



**UPDATED: 2010 Audi Q5 Quick Reference: USA Data**

**VERSION DATE: September 10, 2009**

**INFO IS SUBJECT TO CHANGE**

*Key Summary Points*

- Audi Q5 3.2 Premium quattro MSRP: \$37,350
- The Audi Q5 builds on the foundation established by the Audi Q7, and it strengthens the brand's presence in the crossover segment
- The Audi Q5 is offered with a 3.2 V6 FSI direct injection engine, quattro® all wheel drive, and six-speed Tiptronic transmission
- The Audi Q5 is the first Audi offering with Generation 3 MMI and navigation with real-time SIRIUS traffic information
- Audi is the first car company in the U.S. to sell 100 percent of its gasoline engines with FSI direct injection technology beginning with model year 2010. In 2000, Audi began racing with FSI direct injection technology in the R8 FSI prototype race car at Le Mans and the American Le Mans Series. Since this technology became available for U.S. consumers in late 2004 with the introduction of the 2005 A6 3.2 FSI, the list of Audi vehicles with FSI direct injection technology has continued to grow.

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Competitive Advantage Summary

- Best-in-class 4,400 pound towing capacity (others have 3,500 lbs. or less)
- Longest wheelbase in its class
- 3G MMI shows latest evolution of 3D navigation, joystick control for navigation map destination finding, updated graphical clarity, SIRIUS artist/title preview, SIRIUS traffic-based navigation, voice-based destination input control, and voice inputs such as "I'm hungry," "I need money," "I need gas" and "I need coffee" that will point to closest options within current vicinity
- Audi drive select option (unique to segment) helps the driver customize engine/throttle mapping, transmission shift characteristics, steering, and suspension
- Innovative ESP system recognizes when the roof rail crossbars are in place and adjusts accordingly
- Standard quattro all-wheel drive with rear-biased 40/60 asymmetrical system
- 3-zone climate control standard – unique
- Standard 12-way power front seats with leather seating surfaces throughout
- Standard rear reclining / sliding seats – unique
- 40/60 split rear seats fold from levers located inside rear cargo area
- Large center pass-through area built within the split fold rear seats - unique
- Superior interior storage spaces, including 1 liter bottle holders in each door
- Clamshell shape rear trunklid opening allows low and wide rear cargo entry point and is a very clean design execution for exterior rear lighting area
- Electronic dipstick allows customers to check the oil from inside the cabin

Market

- The Audi Q5 belongs to the IHG (Import High Group) Small SUV segment, which is forecasted to grow dramatically over the next few years as new entrants arrive and customers replace their luxury sedans with luxury crossovers
- Key competitors are the Acura RDX, BMW X3, Infiniti EX35, Land Rover LR2 HSE, previous generation Lexus RX350, Mercedes Benz GLK350, and the Volvo XC60

## Design

- Based on the current Audi A4 platform on Audi's Modular Longitudinal Build (Kit)
- Sporty proportions and muscular stance due to long wheelbase and wide body
- Reduced front and rear overhang adds to visual sportiness
- Elimination of roof joint strip provides high visual quality and minimized airflow
- Typical Audi interior design is modern and sophisticated, with clear attention to detail
- Standard 18" wheels (235/60 all-season tires), full body monochromatic paint, LED taillights, and aluminum exterior trim

## Dynamics

- New modular chassis architecture with a longer wheelbase and a wider track
- Blending four cars into one, Audi drive select adapts the dynamics of the Audi Q5 to suit the desired driving experience. The system controls the adaptive suspension, the dynamic steering, the transmission shift characteristics, and the engine response. Four operating modes are available: Comfort, Automatic, Dynamic, and Individual, which allows a custom response profile.
- Consistent use of high-strength and ultra-high strength steel grades for a highly rigid occupant cell with optimized deformation properties
- Hood and tailgate made from aluminum for lower weight and reduced opening and closing forces
- Extensive aluminum suspension components to reduce unsprung weight and enhance steering feel
- Compact trapezoidal-link rear suspension that enables a low cargo load floor and high luggage capacity

