



2010 Full Line





The family tree of progress.

Progress. It is the driving force behind everything we do. It is the result of meticulous design, exhaustive testing and inspired engineering. It is the innovations in both comfort and performance that are standard in every model of the Audi family. It is powerful, efficient, safe and luxurious. And ultimately, it is the birthright of every car we build.

This year, a new generation of progress is taking hold. It comes in the form of the exceptionally efficient yet remarkably powerful TDI® clean diesel technology available in the Audi Q7 and the Audi A3. It is the Audi Q5, a vehicle that cuts through the crossover category. It is the R8 5.2, a supercar that elevates design and performance to heights few cars can reach. And it is the R15, a racecar ready to redefine the track.

Progress is everything we stand for. For the road. For you. For the future.



From its performance innovations to the sporty design and purposeful cargo space, the A3 puts power and utility into one impressive package. Select the all-new A3 TDI® clean diesel and experience an astounding 42 MPG* and 236 lb.-ft. of low-end torque with ultra-low emissions.

TDI® gives **20%** more range than gasoline.*

TDI® consumes **30%** less fuel than gasoline.*



A3

STANDARD FEATURE HIGHLIGHTS

A3 PREMIUM

- + 17" five-Y-spoke wheels with 225/45 all-season tires
- + S line exterior features, including front/rear bumpers and spoiler
- + Leather seating surfaces
- + Audi concert radio with ten speakers and SIRIUS® Satellite Radio
- + Dual-zone automatic climate control

A3 PREMIUM PLUS

- + 17" ten-spoke wheels with 225/45 all-season tires
- + Audi xenon plus headlights with LED daytime running lights
- + Eight-way power driver's seat with four-way power lumbar adjustment and leather seating surfaces
- + Three-spoke, multifunction, leather-wrapped steering wheel [vehicles equipped with S tronic® transmission receive shift paddles]
- + Bluetooth® hands-free phone interface with voice dialing

MODEL CONFIGURATIONS

A3 SPORTBACK

- + 2.0 liter I4[®] clean diesel 140 hp turbocharged in-line four-cylinder with a six-speed dual-clutch S tronic[®] automatic transmission and front-wheel drive
- + 2.0 liter TFSI[®] 200 hp turbocharged in-line four-cylinder with a six-speed manual transmission and front-wheel drive
- + 2.0 liter TFSI[®] 200 hp turbocharged in-line four-cylinder with a six-speed dual-clutch S tronic[®] automatic transmission and front-wheel drive
- + 2.0 liter TFSI[®] 200 hp turbocharged in-line four-cylinder with a six-speed dual-clutch S tronic[®] automatic transmission and quattro[®] all-wheel drive

* EPA estimate: 30/42 city/highway MPG. Your mileage will vary.

Standard feature highlights listed only. Please see audiusa.com for all available options and packages.



Engineering in a class all its own.

Bigger, faster and more fuel-efficient* only begins to describe the exceptional A4. With a host of innovative features, including available signature LED daytime running lights and the MMI® operating system, the A4 embodies a commitment to progressive design, luxury and performance that few cars can touch.

A4

STANDARD FEATURE HIGHLIGHTS

A4 PREMIUM

- + 17" seven-spoke wheels with 225/50 all-season tires
- + Eight-way power front seats with driver four-way lumbar adjustment and leather seating surfaces
- + Audi concert radio with ten speakers and SIRIUS® Satellite Radio
- + Four-spoke, multifunction, leather-wrapped steering wheel

A4 PREMIUM PLUS

- + 17" ten-spoke wheels with 245/45 all-season tires
- + Audi xenon plus headlights with LED daytime running lights
- + Eight-way heated power front seats with driver four-way lumbar adjustment and leather seating surfaces
- + Audi music interface with iPod® integration
- + HomeLink® universal garage door opener and Bluetooth® hands-free phone interface with voice dialing
- + Three-zone automatic climate control

A4 PRESTIGE

- + 18" five-spoke wheels with 245/40 all-season tires
- + Audi MMI® Navigation plus† with voice control
- + Bang & Olufsen® Sound System with 14 speakers
- + Audi advanced key: keyless start/stop and entry

