



Audi

Press Release

Audi of America Communications

The 2013 MY Audi A7

HERNDON, Va., August 27, 2012 – The award-winning and performance-oriented 2013 Audi A7 returns for its second year for customers who seek sophisticated design and performance. For 2013, the Audi A7 model not only retains its athletic and artistic poise from the previous year but also adds several significant changes that include start-stop technology, Audi active lane assist, keyless entry and corner view camera function. Combined with the overall design, performance and state-of-the-art technology, the A7 is the essence of a progressive luxury sport vehicle.

Performance

The 2013 Audi A7 is a trend setter not only in design and style but also in nimble performance. Thanks to both the 3.0 liter TFSI supercharged V6 engine that delivers an incredible 310 horsepower and 325 lb-ft of torque, and the quattro eight-speed Tiptronic transmission, the 2013 A7 accelerates 0-60 mph in 5.4 seconds and has a regulated top speed of 130 mph.

New for the 2013 model year, the A7 features start-stop technology, which automatically turns the engine on and off based on driving situations such as stop and go traffic or driving through a city environment with many traffic lights. While the car is at a prolonged idle with the driver's foot on the brake pedal while stopped at a red traffic light, the engine will turn off temporarily and then turn back on when the driver releases their foot from the brake pedal.

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

Exterior

The design of the A7 combines the distinct qualities of style and athleticism. With its bold, yet graceful silhouette, the A7 is defined by three lines – the dynamic line, tornado/ shoulder line, and roofline. The tornado line gives the A7 an athletic appearance. The dynamic line runs from the Singleframe® grille along the air inlets and side sills to the rear, giving the A7 a lower stance. The roofline accentuates the low, sweeping profile, the singular characteristic of the A7.

The unmistakable LED daytime running lights, along with the Singleframe grille, immediately signify the presence of the A7. LED lighting technology is more efficient, provides better illumination and generates less heat than conventional bulbs.



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Interior

Infused with innovative technologies and prestigious amenities, the A7 continues to lead its class in interior design. Inside the A7, the sophisticated design of the dashboard and controls, twelve-way front leather seats, genuine wood inlays, and all technologically advanced essentials are at your fingertips.

The sweeping exterior of the A7 extends inside, where Audi maintains its leading role in automotive interior design. The defining element is the “wraparound” design, which incorporates a horizontal line encircling the driver and front passenger starting above the instrument panel and ending in the passenger-side door. The center console is oriented toward the driver to further enhance the driver focus of the interior. Front seats are twelve-way adjustable and available with four-way lumbar support, three-stage ventilation and three-stage heating, the latter of which is available for the rear seats as well. Fine grain natural Ash wood veneers are standard, while dark brown Walnut and brushed aluminum trims are optional.

The rear hatch is equipped with a height adjustable power-lift system that opens with the touch of a button, revealing a large luggage compartment capable of holding 24.5 cu ft in its base configuration. Fold the 60:40 split rear seats forward and the A7 reveals an expansive cargo area with a flat floor that provides excellent functionality surrounded by stunning design.

Driver Assistance

New to the A7 are the available corner view cameras that are placed strategically around the vehicle to give the driver the confidence to park in practically any environment.

Audi offers several advanced technology features for A7, including Audi adaptive cruise control with “stop & go” and “brake guard” capability, which can detect stationary vehicles and apply full braking below 19 mph. Driving in the A7 also is enhanced by Audi active lane assist which allows the steering to help maintain lane discipline if the driver begins to swerve outside the lane markings without activating the turn signal. Other technology features available on the 2013 A7 are Audi side assist, night vision assistant, and Audi Pre Sense Plus technologies. The Audi A7 incorporates driver assistance technologies to make the driving experience easier and more enjoyable.



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Audi connect

Audi connect™ enables first-to-market Google Earth™ integration, which redefines the navigation experience. The realistic, panoramic views and high-resolution 3D satellite and aerial imagery provide drivers with a better navigation experience. Audi connect with Google Earth also improves visual orientation with a “camera zoom” feature that allows closer views of surroundings or destinations. Added to the high resolution of Google Earth imagery is an overlay of street mapping data provided through Audi MMI Navigation plus and real-time traffic information available via SiriusXM Traffic subscription (four-year subscription now is standard). Audi connect also provides an industry-first factory vehicle integration of Wi-Fi service. This unprecedented mobile hot spot capability for passengers allows connections for up to eight Wi-Fi devices and permits passengers to connect to the Internet to read email, surf the Web, stream music, play games, etc. The Google Voice™ Local Search also is a first as part of Audi connect to enable more intuitive requests for points of interest as well as to provide access for up-to-date information. Other features include real-time information, such as weather, fuel prices and streaming news feeds.