



Audi of America Communications

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Audi releases model year 2010 changes and pricing

- **Audi is the first car manufacturer in the U.S. to offer FSI direct injection technology in all of its gasoline cars.**
- **Innovative 3D navigation with SIRIUS traffic in all models (except A8)**
- **Two TDI clean diesel models launched in the U.S. during 2009**
- **All Audi models with available or standard LED daytime running lights**

HERNDON, Va. – Audi today announced pricing and equipment changes for its model year 2010 vehicles. As the first car company in the U.S. to equip 100 percent of its gasoline engines with FSI direct injection technology beginning with model year 2010, it continues its progress in gaining market share in the Import High Group of luxury manufacturers. Audi began racing with FSI direct injection technology in the R8 FSI prototype racing sports car in 2000 at the 24 Hours of Le Mans and American Le Mans Series. Since this technology became available for U.S. Audi customers in late 2004 with the introduction of the 2005 A6 3.2 FSI quattro, the list of Audi vehicles sold in the U.S. with FSI direct injection technology has continued to grow.

The following information lists changes, highlights, and pricing by model for the 2010 model year. All information is subject to change.

2010 Audi A3

The Audi A3 has both pioneered and led a new premium compact car segment since its U.S. introduction in 2005. In 2009, worldwide sales of the successful A3 had exceeded 1.9 million, and that number continues to swell today.

To ensure that the 2010 A3 stays ahead of the ever-growing pack, Audi has made available a number of upscale features, including upgraded wheels and standard Xenon headlights with LED daytime running lights on Premium Plus models. Every 2010 A3 showcases the sporty Audi DNA with S line exterior upgrades now standard on all models and quattro® all-wheel drive available with the award-winning 2.0 TFSI® engine.

The pulling power of torque is the signature performance feature in all diesel models, and the A3 TDI clean diesel is no different. Offering 140 hp and 236 lb-ft of torque, this model performs briskly and efficiently with unmatched performance with its EPA-estimated 30/42 city/highway fuel efficiency. With a U.S. dealer market introduction set for early December 2009, this new clean diesel engine variant is expected to become more than 40 percent of A3 sales volumes in the U.S.

In 2010, Audi remains the standard by which luxury interiors are judged, and the 2010 A3 is no exception. Buyers can choose wood-accented interior details for the first time in 2010, and leather/alcantara seats are available on Titanium Sport models as well. The A3 now is available in either Premium or Premium Plus trim, allowing the buyer to add popular luxury features with one convenient click.

A3 2.0 TDI clean diesel model year 2010 Pricing

A3 TDI clean diesel with S tronic front wheel drive \$29,950 (Dec. 2009 U.S. introduction)

A3 2.0 TFSI model year 2010 Pricing and Model Changes

(excluding \$825 destination charge, taxes, title, options and dealer charges)

A3 2.0T FWD (Manual) \$27,270

A3 2.0T FWD (S tronic®) \$28,750

A3 2.0T quattro (S tronic®) \$30,850

- 3.2 FSI engine option discontinued
- S line exterior equipment now standard on every A3
- Titanium package now is Titanium Sport Package (which includes sport suspension and seats)
- Leather/alcantara seat now available as part of Titanium Sport packages
- Wood interior trim now available
- Xenon headlights with LED DRL standard on Premium Plus model
- Wheels upgraded in appearance
- TDI clean diesel introduced in late November / early December 2009 with S tronic front wheel drive.

2010 Audi A4 sedan/Avant and S4 sedan

More than a midsize luxury sedan, the Audi A4 has been vital to Audi's growth as a brand in the U.S. Currently, the A4 sedan alone sells more than 40,000 units annually in the U.S., while competing with the BMW 3 Series and Mercedes-Benz C-Class. Competition in the segment is fiercer than ever, with new Japanese rivals joining each year. Despite this, the A4 2.0T manages best-in-class fuel economy, while also posting better 0-60 mph times and torque statistics than its six-cylinder, all-wheel drive competition (BMW 328xi, Mercedes-Benz C300 4Matic, and Lexus IS250 AWD). It also is listed as a "Top Safety Pick" from the Insurance Institute for Highway Safety (iihs.org).