MODEL CONFIGURATIONS

A4 SEDAN

- + 2.0 liter TFSI® 211 hp turbocharged in-line four-cylinder with a multitronic® CVT transmission and FrontTrak® front-wheel drive
- + 2.0 liter TFSI® 211 hp turbocharged in-line four-cylinder with a six-speed manual transmission and quattro® all-wheel drive
- + 2.0 liter TFSI® 211 hp turbocharged in-line four-cylinder with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive

A4 AVANT

- + 2.0 liter TFSI® 211 hp turbocharged in-line four-cylinder with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive

* EPA estimate: 23/30 city/highway MPG. Your mileage will vary.

† See back cover for important information regarding Audi Navigation plus.

Standard feature highlights listed only. Please see audiusa.com for all available options and packages.



Even fast is taken up a notch.

Parked or moving, the S4 makes a statement of pure performance. Step on the pedal and the S4 delivers with features the competition simply does not have. Among them are the 3.0 liter supercharged V6 producing 333 hp and 325 lb-ft. of torque, a 0-60 time of 4.9 seconds and the latest generation of quattro® all-wheel drive with a 40:60 rear torque bias. In other words, this is power that needs to be experienced.



STANDARD FEATURE HIGHLIGHTS

S4 PREMIUM PLUS

- + 18" five-parallel-spoke S design wheels with 245/40 summer performance tires*
- + S tuned sport suspension for more aggressive performance
- + Audi xenon plus headlights with LED daytime running lights
- + S4 eight-way power heated sport seats with four-way power lumbar adjustment in Silk Nappa leather with Alcantara® inserts
- + Bluetooth® hands-free phone interface with voice dialing
- + Audi music interface with iPod® integration

S4 PRESTIGE

- + 19" five-tri-spoke wheels with 255/35 summer performance tires*
- + Audi MMI® Navigation plus® with voice control
- + Bang & Olufsen® Sound System with 14 speakers
- + Audi advanced key: keyless start/stop and entry
- + Memory for driver seat and outside mirror

MODEL CONFIGURATIONS

S4 SEDAN

- + 3.0 liter TFSI® 333 hp supercharged V6 with a six-speed manual transmission and quattro® all-wheel drive
- + 3.0 liter TFSI® 333 hp supercharged V6 with a seven-speed dual-clutch S tronic® automatic transmission and quattro® all-wheel drive

* See back cover for important information regarding summer performance tires and Audi Navigation plus. Standard feature highlights listed only. Please see audiusa.com for all available options and packages.

A3 A4 S4 **A5** A5 Cabriolet S5 S5 Cabriolet A6 S6 A8 Q5 Q7 TT TTS R8
COUPE

Get ready to turn heads.

Two doors meet the sweeping contours of an award-winning, iconic exterior. Powerful, pronounced and distinctive, the A5 marks the impressive return of the Audi coupe.

A5

STANDARD FEATURE HIGHLIGHTS

A5 PREMIUM

- + 18" ten-spoke wheels with 245/40 all-season tires
- + Eight-way power front seats with driver four-way lumbar adjustment and leather seating surfaces
- + Audi concert radio with ten speakers and SIRIUS® Satellite Radio
- + Panoramic tilting glass panel sunroof

A5 PREMIUM PLUS

- + 18" five-spoke wheels with 245/40 all-season tires
- + Audi xenon plus headlights with LED daytime running lights
- + Eight-way heated power front seats with driver four-way lumbar adjustment and leather seating surfaces
- + Bluetooth® hands-free phone interface with voice dialing
- + Three-zone automatic climate control

A5 PRESTIGE

- + Audi MMI® Navigation plus* with voice control
- + Bang & Olufsen® Sound System with 14 speakers
- + Audi advanced key: keyless start/stop and entry
- + Memory for driver seat and outside mirror

MODEL CONFIGURATIONS

A5 COUPE

- + 2.0 liter TFSI® 211 hp turbocharged in-line four-cylinder with a six-speed manual transmission and quattro® all-wheel drive
- + 2.0 liter TFSI® 211 hp turbocharged in-line four-cylinder with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive
- + 3.2 liter FSI® 265 hp V6 with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive

* See back cover for important information regarding Audi Navigation plus.
Standard feature highlights listed only. Please see audiusa.com for all available options and packages.



