



2015 | BRAND

Truth in Engineering **Audi** 

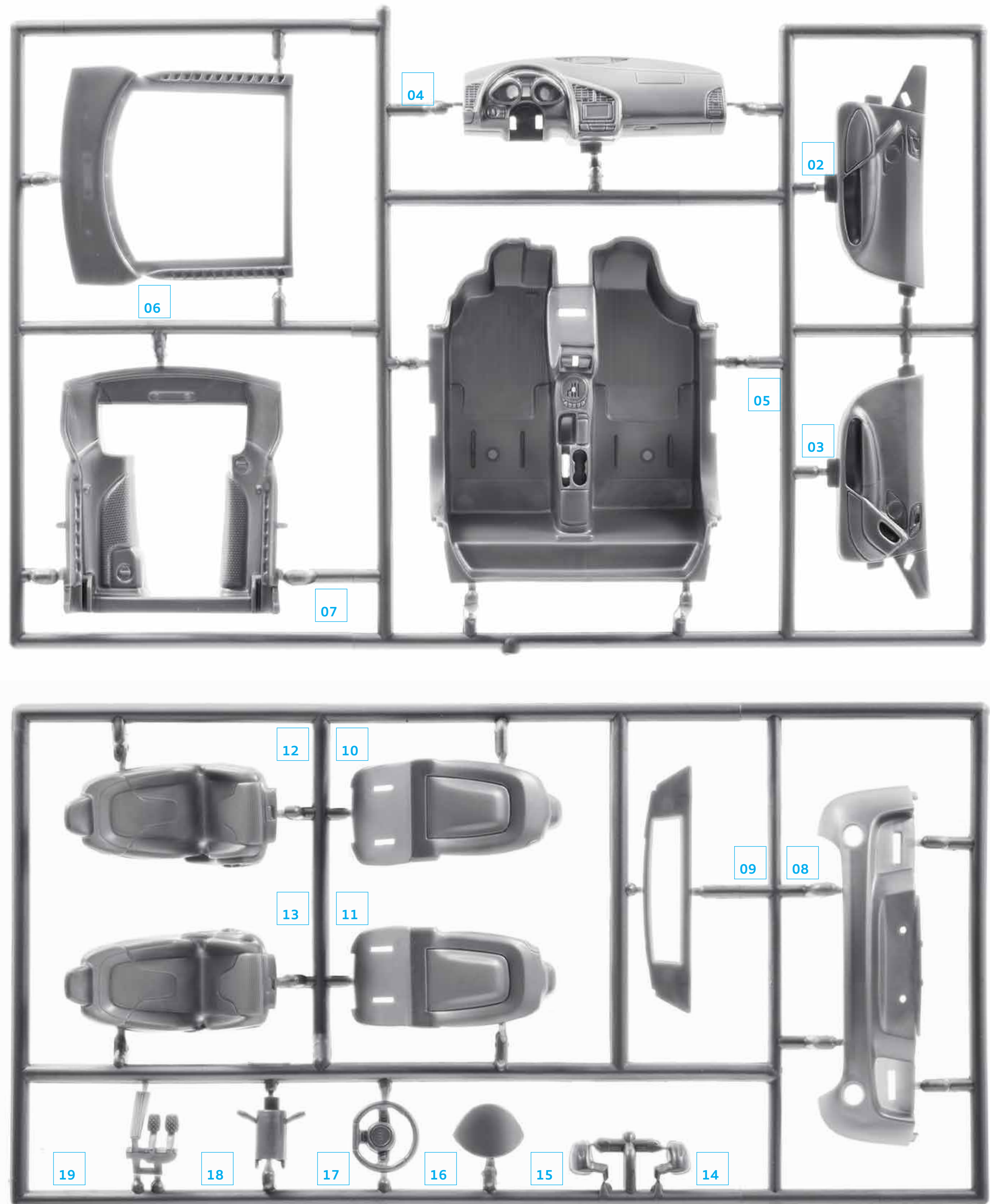


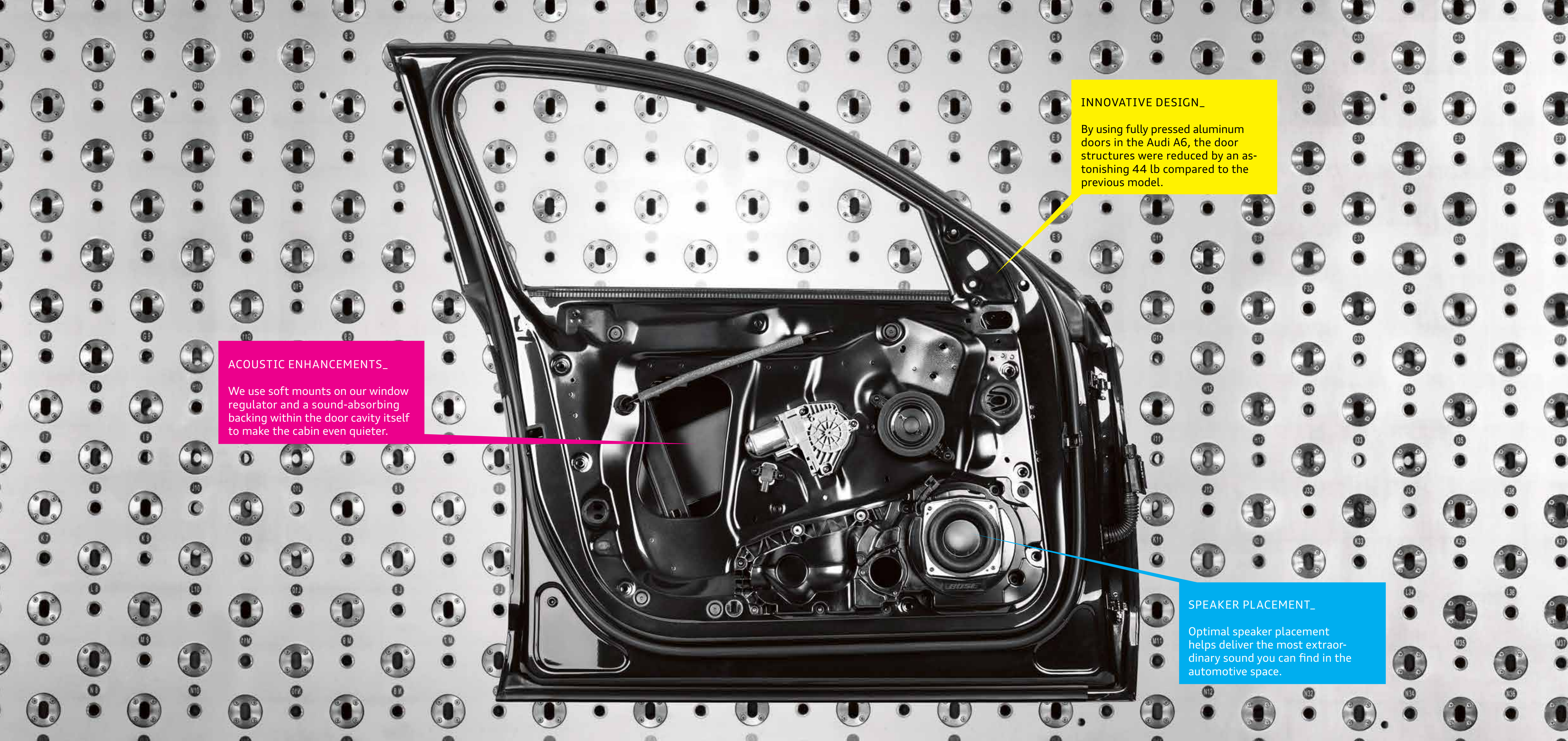
If it was this easy,
it wouldn't be
an Audi.

IMAGINE DEVOTING YOUR LIFE TO BUILDING YOUR MODEL.

When you were a kid, you probably felt quite proud when you completed a model kit. We understand. At Audi, it takes countless hours for a single Audi to go from idea to design to roadworthy, and that's time we are very proud to devote. Our obsession for detail,

commitment to premium fit and finish and passion for unparalleled engineering go into every model. It's the kind of discipline that the word "painstaking" was invented to describe. Not to say it's a chore—no, assembling an Audi is a labor of love, and it shows every time you sit in one, engage the ignition and nudge the accelerator. Creating an Audi isn't easy, but the results help define what Audi means to the people who drive one.





INNOVATIVE DESIGN

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

ACOUSTIC ENHANCEMENTS

We use soft mounts on our window regulator and a sound-absorbing backing within the door cavity itself to make the cabin even quieter.

