



## Audi of America Communications

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## The 2011 Audi Q5

HERNDON, Va., November 1, 2010 – The 2011 Audi Q5 quattro<sup>®</sup> was designed to balance on the fine line between utility and desirability, by providing the ride height and visibility of an SUV and the superior ride quality and competent handling characteristics of an Audi sports sedan. It features a choice of two lightweight and efficient engines and the world-class capability of quattro all-wheel drive. Easily identifiable and built with a distinctly sporty flavor, the 2011 Audi Q5 quattro is a modern SUV for today's driving environment.

### The Design | New colors, sporting options

With a bold, Singleframe<sup>®</sup> grille and sculpted headlights, the 2011 Audi Q5 quattro is unmistakably Audi. Strong fender arches define the SUV profile and offer a subtle hint at the power within. A sleek roofline and integrated body rails help the Audi Q5 quattro to maintain its class-leading 0.33 drag coefficient, which improves fuel economy and reduce wind noise inside the cabin.

A wide track and low front and rear overhangs give the Audi Q5 quattro a capable stance, indicating that it is a versatile vehicle, ready to take on anything. The tailgate makes loading and unloading cargo easy. Bright LED tail lamps draw attention to the rear, flowing along the body lines of the Audi Q5 quattro to create continuity from front to back. Subtle sport accents, like a small rear spoiler, bold dual-exhaust ports and a multitude of available wheel choices keep visual excitement in the small SUV.

For 2011, all models are available in a bold, yet classic new Teak Brown exterior color. Audi Q5 3.2 quattro now differentiates itself with standard 19-inch wheels and the distinctive S line<sup>®</sup> exterior package, which features a deeper, more aggressive front fascia.

### The Interior | Exquisitely roomy

With an interior built to the high standards for which Audi is renowned, the 2011 Q5 quattro offers a quiet and well-appointed sanctuary with seating for five adults. Fit and finish are

impeccable, and materials are top-notch throughout the cabin. Leather seats are engineered to be both supportive and comfortable, and front and rear passengers will find themselves with plenty of legroom and headroom. An optional panoramic sunroof helps create a more open environment while also brightening the cabin significantly.

Throughout the Audi Q5 quattro interior, ergonomic and well-executed designs abound. With a clean, easy-to-read instrument panel, the cockpit is designed with the driver in mind. A large tachometer and speedometer pay homage to the Audi motorsports tradition. The center console is trimmed with a handsome wood inlay and houses controls for the Audi third-generation MMI<sup>®</sup> that features available HD radio and an improved trip computer with an all-new efficiency display for 2011. The leather-wrapped steering wheel is attractive, thick-rimmed and comfortable to the hands, feeling firm and sporty, yet ideal for long-distance traveling.

With a 9.2 foot wheelbase, the 2011 Audi Q5 quattro has one of the longest footprints of any vehicle in its segment. This length translates directly into interior room, and with the rear seats folded down, a substantial 55 cubic feet of cargo area. This large cargo area behind the rear seats provides an added level of functionality beyond the luxurious appointments of the Audi Q5 quattro interior.

Also innovative and functional is the adjustable rear seatback angle and front-to-back sliding that strike the perfect balance between passenger comfort and cargo capacity. As a final touch of clever luxury, an available climate-controlled drink holder keeps beverages at the perfect temperature.

### **The Engines | Powerful and light**

For 2011, the Audi Q5 2.0T quattro joins the lineup, powered by the acclaimed 2.0 TFSI<sup>®</sup> turbocharged direct injection inline four, which produces 211 hp and a remarkable 258 lb-ft of torque. 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. Thanks to direct injection technology and turbocharged efficiency, the 2011 Audi Q5 2.0T quattro is able nevertheless to achieve a class-leading 20/27 mpg (city/hwy).

The Audi Q5 3.2 quattro is powered by a 3.2 FSI<sup>®</sup> V6 engine. With 270 hp and 243 lb-ft of torque, the all-aluminum engine delivers uncompromising performance and efficiency.