All Audi. All convertible.

The stylish A5 coupe meets the open-air experience of a convertible. With the latest in luxury, performance and design, the A5 Cabriolet offers an exhilarating driving experience that you won't be forgetting anytime soon.

A5

STANDARD FEATURE HIGHLIGHTS

A5 PREMIUM

- + 18" ten-spoke wheels with 245/40 all-season tires
- + Audi acoustic convertible soft top
- + Eight-way power front seats with driver four-way lumbar adjustment and leather seating surfaces
- + Audi concert radio with ten speakers and SIRIUS® Satellite Radio
- + Individually folding 50/50 rear seats

A5 PREMIUM PLUS

- + 18" 15-spoke wheels with 245/40 all-season tires
- + Audi xenon plus headlights with LED daytime running lights
- + Eight-way heated power front seats with driver four-way lumbar adjustment and leather seating surfaces
- + Bluetooth® hands-free phone interface with voice dialing
- + Three-zone automatic climate control

A5 PRESTIGE

- + Audi MMI® Navigation plus* with voice control
- + Bang & Olufsen® Sound System with 14 speakers
- + Memory for driver seat and outside mirror
- + Audi advanced key: keyless start/stop and entry

MODEL CONFIGURATIONS

A5 CABRIOLET

- + 2.0 liter TFSI® 211 hp turbocharged in-line four-cylinder with a multitronic® CVT transmission and FrontTrak® front-wheel drive
- + 2.0 liter TFSI® 211 hp turbocharged in-line four-cylinder with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive

* See back cover for important information regarding Audi Navigation plus.
Standard feature highlights listed only. Please see audiusa.com for all available options and packages.

Proportioned for performance.

Powerful. Innovative. Invigorating. The distinctive exterior is only a hint to the V8 power that lies beneath the hood. Ultimately, the S5 is more than an engineering marvel - it is a driver's car in every way possible.



STANDARD FEATURE HIGHLIGHTS

S5 PREMIUM PLUS

- + 19" five-double-spoke wheels with 255/35 summer performance tires*
- + S tuned sport suspension
- + Audi xenon plus headlights with LED daytime running lights
- + S5 eight-way power heated sport seats with four-way power lumbar adjustment in Silk Nappa leather
- + Brushed Aluminum inlays
- + Audi music interface with iPod® integration
- + Bluetooth® hands-free phone interface with voice dialing

S5 PRESTIGE

- + Audi MMI® Navigation plus* with voice control
- + Bang & Olufsen® Sound System with 14 speakers
- + Audi advanced key: keyless start/stop and entry
- + Auto-dimming interior and exterior mirrors

MODEL CONFIGURATIONS

S5 COUPE

- + 4.2 liter FSI® 354 hp V8 with a six-speed manual transmission and quattro® all-wheel drive
- + 4.2 liter FSI® 354 hp V8 with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive

* See back cover for important information regarding summer performance tires and Audi Navigation plus.
Standard feature highlights listed only. Please see audiusa.com for all available options and packages.



Exhilaration with the top down.

Powerful in its presence and performance, the S5 Cabriolet takes everything about the A5 Cabriolet up a level. The proof is in the supercharged V6, which affirms its S badge with 333 hp, 325 lb-ft. of torque and a 0-60 time of just 5.1 seconds.



STANDARD FEATURE HIGHLIGHTS

S5 CABRIOLET PREMIUM PLUS

- + 19" five-double-spoke star design wheels with 255/35 summer performance tires*
- + S tuned sport suspension
- + Audi xenon plus headlights with LED daytime running lights
- + S5 eight-way power heated sport seats with four-way power lumbar adjustment in Silk Nappa leather
- + Three-spoke, multifunction, leather-wrapped S5 steering wheel with shift paddles
- + Bluetooth® hands-free phone interface with voice dialing

S5 CABRIOLET PRESTIGE

- + Audi MMI® Navigation plus* with voice control
- + Bang & Olufsen® Sound System with 14 speakers
- + Audi advanced key: keyless start/stop and entry
- + Auto-dimming interior and exterior mirrors

MODEL CONFIGURATIONS

S5 CABRIOLET

- + 3.0 liter TFSI® 333 hp supercharged V6 with a seven-speed dual-clutch S tronic® automatic transmission and quattro® all-wheel drive

* See back cover for important information regarding summer performance tires and Audi Navigation plus.
Standard feature highlights listed only. Please see audiusa.com for all available options and packages.

