



Audi of America Communications

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The 2010 Audi A5 and S5

United States Lineup:

Coupe:

A5 2.0 TFSI quattro manual or Tiptronic

A5 3.2 FSI (V6) quattro Tiptronic

S5 4.2 FSI (V8) manual or Tiptronic

Cabriolet:

A5 2.0 TFSI FrontTrak multitronic (CVT)

A5 2.0 TFSI quattro Tiptronic

S5 3.0 TFSI (supercharged V6) quattro S tronic with dual-clutch technology

Audi is the first car company in the U.S. to sell 100 percent of its gasoline engines with FSI direct injection technology beginning with model year 2010. In 2000, Audi began racing with FSI direct injection technology in the R8 FSI prototype race car at Le Mans and the American Le Mans Series. Since this technology became available for U.S. consumers in late 2004 with the introduction of the 2005 A6 3.2 FSI, the list of Audi vehicles with FSI direct injection technology has continued to grow.

After gaining immediate traction for its beautiful design, the Audi A5 went on to establish itself as a leader in the luxury performance coupe segment. With bold and easily identifiable design language, the A5 conveys a sense of power and finesse that has become synonymous with the Audi brand. New for 2010, the A5 Cabriolet and S5 Cabriolet continue that tradition, offering buyers a level of carefree driving with the joy of a soft top and the all-weather capability of quattro all-wheel drive. Featuring the auto industry's only four-seater convertible with 50/50 split folding rear seats, form and function come together in perfect harmony.

With an overall length of 182.1 inches, the 2010 A5 affords both driver and passengers unmatched interior space, even in the back seats. Extensive use of high-quality materials and a bevy of high-tech driving aids and convenience options continue to make the A5 a benchmark of the class. Both cabriolets enjoy the same level of sophistication as their hard top brethren but also incorporate a power folding soft top that is capable of retracting fully in as little as 15 seconds – and at speeds of up to 31 mph.

Countless hours of research and development as well as a firm commitment to innovative technologies enable the A5 to deliver an unparalleled driving experience. A refined suspension built on a lifetime of racing experience delivers a ride that manages to be both comfortable and capable, offering up the world class handling and razor-sharp response buyers have come to demand from their Audi cars.

The Design: Emotion in Metal

Arguably the definitive Audi design of recent years, the A5 presents a low and muscular physique, with an extended roofline and sharply carved contours guiding the eye along its sleek shape. Capitalizing on the styling elements that define a sports coupe, the A5 exudes performance and elegance with a tall shoulder line and steeply raked windshield. The instantly identifiable Audi single-frame grille dominates the front of the car, while purposeful LED taillights illuminate the rear.

Similarly, the A5 Cabriolet and S5 Cabriolet present a beautiful form with a long, lunging hood and effortlessly styled flanks. With the unobtrusive soft top raised, the A5 Cabriolet maintains its coupe roots, while lowering the roof immediately conveys a sense of speed and purpose. The A5 Cabriolet and its sportier sister, the S5 Cabriolet, give buyers driving elegance no matter the weather. On both models, bold and muscular fender lines define the profile. The look immediately hints to the performance potential of the chassis, as well as the surefootedness of quattro all-wheel drive.

The Interior: Specifically Tailored

The 2010 A5 boasts an ergonomic interior designed around driver and passenger comfort. Audi has taken an even greater focus on attractive shapes and precision workmanship to create a space as gorgeous as it is functional. With high-quality leather and rich materials assembled together to the strictest tolerance, it is immediately obvious that there has been no cost spared in interior luxury.

Comfortable sports seats provide ample support, and a driver-oriented center console serves host to an exquisitely designed interface, as well as Audi's industry benchmark third-generation Multimedia Interface (MMI®). The MMI screen is located high on the dashboard to facilitate reading and minimize the amount of time spent looking away from the road. The driver also is treated to a standard leather-wrapped steering wheel and brilliant, easy to read gauges.

