



**Audi of America Communications**

Jeff Kuhlman  
Tel: +1 703 364 7423  
Mob: +1 248 622 3703  
[jeff.kuhlman@audi.com](mailto:jeff.kuhlman@audi.com)

Christian Bokich  
Tel: +1 248 754 4729  
Mob: +1 248 890 1790  
[christian.bokich@audi.com](mailto:christian.bokich@audi.com)

April 23, 2009

## **The 2009 Audi A5 and S5**

HERNDON, Va. — Audi has launched a fascinating new model series for its entry into an emotionally charged segment of the market. The A5 successfully unites the acclaimed Audi design language and thrilling dynamic driving performance and combines generous refinement with the brand's characteristic quality and sophistication. Its progressive design gives the new coupe an appearance that is both elegant and dynamic. With its muscular FSI engine, its newly developed high-precision running gear, and a raft of innovative, luxury-class equipment features, the Audi A5 has been crafted to be a modern grand touring coupe in the best tradition.

The Audi S5 is an extra sporty offering to complete the new series. A powerful V8 FSI engine gives the S5 a dynamic edge, which underscores its athletically accentuated design.

The Nuvolari quattro concept car of 2003 provided a first taste of Audi's vision for a powerful and expertly styled coupe with a high performance potential and a progressive, sophisticated design – a bold step into the future.

Many elements from the Nuvolari have been adopted in the Audi A5. The new coupe is a clear and unique statement of sportiness and elegance. At the same time, the A5 offers a driving experience characterized by exhilarating dynamic performance and excellent comfort over long distances.

With a length of 182.1 in., the Audi A5 clearly belongs to a superior class of coupe. The dynamic performance is supplied by a V6 FSI engine with rated power of 265 hp.

The engine's power is transmitted by quattro all-wheel drive and a six-speed manual or automatic gearbox. The running gear developed for the A5 is entirely new and combines agile handling with the utmost driving safety.

## **The design**

### **Quite simply a desirable coupe**

For coupe buyers, emotion plays a major role in their choice of car; the most important reason to buy, in the case of a sporty two-door car, is the design. On that point the Audi A5 genuinely speaks for itself – its design takes Audi's progressive and stylish design language to new heights. The sporty silhouette, 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 Audi A5 is the most beautiful car I have ever designed," Walter de'Silva, head of Volkswagen Group Design, says with absolute conviction.

Sportiness, elegance and dynamic performance are characteristics common to all of today's Audi models. Naturally, the A5 is particularly rich in these elements of the Audi "genetic code," and the design makes that immediately clear: the coupe's proportions, for instance, are characterized by a very wide and low stance, a short front overhang and a long, flowing transition from the C pillar to the tail end.

### **Lines and surfaces play with light and shadows**

An expression of determination characterizes the features of the front end: the face bears the hallmark of the new Audi in the form of the single-frame grille, and its right-angled headlights and large air inlets reinforce the architectural impression of breadth in the car's face-on outline. The same holds true for the rear: the distinct horizontal lines and wide, powerfully styled tail lights, which seem to push outward, underscore the sporting intent of the A5.

The side line is dominated by the powerful trapezoidal C pillar. This not only emphasizes the car's sporty appeal but also creates a look reminiscent of the legendary Audi Ur-quattro.

A second stylistic tribute to Audi's all-wheel drive pioneer model can be found in the marked outline of the wheel arches, with their curving contours drawn into the wide shoulder line. The lines and surfaces of the Audi A5 play with light and shadows, bringing its shape to life and endowing the body with the sculpted intensity that makes Audi design unique.

Audi's customary devotion to detail is particularly evident in the headlights: their elaborate styling perfectly reflects precision and high-tech engineering. The daytime running lights, comprising a strip of eight LEDs on each side, make the A5's optional Bi-Xenon headlights absolutely unmistakable.

## **The interior**

### **The luxurious perfection of an Audi**

The interior, the interface between person and vehicle, is characterized by ergonomic design and functionality and equally by the exclusiveness of the materials selected and Audi's typically superb build quality. An atmosphere in which one feels perfectly at ease, even on long journeys, is the key feature of the A5 interior.

### **Making interior design a high-quality tactile experience**

The entire cockpit architecture clearly is focused on the driver and brings together the instruments and the center console to form one unit. The animated shapes, the precision workmanship, and the sophisticated design of the controls represent a visual delight that also is a joy to touch. The interior design provides a high-quality tactile experience whenever someone drives the Audi A5. One example of the all-encompassing design approach can be found in the door panel trim, where the controls, inlays, armrest and storage compartment combine to form one visually harmonious unit.

The instrument panel, with characteristic droplet-shaped surrounds for the speedometer and rev counter, features typical Audi styling elements, yet all its details have been newly designed.