A3 A4 S4 A5 A5 Cabriolet S5 S5 Cabriolet **+A6** S6 A8 Q5 Q7 TT TTS R8
SEDAN + AVANT



Luxury, power and poise in perfect alignment.

The Audi A6 offers well-appointed luxury with the performance that only Audi can make possible. Framed within the striking available LED daytime running lights and singleframe® grille is the available supercharged 3.0 TFSI® powerplant – an engine that redefines power and efficiency.* On top of that, the A6 recently took home top honors in the *Car and Driver* 2010 sports sedan comparison test.

A6

STANDARD FEATURE HIGHLIGHTS

A6 PREMIUM

- + 17" five-spoke wheels with 245/45 all-season tires
- + Eight-way power front seats with four-way power lumbar adjustment and leather seating surfaces [Heated on 3.0T]
- + Genuine wood decorative inlays
- + Audi music interface with iPod® integration
- + HomeLink® universal garage door opener and Bluetooth® hands-free phone interface with voice dialing

A6 PREMIUM PLUS

- + 18" five-Y-spoke wheels with 245/40 all-season tires
- + Audi xenon plus headlights with LED daytime running lights
- + Audi MMI® Navigation plus® with voice control

A6 PRESTIGE [3.0T only]

- + 18" ten-spoke wheels with 245/40 all-season tires
- + Adaptive headlights with cornering lights
- + BOSE® 5.1 Surround Sound with 13 speakers
- + Audi advanced key: keyless start/stop and entry
- + Rearview camera

MODEL CONFIGURATIONS

A6 SEDAN

- + 3.2 liter FSI® 265 hp V6 with a multitronic® CVT transmission and FrontTrak® front-wheel drive
- + 3.0 liter TFSI® 300 hp supercharged V6 with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive
- + 4.2 liter FSI® 350 hp V8 with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive

A6 AVANT

- + 3.0 liter TFSI® 300 hp supercharged V6 with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive

* EPA estimate: 16/23 city/highway MPG. Your mileage will vary.

† See back cover for important information regarding Audi Navigation plus.

Standard feature highlights listed only. Please see audiusa.com for all available options and packages.

A3 A4 S4 A5 A5 Cabriolet S5 S5 Cabriolet A6 **+S6** A8 Q5 Q7 TT TTS R8
SEDAN



Pure performance inside and out.

From the distinctive singleframe® grille to its V10 FSI® engine, the Audi S6 embodies both progressive design and exceptional performance. Specially tuned sport suspension, 435 hp and a performance-oriented interior come together for a car that delivers an experience nothing short of breathtaking.



STANDARD FEATURE HIGHLIGHTS

S6

- + 19" five-parallel-spoke S design wheels with 265/35 summer performance tires*
- + S tuned sport suspension
- + S specific front/rear bumpers, doorsills and fenders
- + Audi xenon plus adaptive headlights with LED daytime running lights and taillights
- + S6 eight-way power heated sport seats with four-way power lumbar adjustment in Silk Nappa leather
- + S6 three-spoke, multifunction, sport steering wheel with aluminum shift paddles
- + Audi MMI® Navigation plus* with voice control
- + BOSE® 5.1 Surround Sound with 13 speakers
- + Audi advanced key: keyless start/stop and entry
- + Audi music interface with iPod® integration
- + Rearview camera
- + Heated rear seats

MODEL CONFIGURATIONS

S6 SEDAN

- + 5.2 liter FSI® 435 hp V10 with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive

* See back cover for important information regarding summer performance tires and Audi Navigation plus.
Standard feature highlights listed only. Please see audiusa.com for all available options and packages.

Luxury in motion.

