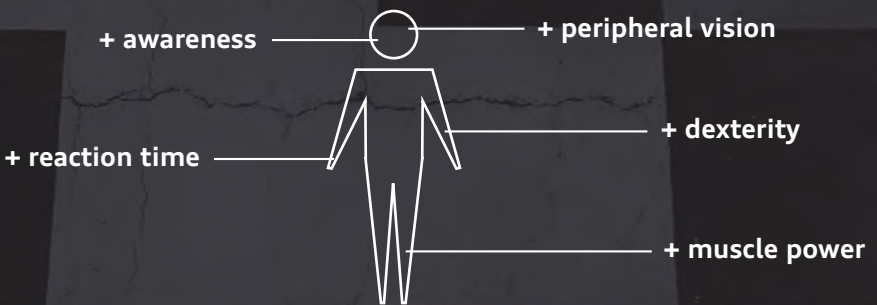
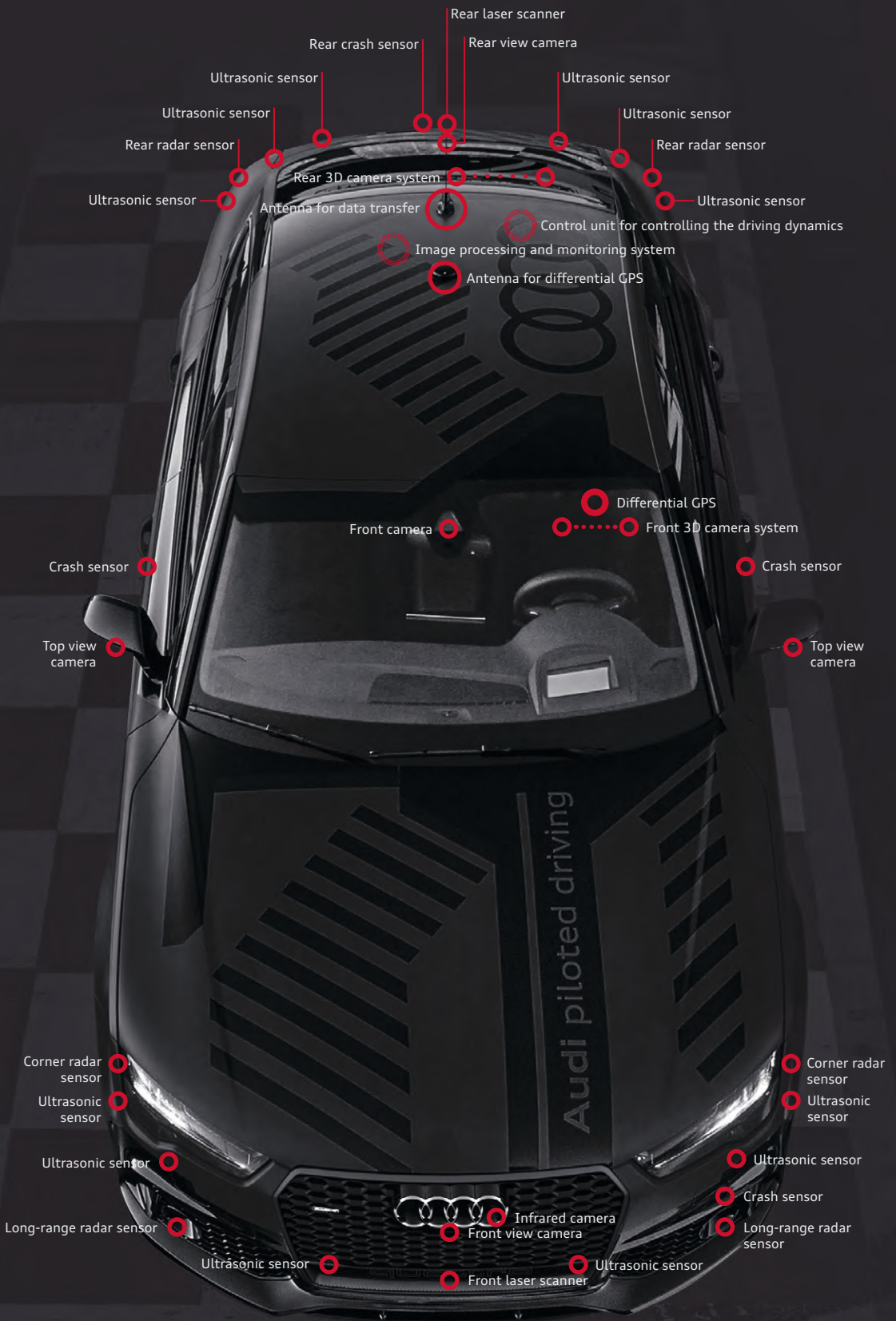


2017 | Audi Full Line



Thinking past the fifth sense.