In 2010, the bar is raised even higher, with features like third-generation MMI featuring SIRIUS® traffic, and LED taillights on Premium Plus and Prestige models. Prestige models now will include navigation and voice control, while Premium models will see Bluetooth® and Homelink® packaged together as an option.

The new S4 features more performance and technology than ever and now enters a hotly contested competitive set, which includes the BMW 335i and Mercedes-Benz C350, at a very attainable price. Now equipped with a 3.0T V6 FSI direct injection supercharged engine with 333 hp and 325 lb-ft of torque, the 2010 S4 with a manual transmission offers a 0-60 time of 4.9 seconds, compared to a 0-60 time of 5.3 seconds for the previous generation S4 V8 manual. The 2010 S4 also provides greater fuel efficiency (2010 S4 manual achieves 18 mpg city/27 highway, compared to the previous-generation 2008 S4 V8 manual ratings of 13 mpg city/20 mpg highway).

The S4 sedan also will provide more performance and standard features over its German luxury competitors. Using a continuous focus on attention to detail, S4-specific features include distinctive standard S4-embossed heated front sport seats, front/rear bumpers, front grille, wheels, LED taillights and front xenon headlamps with LED daytime running lights. Other unique standard features include rear-biased 40/60 quattro® all-wheel drive, 18" wheels, heated front sport seats with S4 logo embossing, stainless steel and carbon fiber interior trim, contrast stitching on steering wheel / shifter / seats, Bluetooth®, SIRIUS satellite radio, Homelink®, and iPod® Interface.

A4 sedan model year 2010 Pricing and Model Changes

(excluding \$825 destination charge, taxes, title, options and dealer charges)

A4 2.0T FWD Sedan (Multitronic)	\$31,450
A4 2.0T quattro Sedan (Manual)	\$32,350
A4 2.0T quattro Sedan (Tiptronic®)	\$33,550
A4 2.0T quattro Avant (Tiptronic®)	\$35,350

- Navigation models now equipped with third-generation MMI and SIRIUS traffic
- LED taillights on Premium Plus and Prestige models
- Bluetooth and Homelink now packaged together as option on Premium model
- Bang & Olufsen® premium audio system now available as option on Premium Plus
- Prestige now includes Navigation (3G MMI) and Voice Control
- Audi Side Assist now an optional package with Audi parking system advanced
- S line wheel changes to 7 double spoke (formerly 5 tri-spoke).

2010 S4 sedan (excluding \$825 destination charge, taxes, title, options and dealer charges):

S4 sedan (manual)	\$45,900
S4 sedan (S tronic)	\$47,300

2010 Audi A5

Acclaimed by the media for its beautifully innovative styling and superb driving dynamics, the A5 becomes even more attainable in 2010, thanks to the introduction of a 2.0 TFSI® variant, which delivers 211 horsepower and an astounding 258 lb-ft of torque through quattro all-wheel drive. A 2010 Audi A5 quattro with manual transmission now can be had for a full \$4,700 less than its predecessor, a manual transmission-equipped 2009 A5 3.2 quattro.

The progressive design of the A5 continues to give the swooping coupe an appearance that is both elegant and dynamic, with the only change in appearance being a new wheel design for the A5 2.0 T Premium, and LED taillights on Premium Plus and Prestige models.

“The Audi A5 is the most beautiful car I have ever designed,” says Walter de’Silva, head of Volkswagen Group Design, with absolute conviction. The precisely drawn lines that gracefully interplay with powerful surfaces, the expressive front face, and the equally distinctive tail end yield a wholly desirable coupe. The daytime running lights, comprising a strip of eight LEDs on each side, make the A5’s optional Xenon headlights absolutely unmistakable.

Inside, the driver is surrounded with the upscale features expected of Audi vehicles, including three-zone automatic climate control and an extra-large panoramic tilting roof, which lends the A5 an especially open and airy interior. Audi third-generation MMI is new for 2010, with lightning fast navigation, 3D map topography and SIRIUS® traffic.