The essence of Audi, the A8 is simply unmatched when it comes to performance, design and sophistication. Craftsmanship, luxury and attention to detail reach new heights within the interior. On the outside, distinctive LED daytime running lights and taillights, along with artful contours, highlight an exterior that can only belong to the A8.



A8

STANDARD FEATURE HIGHLIGHTS

A8

- + 19" seven-double-spoke wheels with all-season tires
- + Rear spoiler integrated into trunk lid
- + MMI* Advanced with retractable 7" color display
- + 16-way power heated front seats
- + Leather-wrapped shift knob with aluminum accents
- + BOSE® Surround Sound with AudioPilot® noise compensation
- + Audi music interface with iPod® integration
- + Power one-touch trunk open/close

A8 L

- + 18" ten-spoke wheels with 255/45 all-season tires
- + 16-way power heated front seats with ventilation and massage features
- + Contrast stitching throughout interior

100 Years of Audi Package (Optional on A8 L only)

- + 19" five-spoke wheels with 255/40 all-season tires
- + Phantom Black exterior with a distinctive grille
- + Silk Beige leather with Gray contrast stitching throughout the interior
- + Alcantara® headliner
- + Gray Vavona wood inlays with Brushed Aluminum trim
- + Four-spoke, multifunction steering wheel with shift paddles

MODEL CONFIGURATIONS

A8 | A8 L

- + 4.2 liter FSI® 350 hp V8 with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive

A tidal wave in a sea of sameness.

The Audi Q5 makes its mark not just in unmistakable design but also sports sedan-like performance. A luxuriously appointed interior with room for five passengers, quattro® all-wheel drive and a host of innovative technologies place the Q5 into territory few crossovers dare to venture. A fact not lost on *Car and Driver* and *Motor Trend*, as the Q5 earned first place in their respective luxury SUV and crossover comparison tests.*



Q5

STANDARD FEATURE HIGHLIGHTS

AUDI Q5 PREMIUM

- + 18" ten-spoke V design wheels with 235/60 all-season tires
- + LED taillights
- + Twelve-way power front seats with leather seating surfaces
- + Genuine wood decorative inlays
- + Three-zone automatic climate control

AUDI Q5 PREMIUM PLUS

- + Audi xenon plus headlights with LED daytime running lights
- + Panorama sunroof
- + Power tailgate with one-touch open and close feature
- + Heated front seats
- + Audi music interface with iPod® integration
- + HomeLink® universal garage door opener and Bluetooth® hands-free phone interface with voice dialing

AUDI Q5 PRESTIGE

- + 19" five-arm wheels with 235/55 all-season tires
- + Audi MMI® Navigation plus† with voice control
- + Audi parking system plus with rearview camera
- + Bang & Olufsen® Sound System with 14 speakers
- + Audi advanced key: keyless start/stop and entry
- + Audi side assist
- + Thermo cup holder

MODEL CONFIGURATIONS

AUDI Q5

- + 3.2 liter FSI® 270 hp V6 with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive

* Test results are based on the 2009 Audi Q5 model.

† See back cover for important information regarding Audi Navigation plus.

Standard feature highlights listed only. Please see audiusa.com for all available options and packages.



Function, efficiency, luxury, performance. It's all right here.

The Audi Q7 strikes a remarkable balance between luxury, versatility and a performance-oriented driving experience. With its standout design, third-row seating and innovative performance features, the seven-passenger Audi Q7 does just that. The Audi Q7 TDI* offers the same functionality with the added advantage of exceptional efficiency, offering V8 power with V6 fuel economy†.



STANDARD FEATURE HIGHLIGHTS

AUDI Q7 PREMIUM

- + 18" six-spoke wheels with 255/55 all-season tires [3.6 only]
- + Power tailgate with one-touch open and close feature
- + LED taillights
- + Seven-passenger seating
- + Twelve-way heated power front seats with leather seating surfaces
- + Audi parking system with rear acoustic warning sensors
- + Audi music interface with iPod® integration
- + HomeLink® universal garage door opener and Bluetooth® hands-free phone interface with voice dialing

AUDI Q7 PREMIUM PLUS

- + Audi xenon plus headlights with LED daytime running lights
- + Panorama sunroof
- + Audi MMI® Navigation plus* with voice control
- + BOSE® Surround Sound with 14 speakers
- + Audi parking system plus with rearview camera