At Audi, our engineers have set out to fundamentally improve the way we operate on the road. After almost two decades of autonomous vehicle testing, the Audi piloted driving concept program is helping to pave the way for a more driver-centric and secure experience. The feeling of freedom behind the wheel will always direct our innovations. It can be even more liberating to feel the support of an enhanced sensory experience that can help protect us on the road and even help alleviate the stress of less enjoyable moments on the road, like stop-and-go traffic. Using dozens of sensors, cameras and other computer systems, Audi piloted driving can help improve our abilities on the road and help influence the way we drive in the future.



Expanded Abilities

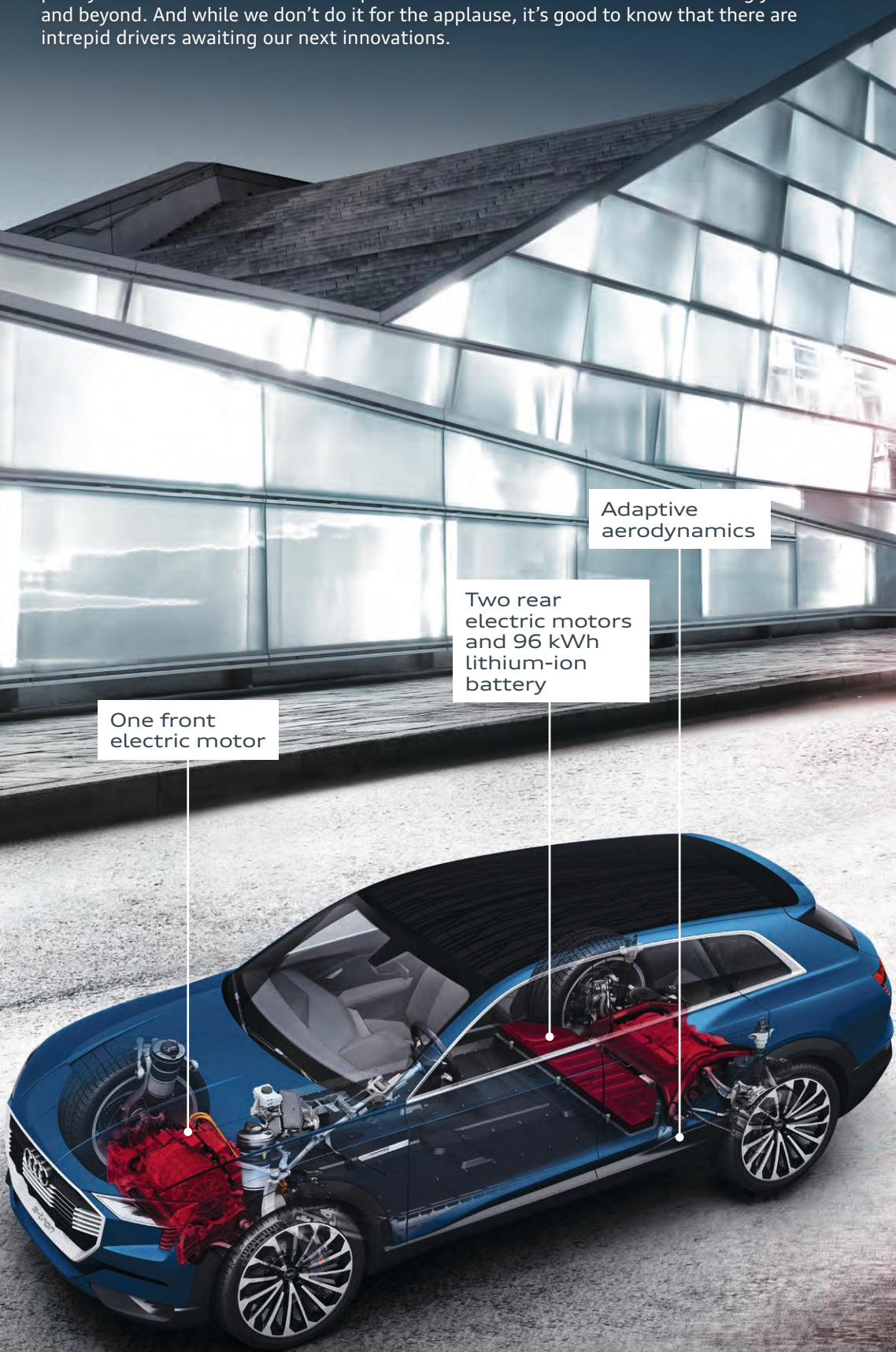
An aerial, high-angle photograph of a street intersection. A cyclist is riding across the frame from the bottom left towards the center. The pavement is marked with white directional arrows and a bicycle symbol. A street lamp is visible in the upper center, and a utility cover with a bicycle symbol is on the right. A network of thin, white lines is overlaid on the scene, suggesting a sensor or data field. The overall lighting is bright, casting shadows on the ground.

