

PRESS RELEASE

Audi of America Communications

The new 2014 Model Year Audi R8

- **Audi optimizes performance halo model for 2014 model year**
- **New S tronic® transmission delivers greater performance, comfort and efficiency**
- **Three engine variants including new top-of-the-range V10 plus**

HERNDON, Va., April 9, 2013 – Offering uncompromised performance and unmistakable design, the 2014 Audi R8 models represent the pinnacle of Audi performance and defines what is technically possible in a sports car with the top up or down. The R8 has established itself as an icon in the short time since its introduction in 2008. The new 2014 Audi R8 is more dynamic and powerful than ever by mating a newly developed seven-speed S tronic® transmission to three engine variants.

Performance

The 2014 Audi R8 has been further optimized thanks to numerous improvements, including a new seven-speed S tronic transmission that improves the 0-60 mph time by 0.3 seconds on the R8 V10 Plus. The new seven-speed S tronic double-clutch transmission also significantly improves comfort through smoother gear shifts and greater efficiency.

At the top of the range is the new R8 V10 Plus with 550 horsepower and 398 lb.-ft. of torque. Equipped with the available S tronic, it catapults from zero to 60 mph in 3.3 seconds and can achieve a top speed of 196 mph. It weighs approximately 130 lbs. less than the R8 V10 due to ceramic brakes, carbon fiber side blades, front splitter, rear diffuser, and spoiler; a smaller fuel tank; manual Alcantara® seats and reduced sound insulation in the engine bay.

The Audi R8 V10 with the S tronic completes the 0-60 mph sprint in 3.4 seconds and generates 525 horsepower with 391 lb.-ft. of torque. It has a top speed of 195 mph. The Audi R8 V8 FSI® produces 430 horsepower and 317 lb.-ft. of torque. In combination with the seven-speed S tronic, it accelerates from zero to 60 mph in 4.2 seconds on its way to a top speed of 186 mph. All Audi R8 models are fitted with the standard gated 6-speed manual transmission or the new S tronic transmission as an option. New waved brakes that reduce weight and improve brake cooling are also now fitted to the R8 V8 and V10. Ceramic brakes are standard on the V10 Plus for greater performance and reduced weight demanded by track enthusiasts.

The R8 delivers true race-winning technology by sharing more than 50% of its parts with the GT customer- racing version of the R8. The V10 engine as well as the all-aluminum ASF® deliver exceptional performance characteristics that have won all of the major 24 hour races such as at Daytona and the famed Nuerburgring to mention only a few.

Exterior

To further enhance the Audi R8 design, several aesthetic changes were made throughout the vehicle. Some of the most noticeable changes are the newly designed full-LED headlights that are now standard on all R8 models, the hexagonal Singleframe® grille, new side mirrors and the large, round tailpipes.

The R8 embodies Audi's full expertise in an ultra-lightweight design. The aluminum body with the ASF) weighs less than 500 lbs. for the Coupe and Spyder models. The R8 V8 Coupe with manual transmission registers just 3,583 lbs. on the scales, while the open-top sports car weighs 3,638 lbs. Adjustable bucket seats with glass fiber reinforced plastic (GFRP) chassis, less use of insulating materials, special light alloy wheels and chassis components, including the V10 Plus standard ceramic brakes contribute to lowering the weight.

For the Spyder models, opening and closing the roof takes only 19 seconds and can be operated up to 31 mph. The V8 and V10 are available as Coupe or Spyder models, while the V10 Plus is available as a Coupe only.

Interior

The interior continues to be designed around the monoposto driver-oriented cockpit. The most prominent additions for the 2014 Audi R8 are the available high-quality diamond-stitch leather seats. The flat-bottom rim of the optional, more contoured R8 leather-covered multifunction sports steering wheel bears the new R8 badge, which also appears at the gearshift lever, on the door sill trims, in the instrument cluster and on the start screen of the on-board monitor.

Thermal-resistant leather is used for seats in the Spyder, which lowers the surface temperature by up to 68 degrees on hot, sunny days. The R8 features advanced technologies for which Audi has become known, including the available Audi MMI Navigation plus, and an available Bang & Olufsen® Sound System. The Bluetooth® microphone of the Coupe and Spyder is integrated into the seatbelt to minimize wind noise while speaking via the Bluetooth system.

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