AUDI Q7 PRESTIGE

- + 20" bicolor five-double-spoke wheels with 275/45 all-season tires
- + Audi side assist
- + Audi advanced key: keyless start/stop and entry
- + S line exterior package [4.2 only]

MODEL CONFIGURATIONS

AUDI Q7

- + 3.6 liter FSI® 280 hp V6 with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive
- + 3.0 liter TDI® clean diesel 225 hp V6 with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive
- + 4.2 liter FSI® 350 hp V8 with a six-speed Tiptronic® automatic transmission and quattro® all-wheel drive

* Q7 TDI® EPA estimate: 17/25 city/highway MPG. Your mileage will vary.

† See back cover for important information regarding Audi Navigation plus.

Standard feature highlights listed only. Please see audiusa.com for all available options and packages.

TT

STANDARD FEATURE HIGHLIGHTS

TT PREMIUM

- + 18" ten-spoke bicolor wheels with 245/40 summer performance tires*
- + Retractable rear spoiler automatically extends at 75 MPH and retracts at 50 MPH
- + Power-folding top (Roadster only)
- + Leather/Alcantara® sport seats
- + Audi concert radio with nine speakers and SIRIUS® Satellite Radio
- + Leather-wrapped, flat-bottom, multifunction sport steering wheel with shift paddles
- + HomeLink® universal garage door opener and Bluetooth® hands-free phone interface

TT PREMIUM PLUS

- + Audi xenon plus headlights with daytime running lights
- + Ten-way power heated sport seats including power lumbar support
- + Auto-dimming interior mirror with digital compass

TT PRESTIGE

- + BOSE® sound system with AudioPilot®
- + Audi Navigation plus® with real-time traffic
- + Interior LED Lighting Package
- + Six-disc CD changer or Audi music interface with iPod® integration

MODEL CONFIGURATIONS

TT COUPE

- + 2.0 liter TFSI® 200 hp turbocharged in-line four-cylinder with a six-speed dual-clutch S tronic® automatic transmission and quattro® all-wheel drive

TT ROADSTER

- + 2.0 liter TFSI® 200 hp turbocharged in-line four-cylinder with a six-speed dual-clutch S tronic® automatic transmission and quattro® all-wheel drive

* See back cover for important information regarding summer performance tires and Audi Navigation plus. Standard feature highlights listed only. Please see audiusa.com for all available options and packages.

The unmistakable shape of performance.

The silhouette is unmistakable, and the performance is nothing short of legendary. The TT is the culmination of award-winning design, track-inspired innovation and game-changing performance, proving that your sportscar can be your only car.

A3 A4 S4 A5 A5 Cabriolet S5 S5 Cabriolet A6 S6 A8 Q5 Q7 TT **+TTS** R8
COUPE + ROADSTER

Fast is an understatement.

The Audi TTS delivers performance that exceeds even the loftiest of expectations. Inside, the TTS features luxury, innovation and details that point toward its racing heritage. Underneath the hood, the 2.0 liter 265 hp TFSI® engine propels the TTS to 60 MPH in 4.9 seconds while achieving an astounding 29 MPG.*



STANDARD FEATURE HIGHLIGHTS

TTS PREMIUM

- + 18" five-parallel-spoke S design wheels with 245/40 summer performance tires†
- + S Audi magnetic ride with 10 mm lowered chassis
- + Audi xenon plus headlights with LED daytime running lights
- + TTS specific front/rear bumpers, diffuser and rocker panels
- + Leather/Alcantara® sport seats
- + Leather-wrapped, flat-bottom, multifunction sport steering wheel with Aluminum Optic shift paddles
- + Audi concert radio with nine speakers and SIRIUS® Satellite Radio
- + Audi hill hold assist

TTS PRESTIGE

- + 19" five-tri-spoke wheels with 255/35 summer performance tires†
- + Ten-way power heated seats in Black or bicolor Silk Nappa leather
- + BOSE® sound system with AudioPilot®
- + Audi Navigation plus† with real-time traffic
- + Auto-dimming interior mirror with digital compass
- + Six-disc CD changer or Audi music interface with iPod® integration

MODEL CONFIGURATIONS

TTS COUPE

- + 2.0 liter TFSI® 265 hp turbocharged in-line four-cylinder with a six-speed dual-clutch S tronic® automatic transmission and quattro® all-wheel drive

TTS ROADSTER

- + 2.0 liter TFSI® 265 hp turbocharged in-line four-cylinder with a six-speed dual-clutch S tronic® automatic transmission and quattro® all-wheel drive

* EPA estimate: 21/29 city/highway MPG. Your mileage will vary.