A5 coupe model year 2010 Pricing and Model Changes

(excluding \$825 destination charge, taxes, title, options and dealer charges)

A5 2.0T quattro Coupe (Manual)	\$36,000
A5 2.0T quattro Coupe (Tiptronic)	\$37,200
A5 3.2 quattro Coupe (Tiptronic)	\$44,000
S5 4.2 V8 FSI Coupe (Manual)	\$52,400
S5 4.2 FSI (V8) Coupe (Tiptronic)	\$53,600

- 2.0 TFSI engine introduced with quattro AWD in manual and Tiptronic transmissions
- 3.2 FSI with manual transmission discontinued
- A5 coupe moves to Premium-Premium Plus-Prestige line structure
- 2.0T Premium now offers A5 at a \$4,700 lower price point in the market
- Navigation models now equipped with third-generation MMI and SIRIUS traffic
- LED taillights on Premium Plus and Prestige models
- New wheel design for A5 2.0T Premium

2010 A5 and S5 Cabriolet (excluding \$825 destination charge, taxes, title, options and dealer charges):

A5 Cabriolet 2.0T multitronic front-wheel drive	\$42,000
A5 Cabriolet 2.0T Tiptronic quattro	\$44,100
S5 Cabriolet (S tronic)	\$58,250

The introduction of A5 and S5 Cabriolet marks the expansion of the A5 model line and the replacement for the 2009 A4 and S4 Cabriolet nameplates. Featuring an innovative cloth acoustic roof that folds in a class-leading 15 seconds at speeds of up to 30 miles per hour, it is lighter than a retractable hard top and improves driving dynamics, center of gravity, and fuel efficiency as a result. Safety continues to be a top priority for Audi, which offers more models earning "Top Safety Pick" recognition from the Insurance Institute for Highway Safety than any other German luxury car brand.

The A5 and S5 Cabriolet feature the latest safety features expected from a modern German luxury 4-seater convertible, including active roll bars behind the seats, front airbags, knee airbags, seat-mounted side head/chest airbags, and ESP stability control. Several packaging innovations come from the cloth acoustic roof, including rear passenger reading lights and class-leading 50/50 flat-folding rear seats. The A5 and S5 Cabriolet also come with available head-level heating built into the seats, enabling passengers to enjoy a longer top-down motoring season. The front seatbelt presenter puts the belt well within reach of front drivers and passengers as a convenience and safety feature, while ensuring effortless entry or exit.

2010 Audi Q5

The Audi Q5 has established a firm foothold quickly in a segment growing in both competition and overall market share, thanks to a sporting demeanor and rugged usability. In fact, the Q5 is the very definition of versatility, with a 0-60 time of 6.7 seconds and a best-in-class tow capacity of 4,400 pounds. The availability of Audi drive select further solidifies the dynamic personality, allowing the driver to fine tune steering, engine, and damper characteristics at the push of a button.

Inside, three-zone climate control pairs with third-generation navigation to keep the Q5 on the cutting edge. In 2010, a new 20-inch, five-segment spoke wheel finds its way aboard S line variants, while a new Fine Grain Ash wood finish and ventilated front seats can be selected inside. It also is listed as a "Top Safety Pick" from the Insurance Institute for Highway Safety (iihs.org).

Q5 3.2 FSI model year 2010 Pricing and Model Changes

(excluding \$825 destination charge, taxes, title, options and dealer charges)

Q5 quattro (Tiptronic)	\$37,350
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- 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 standalone option on Premium Plus model
- Dakar Beige removed from exterior color program (still available via Audi exclusive)
- Indirect tire pressure monitoring system (uses ABS wheel speed sensors instead of wheel-mounted units to detect air loss).

