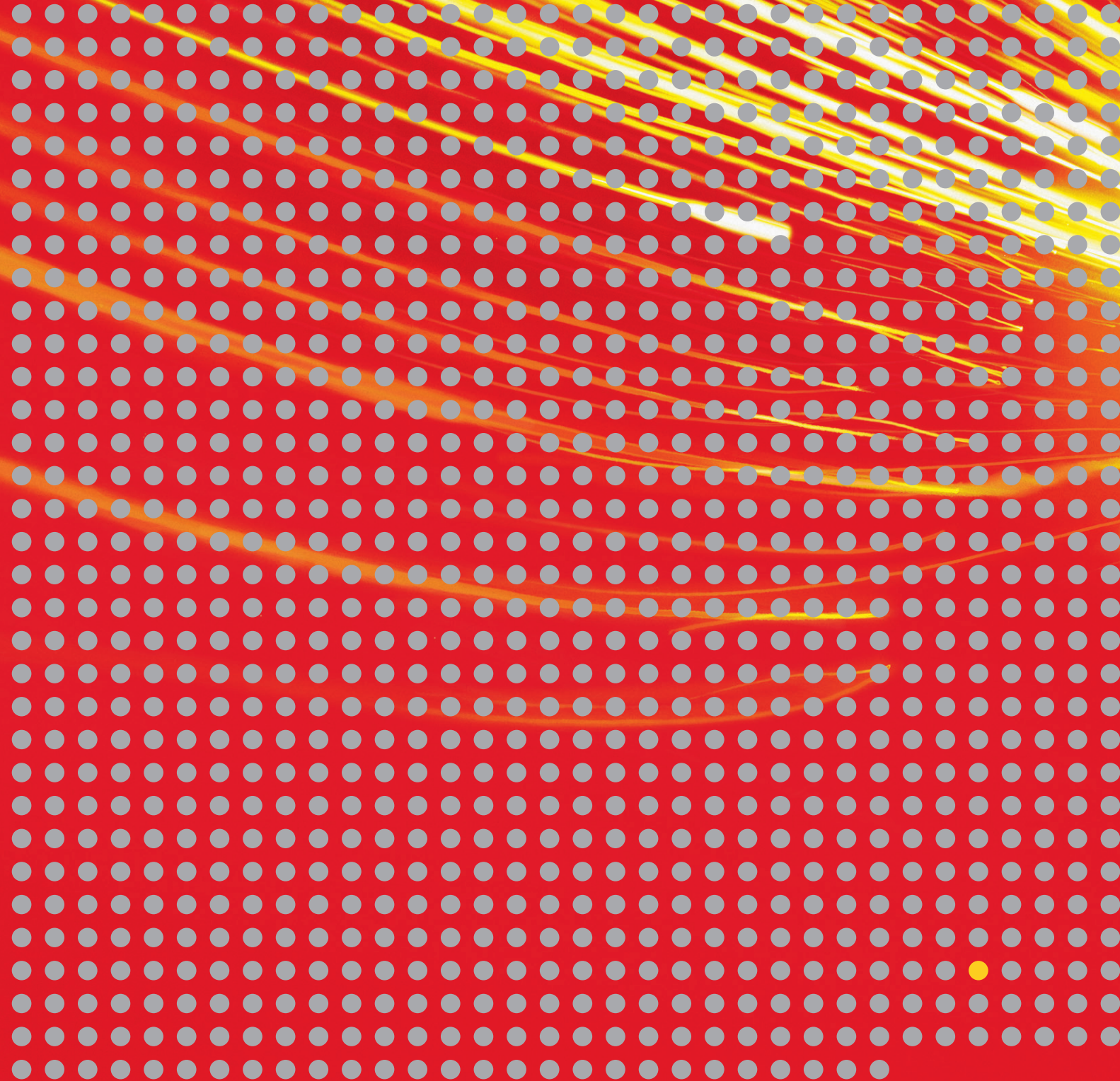
easily and immediately communicate with your vehicle and its systems. Communication is further enhanced with the innovative Audi connect™, which features an infotainment system with Google Earth™ mapping service and Wi-Fi hotspot capabilities.² Audi connect helps you get information with a few quick, 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

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 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 additional subscription plan. See dealer for details.