† See back cover for important information regarding summer performance tires and Audi Navigation plus. Standard feature highlights listed only. Please see audiusa.com for all available options and packages.



The pinnacle of performance.

Inspired by race-winning Le Mans technology and featuring a 420 hp V8 or critically acclaimed 525 hp V10, the Audi R8 boasts one powerful innovation after another. From its meticulous craftsmanship to a series of race-bred performance features, the Audi R8 delivers an experience that simply cannot be matched.

R8

STANDARD FEATURE HIGHLIGHTS

R8 4.2

- + 4.2 liter 420 hp V8
- + 19" five-arm double-spoke wheels with summer performance tires*
- + Side blades in tone-on-tone contrast paint
- + Audi xenon plus headlights with LED daytime running lights
- + Ten-way power heated leather/Alcantara® sport seats
- + Audi concert radio with six-disc CD changer and SIRIUS® Satellite Radio

R8 5.2

- + 5.2 liter 525 hp V10
- + 19" ten-spoke Y design wheels with summer performance tires*
- + Full LED headlights; low beam, high beam, turn signals and daytime running lights
- + Carbon Fiber engine compartment
- + Ten-way power heated seats in Fine Nappa leather
- + Audi Navigation plus* with real-time traffic
- + Bang & Olufsen® Sound System with twelve speakers and 465 watts of total output
- + Audi parking system plus with rearview camera

MODEL CONFIGURATIONS

R8

- + 4.2 liter FSI* 420 hp V8 with a six-speed manual transmission and quattro® all-wheel drive
- + 4.2 liter FSI* 420 hp V8 with a six-speed R tronic® automatic transmission and quattro® all-wheel drive
- + 5.2 liter FSI* 525 hp V10 with a six-speed manual transmission and quattro® all-wheel drive
- + 5.2 liter FSI* 525 hp V10 with a six-speed R tronic® automatic transmission and quattro® all-wheel drive

* See back cover for important information regarding summer performance tires and Audi Navigation plus.
Vehicles shown may be equipped with options only available in Europe.
Standard feature highlights listed only. Please see audiusa.com for all available options and packages.

