



2016 | FULL LINE



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

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To become the all-wheel drive standard, you have to change the game, and that's exactly what quattro® has done since its inception. Proof? It has helped us to win races all over the world—and lots of them. But it's not just a performance-enhancing technology; it has also become the proven foul-weather friend.¹ It helps optimize traction as conditions become more challenging, which translates to a more confident driving experience. Either way you look at it, the story of quattro® continues to be a winning one.

1 See back cover for important information.





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

With everything that's out there, we thought it was time to focus on what you really need to see—like that car in your blind spot, for example. Fortunately, there's a full suite of available Audi technologies that help take into account other vehicles as well as yours via intelligent driver assistance systems. These can help you focus on what's most important—the road.

It turns out, science fiction has nothing on reality.

Remember what we used to think was going to happen in the future? Flying cars, moving sidewalks and folding suitcases? While flying cars may never happen, science fiction still seems quaint compared to what reality offers. At Audi, our engineers and technicians are putting innovations in vehicles right now that would have seemed unimaginable 25 years ago. From the evolution of LED lighting technology and the introduction of dynamic steering in some models to the sheer processing power of our vehicles that allows for the seemingly infinite capabilities of Audi connect[®] and our MMI[®] with Google Voice[™] integration^{2,3} we aren't in the business of imagining what the future will bring. We're committed to bringing it.



When the right materials strike a perfect chord.

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

Precision tuning

Efficient use of various materials

Enduring craftsmanship

Optimal tension

Structural balance



Audi Sport

Surpassing luxury performance.

They have a decades-long heritage of winning motor-sports competitions imprinted on their DNA, so it should come as no surprise that every Audi Sport® performance vehicle feels ready to take a victory lap.

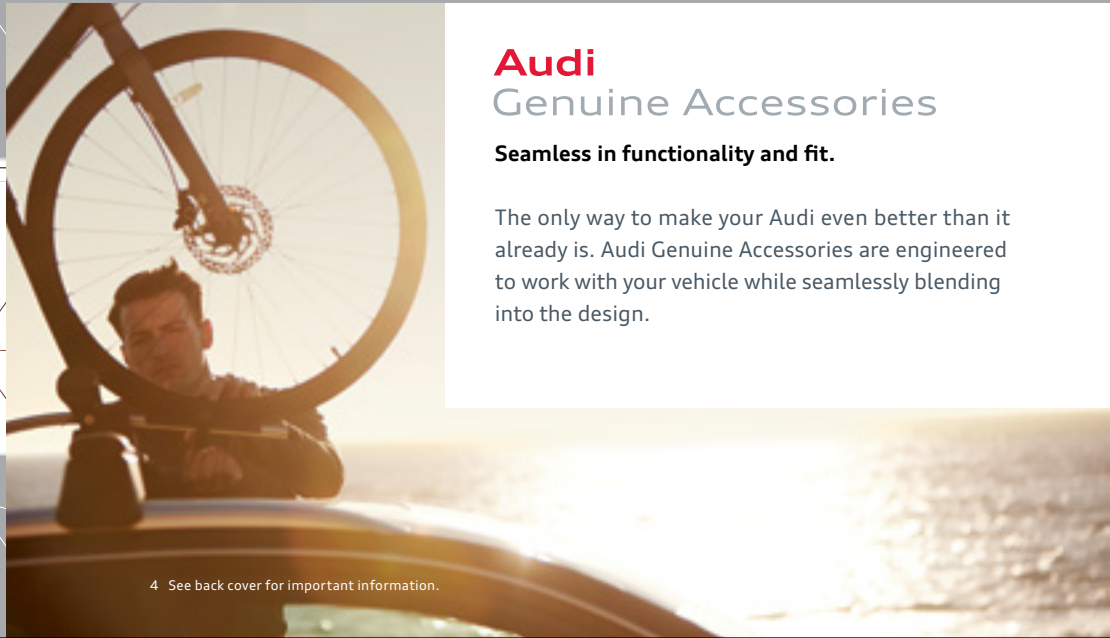


Audi exclusive

A shade more extraordinary.

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

Crafting to the highest common denominator.



Audi Genuine Accessories

Seamless in functionality and fit.

The only way to make your Audi even better than it already is. Audi Genuine Accessories are engineered to work with your vehicle while seamlessly blending into the design.

Audi Certified pre-owned

An exceptional value on the Audi of your dreams.

300-plus. The number of exterior, interior, engine, under-carriage, and road-test inspections our dealers perform on every Certified pre-owned vehicle⁴. These 300-plus inspection points were checked for one reason only: to give the owner the peace of mind that comes with owning an Audi.



⁴ See back cover for important information.