To see a video and get more information, scan this QR code on your smart phone. Standard text and data usage rates apply.



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.

Sometimes higher calories
can be a good thing.

Diesel

42mpg

1

Gasoline

28mpg

1

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 generally unconcerned with calories or cost, so long as the beer tastes good. Americans have, for a long time, gone with lighter, cheaper beers. But as the microbeer revolution in America has shown, American'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

diesel fuel more powerful than gasoline. Which means that a gallon 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 (Bin-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 30 city/42 highway mpg (2013 Audi A3 TDI® clean diesel with Audi S tronic® transmission). 22 city/28 highway mpg (2013 Audi A3 2.0T with Audi S tronic transmission and front-wheel drive). EPA estimates. Your mileage will vary.



The case for truth.

Audi makes a powerful one. One where engineering takes center stage and visionary technologies like the available ASF® 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 innovative 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.¹ 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™,² the world’s first in-vehicle navigation system to be integrated with Google Earth™ technology³

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

A4 S4

The Audi A4 is defined by the way it entices, delivering progressive luxury through ample power, efficiency and sleek design.¹ Choose the available Audi quattro® all-wheel drive for performance or an optional Bang and Olufsen® Sound System to enhance an already stylish drive. Its finely tuned Audi S4 variant delivers potent performance, with a supercharged 333-hp 3.0-liter TFSI V6 that accelerates the S4 from 0 to 60 mph in as little as 4.9 seconds.



Audi A4 Feature Highlights

- Engine*
- ▶ 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque

- Available drivetrains*
- ▶ Audi multitronic® continuously variable transmission with front-wheel drive
 - ▶ Six-speed manual transmission with Audi quattro® all-wheel drive
 - ▶ Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive

- Available features*
- ▶ Audi MMI® Navigation plus with voice control system²
 - ▶ Audi connect™ with six-month trial subscription³
 - ▶ SiriusXM Traffic with four-year subscription²
 - ▶ Bang & Olufsen® Sound System with 14 speakers and 505 watts

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

A3

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,² 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.

Audi A3 Feature Highlights

- Available engines*
- ▶ 2.0-liter TFSI® with 200 hp and 207 lb-ft of torque
 - ▶ 2.0-liter TDI® clean diesel with 140 hp and 236 lb-ft of torque

- Available drivetrains*
- ▶ Six-speed manual transmission with front-wheel drive
 - ▶ Six-speed Audi S tronic® dual-clutch transmission with front-wheel drive
 - ▶ Six-speed Audi S tronic® dual-clutch transmission with Audi quattro® all-wheel drive

- Available features*
- ▶ Audi Navigation plus with traffic information²
 - ▶ BOSE® sound system with ten speakers and AudioPilot® noise compensation
 - ▶ BLUETOOTH® wireless technology preparation for mobile phone²

Audi A3 is available in Premium and Premium plus models. See A3 model brochure or visit audiusa.com for more details.



Audi S4 Feature Highlights

- Engine*
- ▶ 3.0-liter TFSI® with 333 hp and 325 lb-ft of torque

- Available drivetrains*
- ▶ 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 control system²
 - ▶ Audi connect™ with six-month trial subscription³
 - ▶ SiriusXM Traffic with four-year subscription²
 - ▶ Bang & Olufsen® Sound System with 14 speakers and 505 watts

Audi S4 is available in Premium plus and Prestige models. 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, BLUETOOTH technology and required SiriusXM subscription. 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 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.

allroad

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™¹ 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

Engine

- ▶ 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque

Drivetrain

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

Available features

- ▶ Audi MMI® Navigation plus with voice control system²
- ▶ Audi connect™ with six-month trial subscription¹
- ▶ SiriusXM Traffic with four-year subscription²
- ▶ Bang & Olufsen® Sound System with 14 speakers and 505 watts
- ▶ Audi allroad exterior appearance with full-paint finish (limited exterior colors)

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



A5 S5

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 stacked 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.

