

Date: April 20, 2012
To: Audi Dealers, General Managers and Sales Managers
From: Product Launch, Product Planning and Sales Operations Departments
Subject: **All-New 2013 Audi A8 3.0T Launch & Price Announcement**

Dear Audi Dealers,

This week marks a significant milestone for the A8 model, the flagship of the Audi brand. Starting today, Audi of America will begin delivery of dealer demonstration units of the extraordinary all-new 2013 Audi A8 3.0T.

A8 3.0T Dealer Demonstration Units & Start of Retail Sales

With the arrival of A8 L 3.0T demonstration vehicles, dealers will have the opportunity to demonstrate to customers the remarkable new Audi A8 3.0T in advance of the planned start of retail sales expected to begin late spring 2012.

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A8 3.0T Product & Launch Information

- **MY13 A8 Order Guide** is available containing equipment information, options and detailed pricing
- **MY13 A8 Product Information Book** containing comprehensive production information and images is currently available **online** at the Audi Academy CRC website: www.accessaudi.com/wpajct/wps/myportal/VWoA_UDE/Academy and can be found under the Resources tab - Product Information
- **A8 model line product brochure** will be distributed to dealers in June
- **A8 3.0T product information** is currently available **online** at www.audiusa.com, with the 'Build Your A8' model **configurator** expected to go live by early June
- **A8 3.0T Introduction Instructor-Led Sales Training (course #600522)** including "why-buys" and competitive comparisons. Currently offered by Audi Academy and available throughout CY2012
- **2013 Audi Technologies: Truth in Engineering Instructor-Led Sales Training (course #600322)** including new features such as Start-Stop technology. Currently offered by Audi Academy and available throughout CY2012
- **A new A8 campaign** is currently in development and is scheduled to launch in early Q3 2012. The campaign, supporting the model line, will include a TVC and digital elements. These materials will be made available to dealers for their marketing initiatives. More details about this campaign will be announced at a later date
- Details of the **MY13 A8 Sales & Finance Programs** will be announced in May
- The following page contains **detailed A8 3.0T product & price information**, including details about the new innovative Start-Stop technology and enhancements to Audi connect™

Additional details about the launch activities of the new Audi A8 3.0T will be provided prior to the start of retail sales. We hope this product and ordering information is useful for you as you introduce the extraordinary new Audi A8 3.0T to your customers.



2013 A8 3.0T Pricing and Product Highlights

For Model Year 2013, Audi will roll out a new line-up of models and drivetrains for the A8, broadening the customer appeal of our flagship sedan. The first of these models will be the A8 3.0T normal and long wheelbase. Featuring a supercharged 3.0L direct-injected V6 engine that delivers 333 horsepower and 325 lb-ft of torque, the new A8 3.0T combines luxury, innovation and power with intelligent efficiency.

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Equipped with the Start-Stop efficiency system, the A8 3.0T is the first application of this fuel saving technology in the U.S. market for the Audi brand. This highly effective engine management program can lower fuel consumption as well as CO₂ emissions by shutting off the engine while waiting at a traffic signal or during certain stop-and-go driving. The engine automatically restarts when the driver begins to release the brake pedal. The Start-Stop system features an upgraded battery & starter system to manage the more frequent transitions in & out of idle. While the default setting for the Start-Stop efficiency system is “on”, this feature can be deactivated by a control just below the multi-media panel. A yellow light indicates the system is “off” and the last setting is retained even after the vehicle is turned off.

For MY13 Audi connect™ will include Google Maps Street View (delayed availability). While stationary, Street View allows full 360° views of your destination or point of interest, as well as the ability to tour the inside of a building (where available). During navigation, an image of the destination will be displayed just before arrival to provide the driver with a realistic view of the destination. Audi connect also offers an industry-first factory vehicle integration of WiFi® Service. This mobile hot spot capability for passengers allows connections for up to eight Wi-Fi capable devices and permits passengers to connect to the internet, link to email and download music, video or even conduct a video conference.

Additionally, Google™ Voice Local Search is also a first in Audi connect and it enables more intuitive requests for points of interest, while also helping drivers remain focused on the road. Destination searches can be accomplished by voice via the “Push-to-Talk” button, through the innovative Audi MMI® touch capable of handwriting recognition, or by using the MMI® control dial. Other features include real-time information, such as weather, fuel price updates, travel information, and streaming news feeds (now including NPR feeds, available to view when the vehicle is stationary).

The 2013 Audi A8 3.0T will feature the innovation, safety and luxurious driving performance which D-segment customers have come to expect from Audi, now with a new compelling value proposition. For equipment offer details, please reference the Audi Order Guide.

2013 Model	Base Price
A8 3.0T quattro® (Tiptronic)	\$72,200
A8 L 3.0T quattro® (Tiptronic)	\$78,500