The Engines: Powerful and Efficient

Engine options for the 2010 Audi A5 begin with a 2.0 TFSI turbocharged four-cylinder offering. With a sturdy cast-iron block and efficient aluminum cylinder head, the 2.0 TFSI delivers 211 horsepower and 258 lb-ft of torque. Audi uses direct-injection technology and Audi Valvelift System to increase the efficiency of the 2.0 TFSI, and, as a result, the engine manages up to 30 mpg highway in an A5 equipped with a manual transmission. Perhaps more importantly, the addition of the 2.0 TFSI to the A5 line in

2010 makes the brilliant coupe even more affordable than before, lowering the price point by a full \$4,700.

A 3.2 FSI V6 engine also is available in the A5 coupe. With all-aluminum construction, Audi Valvelift System, and direct-injection technology, the V6 provides a lightweight and efficient alternative. The 3.2 FSI V6 produces 265 horsepower and 245 lb-ft of torque and is available mated to a six-speed Tiptronic automatic transmission and quattro all-wheel drive. The engine delivers 17/26 mpg (city/hwy).

The 2010 Audi S5 Cabriolet benefits from a powerful and efficient 3.0 TFSI V6 engine. The 3.0-liter, all-aluminum engine is supercharged to create 333 horsepower and 325 lb-ft of torque. The powerplant also incorporates a number of Audi innovations to maintain class-leading fuel efficiency. FSI direct injection, a two-stage intake, dual intercoolers and a drive-by wire throttle all help the 3.0 TFSI stay remarkably efficient, delivering 17/26 mpg (city/hwy).

Buyers seeking prodigious performance and power from their Audi coupes need look no further than the S5. The S5 coupe boasts a powerful V8 engine, dubbed the 4.2 FSI. This all-aluminum 4.2-liter engine provides a giant 354 horsepower and 325 lb-ft torque. Also featuring FSI direct injection, the S5 is capable of an exhilarating 4.9-second rush from 0-60 mph, with the stout V8 providing an immediate swell of power the moment the gas pedal is depressed. When mated to the Tiptronic automatic transmission, the 4.2 FSI offers buyers 16/24 mpg (city/hwy).

Drivetrain Options: Smooth, Precise and Confident

All A5 coupe models and most cabriolet variants come equipped with the unmatched surefootedness of quattro all-wheel drive and a number of gearbox solutions, depending on engine choice. Buyers opting for the efficient 2.0 TFSI engine may choose among a six-speed manual transmission (coupe only) an Audi Tiptronic six-speed automatic gearbox, and a Multitronic continuously variable transmission

(cabriolet only). The Tiptronic transmission provides drivers with the ease of an automatic but with the added option of manual gear choice if the need or desire arises. The A5 3.2 FSI also comes with a Tiptronic six-speed automatic transmission, fitting its more luxury-oriented personality. The S5, meanwhile, boasts the powerful Audi 4.2 FSI V8 engine and as such is available with either a six-speed manual or a Tiptronic six-speed automatic transmission. Both options afford buyers the choice of capable, smooth and sporty gearboxes fitting with Audi's dedication to performance.

A highly advanced Audi S Tronic seven-speed, dual-clutch transmission comes standard on the S5 Cabriolet. Because the sophisticated transmission uses dual input shafts and twin clutches, the gearbox is able to "predict" which gear the driver intends to use and prep the gear for action before it is selected. This results in seamless and instant gear changes that take just a fraction of a second.

Also available on both the S5 and S5 Cabriolet is quattro with Sport Rear Differential, which gives the S5 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 S5 cars stable and composed in emergencies.

More from Audi: Options

The 2010 A5 is available in several trims. Those include the A5 2.0T Premium, A5 2.0T Premium Plus, A5 3.2 Premium Plus, A5 2.0T Prestige, A5 3.2 Prestige, S5 Premium Plus and S5 Prestige.