## Powertrain

- 3.2L V6 specifications:
  - FSI direct injection
  - Audi Valvelift System (AVS) variable intake valve lift
  - 270 hp @ 6,500 rpm
  - 243 lb-ft @ 3,000 rpm
  - Track: front – 63.7 inches / rear – 63.5 inches
  - 0-60 mph in 6.7 seconds
  - 2010 fuel economy: 18/23 city/highway, 20 combined
- quattro<sup>®</sup> AWD – latest generation with asymmetric rear-biased torque split (40/60)
- Tiptronic fast-shifting six-speed automatic transmission with Sport mode
- Towing preparation standard; hardware available through dealer accessory purchase

## Towing

- All U.S. cars have towing preparation standard, which includes trailer brake controller wiring for use with trailers over 1,500 lbs.
- A trailer hitch receiver for the Audi Q5 is available through all authorized Audi dealers with a total capacity of 4,400 lbs.
- Audi Q5 is best-in-class regarding towing capacity
  - Acura RDX = 1,500 lbs
  - BMW X3 = 3,500 lbs
  - Land Rover LR2 = 3,500 lbs
  - Lexus RX = 3,500 lbs
  - Mercedes GLK = 3,500 lbs
  - Infiniti EX = towing not recommended
  - Volvo XC60 = 3,307 lbs

Innovations and available features

- MMI operating logic standard (with central display screen)
- Audi side assist blind spot protection
- Dynamic ESP configuration (on road, off road, and roof cargo configurations)
- Power tailgate
- Audi Intelligent Key – stores service information in the key
- Audi Advanced Key keyless entry and starting
- Audi music interface – world-renowned iPod connectivity
- Bluetooth hands-free telephone interface
- Mercury-free Audi xenon plus headlamps with LED daytime running lights
- LED tail lamps within clean design rear clamshell trunklid
- Audi parking system advanced with rearview camera
- Electromechanical parking brake
- HDD-based Navigation system with real-time traffic information
- Generation 3 MMI system
- Thermo heated/cooled cupholder
- Bang & Olufsen 505W 14-speaker sound system

Equipment Changes on 2010 Audi Q5

- New Fine Grain Ash, Natural Brown decorative inlays (exposed grain, matte finish)
- New 20 inch five-segment spoke S line wheel (replaces five-double spoke wheel)
- Audi side assist now standard on Prestige model
- New Luxury package for Prestige model (includes leather door armrests and instrument panel top and ventilated front seats in Milano Leather)
- Bang & Olufsen Sound System now available as a stand alone option on Premium Plus model
- Dakar Beige removed from color program (although still available for order through Audi exclusive)
- Chrome trim outline on four-spoke multifunction steering wheel (standard)
- Indirect tire pressure monitoring system (uses ABS wheel-speed sensors instead of wheel-mounted units to detect air loss and tire rolling frequency variances)

Dimensions

(inches)	LENGTH	WIDTH	HEIGHT	WHEELBASE
AUDI Q5	182.2"	74.8"	65.2"	110.5"
BMW X3	179.9"	73.0"	66.0"	110.1"
INFINITI EX35	182.3"	71.0"	61.9"	110.2"
LAND ROVER LR2	177.1"	75.1"	68.5"	104.7"
MY09 LEXUS RX350	186.2"	72.6"	66.1"	106.9"
MY10 LEXUS RX350	187.8"	74.2"	66.5"	107.9"
MERCEDES GLK	178.3"	72.4"	66.9"	108.5"
VOLVO XC60	182.2"	74.5"	67.4"	109.2"

Launch Timing for the United States

- Audi Q5 went on sale February 20, 2009, as a 2009 model year vehicle, with quattro all-wheel drive standard. It is built in Ingolstadt, Germany (same location as A3, A4, and A5 Coupe models).