SPEAKER PLACEMENT

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

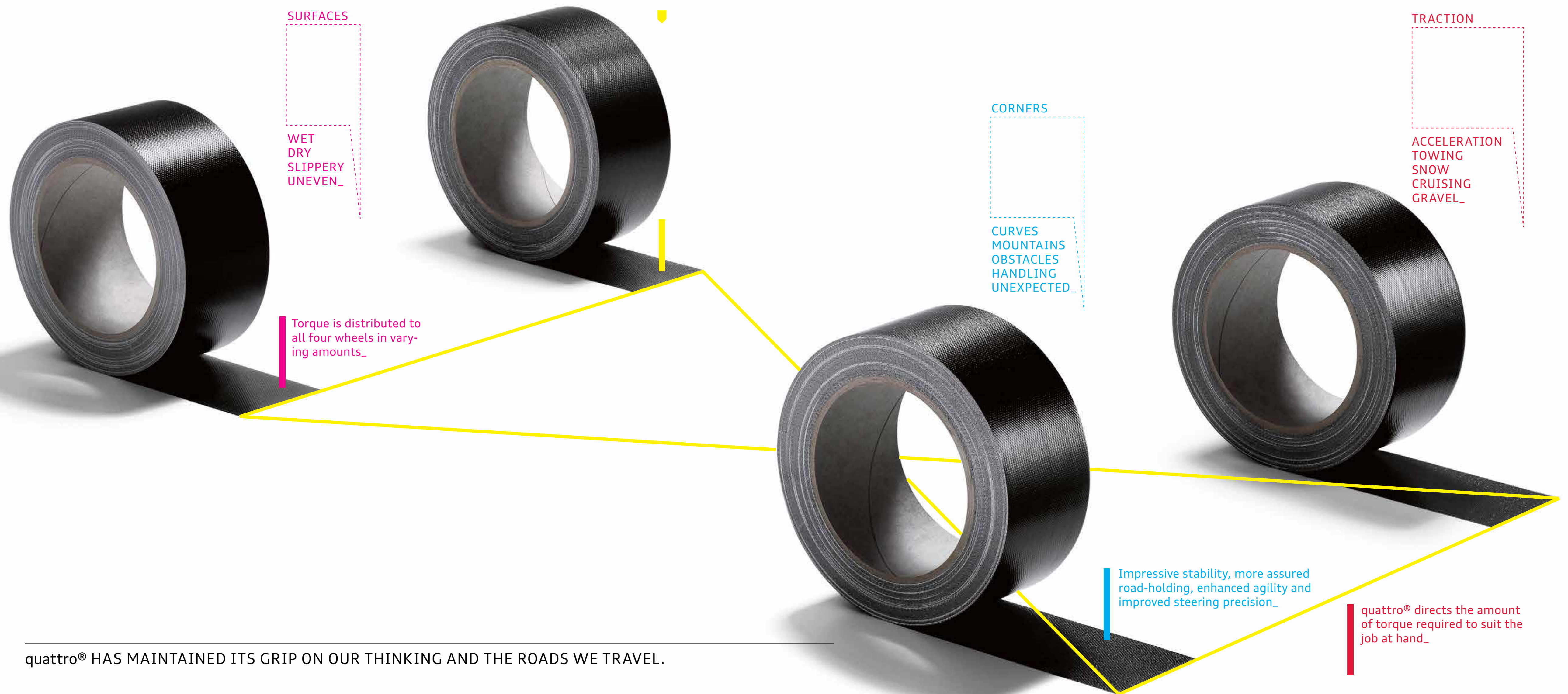
The door of perception.

OUR REPUTATION HINGES ON THE QUALITY OF THINGS YOU DON'T SEE.

It's said that, when one door closes, another one opens. It sounds as if whoever said it spent some time at an Audi research and development facility. After all, while you'll open and close the door on your Audi thousands of times without thinking about it, we've obsessed about it for you, in detail. Not just about the

reliability of it opening and closing, but on the proper weight that will make it more pleasing to close. How the locks should click when they are engaged. The optimal acoustic placement for the speaker port. There are the hinges too, of course. And the door itself, which we designed to take the brunt of side-impact collisions, and several dozen other safety considerations (to say nothing of the countless other components, processors, sensors, window features and the inner workings most people will never see). Our doors are more than a symbol of welcoming you into your vehicle, they are products of Audi engineering, and the very perception of Audi hinges on them as much as our hinges help support the door.

When we think of a good idea, it sticks.



quattro® HAS MAINTAINED ITS GRIP ON OUR THINKING AND THE ROADS WE TRAVEL.

For more than 30 years, Audi has been focused on quattro® all-wheel drive. During that time, it has evolved into an overarching idea of performance, a technological system of ratios, power delivery and driving dynamics working seamlessly together, orchestrated through the drivetrain, providing power where and when it is need-

ed most. In many ways, this has been a three-decade drive, from the Alps to the autobahn—and points beyond. You've seen quattro® capabilities in the way we dominated the World Rally Championship for years, in the grip you have in inclement weather, and in the variable power distribution you enjoy in good conditions.¹ For more than 30 years, and with over five million quattro® systems on the road, we have continued to refine the technology, developing an available rear sport differential to help maximize performance and available torque vectoring to assist with cornering traction while helping to improve handling. We've boldly stuck to what worked while the world was trying to catch up, and we built on it.


Torque vectoring_

By independently braking the inside cornering wheels, torque is then transferred to the outside cornering wheels. This intelligent application of power, known as torque vectoring, is available on select quattro® models and helps promote neutral handling by calculating the driver's steering input and desired level of acceleration.

Sport differential_

To help ensure high cornering agility, the available sport differential uses torque vectoring, and then adds to that by mechanically applying additional torque to the outside rear cornering wheel. Through an electrohydraulic multiplate clutch pack and gear-set, the outside rear cornering wheel speed is increased by as much as 10%.

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



The obsessive engineering of maximum fitness.

ENGINEERING POWER IS MORE THAN JUST ADDING MUSCLE.

There is an art to fitness. Yes, there are some who go for the massive, sculptured muscle look. But there is something more compelling out there for those with more refined tastes. The kind of sculpted efficiency found in Audi engines elevates the driving experience through smaller, finely tuned forced-induction en-

gines. For the drive to feel lean and precise, we've shaved off unwanted pounds. Sure, large numbers might distract some, but a champion impresses with its grace, power and athletic balance—captured in the right suspension setting, or a torque-vectoring corner. Audi engineers shape power that celebrates a true dedication to craft. It means strength that pulses at the moment of acceleration, provides a true, quick response as you change lanes, and turns the most routine cloverleaf into a joyful application of performance handling.¹ This is the art of maximum fitness, to the point where others just feel a little flabby.