Positioned low in the chassis, the 3.2-liter V6 also helps the Audi Q5 quattro maintain a low center of gravity for excellent handling characteristics. Audi makes the most of every drop of fuel with its direct-injection technology, and the addition of Audi valvelift system helps the engine deliver more power while maintaining impressive fuel efficiency. At 18/23 mpg (city/hwy), the Audi Q5 quattro offers excellent fuel economy with the unmatched all-weather capability of all-wheel drive.

### **Tiptronic Transmission | A precision instrument**

For 2011, all Audi Q5 quattro models come standard with the Audi legendary quattro all-wheel drive system. The Audi Q5 2.0T quattro benefits from an all-new eight-speed Tiptronic<sup>®</sup> automatic transmission, while the robust Audi Q5 3.2 quattro is paired with a six-speed Tiptronic automatic transmission. More than a traditional automatic gearbox, the Tiptronic continues the sporty nature of the Audi Q5 quattro by allowing the driver to select gears manually. Quick, precise changes are actuated by simple movements of the shifter. When the driver selects the Sport mode, the Tiptronic transmission also holds each gear longer in the rev band to make the most of either available powerplant.

### **Safety | First and foremost**

As with all Audi vehicles, the Audi Q5 quattro is built with a commitment to occupant safety in mind. The SUV vehicle frame is designed to deform precisely to deflect crash energy away from the cabin. In addition, the seatbelts have been designed with pretensioners to work in coordination with the many air bags on board the Audi Q5 quattro, including Sideguard<sup>®</sup> head curtain units for both the front and rear rows. If an accident does occur, the Audi Q5 quattro automatically turns off the engine and fuel pump to minimize fire risk, actuates hazard lights, unlocks all doors and switches on interior lighting for ease of evacuation.

An equal emphasis has been placed on avoiding accidents before they happen. A number of advancements, such as intelligent onboard ESP, put this SUV ahead of the market. The system can determine if the roof-mounted crossbars on the Audi Q5 quattro are installed and will adjust vehicle handling parameters accordingly to accommodate for a higher center of gravity. The result of this innovation is added stability against rollovers caused by additional roof weight. When the crossbars are removed, the Audi Q5 quattro returns to its natural stance once again.

### **On or Off Road | Capability**

The Audi Q5 quattro has a suspension engineered to set the pace no matter what the terrain. The axles boast a design that allows for more than six inches of travel to overcome obstacles, and a vertical climb limit of 31 degrees delivers proof that this SUV can go beyond casual trips to the grocery store. A stunning 25 degree approach and departure angle means there are few routes the Audi Q5 quattro cannot take head on, while a ground clearance of nearly eight inches protects the underside of the vehicle.

An incorporated hill-descent assist button uses the ESP to hold vehicle speed steady between six and 19 mph to make descending over uneven, steep or slippery terrain safer. At first, engine compression is used to slow the vehicle in order to maintain traction. If needed, the vehicle's braking system also can be used to slow descent. In addition, owners may switch to the off-road mode. Doing so adjusts a number of vehicle parameters to maximize off-road traction and handling, including the anti-lock braking system.

### **More from Audi | Standard equipment**

Well appointed even in base trim, the 2011 Audi Q5 quattro leaves little to ask for, but buyers may choose from a number of option packages to fit the luxury SUV to their lifestyles. Packages include the Audi Q5 2.0T quattro Premium, Audi Q5 2.0T quattro Premium Plus, Audi Q5 3.2 quattro Premium Plus and Audi Q5 3.2 quattro Prestige. The Premium package provides full paint finish, aluminum accents around the windows and roof rails, and full LED taillights.

Outside, the Audi Q5 2.0T quattro Premium benefits from unique 18-inch alloy wheels, and standard heated external mirrors and windshield washer nozzles prepare the Audi Q5 quattro for cold weather. Stylish halogen headlights define the front of the vehicle and serve as daytime running lights for added safety. Attractive brushed aluminum trim on the functional roof rack and around the privacy-glass side windows gives the exterior of the Audi Q5 quattro an even more progressive appearance.