Coupe Cabriolet

Audi A5 Coupe/Cabriolet Feature Highlights

Engine

- ▶ 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque

Available drivetrains

- ▶ 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 control system (voice control system not available on Cabriolet)²
- ▶ Audi connect™ with six-month trial subscription¹
- ▶ SiriusXM Traffic with four-year subscription²
- ▶ Bang & Olufsen® Sound System with 14 speakers and 505 watts (12 speakers on Cabriolet)

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

Engine

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

Available drivetrains

- ▶ 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 control system (voice control system not available on Cabriolet)²
- ▶ Audi connect™ with six-month trial subscription¹
- ▶ SiriusXM Traffic with four-year subscription²
- ▶ 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.

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.

A6 S6

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.¹ 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 drivetrains**
- ▶ Audi multitronic® continuously variable transmission with front-wheel drive
 - ▶ Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel 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 A6 is available in Premium, Premium plus and Prestige models. See A6 model brochure or visit audiusa.com for more details.

A7 S7

Design something no one has ever seen before. And make it an ultrastylish, high-performance luxury vehicle so bold it wants to transform the world around it. We're now in the rarified air of the Audi A7, a five-door luxury performance coupe that's a beacon of unconventional thinking. It gives power a lot of style. It gives design some serious technology. And the new Audi S7 has power, style and precision to spare, giving people something to think about even when they think they have seen it all.



Audi A7 Feature Highlights

- Engines**
- ▶ 3.0-liter TFSI® with 310 hp and 325 lb-ft of torque

- Drivetrain**
- ▶ Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel 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 is available in Premium, Premium plus and Prestige models. See A7 model brochure or visit audiusa.com for more details.



Audi S6 Feature Highlights

- Engine**
- ▶ 4.0-liter TFSI® with 420 hp and 406 lb-ft of torque

- Drivetrain**
- ▶ 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.



Audi S7 Feature Highlights

- Engine**
- ▶ 4.0-liter TFSI® with 420 hp and 406 lb-ft of torque

- Drivetrain**
- ▶ 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.

European models shown with optional equipment.

A8 S8

It's a new class of flagship. The Audi A8 represents the pinnacle of prestige. Exuding style and performance, it is luxury unshackled from traditional expectations. Which is why, along with Audi engineering and design expertise, the A8 offers new technological possibilities, to better connect the driver to the drive while others seem to stand still. And with powertrains that produce the same kind of fuel efficiency¹ as others' comparable hybrids, you can understand the premise of Audi ultra® lightweight technology. Its Audi S8 sibling surpasses every luxury standard with an impressive commitment to power, delivering 520 hp in complete comfort. It is innovation and power wrapped in an indelible package of progressive luxury.



Audi A8 Feature Highlights

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

Drivetrain

- ▶ Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive and available sports differential

Featured content

- ▶ 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 A8 is available in NWB and LWB models. See A8 model brochure or visit audiusa.com for more details.

Audi S8 Feature Highlights

Engine

- ▶ 4.0-liter TFSI® with 520 hp and 481 lb-ft of torque

Drivetrain

- ▶ Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive and sports differential

Featured content

- ▶ 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
- ▶ 22-way power front seats, including power lumbar adjustment and memory

Available features

- ▶ Bang & Olufsen® Advanced Sound System
- ▶ Audi pre sense plus
- ▶ Audi side assist
- ▶ Audi lane assist

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



TT TTS

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.