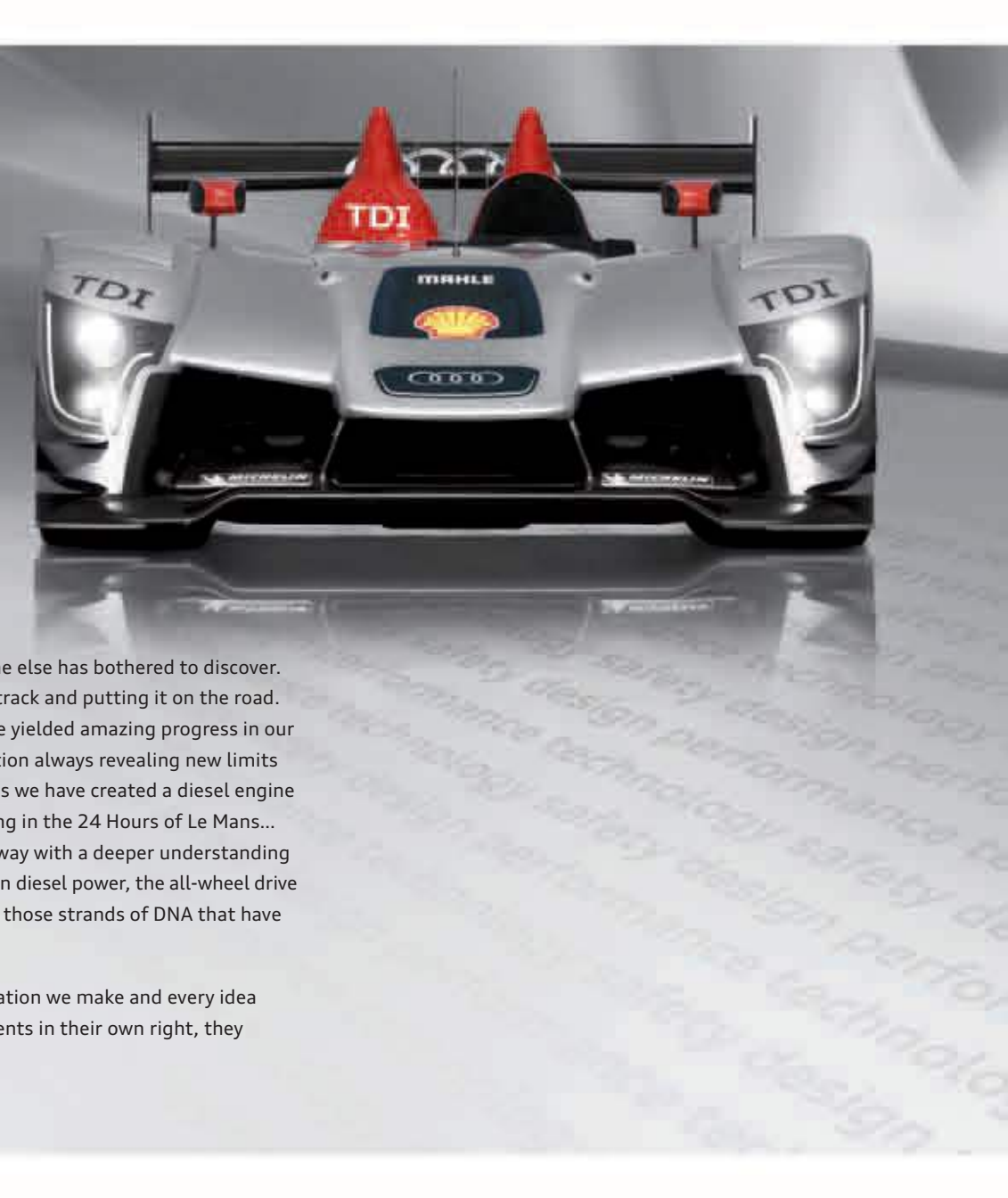


Together the future is ours.

August Horch founded this company on one word: **Progress**. Back in 1909.

To us, it is taking what seems undoable and then doing it. It is discovering what no one else has bothered to discover. It is turning skeptics into believers, and it is taking the thinking that wins on the racetrack and putting it on the road. Relentlessly designing, innovating, engineering and racing for the past 100 years have yielded amazing progress in our quest for the Truth. And although the Truth is absolute, it's in a constant state of motion always revealing new limits and opportunities. For instance, what seemed improbable has become the standard as we have created a diesel engine so quiet, so clean, so efficient and so powerful we put it to the ultimate test competing in the 24 Hours of Le Mans... winning three years in a row. But aside from walking away with trophies, we walked away with a deeper understanding of what to engineer into our cars for the street. The remarkable capabilities of TDI® clean diesel power, the all-wheel drive confidence of quattro®, and the increased power and efficiency of FSI® are but a few of those strands of DNA that have brought us that much closer to the Truth.

And it is that quest for the Truth that is behind every pencil line we draw, every calculation we make and every idea we deem not good enough. And although they may prove to be remarkable achievements in their own right, they represent a greater commitment to what is most important: **Truth in Engineering**.



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2010 Full Line

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Summer 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 tires specified for your car or their equivalent. These summer 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 recommended levels. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces, or upon encountering road debris or obstacles. 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. For more information on all of these topics, please consult the owner's manual, your local dealer or call 1-800-FOR-AUDI.

Audi 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, destination 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 Navigation plus route. Periodically, the mapping is updated, and a new DVD or software update will be required in order to maintain the latest navigation information available to us. These will be available for purchase from time to time at an additional cost. Consult your dealer or call 1-800-FOR-AUDI for details.

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