The interior of the 2011 Q5 2.0T quattro Premium features a leather-wrapped, four-spoke multifunction steering wheel on a manual tilt/telescopic column. Fine leather and 12-way adjustable front seats join details like brushed aluminum air vent bezels and warm wood inlays. Three-zone climate control comes standard, as does a trip computer with efficiency display, bottle holders in the doors, a number of storage compartments, and a multi-attachment point in the passenger foot well to hold a hand bag or a bag of groceries after a quick stop at the store.

Available accessories include an umbrella, a CD case and a trash bag. The Audi Q5 quattro also offers buyers a suite of technology features, including Audi MMI Radio plus system that allows the driver to control the infotainment, climate and vehicle setup. A six-channel DSP 10-speaker sound system floods the vehicle with sound from SIRIUS® satellite radio as well.

The 3G MMI system in the Audi Q5 offers a number of advantages. The driver of the Audi Q5 can choose to view the mapping with 3D images. These modes feature a birds-eye perspective of the map area, with plenty of carefully presented detail including real-time traffic information, and while in 3D orientation, the various topographies are shown throughout the entire US. Another new feature is that the outlines of buildings in many major cities are displayed to help with orientation while navigating. Additionally, the most important buildings in large cities appear in near-authentic-detail, as well as several branded point-of-interest icons.

Using the 3D graphics processor from Californian 3D chip manufacturer NVIDIA® gives the Audi Q5 MMI access to the third dimension. Audi has used this chip's outstanding performance with graphics for the first time to provide a genuine 3D map display – a 'digital topographical model'. With this processor, the screen display sets new standards with its attractive display layout, high resolution, and presentation quality, smooth animation and cross fading.

If the driver uses voice input to load a destination into the navigation system; this can now be done without spelling out the individual letters. The new MMI understands complete words in a number of languages. Additionally, dynamic routing in the navigations system helps motorists adapt to traffic snarls.

The high-performance telephone directory can store up to 2,000 entries each with five numbers for each user. The telephone is even more convenient to use with the new MMI. Additionally a speech-to-text engine is used so you no longer have to create voice tags for every name in your directory. A digital voice processor ensures the best hands-free quality; while voice outputs are through the car's sound system.

The Q5 2.0T quattro Premium Plus adds to the complement of equipment on the Audi Q5 2.0 quattro Premium with Audi xenon plus headlights with LED daytime running lights and a panoramic sunroof. Auto-dimming rearview mirrors, power tailgate, heated seats with driver memory function and HomeLink<sup>®</sup> garage door opener also are part of the package. Bluetooth<sup>®</sup> hands-free, power folding exterior mirrors, Audi music interface with iPod<sup>®</sup> cable, and auto-dimming interior mirror with compass round out the already impressive array of technology aboard the Audi Q5 quattro.

Buyers looking for the most from their Audi Q5 quattro may choose the Audi Q5 3.2 quattro Prestige. The package includes all of the equipment found on the Audi Q5 2.0T quattro Premium Plus, and adds Audi adaptive headlights that give drivers a better view of what is ahead in cornering situations. A Bang & Olufsen<sup>®</sup> Sound System joins Audi advanced key and Audi MMI Navigation plus, Audi side assist and Audi parking system plus with rearview camera to give the Audi Q5 3.2 quattro Prestige the absolute best in available technology. Finally, an innovative thermal cup holder is capable of heating or cooling drinks.

A number of option packages further improve the level of customization available in the Audi Q5 quattro. An S line package gives the SUV a three-spoke multifunction steering wheel, paddle shifters, brushed aluminum inlays and a black headliner inside, while the exterior features stylish 20-inch wheels and unique front and rear fascias.

Audi drive select also is available on the Audi Q5 quattro and allows drivers to adjust a number of vehicle parameters to suit their tastes. Those include steering, engine, suspension, and transmission settings. Four modes allow for the perfect driving experience, and there is a customizable setting, dubbed “individual,” that allows drivers to adjust each parameter according to their liking.

### **Warranty**

The Audi Q5 quattro 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 275 U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands globally. During 2009, Audi outsold all other luxury brands in Europe, while in the U.S. market Audi posted the largest market share gain of any luxury automotive brand. Between 2010 and 2012 the Audi Group is planning to invest around €5.5 billion, mainly in new products, in order to sustain the Company's technological lead. 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.

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