The A5 also has the screen of the MMI operating system positioned at an ergonomically perfect high position in the cockpit. A new advanced version of the acclaimed intuitive MMI operating logic makes the wide range of functions easy to understand.

### **Key with a sharp memory**

The new key is another design item that also provides sophisticated functionality. With its soft contours and pleasant surfaces it sits beautifully in the hand. But above all, the innovative key dispenses with the conventional key bit. This is possible because it communicates electronically with the vehicle's electrical system as soon as it is inserted into the cockpit. It also can store important information, such as the vehicle's current mileage or warning messages from the Audi A5's driver information system. The data are always up-to-date and available to allow after-sales staff at a dealership to service the vehicle quickly and easily.

## **The engines**

### **For powerful driving pleasure**

A coupe with a distinctly sporty character requires a powerful and highly efficient engine. The engines supplied for the new model series feature direct fuel injection. This gives the engine a thrilling free-revving character, allowing it to effortlessly unwind its generous torque with optimum energy efficiency.

### **FSI – The high-tech engine with variable valve lift**

The engine in the Audi A5 is a new 3.2-liter FSI with innovative valve gear comprising the Audi valve lift system. The innovation that varies the valve lift between two levels is achieved by sets of sliding cams that are mounted directly on the intake camshafts. They feature two sets of adjacent cam contours for small and large valve lift. Whichever cam is used to open the intake valves depends on the power demand at any one time.

The effect is an appreciable increase in engine efficiency. The driver benefits from greater power and improved driveability while enjoying a marked reduction in fuel consumption. The Audi A5 3.2 FSI engine produces 265 hp and a superb torque of 243 ft. lbs. in a broad rev band of 3,000 to 5,000 rpm. In combination with standard quattro permanent all-wheel drive, the A5 has blistering acceleration at all times. Within 6.1 seconds, the 3.2 FSI quattro with manual six-speed gearbox sprints from 0 to 60 mph. The top speed is limited to 130 mph.

## **The running gear**

### **Precise instruments for agile handling**

Even when stationary, the Audi A5 makes a dynamic impression. The wide track, large wheels and short overhangs not only characterize its muscular appearance, they also form part of the formula that produces its peerless active driving feel. The A5 coupe defines the new standard in its class for precise steering response, outstanding directional stability and superb agility, while also offering first-class ride comfort.

Audi engineers have achieved this with a completely new design of running gear. The front wheels are located by a five-link suspension arrangement with upper and lower wishbones. The wishbones are mounted on a subframe, which is firmly bolted to the body to provide significant rigidity. Another completely reengineered component is the rack and pinion steering. It is located in front of the front axle close to the wheel center line and enhances the car's very agile handling by its direct transmission of the steering forces.

### **Long wheelbase, short overhang**

Overall, the front axle is located a long way forward for a longitudinal engine configuration. This new vehicle architecture makes it possible to have a long wheelbase with a short front overhang and to optimize the axle load distribution. These are all additional elements that enhance the supreme handling qualities of the new Audi A5. To accomplish this special design, engineers used a trick adopted from the Audi A8 by locating the front axle differential in front of the clutch.

A key element of the rear running gear is its trapezoidal-link rear suspension with completely new kinematics. It provides a high degree of ride comfort combined with excellent directional stability. At both the front and rear, the main components of the suspension are made of aluminum. The generous dimensions of the brakes are designed to match the car's high performance ratings. The braking force can be modulated precisely, and the kinematics of the new rear suspension significantly reduce the so-called braking dive effect.

The standard electromechanical parking brake, familiar from the A8 and A6, is activated via a button next to the gear lever.

## **The body**

### **Generous and superlatively solid**

The Audi A5 is nothing if not generous to its driver and passengers. That generosity begins with luxurious spaciousness that isn't confined to the front row. The spacious rear seats make the A5 a full-size touring car. The loading width of more than three feet permits easy storage of large pieces of luggage, and even well-filled golf bags will fit sideways into the Audi A5 trunk. The rear seat folds in two separate sections, and it can be released conveniently from the trunk.

Extreme bodysHELL rigidity, typical of an Audi, provides the basis both for the car's crisp handling and its agreeable feeling of solidness and comfort. Engineers have successfully combined supreme sporty performance and agility with outstanding vibrational comfort. The A5's lightweight body construction was achieved using the latest technologies, including metal plates with varying wall thicknesses, combined spot welded and bonded joints, and the use of aluminum, for example, in the front fenders.

The smooth surfaces of the additional underbody panel enhance the Audi A5's inherently good aerodynamics. One small but typical example of the extensive high-precision work carried out in wind tunnel tests can be seen in the spoilers that are moulded into the sides of the tail lights.