2010 Audi A6

Audi continues to improve its class-leading A6 sedan with the addition of a new, more powerful 3.2 FSI V6 engine upgraded with the Audi Valvelift System (AVS). The 265 horsepower engine complements the level of functional luxury present throughout the A6 and takes its place alongside the supercharged 3.0 TFSI and 4.2 FSI V8 engines to offer buyers a versatile array of powertrain choices.

Also for 2010, new Sport Packages sharpen the performance character of the A6 with lowered sport suspension, sport steering wheel and either all-season 18" or performance 19" tires. The 2010 Audi A6 capitalizes on the most successful of attributes of Audi design. For the first time, daytime running lights are standard on halogen-equipped cars.

Inside, buyers are treated to a new level of functionality and comfort. When equipped with an optional cold weather package, the A6 now comes with a heated steering wheel with shift paddles. Premium Plus models enjoy the luxury of standard cutting-edge third-generation navigation system that includes SIRIUS traffic logic. It also is listed as a "Top Safety Pick" from the Insurance Institute for Highway Safety (iihs.org).

A6 3.0T, 3.2 and 4.2 model year 2010 Pricing and Model Changes

(excluding \$825 destination charge, taxes, title, options and dealer charges)

A6 3.2 FSI Sedan FWD (Multitronic®)	\$45,200
A6 3.0 TFSI Sedan quattro (Tiptronic®)	\$50,200
A6 3.0 TFSI Avant quattro (Tiptronic®)	\$53,310
A6 4.2 FSI Sedan quattro (Tiptronic®)	\$60,950
S6 5.2 FSI (V10) Sedan quattro (Tiptronic®)	\$76,100

- Daytime running lights standard on halogen-equipped vehicles
- Navigation upgraded to 3G MMI and navigation and SIRIUS traffic logic
- Reduced brake dust pads
- New 3.2 FSI V6 engine with 265 horsepower (previously 255 hp)
- New 19" Sport Package with performance tires
- New 18" Sport Package with all-season tires
- Heated steering wheel with Cold Weather package

2010 Audi Q7 Product Improvement

The modern philosophy of the new Audi Q7 reflects the attention to detail requested by customers, especially with markedly updated exterior and interior features. The 2010 Q7 lineup presents the most innovative execution to date of the Audi signature LED lighting. The redesigned Q7 SUVs offer standard LED taillights with available LED turn signals and daytime running lights.

Exterior enhancements include a new wheel program, updated front and rear bumpers, distinctive new front headlamps and taillights, single frame grille in gloss black with vertical chrome strips, exterior mirror housings, and a new lower body panel strategy featuring contrast paint for the Q7 3.6 quattro, full body paint with Chrome package on the Q7 TDI quattro clean diesel, and S line treatment on the Q7 4.2 quattro. The equipment packages for the 2010 Q7 3.6 quattro and the 2010 Q7 TDI begin at the Premium level, while the 2010 Q7 4.2 quattro starts with Prestige level packaging.

The Q7 3.6 quattro comes equipped with the V6 3.6 FSI engine, the Q7 TDI quattro comes with the 3.0 TDI clean diesel engine, while the Q7 4.2 employs the V8 4.2 FSI engine. Now all of the Q7 engine offerings meet stringent California ULEV emissions regulations.

Interior upgrades include optional ventilated front seats, a new decorative inlay on the passenger side of the dashboard, additional ambient lighting on all four doors, an upgraded MMI system, additional interior chrome accents, and a new instrumentation font.

The redesigned 2010 Audi Q7 features technological advancements as available features that enhance both interior and performance luxury. The 3G MMI (Multi Media Interface) provides richly detailed 3D maps courtesy of an automotive grade NVIDIA™ chip for graphics processing, along with SIRIUS® traffic and joystick control. The system also features voice-based destination input control and voice inputs, such as “I’m hungry,” “I need gas” and “I need coffee” that will point to the closest options.

Audi Q7 also is one of the safest SUVs on the road, with a NHTSA 5-star crash safety rating and IIHS “Top Safety Pick” designation. Safety continues to be a top priority for Audi, which offers more models earning “Top Safety Pick” recognition from the Insurance Institute for Highway Safety than any other German luxury car brand.