FSI®

The FSI direct injection fuel system directly injects fuel into the combustion chambers at precisely managed times and depths. What that means for drivers is that a fully homogenized intake charge helps increase power while also reducing fuel consumption and emissions, making efficiency more powerful.²

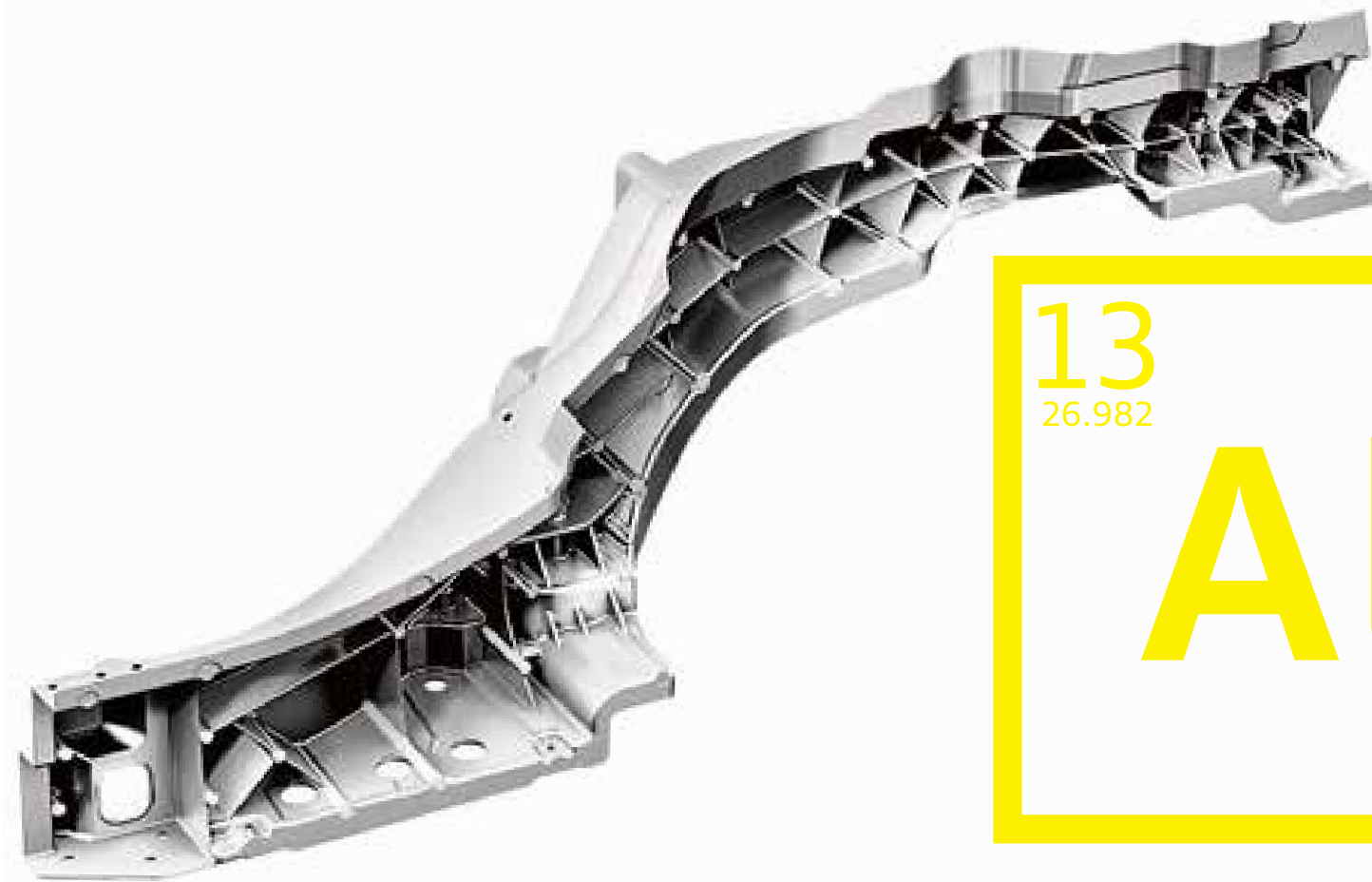
TFSI®

At Audi, TFSI represents a combination of two of the brand's core areas of expertise—direct injection and forced induction. By adding turbocharging or supercharging to FSI direct injection, the pressurized intake charge is cooled by directly injected fuel, thus achieving efficiency and performance combined with higher compression ratios—previously only attainable by naturally aspirated engines.²

TDI®

A turbocharged, fuel-sipping variant, our TDI® clean diesel engines deliver uncompromising Audi performance with bold efficiency.² Yes, it gets better mileage per gallon than comparable gasoline engines,² but it also produces more low-end torque, which is best expressed in the elasticity you have when passing in the 30- to 60-mph range.