Coupe Roadster



Audi TT Coupe/Roadster Feature Highlights

Engine

- ▶ 2.0-liter TFSI® with 211 hp and 258 lb-ft of torque

Drivetrain

- ▶ Six-speed Audi S tronic® dual-clutch transmission with Audi quattro® all-wheel drive

Featured content

- ▶ Audi ultra® lightweight technology – ASF® aluminum space frame
- ▶ 18" 10-spoke design wheels with summer performance tires²

Available features

- ▶ Audi Navigation plus with traffic information²
- ▶ Baseball Optic Leather package
- ▶ Audi magnetic ride with S button program

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



Audi TTS Coupe/Roadster Feature Highlights

Engine

- ▶ 2.0-liter TFSI® with 265 hp and 258 lb-ft of torque

Drivetrain

- ▶ Six-speed Audi S tronic® dual-clutch transmission with Audi quattro® all-wheel drive

Featured content

- ▶ Audi ultra® lightweight technology – ASF® aluminum space frame
- ▶ 19" 5-arm-twin-spoke design wheels with summer performance tires²
- ▶ Silk Nappa leather seating surfaces
- ▶ Audi magnetic ride with S button program

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)

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 Wi-Fi hotspot 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 ultranimble, the TT RS has 360 hp and 343 lb-ft of torque, and delivers the screaming, redline-pushing thrust usually felt with engines much larger than the 2.5-liter five-cylinder Audi TFSI®.¹ Then again, the power seems perfectly apt for the engineering that pulses through this stylish, performance-tuned, manual marvel.

Audi TT RS Feature Highlights

- Engine**
- ▶ 2.5-liter TFSI® with 360 hp and 343 lb-ft of torque

- Drivetrain**
- ▶ Six-speed manual transmission with Audi quattro® all-wheel drive

- Featured content**
- ▶ Audi ultra® lightweight technology – ASF® aluminum space frame
 - ▶ 19" 5-arm-rotor design wheels with summer performance tires²
 - ▶ Audi magnetic ride with S button program
 - ▶ Silk Nappa leather seating surfaces

- Available features**
- ▶ Audi Navigation plus with traffic information³
 - ▶ BOSE® sound system
 - ▶ Sport exhaust system

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



R8

The blur. Yeah, that blur with the sharp yet fluid profile you noticed out of the corner of your eye as it moves past you. Not Italian, you know that. No, this is something else. Muscular. Resonant. Stylish. The Audi R8. A supercar, yes, but it’s not unapproachable, if you can find one in captivity. When still, it’s an eye-catching, design-forward sculpture. When unleashed, its 430-hp V8 or 525-hp V10 engine makes hearts beat harder with just a single rev. But it’s the blur on the road that will make the most lasting impression.¹

Coupe Spyder

Audi R8 4.2 Coupe/Spyder Feature Highlights

- Engine**
- ▶ 4.2-liter FSI® with 430 hp and 317 lb-ft of torque

- Available drivetrains**
- ▶ Six-speed manual transmission with Audi quattro® all-wheel drive
 - ▶ Six-speed Audi R tronic® automated manual transmission with Audi quattro® all-wheel drive

- Featured content**
- ▶ Audi ultra® lightweight technology – ASF® aluminum space frame
 - ▶ Audi magnetic ride with S button program

- Available features**
- ▶ Audi Navigation plus with traffic information²
 - ▶ Bang & Olufsen® Sound System
 - ▶ Carbon Fiber Sigma sideblades (Coupe only) and decorative interior inlays
 - ▶ Audi ceramic brakes

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



2012 model shown.

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 8,500 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

Audi RS 5 Feature Highlights

- Engine**
- ▶ 4.2-liter FSI® with 450 hp and 317 lb-ft of torque

- Drivetrain**
- ▶ Seven-speed Audi S tronic® dual-clutch transmission with Audi quattro® all-wheel drive and sports differential

- Featured content**
- ▶ 19" 10-spoke-forged wheels with summer performance tires²
 - ▶ Adaptive rear spoiler

- Available features**
- ▶ Audi MMI® Navigation plus with voice control system²
 - ▶ Audi connect™ with six-month trial subscription³
 - ▶ Bang & Olufsen® Sound System with 14 speakers and 505 watts
 - ▶ Audi ceramic front brakes
 - ▶ Sport exhaust system

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



2012 model shown.