Aware of the space between nowhere and now here.

We cannot predict what will happen from moment to moment. While we all must embrace change in our movement, we can sometimes get lost in routines, losing the sense of curiosity that makes for an engaged drive. With available driver assistance technologies like Audi pre sense®, you can experience an intuition beyond instinct, a heightened view of the road augmented by cameras and sensors that continuously monitor the road ahead and behind. Responding to objects and even pedestrians in the roadway, the system can warn you and can even initiate braking if a critical situation appears to come out of nowhere.

Three cheers for Audi engineering.

While two electric motors are better than one, the upcoming Audi e-tron® quattro® concept has our engineers believing in the power of three. With the ability to go over a couple hundred miles on a single charge and 0-62 mph in an electrifying 4.6 seconds, the concept represents a giant leap for the e-tron® program. Offering Audi luxury and a suite of advanced driving technologies on top of that is just one reason drivers have plenty to look forward to when the production vehicle is released in the coming years and beyond. And while we don't do it for the applause, it's good to know that there are intrepid drivers awaiting our next innovations.



One front electric motor

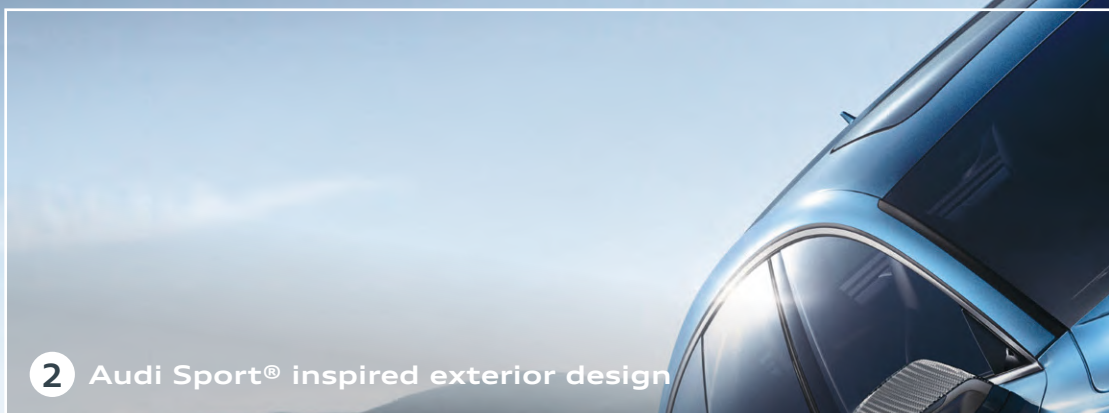
Two rear electric motors and 96 kWh lithium-ion battery

Adaptive aerodynamics

SPORT ITSELF NEW DEFINITION

The red rhombus defines Audi Sport® performance from the track to the highway.

No matter how you put it into words, the true power of sport is felt behind the wheel. While some automakers seem absorbed with the potential of raw horsepower, Audi Sport has always been focused on the real-life thrill of the complete performance. Combining a track-bred heritage with lightweight construction and efficient,¹ power-dense engines that offer upwards of 140–150 hp/liter in the Audi RS models, our vehicles develop an incredibly sporty feel that you can enjoy across a wide RPM range, on the road or the track—the same technology that has helped us win year after year, race after race. Since our inception, Audi has continually redefined sport luxury, and from the moment you feel it for yourself, you will never want to drive just another car.²



LF HAS A ITION.