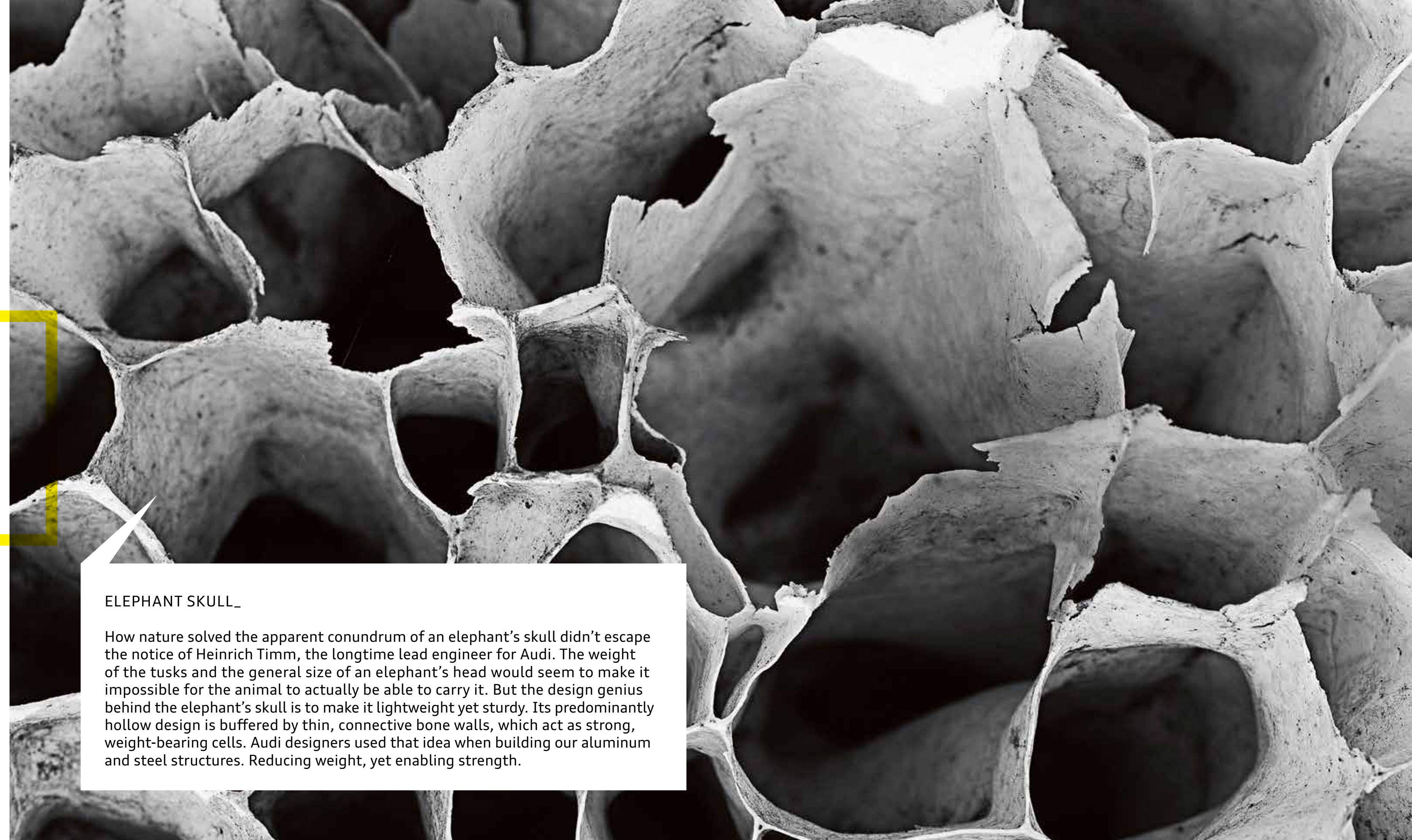
1. Always obey all speed and traffic laws. 2. See www.fueleconomy.gov for EPA estimates and emissions data. Your mileage will vary and depend on several factors, including your driving habits and vehicle condition.



13
26.982
AL

ALUMINUM

Our large aluminum castings are a telling example of ultra lightweight technology. Primarily used in high-stress areas, these castings achieve exceptional rigidity while also allowing for freedom of design, all while remaining extremely lightweight.¹



ELEPHANT SKULL

How nature solved the apparent conundrum of an elephant's skull didn't escape the notice of Heinrich Timm, the longtime lead engineer for Audi. The weight of the tusks and the general size of an elephant's head would seem to make it impossible for the animal to actually be able to carry it. But the design genius behind the elephant's skull is to make it lightweight yet sturdy. Its predominantly hollow design is buffered by thin, connective bone walls, which act as strong, weight-bearing cells. Audi designers used that idea when building our aluminum and steel structures. Reducing weight, yet enabling strength.

How studying elephant skulls makes for superior handling.

THE ELEGANT STRUCTURE OF NATURE BECOMES A BLUEPRINT OF EFFICIENCY.

It seems strange to say that, while we build strong, complex and high-performing machines, we're naturalists at heart. Then again, it might not be that unusual, seeing how nature itself builds strong, complex and high-performing machines as well. When we developed the thinking behind our ultra® lightweight technology initiative, we knew that nature would serve as an inspiration to greater struc-

tural efficiency. Take the structure of the elephant skull pictured here. It has to be lightweight, yet capable of carrying a heavy load. It's porous, but its structure is such that it enhances its stability and strength. We do the same, for example, with aluminum. Positioned one way, aluminum materials can be flexible. Positioned another, they are strong and rigid, and help give better support. We also looked to bamboo, which is strong at the conjoined areas (nodes), and flexible along its stem. Our designs allow for both rigidity and flexibility where each is most needed, and for efficiency overall. As we continue to develop strategies to improve the performance aspects and efficiency of our vehicles, we don't shy away from the world around us.² We boldly engage it even closer still.

