



Press Release

Audi of America Communications

The 2013 Audi A4 and S4

HERNDON, Va., June 15, 2012 — The Audi A4 family has been the best-selling product line for Audi for the past four decades, and Audi is renewing and building on each one of the nameplate's strengths in the new, eighth generation of A4.

Design refinements give the A4 model-line a new, athletic elegance, while Audi connect brings the Internet to the luxury sedan segment. The Audi A4 Sedan and S4 epitomize the heart of the Audi brand through their exceptional design, performance and technology.

Performance

The groundbreaking turbocharged 2.0-liter, four-cylinder, TFSI engine in the Audi A4 provides 211 horsepower and 258 lb-ft of torque. First introduced in 2008 as the fastest, most fuel efficient engine versus its six-cylinder competitors, the A4 quattro is available with a fuel efficient eight-speed automatic Tiptronic and a six-speed manual transmission. The front-wheel drive configuration is available with a continuously variable transmission.

The S4 is offered with the award-winning Supercharged 3.0-liter, six-cylinder, DOHC engine that generates an exhilarating 333 horsepower and 325 lb-ft of torque. To ensure exceptional grip and performance, the S4 has quattro all-wheel drive standard.

An available rear sport differential uses torque vectoring to propel the S4 through turns and offers even more grip and cornering ability for the driving enthusiast as well as in the event of an accident avoidance situation. The torque split of the quattro system for both models is 40 percent front/60 percent rear with a maximum load of 65 percent for the front and 85 percent for the rear axle.

A new electromechanical steering column fitted to both models removes weight from the front of the car versus the previous hydraulic steering system. Dynamic steering also is available to adjust steering input based on the speed of the vehicle.

Available Audi drive select allows the driver to adjust dynamic steering, throttle response, transmission shift points and suspension settings. Four settings are available: Auto, Comfort, Dynamic and Individual to allow the driver to adjust each setting individually.



Exterior

Changes to the exterior design include a robust new grille with angled upper corners, dynamic new hood lines, and reconfigured bumpers with angular air inlets. Redesigned, sleek headlamps and new LED daytime running light design give the A4 a more dynamic look. The unmistakable LEDs that have become a design hallmark of the brand require less power and emit less heat than conventional halogen lights.

Other enhancements to the exterior of the Audi A4 for the 2013 model year include the addition of optional static halogen cornering lamps to make the car's segment-leading adaptive front lighting system even more illuminating for the driver, rectangular fog lights, and redesigned optional LED taillights. New wheel designs are available as well (ranging in size from 17 to 19 inches).

The S4 maintains its exterior differentiation from the A4 through its alu-optic side mirror housings, unique grill, splitter, diffuser and exhaust design.

Exterior dimensions were changed only slightly for the 2013 model year, harmonizing the designs of the A4 family to bespeak their design leadership in a highly competitive segment of the premium market.

Interior

Audi has refined the interior of the A4 models for the 2013 model year as well, improving upon the form, feel and function inside the class-leading lineup. There's a new optional three-spoke steering wheel with a flat bottom on the S4. Designers have added a new high-gloss piano black finish paired with stainless steel mesh inlays and refined the look with additional new inlays made of Beaufort Oak. Fine Nappa leather also has been added as part of the available offering. The S4 offers an exclusive S Sport seat with exceptional side bolsters for more performance-oriented drivers while contrast stitching and inserts available in silver, red and brown as well as Alcantara® provide a premium sporting look.

Functionally, improvements inside the Audi A4 model line include a streamlining of the Audi MMI Navigation system and controls around just four buttons instead of eight, making the driver's mastery of the journey much easier. Alu-optic accents have been added to window and trunk controls for better visibility. Audi designers also simplified the operation of the three-zone climate control system.



Driver assistance

The 2013 Audi A4 product line incorporates many features that are designed to assist drivers in navigating the road and traffic while making their driving experience more enjoyable.

Audi parking system plus includes a rearview camera with an acoustic warning system that helps drivers park with confidence. The rearview camera is unique in that it adjusts the track the vehicle will take on the Audi MMI screen based on steering input.

New to the A4 and the S4 is adaptive cruise control that helps regulate the distance to the vehicle ahead while attaining a maximum speed set by the driver. Audi side assist not only monitors the side of the car but also provides a warning for traffic approaching from behind.

Audi connect

Audi is the first company worldwide to feature factory-installed wireless Internet in its vehicles, enabling the innovative infotainment system known as Audi connect as part of MMI Navigation plus. Audi is the only luxury brand in the segment to feature such integrated connectivity.

With Audi connect, the onboard MMI Navigation system is enhanced with Google Earth maps for a true aerial view of the route and surrounding area. Audi connect also features real-time local weather, fuel prices, news, and travel information, as well as Google Search via voice command.

The 2013 Audi A4 and S4 feature the most advanced MMI Navigation plus system, with a seven-inch LCD monitor that displays navigation, audio, telephone and vehicle settings with exceptional clarity. Two SD memory card slots can be used to listen to music files or to transfer music tracks onto the 40GB hard drive. A single slot in-dash CD/DVD drive also can be used to listen to CDs or view a DVD while at a standstill. A 14-speaker, 505-watt Bang & Olufsen Sound System is available and delivers an exceptional audio listening experience.

The 2013 A4 and S4 combine exceptional design, efficiency, performance and technology to continue to attract customers to the Audi brand for years to come.