3 Audi Sport® honeycomb design elements and Singleframe® grille

6 Audi Sport® wheels and braking technology

 Audi Sport



Audi quattro®

Anything but an uphill slog.

others

Some vehicles tout powerful numbers but then leave you in the lurch when it's time to take to the hills, so to speak. In fact, when Audi engineers completed the first Audi quattro® all-wheel drive prototype in the late 1970s, the icy conditions needed to prove their technology had given way to sunny days in Ingolstadt. To demonstrate the gripping power of quattro®, engineers asked the local fire department to come to the rescue, wetting down a steep grass hill on company grounds. Even the engineers were surprised that their car could drive all the way to the top, and for over 35 years, quattro® has been gripping highways and the track—and racing audiences, too. But it's not just a performance-enhancing technology; quattro® 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. And with available quattro® with ultra® technology, we have continued to advance all-wheel drive technology with efficiency² in mind, using an array of sensors and control units to predictively engage the system whenever it's needed.

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. See www.fueleconomy.gov for EPA estimates. Your mileage and emissions will vary and depend on several factors, including your driving habits and vehicle condition.

Find what moves you.



Audi Genuine Accessories

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 exclusive

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



Audi Certified pre-owned

300-plus. The number of exterior, interior, engine, undercarriage and road-test inspections our dealers perform on every Audi Certified pre-owned vehicle.³ 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.

³ 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.

The all-new 2018 Audi A5 and S5 are the kind of bold, genre-bending vehicles that prove sport performance, leading-edge engineering and striking artistry can be expressed in a single automobile. Inside, you will be dazzled by segment-leading driver assistance technologies and an ergonomic interior, wherein every one of its diverse instruments is in its ideal place around the driver. The Coupe and Cabriolet variants of the new A5 offer athletic, confident driving augmented by quattro® all-wheel drive with available ultra® technology. And available for the first time in the U.S., the Audi A5 Sportback couples added versatility with the sporty A5 Coupe design profile. But no matter which A5 or S5 you prefer, you will appreciate the wealth of options and the subtle elegance that make this A5 worthy of its place in our lineup.



2018 Audi A5 Coupe shown in Manhattan Gray metallic with available equipment.

A5

2018 Audi A5 Coupe | A5 Cabriolet | A5 Sportback
S5 Coupe | S5 Cabriolet | S5 Sportback



S5



The all-new 2018 Audi Q5 takes the crossover in a stylish new direction with its thoughtfully updated, futuristic interior and inspiring exterior aesthetics. Segment-leading driver assistance innovations help the Q5 pull away from a crowded pack, and its increased space, luxury and turbocharged performance make this an evolved crossover with the dynamic response drivers have come to expect from Audi. Want the pinnacle of performance? The Audi SQ5 offers added horsepower and sports tuning, along with elegant exterior sport styling, right off the line.



European model shown.

Q5

2018 Audi Q5 | SQ5



We designed the 2017 Audi A3 Sedan, Cabriolet, S3 Sedan and A3 Sportback e-tron® to be at once fun to drive and subtly luxurious.¹ Then we added available features such as Audi smartphone interface and advanced technologies like Audi virtual cockpit and Audi pre sense® front, along with the choice of two available 2.0-liter 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. So no matter if you are looking for spirited performance or the statement of a PHEV, there's an A3 model tailored to you.



A3 Sportback e-tron®



2017 Audi S3 Premium Plus shown in Tango Red metallic with available equipment.

A3

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



A3 Sedan



A3 Cabriolet



1 The Audi A3 Sportback e-tron® is available only at participating Audi dealers.

There's a depth to the Audi A4 and A4 allroad—from standard Audi smartphone interface to the available suite of revolutionary driver assistance technologies—that marks a new standard for automotive intelligence. When you engage with the available Audi virtual cockpit, with its 12.3-inch color display for vibrant access to the information you may need on the road, it feels like something bolder. With a few strokes of your finger, you can access entertainment and media choices through the MMI® touch option, which makes the drive feel more connective and soulful. Experience the performance of the capably tuned 190-hp 2.0T engine powered by ultra® technology in the A4 Sedan, or the available turbocharged 252-hp TFSI® engine with quattro® all-wheel drive to discover how a vehicle synthesizes raw power with honed precision. And with the protective cladding, expanded cargo capacity and heightened stance of the A4 allroad, you have a vehicle that balances spirited luxury with rugged practicality.



