



Audi of America Communications

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The 2011 Audi A4, A4 Avant and S4

HERNDON, Va., November 1, 2010 – The 2011 Audi A4 is the benchmark of the mid-sized sedan segment as well as the largest selling vehicle in the Audi lineup. With an array of fuel-efficient and powerful engines – including the 333 hp 3.0 TFSI[®] V6 in the S4 – the A4 has the flexibility and power that environmentally concerned buyers also demand. With a full complement of suspension and engine technology derived directly from Audi's expertise in racing, the 2011 Audi A4 presents an image that exudes performance, efficiency and luxury.

The Design | Bold lines, distinguished styling

With a progressive exterior and a purposeful style, the 2011 Audi A4 maintains its presence as a leader in automotive design. A taut musculature denoted by strong shoulders and a dramatically raked roofline has become synonymous with the Audi name, and the A4 showcases both of these traits. Innovations like LED accent lighting and a bold Singleframe[®] grille now are instantly recognizable by both the public and the competition.

The Interior | Style, intuitive ergonomics, and Audi technology

With an interior designed to be spacious and inviting, the Audi A4 is driver oriented, while also catering to passengers. From the driver's seat, it is apparent immediately that the Audi A4 shares DNA with the luxurious A8. The cockpit incorporates a center stack tilted slightly toward the pilot, and brilliant, easy-to-read gauges hint of an athletic nature.

The long-standing Audi commitment to craftsmanship and quality materials is obvious in the 2011 Audi A4. Supportive seats are executed in high-quality leather, while brushed accents throughout the cabin draw the eye from one flowing surface to the next. With three interior colors from which to choose, buyers are guaranteed an interior choice designed to please the individual palette.

The 2011 Audi A4 offers an unparalleled array of cutting edge technology to make the driving experience safer and more relaxed. The available Audi parking system with rear backup camera, standard for 2011 on the Prestige trim level, makes getting in and out of tight spaces easier than ever. Audi side assist alerts the driver to blind spot dangers, while adaptive cruise control automatically accelerates or decelerates to keep pace with traffic.

A host of entertainment options makes the Audi A4 perfectly suited for individuals who demand the most from their vehicles. The available Audi music interface ensures seamless iPod® integration – channeling buyers' favorite music through an unrivalled 505-watt 14-speaker Bang & Olufsen® Sound System. Further enhancing the entertainment experience, available state-of-the-art hard drive based navigation with third generation MMI® system now includes HD Radio™ for 2011.

The A4 continues to offer buyers more interior space than any of its direct competitors. Occupants are treated to expansive legroom, thanks in part to the A4's overall length of 15.4 feet. Buyers also can take advantage of the 60/40 folding rear seats to transport even larger baggage, including skis and snowboards. Despite the generous interior space, the A4 remains light on its feet thanks to an ever-present focus on lightweight, rigid body construction.

Going further, the A4 Avant offers an even greater level of utility and convenience, with a remarkable 17.3 cubic feet of cargo space – a figure that is unmatched by the competition. The cargo area is completely lined with carpeting that is especially durable and stain resistant. Four lashing eyes in the floor are standard, as are two chrome hooks on the sides that can be adjusted to secure the bulkiest baggage. Buyers also can opt for the convenience of a power tailgate, which comes standard on Prestige trim level models.

The Engines | Powerful, responsive and efficient

In the A4, each powerplant benefits from direct-injection technology to increase efficiency and response. The 2.0 TFSI turbocharged inline four and the 3.0 TFSI supercharged V6 both take advantage of forced induction to increase horsepower and torque without the penalty of added fuel consumption.

The 2.0 TFSI delivers an impressive 211 hp and 258 lb-ft of torque, thanks to Audi's innovative direct-injection fuel system. Gasoline is injected into the engine's combustion chambers at the high pressure of 2,175 psi, which ensures a fine spray pattern for a more efficient burn. The

seamless power delivery of the water-cooled turbocharger allows the 2.0 TFSI to develop peak torque from just 1,500 rpm. The result is a driving experience that rewards buyers with an instant rush of power at nearly any engine speed.