A3

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

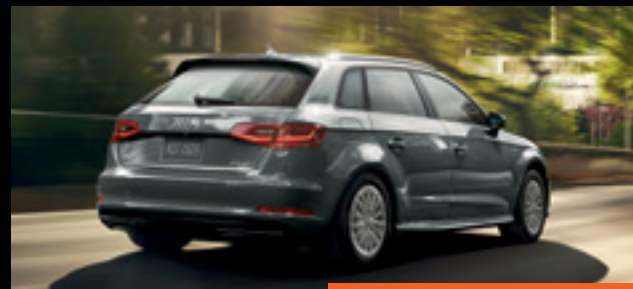
We designed the 2016 Audi A3 Sedan, Cabriolet, S3 Sedan and A3 Sportback e-tron® to be energetic and agile luxury vehicles.⁵ Then we added available technologies usually reserved for flagship vehicles, like MMI® touch⁶ and Audi adaptive cruise control with stop & go, along with the choice of two available TFSI® engines in the A3 Sedan and Cabriolet. The S3 gets an even more powerful 292-hp TFSI® engine and standard quattro® all-wheel drive for the ultimate in thrills. And for those looking to drive the future, there's the remarkably efficient A3 Sportback e-tron®.⁷ They are proof that an Audi is an Audi, regardless of size.



A3 Cabriolet



S3 Sedan



A3 Sportback e-tron®

5-7 See back cover for important information.

A5

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

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



A5 Cabriolet



S5 Coupe



S5 Cabriolet



A6

Audi A6 | S6

The powerful, intuitive Audi A6 brings refinement to the road—with enough technology options to make every drive an intelligent one. It starts with a suite of available driver assistance systems, from Audi adaptive cruise control with stop & go to Audi side assist, which helps monitor and alert you to surrounding traffic.⁸ Then it is further refined with the help from two dynamic engine options. And for the truly bold, there's no better finish than the S6. It effortlessly unleashes its 4.0-liter TFSI[®] V8 engine and unrelenting 450 hp to help give you a seemingly endless stream of power.



A6



A7

Audi A7 | S7 |  RS 7 |  RS 7 performance

The Audi A7 is a five-door luxury performance coupe that shows what can happen when form and function meld together beautifully—which is an even more powerful proclamation considering it has been redesigned for 2016. Expect a multitude of performance levels. From the A7, with its 333-hp TFSI[®] V6 engine to the potent 450-hp S7, all the way to the track-worthy RS 7 performance, with an astonishing 605 hp and up to 553 lb-ft of torque.⁹ Add in an available suite of advanced technologies, and discover a range of vehicles designed from the outset to shatter every preconceived notion of what a luxury performance car can be.



S7



RS 7 / RS 7 performance

A8

Audi A8 L | S8 plus

Exuding style and performance, the Audi A8 L is luxury unencumbered by traditional expectations. Technology is the watchword here, with an array of innovations that help connect the driver to the driving experience, while muscular powertrain options manage to produce envious fuel efficiency.¹⁰ There's also the bold 450-hp A8 L 4.0T Sport model for the performance-minded, and when a true show of luxury is required, the A8 L W12 has more than enough on display. And for those who strive for high performance on a grand scale, there's the S8 plus. Its 4.0-liter TFSI® V8 engine delivers an astonishing 605 hp and up to 553 lb-ft of torque,⁹ proving the S8 plus is as athletic as it is innovative.



S8 plus

allroad

allroad®

The allroad® has the difficult task of living up to a beloved icon. Fortunately, through strong design, quattro® all-wheel drive capabilities and impressive performance, the allroad stands to win a legion of new fans while satisfying the dedicated drivers who owned the original. Built for any season on almost any road, the allroad features leather seating surfaces, an elevated 7.1-inch ground clearance, a 220-hp TFSI® engine and available Audi connect® online services featuring Wi-Fi® connectivity.² It might be time to start a new love affair.



Q3

Audi Q3

City life is magical madness, and we have the perfect tool to tame it: the redesigned Audi Q3. It not only helps you navigate the city, it helps you thrive in it. Sleek lines, innovative technologies and plenty of panache are there to make it happen. And once you've had enough of city life, its capable 200-hp 2.0-liter TFSI® engine and available quattro® all-wheel drive help you escape it—making this the ultimate necessity for getting around, whether your view includes stoplights or wildlife.

Q5

Audi Q5 | Q5 hybrid | SQ5

Call it a CUV, call it an evolved crossover, but whatever you call it, the Q5 is unmistakably an Audi with its handsome interior, sleek exterior style and wealth of available powertrain options. Take to the road with the power of two TFSI® engine options, each with the perfect balance of response and power that defines the Audi drive. And the Q5 hybrid meets the challenge, combining our legendary TFSI engine and a 54-hp electric motor.¹¹ Want the pinnacle of performance? The SQ5 shatters expectations right off the line.⁹



Q5 hybrid



SQ5



A4

2017 Audi A4

There's a depth to the all-new Audi A4—from a standard Audi smartphone interface to the available suite of revolutionary driver assistance technologies—that marks a new standard for automotive intelligence.^{1,2} But then you engage the available Audi virtual cockpit, with its 12.3-inch color display for vibrant access to the information you may need on the road, and it feels like something a little bolder. With a few strokes of your finger, you can access entertainment and media choices through the revolutionary MMI® touch option,² which makes the drive feel more connective and soulful. Experience the performance of a new 252-hp TFSI® engine to discover how the vehicle synthesizes raw power with honed precision. Now you know the A4 is firing on all cylinders, reaching you with a spirited luxury that combines passion with polish, street smarts with stylish cool.