2017 Audi A4 2.0T quattro® Prestige shown in Manhattan Gray metallic with available equipment.

A4

Audi A4 Sedan | A4 allroad®



A4 allroad



The powerful, intuitive Audi A6 brings refinement to the road—with enough technology options to make every drive an intelligent one. It starts with a suite of available driver assistance systems, from Audi adaptive cruise control with stop & go to Audi side assist, which helps monitor and alert you to surrounding traffic. Then it is further refined with help from two dynamic engine options and the available A6 3.0T competition model tailored for the driving enthusiast. And for the truly bold, there's no better finish than the Audi 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.



2017 Audi A6 3.0T Premium Plus shown in Florett Silver metallic with available equipment.

A6

Audi A6 | S6



S6



The Audi A7 is a five-door luxury performance coupe that shows what can happen when form and function meld together beautifully. Expect a multitude of performance levels—from the A7, with its 333-hp TFSI® V6 engine or the A7 competition model with 340 hp, to the potent 450-hp Audi S7, all the way to the track-worthy Audi RS 7 performance, with an astonishing 605 hp and up to 553 lb-ft of torque. Add in a collection of available advanced technologies, and discover a range of vehicles designed from the outset to shatter every preconceived notion of what a premium performance car can be.



RS 7 performance



A7

Audi A7 | S7 |  RS 7 |  RS 7 performance



S7



RS 7



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 offer right-sized performance. There’s also the bold 450-hp A8 L 4.0T Sport model with plenty of upscale sport style and power for the performance-minded, and for those who strive for high performance on a grand scale, there’s the Audi S8 plus. Its 4.0-liter TFSI® V8 engine delivers an astonishing 605 hp and up to 553 lb-ft of torque, proving the S8 plus is as athletic as it is innovative.



2017 Audi A8 L 4.0T Sport shown in Florett Silver metallic with available equipment.

A8

Audi A8 L | S8 plus



S8 plus



City life is magical madness, and we have the perfect tool to tame it: the 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.



2017 Audi Q3 2.0T quattro® Prestige shown in Mythos Black metallic.

Q3

Audi Q3



We take careful consideration to the shape of things—such as how time and technology have changed the way we interact with our world and how our vehicles should further evolve to enhance our time spent on the road. The palatial space of three rows, plus the flexibility of a power-folding third row, help give you the capability and flexibility to bring your passengers and their gear with you almost anywhere you go. When it came to designing the Audi Q7, our progression was clear: to craft a vehicle that not only has available advanced technologies and luxuries that make for a near-perfect sanctuary but is also thoughtfully shaped to transcend trends and remain timeless.



2017 Audi Q7 3.0T Prestige shown in Florett Silver metallic with available equipment.

Q7

Audi Q7



The Audi TT is a sports car designed to accelerate and elevate—which is especially true when describing the 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 and responsive drivetrains—including a 220-hp TFSI® engine in the Coupe and Roadster or a 292-hp TFSI engine in the race-inspired Audi TTS Coupe. Whichever TT you choose, you'll get quattro® all-wheel drive and the kind of blistering performance that's impossible not to enjoy.



2017 Audi TTS Coupe shown in Daytona Gray pearl with available equipment.

TT

Audi TT Coupe | TT Roadster | TTS Coupe



TT Coupe



TT Roadster



The 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 5.2-liter V10 FSI® engine makes hearts beat faster. And power courses through a seven-speed S tronic® dual-clutch automatic 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 naturally aspirated V10 engine that expresses 610 hp in very strong terms, achieving a top track speed of up to 205 mph, and launching from 0–60 mph in an incredibly quick 3.2 seconds.¹ Both show that it's easy to embrace supercar performance in a car you can drive anytime.



2017 Audi R8 V10 plus Coupe shown in Dynamite Red.


R8

/// Audi R8 Coupe | /// R8 Spyder



R8 V10 Spyder





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•

Audi Full Line
2017

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