The A5 2.0T Premium includes Electronic Stability Protection®, four-wheel Anti-Lock Brake System with Electronic Brake-pressure Distribution and Brake Assist (an emergency braking system that can dramatically increase brake force). Servotronic®

power steering also automatically varies the level of steering assist based on vehicle speed.

Outside, the A5 2.0T Premium has heated exterior mirrors and windshield washer nozzles, a tilting panoramic sunroof and halogen headlights. The interior of the coupe is fitted with a three-spoke leather-wrapped multifunction steering wheel with a manual tilt/telescoping steering column. Leather seating surfaces offer uninhibited luxury, and an automatic climate control system keeps the cabin comfortable. A central locking system, power windows with one-touch up/down and cruise control all offer added convenience.

Both the A5 2.0T Premium Plus and the A5 3.2 Premium Plus add Audi xenon-plus headlights with LED daytime running lights to the impressive list of features on the A5 2.0T Premium. LED taillights also are standard. Three-zone automatic climate control replaces the single-zone unit found on Premium cars, and six-step heated front seats make the interior comfortable. Audi music interface with iPod® integration becomes standard, as does Bluetooth® hands free and HomeLink® garage door opener. The A5 2.0T Premium Plus and A5 3.2 Premium Plus also benefit from rain-sensing windshield wipers and automatic headlights.

The 2010 A5 2.0T Prestige and A5 3.2 Prestige build on the equipment found in the Premium Plus package. An advanced memory function custom tailors the mirrors, seat and steering wheel position for the driver, and a new advanced key system allows the driver to lock, unlock and start the vehicle without ever removing the key from his or her pocket. Audi navigation with third-generation MMI® also is standard equipment on Prestige models and includes hard drive navigation, two SD® cards for external media and SIRIUS® satellite radio. A Bang & Olufsen 14-speaker, 505 watt sound system replaces the 10-speaker unit found on Premium Plus models, and voice-control for phone and navigation become standard as well.

The S5 Premium Plus comes standard with all of the equipment found on the A5 2.0T Premium Plus and A5 3.2 Premium Plus but includes a larger brake system, high-pressure headlight washers and a number of interior upgrades. Those include steering wheel mounted paddle shifters, brushed aluminum interior inlays and silk Napa leather sport seats. For 2010, the S5 Prestige combines the standard equipment of the A5 2.0T Prestige, A5 3.2 Prestige and S5 Premium Plus to deliver the ultimate A5 experience.

A number of additional packages are available to help buyers create the perfect A5. Those include a Navigation plus package, available on Premium Plus models, which includes third-generation MMI® with voice control, rearview camera and back up sensors. A 19-inch sport package, available on the A5 2.0T Premium Plus, A5 3.2 Premium Plus, A5 2.0T Prestige and A5 3.2 Prestige, provides unique wheels with summer tires, a sport suspension and steering wheel-mounted paddle shifters.

Audi drive select is also available on Prestige models and allows the driver to select from several performance and handling profiles at the push of a button. Adjusting damping and engine and transmission parameters occurs in milliseconds, Audi drive select has a profound effect on the driving characteristics of the coupe, and MMI® equipped vehicles now incorporate drive select individual, a custom a driving profile.

The exciting new A5 Cabriolet and S5 Cabriolet feature a soft top that retracts in just 15 seconds, making it ideal for stoplight conversions. Unlike much of the competition, the traditional soft top roof allows the A5 to offer best-in-class trunk space, while retaining a classical cabriolet form and avoiding the inherent weight gain associated with new hardtop variants. With a three-layer design, the fabric top can be had in the buyer's choice of three exterior colors. A true-glass rear window helps isolate the cabin from excess road noise, as does additional insulation. The A5 Cabriolet and S5 Cabriolet are nearly as quiet as their hardtop sisters, and innovative features like neck-level heaters to allow for all-season convertible driving.

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 or www.audiusanews.com for more information regarding Audi vehicle and business issues.

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