In Spring 2009, Audi launched its first-ever TDI clean diesel model in the U.S. in the form of an Audi Q7 TDI. Using the long-standing 20-year expertise of the Audi brand with TDI Power, this vehicle uses an innovative system that provides ULEV (Ultra Low Emissions Vehicle) clean emissions available in all 50 U.S. states. In addition, this vehicle provides more than 600 miles per tank full in highway driving and has an EPA fuel economy estimate of 17 mpg for city driving and 25 mpg for highway driving, which equates to 30 percent better fuel economy than a comparable V6 gasoline engine. Audi has a history of refined TDI clean diesel performance engines with the Le Mans-winning R10 TDI race car that won all three races it competed in at 24 Hours of Le Mans from 2006 to 2008. The Audi Q7 TDI qualifies for a \$1,150 Alternative Motor Vehicle Credit from the Internal Revenue Service for a limited time due to the fuel efficiency and reduced greenhouse gas emissions of its clean diesel technology.

2010 Audi Q7 (excluding \$825 destination charge, taxes, title, options and dealer charges):

Q7 3.6 quattro® (Tiptronic®)	\$46,900
Q7 TDI® quattro (Tiptronic)	\$50,900
Q7 4.2 quattro (Tiptronic)	\$61,000

- Product update exterior: mirrors, grille, lights, tailgate, lower panels
- Product update interior: 3G MMI, additional wood & chrome, interior lighting, optimized second row / third row access
- New Audi xenon plus head lights with LED daytime running lights and turn signals (optional on 3.6 / TDI)
- New LED taillights (includes turn signals, running lights, and brake lights) – standard
- Singleframe grille now in gloss black with vertical chrome strips
- New ambient lighting in all doors, similar to A6 and A8
- New additional wood trim inlay on passenger side dashboard
- Luxury package on TDI Prestige / 4.2 FSI V8 now adds ventilated front seats

2010 Audi A8

The Audi A8 flagship sedan continues to be the embodiment of all things Audi. In both normal and long wheelbase, the car delivers buyers a level of luxury and performance unmatched elsewhere else in the marketplace. For 2010, an efficient and powerful 4.2 FSI V8 engine – delivering 350 horsepower – powers the A8. The added stability and safety of quattro® is standard on all trim levels.

The A8 boasts an innovative, lightweight aluminum Audi Space Frame body construction that helps to increase fuel economy and driving pleasure. The stylish, easily identifiable profile is accentuated on 2010 models with the addition of LED daytime running lights on all models. Brilliant LED taillights both accent the vehicle's design and add extra visibility.

A8 4.2 FSI quattro and A8L 4.2 FSI quattro model year 2010 Pricing and Changes

(excluding \$825 destination charge, taxes, title, options and dealer charges)

A8 4.2 FSI Sedan quattro (Tiptronic®)	\$74,550
A8L 4.2 FSI Sedan quattro (Tiptronic®)	\$78,400

- W12 engine not available in the 2010 model year
- S8 not available in the 2010 model year
- Espresso Brown, Linen Beige, Light Gray and Impala Beige interior colors discontinued
- LED daytime running lights on all trims
- 19-inch wheels standard on all normal wheelbase models
- Trunk lid with S8 spoiler standard on normal wheelbase models
- Optional carbon fiber interior inlays available on normal wheelbase models
- Ventilated massage front seats standard on long wheelbase models
- Contrasting stitching and piping on long wheelbase models

Audi TT and TTS Coupe and Roadster

The iconic TT coupe and Roadster are back for 2010 with a simplified model lineup. With its timeless shape and inarguable performance, the Audi TT fulfills the desires of buyers looking for equal parts style and driving prowess. The efficient yet potent 2.0T FSI engine delivers 200 horsepower and 207 lb-ft of torque on command while still offering superb fuel economy – a perfect balance. TTS has 265 hp and 258 lb-ft of torque.