Q7

2017 Audi Q7

The new Audi Q7 is a study in how we arrive at a higher level of intelligence. Through evolution and innovation, we transform technologies, improve design and, in the process, elevate the reality of what an SUV can deliver. Once inside, you'll first notice the smart craftsmanship of the ergonomically designed dash and controls or the spacious interior featuring a power third row with seating for seven adults. This is, after all, a cabin that has full LATCH capabilities in the back rows for up to five full-sized child seats. You'll also appreciate the wealth of available advanced technologies that impress, including the Audi virtual cockpit and an innovative driver assistance system. But higher intelligence isn't simply cerebral. It's also supposed to deliver an emotional payoff too—something intensified with the handling capabilities delivered by a standard quattro® all-wheel drive system. The Q7 imparts the brain and brawn of a luxury SUV that has reached new heights.

TT

Audi TT Coupe | TT Roadster | TTS Coupe

The Audi TT is a sports car designed to accelerate and elevate—which is especially true when describing the redesigned Audi TT. Start with the impressive engineering, more muscular design and true sports car performance. Then add innovative new technology, such as the Audi virtual cockpit, and a choice of powerful yet efficient drivetrains—including a 220-hp TFSI® engine in the Coupe and Roadster, or a 292-hp TFSI® engine in the race-inspired TTS Coupe.¹³ Whichever TT you choose, you'll get an all-new quattro® all-wheel drive system and the kind of blistering performance that's impossible not to enjoy.



TT Coupe



TT Roadster

R8

2017 Audi R8 V10 Coupe | R8 V10 plus Coupe

The all-new Audi R8. A supercar, yes, but it's not unapproachable, if you can find one in the wild. Its eye-catching, design-forward sculpture has now been further defined by our Audi Sport® division to give this supercar an even closer connection to its motorsports brethren. When unleashed, its 540-hp V10 FSI® engine makes hearts beat faster. And power courses through a seven-speed S tronic® dual-clutch transmission and a new quattro® all-wheel drive system, all encased by the agility-enhancing multi-material ASF® lightweight chassis. Not enough? The R8 V10 plus is powered by a 5.2-liter FSI V10 engine that expresses 610 hp in very strong terms, achieving a top track speed of up to 205 mph.¹⁴ Both show that it's easy to embrace supercar performance in a car that you can drive anytime.⁹

FULL LINE
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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. 2 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. 3 Voice control not available on select Cabriolet models. 4 If there is remaining coverage from the Audi New Vehicle Limited Warranty at the time of Certified pre-owned purchase, the Audi New Vehicle Limited Warranty provides coverage on the Certified pre-owned vehicle until its expiration, either four years from the original in-service date or at 50,000 miles, whichever occurs first. When the Audi New Vehicle Limited Warranty expires, the Audi Certified pre-owned Limited Warranty becomes effective and provides coverage for a period of two years or up to 50,000 miles, whichever occurs first, but not to exceed 100,000 total vehicle miles. 5 The Audi A3 Sportback e-tron® is available only at participating Audi dealers. 6 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. Mapping updates are available at no charge for the first five map updates and are subsequently available on a subscription basis. 7 Efficiency claim based on comparison of 2016 A3 Sportback e-tron® and 2016 Audi A3 1.8T gasoline models. EPA estimates for 2016 A3 Sportback e-tron® not available at time of publication. See www.fueleconomy.gov for updated information. Actual mileage will vary and depend on several factors including driving and charging habits, weather and temperature, battery age, and vehicle condition. Battery capacity decreases with time and use. See owner's manual for details. 8 The features discussed are not substitutes for attentive driving. Always check surrounding traffic, and use turn signals. Please see your owner's manual for further details and important limitations. 9 Always obey all speed and traffic laws. 10 19 city/29 highway mpg (2016 Audi A8 L 3.0T with eight-speed Tiptronic® automatic transmission and quattro® all-wheel drive). EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition. 11 The Audi Q5 hybrid is available in the U.S. in limited quantities and only at participating Audi dealers. 12 Requires compatible device. 13 23 city/30 highway mpg (2016 Audi TT 2.0-liter TFSI® engine with six-speed S tronic® dual-clutch transmission and quattro® all-wheel drive), 23 city/27 highway mpg (2016 Audi TTS 2.0-liter TFSI® engine with six-speed S tronic® dual-clutch transmission and quattro® all-wheel drive). EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition. 14 Top track speed is electronically limited in the U.S. Always obey all speed and traffic laws.

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