## **The equipment**

### **Luxury class high-tech features**

The Audi A5 has a lengthy list of standard specifications. They include 18-inch alloy wheels along with automatic three-zone climate control, the MMI information and operating system, an audio system with CD player and separate screen, and a trunk lid that opens automatically. The extra-large panoramic tilting roof lends the A5 an especially generous feeling of open space. The new comfort key and the electromechanical parking brake are among the items included in the standard package.

A list of options offers even more luxury class high-tech: Audi adaptive bi-Xenon headlights with the dynamic cornering light system and an LED strip of daytime running lights. Keyless access for the doors and trunk and keyless engine starting are all features of the advanced key system. The advanced Audi parking system features a rearview camera that helps to make tricky parking in cramped spots easily negotiable.

The infotainment system is a special highlight among the available options. Alongside the navigation system with DVD including MMI and standard SIRIUS® Satellite Radio, this system also offers pure delight for the ears: the premium sound system for the Audi A5 is supplied by the Danish hi-fi specialist Bang & Olufsen. It comprises 14 speakers, 505 watts of music output, surround sound, active driving noise compensation and, above all, the expertise of a worldwide renowned specialist in high-end audio equipment.

## **S line**

### **A made-to-measure coupe**

For those looking for an even stronger sporting intent in the A5, the Audi S line offers an extra-dynamic look. The S line package consists of more distinctive front and rear bumpers, sports seats with S line logo embossing and perforated alcantara surfaces with silver shimmer background texture, steering wheel and gear lever in perforated leather, black headlining, and special inlays. The 19-inch alloy wheels and exclusive paint finishes underscore the look of the S line sports package, while the sports suspension provides a distinctive driving feel.

## **In a league of its own**

### **The Audi S5**

The Audi S5 is a unique competitor among high-performance coupés, thanks to its combination of V8 FSI technology and quattro permanent all-wheel drive. The eight-cylinder engine with its superb power delivery has worthy counterparts in the specially tuned sports suspension and high-performance brakes. Subtle, but clear, design elements inside and out serve to distinguish this coupe as a high performance athlete in a league of its own.

### **Engine and running gear**

#### **A driving experience that figures alone can't quantify**

The figures alone are fascinating enough, but they only hint at the impressive driving experience the S5 offers. The eight-cylinder engine has a rated power output of 354 hp. Its peak torque is 325 ft. lbs., delivered at 3,500 rpm. In just 5.1 seconds the Audi S5 can sprint to 60 mph. But no figures can adequately describe the supreme free-revving character, the spontaneous response, the continuous power build-up, or the thrilling sound of this eight-cylinder engine. The V8 naturally derives its enormous power potential from the innovative FSI direct injection technology with high compression and optimum fuel mixture formation.

The six-speed manual gearbox with its precision gear lever and short throw action makes every gear change a pleasure. The quattro permanent all-wheel drive provides perfect traction with variable torque distribution from its basic setting of 40 percent to the front and 60 percent to the rear axle. Within a fraction of a second, the dynamic drivetrain system adapts to current driving conditions and constantly delivers the ideal distribution of drive torque.

The Audi S5's sports suspension is tuned to enhance the coupe's performance with particularly dynamic handling. The special high-performance brakes, recognizable by their black painted brake calipers, always ensure precise deceleration. Finally, the ESP electronic stabilization program can be deactivated in two stages whenever the driver wants to exploit the full potential of the Audi S5 on a suitable stretch of road.



## **Design and interiors**

### **Sporty aesthetics with clear functionality**

While the A5's design is a balanced synthesis of sportiness and elegance, the S5 also displays the more vigorous features of a powerfully built athlete. The radiator grille has the look of an Audi S model, painted in platinum grey and fitted with vertical chrome inlays. The front and rear bumpers have a more pronounced outline, and the air inlet grilles are more striking. The aluminum-look exterior mirror housings make an overtly sporty impression, as do the color-keyed door sill trim and the dual-branch exhaust system with four oval tailpipes. Nevertheless, the model's sporty attributes have a functional aspect. For instance, the more pronounced spoiler in the trunk lid produces additional aerodynamic downforce.

However, true strength comes from within, and the interior design of the Audi A5 thoroughly underscores its athletic character. The sports seats, sports steering wheel, instruments with grey dials and aluminum door sill plates provide a dynamic and refined atmosphere.

Alongside the coupe's 19-inch wheels with the new S design and 255/35 R 19 tires, the standard equipment specifications for the S5 features items such as adaptive Bi-Xenon headlights with impressive daytime running lights in the form of an LED light strip or sports seats with electronic adjustment.

### **Warranty**

The Audi A5 and S5 coupe 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**

Audi of America Inc. and its 270 dealers offer a full line of German-engineered luxury vehicles. The Audi line-up 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](http://www.audiusa.com) or [www.audiusanews.com](http://www.audiusanews.com) for more information regarding Audi vehicle and business issues.