With a body shape flush with design elements from the 1920s Bauhaus style, the TT strikes a pose unlike anything else on the road. The body employs cutting-edge space-frame technology designed to be both incredibly light and strong at the same time. The construction also affords occupants a safe and roomy cabin.

Available as either a 2+2 coupe or a two-seat roadster, the TT incorporates an uncluttered interior design that harkens back to pure roadsters of the '50s. Fine materials and the utmost in craftsmanship are obvious on every surface.

TT and TTS Coupe and Roadster 2.0T FSI model year 2010 Pricing and Model Changes

(excluding \$825 destination charge, taxes, title, options and dealer charges)

TT Coupe 2.0 TFSI quattro (S Tronic®)	Premium	\$37,800
TT Coupe 2.0 TFSI quattro (S Tronic®)	Premium Plus	\$39,800
TT Coupe 2.0 TFSI quattro (S Tronic®)	Prestige	\$42,580
TTS Coupe 2.0 TFSI quattro (S Tronic®)	Premium	\$45,900
TTS Coupe 2.0 TFSI quattro (S Tronic®)	Prestige	\$51,950
TT Roadster 2.0 TFSI quattro (S Tronic®)	Premium	\$40,800
TT Roadster 2.0 TFSI quattro (S Tronic®)	Premium Plus	\$42,800
TT Roadster 2.0 TFSI quattro (S Tronic®)	Prestige	\$45,580
TTS Roadster 2.0 TFSI quattro (S Tronic®)	Premium	\$48,900
TTS Roadster 2.0 TFSI quattro (S Tronic®)	Prestige	\$54,950

2010 Audi R8 coupe

The supercar from Audi receives an all-new powerplant for 2010. The R8 5.2 FSI delivers breathtaking performance courtesy of 525 horsepower and when equipped with a manual transmission weighs just 3,571 lbs. The R8 is the culmination of knowledge gleaned from repeated Audi victories at Le Mans – the world’s most trying motorsport arena.

With quattro on board, the Audi R8 takes advantage of every ounce of power, managing 0-60 mph in less than 3.9 seconds when equipped with the 5.2 FSI V10. Despite the larger displacement, the 5.2 FSI still maintains beautiful poise on the track or the street, thanks to a low center of gravity and refined suspension.

Despite its light weight, the Audi R8 treats occupants to the highest material quality and comfort. A new iPod® interface is standard for 2010, as is carbon fiber on the doorsills, exterior mirrors and body kit. Comfortable, yet supportive bucket seats cradle both driver and passenger in luxurious Napa leather, and an available parking assist system means the R8 is as easy to drive as it is powerful. The V8 version features 420 hp and 317 lb-ft of torque, with a 0-60 mph time of 4.4 seconds for both the manual and R tronic versions.

R8 4.2 FSI quattro and 5.2 FSI quattro model year 2010 Pricing and Model Changes

(excluding \$1,200 destination charge, taxes, title, options and dealer charges)

R8 4.2 FSI (V8) quattro (6-Speed Manual)	\$114,200
R8 4.2 FSI (V8) quattro (R tronic)	\$123,300
R8 5.2 FSI (V10) quattro (6-Speed Manual)	\$146,000
R8 5.2 FSI (V10) quattro (R tronic)	\$155,100

- R8 V10 5.2 FSI quattro coupe added to R8 line
- Full LED lights optional on V8 and standard on V10
- Carbon fiber doorsills, external mirrors and body kit available
- Illuminated doorsills available
- New titanium finish wheels
- New Lava Gray exterior color
- New Sepang Blue exterior color (V10 only)
- New Amulet Red Fine Napa interior color

ABOUT AUDI

Audi of America Inc. and its 270 dealers offer a full line of German-engineered luxury vehicles. The Audi lineup is one of the freshest in the industry with 23 models, including 12 models launched during model years 2008 and 2009. Audi is among the most successful luxury automotive brands globally. In selling one million vehicles worldwide in 2008, AUDI AG recorded its 13th consecutive record year for sales growth. Visit www.audiusa.com or www.audiusanews.com for more information regarding Audi vehicle and business issues.

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