¹ Features and technologies listed are not available on all models. ² See www.fueleconomy.gov for EPA estimates and emissions data. Your mileage and emissions will vary and depend on several factors, including your driving habits and vehicle condition.





Just talk to us, baby.

AUDI CONNECT® REALLY GETS WHAT YOU ARE SAYING.

Share what's on your mind. Looking for a great Chinese food place? We'll help you get there. Thinking about a rest stop? We'll locate the nearest gas station for you, and even give you the price of their fuel. In fact, in your Audi, just say the word, and we'll help you find almost anything, even your home phone number. With available Audi connect with Google Voice™

command capabilities, we've developed a way to let you articulate your desires, even if that's just finding the closest burger stand or the best hotel.¹ MMI® navigation plus with Audi connect helps integrate networking capabilities on the go, along with Google Earth™ with 3D satellite imagery, to help you avoid traffic (and possibly saying things you might regret).² Audi connect also provides fast data transfer speeds and Wi-Fi® connectivity for up to eight passenger devices to help you stay informed. It offers a full suite of services and interactivity, and, yes, even the closest Szechuan restaurant, which you can find by using its Google™ Local Search capabilities. Best of all, you don't even have to say "Thank you," even if we appreciate it when you do.

1,2 Tap here for available features and important safety information. >>



Just talk to us, baby.

AUDI CONNECT® REALLY GETS WHAT YOU ARE SAYING.

Share what's on your mind. Looking for a great Chinese food place? We'll help you get there. Thinking about a rest stop? We'll locate the nearest gas station for you, and even give you the price of their fuel. In fact, in your Audi, just say the word, and we'll help you find almost anything, even your home phone number. With available Audi connect with Google Voice™

command capabilities, we've developed a way to let you articulate your desires, even if that's just finding the closest burger stand or the best hotel.¹ MMI® navigation plus with Audi connect helps integrate networking capabilities on the go, along with Google Earth™ with 3D satellite imagery, to help you avoid traffic (and possibly saying things you might regret).² Audi connect also provides fast data transfer speeds and Wi-Fi® connectivity for up to eight passenger devices to help you stay informed. It offers a full suite of services and interactivity, and, yes, even the closest Szechuan restaurant, which you can find by using its Google™ Local Search capabilities. Best of all, you don't even have to say "Thank you," even if we appreciate it when you do.

1 Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. Features and technologies listed are not available on all models. The voice control feature is not available on Cabriolet or Roadster models. 2 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 MMI® navigation plus route. For mapping updates please see your Audi dealer or call 1-800-FOR-AUDI for details. Features and technologies listed are not available on all models.





Hey, bright eyes.

DESIGNING A WINDOW TO OUR SOUL.

Even in the dark, you know when you're staring at an Audi. In fact, it might just be love at first sight. That's because, instead of cursing the darkness, we celebrate the light. Available full LED headlights stand out from the rest: their color intensity is engineered to be reminiscent of daylight.¹ But while we

illuminate the night, we don't forget the day—so we made our LED daytime running lights to look even more dramatic. Now featuring a sleek diode design that gives us the freedom to elegantly reshape our signature style, Audi LED lighting is once again ours. It is an efficient, beautiful way to help you see and be seen from dusk to dawn and back again. Look deep into our eyes, and you might just see the soul of a company.

¹ Optional features and technologies listed are not available on all models.



How we know exactly what you feel.

CLEAN, BEAUTIFUL DESIGN COMES FROM DEDICATED CRAFTSMEN UNFRAID OF GETTING THEIR HANDS DIRTY.

Our hands give you shade and sanctuary. Our hands give you comfort and control. You might not sense our hands nearby, but our hands know exactly what you feel. That's because we've been there. After all, our hands crafted a customized world that's dedicated to control, comfort and entertainment. We're talking, of course,

about the cabin of your Audi vehicle. Optimized luxury, designed by committed craftsmen who had you in mind when they chose the leather seating surfaces, created the contoured seats or provided the refinement of ergonomic design and an available more intuitive MMI® system. There are small touches that help simplify the overall design, and there are large statements to help you feel at ease. It is your Audi interior, shaped by the kind of people who know you want to experience luxury firsthand.



As you can see, our design will help channel water away from the mirror, allowing you a clearer view of what's behind you.



The molding on the inner A-pillar helps direct water away from the area where the windshield and A-pillar meet. Once the water is there, aerodynamic forces take over and funnel the water up and out of the windshield area rather than back and across the side windows.

You have to weather adversity to know things like this.

WHAT YOU DON'T KNOW MIGHT HELP YOU.

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

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



Either think about the future, or make history.

SUPREMELY PRACTICAL LUXURY WITH A SUNNY KIND OF ENERGY.