Audi R8 5.2 Coupe/Spyder Feature Highlights

- Engine**
- ▶ 5.2-liter FSI® with 525 hp and 391 lb-ft of torque

- Available drivetrains**
- ▶ Six-speed manual transmission with Audi quattro® all-wheel drive
 - ▶ Six-speed Audi R tronic® automated manual transmission with Audi quattro® all-wheel drive

- Featured content**
- ▶ Audi ultra® lightweight technology – ASF® aluminum space frame
 - ▶ 19" 10-spoke-Y design wheels with summer performance tires²
 - ▶ Audi magnetic ride with S button program
 - ▶ Bang & Olufsen® Sound System

- Available features**
- ▶ Audi Navigation plus with traffic information²
 - ▶ Carbon Fiber Sigma sideblades (Coupe only) and decorative interior inlays
 - ▶ 19" 5-arm-double-spoke design forged wheels with summer performance tires²
 - ▶ Audi ceramic brakes

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

¹ Obey all speed and traffic laws. ² See back cover for important safety information regarding summer performance tires and Navigation plus. 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 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.

Q5

Q5 hybrid

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.¹ Introduce yourself to a confident Q5, and arrive in stylish comfort.

Audi Q5 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

- Drivetrain*
- ▶ Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive

- Available features*
- ▶ Audi MMI® Navigation plus with voice control system²
 - ▶ Audi connect™ with six-month trial subscription³
 - ▶ SiriusXM Traffic with four-year subscription²
 - ▶ Bang & Olufsen® Sound System with 14 speakers and 505 watts

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



European model shown with optional equipment.

Audi Q5 Hybrid Feature Highlights

- Hybrid powertrain*
- ▶ 2.0-liter TFSI® with 245 hp and 354 lb-ft of torque (combined engine + electric motor)
 - ▶ 266-volt, 72-cell, lithium-ion battery

- Drivetrain*
- ▶ Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive

- Featured content*
- ▶ Audi MMI® Navigation plus with voice control system²
 - ▶ Audi connect™ with six-month trial subscription³
 - ▶ SiriusXM Traffic with four-year subscription²
 - ▶ Bang & Olufsen® Sound System with 14 speakers and 505 watts

Audi Q5 hybrid is available in Prestige model only. See Audi Q5 hybrid model brochure or visit www.audiusa.com for more details.



Q7

Q7 TDI®

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. Maybe you'll fall in love with the grain of the burled wood, the spacious interior that seats seven, or the touch of the leather seating surfaces. Or maybe you'll like the available Audi TDI® clean diesel model that can achieve 28 mpg (highway).¹ But no matter which detail you favor, you'll appreciate the Q7 for delivering the room, style and stature of a premium SUV, while taking performance as seriously as it does its sizable comforts.

Audi Q7 Feature Highlights

- Available engines*
- ▶ 3.0-liter TFSI® with 280 hp and 295 lb-ft of torque
 - ▶ 3.0-liter TFSI® with 333 hp and 325 lb-ft of torque

- Drivetrain*
- ▶ Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive

- Available features*
- ▶ Audi MMI® Navigation plus with voice control system²
 - ▶ Audi connect™ with six-month trial subscription³
 - ▶ SiriusXM Traffic with four-year subscription²
 - ▶ Bang & Olufsen® Advanced Sound System with 14 speakers and 1,000 watts

Audi Q7 is available in Premium, Premium plus and S line® Prestige models. See Q7 model brochure or visit audiusa.com for more details.



Audi Q7 TDI® Feature Highlights

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

- Drivetrain*
- ▶ Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive

- Available features*
- ▶ Audi MMI® Navigation plus with voice control system²
 - ▶ Audi connect™ with six-month trial subscription³
 - ▶ SiriusXM Traffic with four-year subscription²
 - ▶ Bang & Olufsen® Advanced Sound System with 14 speakers and 1,000 watts

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



¹ EPA estimates not available at time of printing. Your mileage will vary. ² See back cover for important safety information regarding Navigation plus and required SiriusXM subscription. 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 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.



Picture it.

A7 shown with Cartesia accessory wheels.