The 2011 Audi S4 is powered by an all-aluminum 3.0 TFSI supercharged V6 engine with 333 hp and 325 lb-ft of torque. Despite these remarkable figures, the S4 is able to achieve 28 mpg on the highway, a remarkable 27 percent improvement over the previous generation S4. With an immediately responsive drive-by-wire throttle system, the 3.0 TFSI offers an instant connection from driver input to a resulting surge of acceleration.

Drivetrains | More choices and more gears for every driver

The 2011 Audi A4 is available with the buyer's choice of three transmissions. A multitronic[®] continuously variable transmission is available on the A4 FrontTrak,[®] while quattro[®] equipped vehicles can be optioned with either a six-speed manual gearbox or an all-new for 2011 Tiptronic[®] eight-speed automatic transmission. More than a standard automatic transmission, Tiptronic allows the driver to select the ideal gear manually, with nearly imperceptible shifts. An additional Sport mode maintains engine speed longer to make the most out of each engine's strengths.

The 2011 S4 is available with a six-speed manual or the brilliant Audi seven-speed S tronic[®] dual-clutch transmission, which allows the driver to enjoy power from the 3.0 TFSI supercharged V6 in nearly uninterrupted bursts – providing the perfect marriage of speed and comfort. The system works using dual clutches and twin input shafts, thereby allowing the computer to “predict” which gear the driver intends to use and prep the gear for action before it is selected.

Also available on the S4 is quattro with Sport rear differential, which gives the S4 a new level of road holding ability, by actively controlling the distribution of torque between the two rear wheels, effectively overdriving the outside wheel in corners. This “forces” the front end of the vehicle into the corner, thus eliminating understeer and creating more attainable excitement for the driver. In addition, the Sport rear differential works with ESP[®] during accident avoidance maneuvers to keep the S4 stable and composed in emergencies.

Suspension | The source of control

While the smooth ride quality and athletic driving feel of the 2011 Audi A4 are enhanced by an incredibly rigid body design and the extensive use of lightweight materials, the advanced

suspension is the real star of the show. The Audi A4 2.0T comes standard with an advanced five-link front suspension with upper and lower control arms and anti-roll bar. In the rear, an independent trapezoidal suspension with anti-roll bar helps provide the world-class handling characteristics that buyers have come to associate with the Audi brand. Each individual link is crafted from high-quality aluminum to reduce weight at each wheel, and a strong cross member is made of the same metal to enhance rigidity without sacrificing the Audi A4's lightweight character.

The 2011 Audi A4 offers extremely precise steering, thanks in part to a steering box located lower and further forward than on other comparable models. The effect is noticeable immediately, giving the Audi A4 a light and agile dimension. The innovative engineering combines with Audi dynamic steering to vary the ratio depending on vehicle speed. This equates to a more balanced system that offers quicker lock-to-lock feedback at low speeds and stable cornering when the vehicle is traveling faster

Uncompromising Safety | The ultimate protection

Safety, as central to the Audi brand as its multiple Le Mans victories, is evident in the 2011 Audi A4, which features a number of advanced technologies designed to keep occupants out of harm's way. The A4's rigid body is built of ultra-high strength steel, using state-of-the-industry manufacturing processes. With components joined by traditional spot welding as well as new structural bonding techniques, the A4 has a body structure designed to absorb and deflect crash energy away from occupants.

Thanks to information gathered by the Audi Accident Research Unit, the Audi A4 also plays host to a gamut of life-saving technologies. For example, the steering column can deform toward the front of the car by more than three inches to protect the driver. An array of sensors detects exactly how far the front seats are from the dashboard, allowing the Audi A4 to tension seatbelts actively to prevent occupants from injury when air bags inflate. Adjustable headrests also provide ample whiplash protection in the event of a rear collision.

The 2011 Audi A4 incorporates seat-mounted side-impact air bags, front air bags for the passenger and driver, and expansive side-curtain air bags. Onboard air bag sensors can detect the severity of a crash and inflate accordingly. The result is a lower injury rate from airbag deployment.

Options | Engineered to please

Buyers may choose from the Audi A4 2.0T Premium, A4 2.0T Premium Plus and the A4 2.0T Prestige. The A4 2.0T Premium comes standard with ESP, four-wheel anti-lock brakes with Electronic Brake-pressure Distribution and brake assist – an emergency braking system that can increase brake force dramatically.