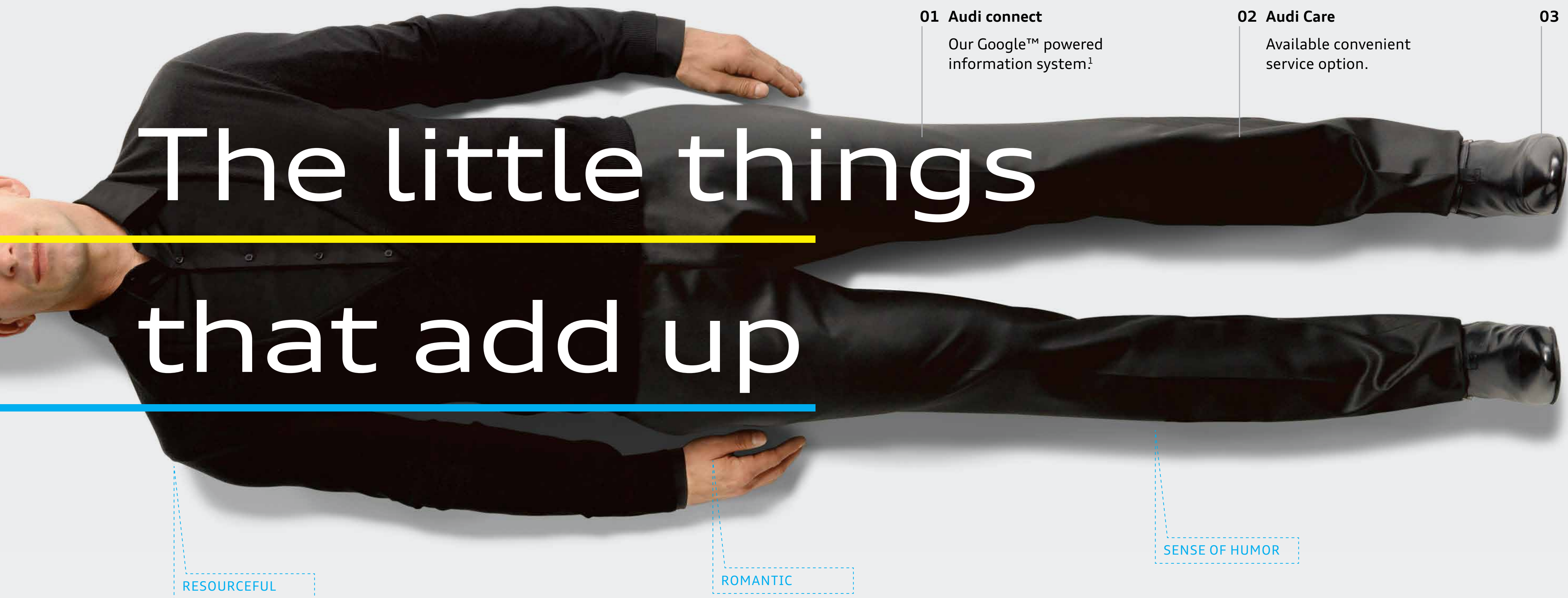
Talking about a better future is easy. After all, how can you be held accountable for something that never arrives? But if you really want to affect it, to make history, you have to do more than talk. Enter e-tron®. It's not the first plug-in electric hybrid to the market, but we are making it the most forward-thinking Audi ever produced. For example, we will be including a level 2 charger with our A3 Sportback e-tron PHEV for

qualified owners¹ who want to drive on electricity as much as possible. We also plan to offer unique sustainable energy offerings like an available solar program to help provide power to your home and vehicle. It's not just practical, it's premium too, in style, in performance and in fit and finish, like any other Audi vehicle. But more than that, it will be Audi making smart technology smarter, with adaptive kinetic-energy-harnessing when you brake, and better performing than what came before it. With the Audi e-tron vehicles, we're saying the future is now.

Preproduction vehicle shown. 1 240-volt wall-mounted charging hardware and cabinet included with the vehicle. Installation and wiring costs are extra, and will vary. See your participating dealer for details.

e-tron®





The little things that add up

01 Audi connect

Our Google™ powered information system.¹

02 Audi Care

Available convenient service option.

03 MMI updates

MMI navigation and other software updates.¹

RESOURCEFUL

ROMANTIC

SENSE OF HUMOR

MOVING FROM LUST TO APPRECIATION TAKES A DEEPER UNDERSTANDING.

When you are attracted to something, the effects are immediate, the domination, total. For a relationship to last, though, it must move beyond that passionate initial phase. It's what comes next that turns a bright flame into an eternal torch. That's why Audi doesn't simply design premium vehi-

cles for the short-term, but offers an entire experience that we hope lasts a lifetime. Do you want to customize your Audi? We offer Audi exclusive materials and colors. Do you want care-free service options? Audi Care is available. MMI® updates, trial offers for Audi connect®, a full suite of available Audi driver assistance technologies—these might not be the reasons why you fell in love with an Audi, but they are, perhaps, the things that help keep the heart fires stoked.¹