A tire pressure monitoring system keeps the driver aware of vehicle conditions, and servotronic power steering varies the amount of steering assistance depending on vehicle speed. A number of external options prepare the Audi A4 2.0T Premium for any weather, with heated windshield washer nozzles and external mirrors.

Standard interior options like an attractive four-spoke leather-wrapped steering wheel with audio controls, a tilt/telescopic steering column and a power locking system continue to make the Audi A4 2.0T Premium a leader. Power windows with one-touch up and down function add a level of convenience, as do automatic climate control and cruise control. An Audi Concert System with SIRIUS® satellite radio, single-disc CD player, auxiliary input and a SD slot for external media fills the cabin with 10-speaker stereo sound.

The Audi A4 2.0T Premium Plus adds six-step heated front seats, auto-dimming interior mirror with compass, iPod® integration, Bluetooth® hands-free and a HomeLink® garage door opener to the array of equipment standard on the Audi A4 2.0T Premium. A driver information system that displays a five-function trip computer, outside temperature, digital vehicle speed and radio/phone/navigation also is standard. A three-zone climate control system is standard on the Audi A4 2.0T Premium Plus, as are rain-sensing windshield wipers and automatic headlights. Outside, the car can be differentiated from other option packages by additional chrome trim and self-leveling Audi xenon plus headlights with LED daytime running lights.

In Prestige trim, the Audi A4 2.0T enjoys auto-dimming mirrors with memory function, advanced keyless start, stop and entry, rear backup camera and rear parking sensors, as well as a memory function for the driver seat. Audi MMI Navigation plus also is standard as is an updated third-generation system with hard drive navigation and voice control. Finally, an industry-leading Bang & Olufsen Sound System with 14 speakers and 505 watts of power replaces the Audi Concert System found on the Audi A4 2.0T Premium.

The Audi S4 is available in two equipment packages – the S4 Premium Plus and S4 Prestige. The Audi S4 Premium Plus enjoys the same equipment as the Audi A4 2.0T Premium Plus, with a few changes. A new sport suspension calibration gives the sedan a sharper edge on track or on the road, and quad exhaust ports help to distinguish the Audi S4 from its more tame brothers. Inside, a three-spoke steering wheel with audio controls replaces the four-spoke unit on the Audi A4, and shift-paddles are standard if the buyer has opted for the S tronic dual clutch transmission. New Alcantara® leather seats with extendable thigh bolsters replace the units found in the Audi A4. The Audi S4 Premium Plus also benefits from ventilated rear disc brakes. Meanwhile, for buyers looking for the utmost in luxury, the 2011 S4 Prestige adds the same comprehensive level of equipment as the Audi A4 2.0T Prestige.

The 2011 Audi A4 is available with a number of driver convenience packages designed to make the Audi ownership experience a pleasure. Among those, a Bluetooth/HomeLink package allows for a simple hands-free system and easy garage entry. The MMI Navigation plus package includes a hard drive based navigation system with center display, voice control, third-generation MMI and rear-view camera with rear park sensors. An available driver assist package includes parking sensors to alert the driver of approaching objects.

For the more sport-minded buyer, Audi offers both an 18-inch and a 19-inch sport package for the Audi A4 that includes unique wheels, summer tires, and attractive and supportive seats. A stiffer suspension and steering wheel mounted paddle shifters also are part of the equation, adding an extra level of driving flair to the already capable Audi A4. Even more significant is the return of Audi drive select – a system capable of adjusting a number of performance parameters on the fly to create a more precise driving experience. These include dynamic steering, suspension, and drivetrain settings. Finally, Audi's ingenious quattro with Sport rear differential may be added to the Audi A4 and S4 to shuffle torque between the two rear wheels, thus "forcing" the nose into the corner and eliminating understeer. A Titanium sport package adds Piano Black interior trim and a black headliner to the 19-inch sport package.

Warranty

The Audi A4 will be backed by a new vehicle limited warranty that includes:

- Four-year/50,000 mile limited new vehicle warranty
- 12-year limited warranty against corrosion perforation
- 24-hour Roadside Assistance for four years

About Audi of America

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