04 SiriusXM® Satellite Radio

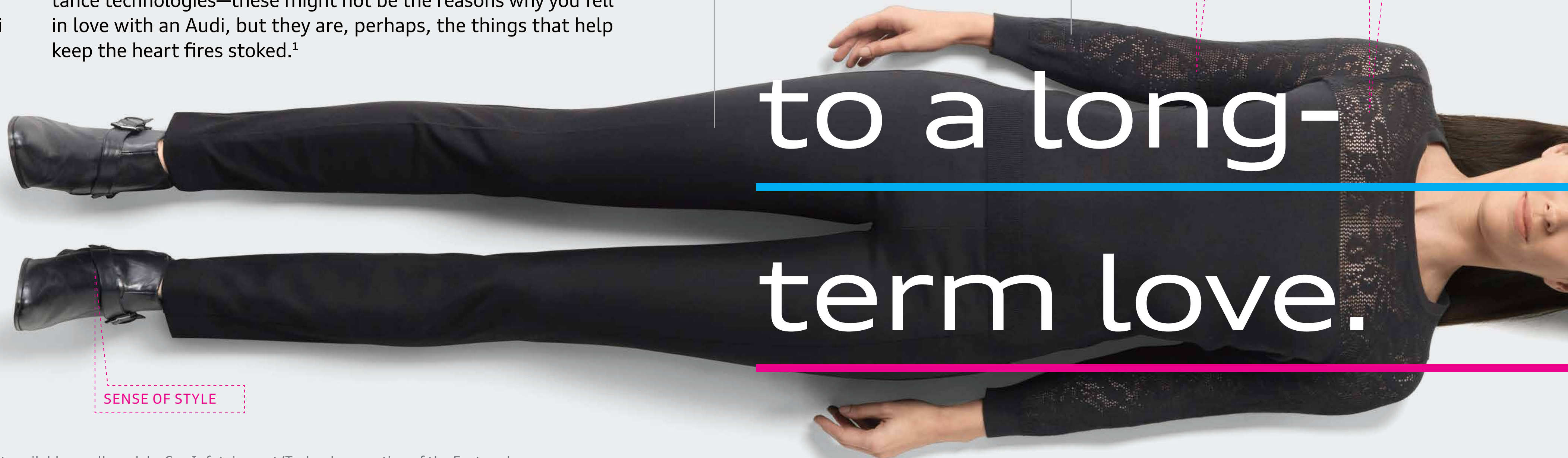
Endlessly diverse music channels with a complimentary trial offer.¹

05 Audi exclusive

Available customizable exterior and interior color and material options.

GENEROUS

LOVING



to a long-term love.

SENSE OF STYLE

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



A3

A3 Sedan | A3 Cabriolet | A3 TDI® | S3

The A3 was created as a reaction to compromise. In fit, finish, craftsmanship, technology and performance, you'll find a surprisingly powerful, stylishly impressive sedan that might hug corners, but cuts none.

[Search inventory](#)



A4

A4 | S4

In so many ways, the A4 represents what we are about as a brand—energetic efficiency, insightful interiors, iconic design and dynamic performance. It is an ideal of luxury that takes pleasure in the moment.

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allroad®

Forging a new path for others to follow, the allroad® brings quattro® all-wheel capabilities to almost any terrain you choose. It delivers performance and comfort to those looking to get to the slopes—or the dunes—without slipping on the way.

[Search inventory](#)



A5

A5 Coupe | A5 Cabriolet | S5 Coupe | S5 Cabriolet | RS 5 Coupe | RS 5 Cabriolet

An iconic vehicle of soulful power, the A5 is a prime example of the Audi vision—forceful design that perfectly complements its finely honed performance. This is a vehicle of passion, embraced by the passionate.

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A6

A6 | A6 TDI® | S6

In so many ways, the A6 is a serious vehicle. There's a luxurious stature to it, there's drama in its lines, pride in its stance. But we can't ignore its spirited, fun side, either—the part of it with powerful technology and performance.

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A7

A7 | A7 TDI® | S7 | RS 7

The original five-door coupe, the A7 has long followed its own rules. Its ultrastylish, high-performance luxury is made to order for the enthusiast who embraces the unconventional and the uncompromised before they become iconic.

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A8

A8 | A8 TDI® | S8

The redesigned A8 represents the pinnacle of prestige. It features the kind of obsessive engineering that originates ASF® aluminum construction, enhancing precision handling through the application of dynamic force. With unmatched materials and craftsmanship, it redefines class itself.

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Q3

A new addition to the Audi family, the Q3 is an elevated idea of what compact luxury means. With responsive driving dynamics, ample power and supple interior design, this CUV takes to tight spaces as well as grand vistas.

[Search inventory](#)



Q5

Q5 | Q5 TDI® | Q5 hybrid | SQ5

Comfort is a luxury, but so is elegance. You get both in the Q5, and far more. In addition to performance that stirs the soul, its roomy interior, well-appointed with matchless materials, will soothe it.

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Q7

Q7 | Q7 TDI®

This is what happens when we think big. We craft the Q7, a large collection of carefully considered details that add style, performance and personality to a luxurious family SUV that seats seven.

[Search inventory](#)



TT

TT Coupe | TT Roadster | TTS Coupe | TTS Roadster

A showcase of accelerated thinking, the TT represents the kind of iconic design and unmistakable performance that transformed our brand. Unrivaled design and progressive thinking have long made this model, whether Coupe or Roadster, the choice for thrill-seekers and style enthusiasts alike.

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R8

V8 Coupe | V8 Spyder | V10 Coupe | V10 Spyder | V10 plus Coupe

A supercar in no small measure, the R8 is the blur you hope to capture someday. A brilliant piece of superior engineering, this is a performance vehicle through and through, built without limits or apology.

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