



Audi

Press Release

Audi of America Communications

The New Audi S7 2013 Model Year

- ▶ Audi adds more performance to its five-door coupe in the form of the S7
- ▶ Newly-developed 4.0-liter twin-turbo V8 with 420 horsepower
- ▶ Ground-breaking Audi cylinder on demand™ efficiency system with active engine mounts and noise cancellation

HERNDON, Va., August 27, 2012 – The all-new Audi S7 combines thrilling performance, stunning design, and intelligent technology in a package that further enhances the performance and styling of Audi's exciting new A7 five-door coupe.

Performance

The Audi S7 is fitted with the new 4.0 liter TFSI with 420 hp and 406 lb-ft of torque. The twin-turbo V8 accelerates the five-door coupe from 0 to 60 mph in 4.5 seconds, with a top speed of 155 mph. Great efficiency and nimble performance can be attributed to Audi ultra® lightweight technology. An aluminum-hybrid construction includes lightweight aluminum body panels combined with a steel frame.

A number of additional technologies also contribute to the overall efficiency of the S7, including Audi cylinder on demand. The engagement and disengagement of the cylinder on demand system is virtually undetectable yet delivers great efficiency benefits while still having the full power of the twin-turbo V8 available to the driver. When the V8 deactivates four cylinders under partial load, active engine mounts counteract vibration while the active noise control system (ANC) minimizes any undesirable interior noise. Four microphones integrated into the headliner monitor noise levels in the cabin and actively cancel unwanted sounds via the main speakers and subwoofer. It is these three systems – Audi cylinder on demand, active engine mounts and ANC – that work together to combine efficiency and refinement.

The power of the twin-turbo V8 is delivered via the dynamic seven-speed S tronic transmission and quattro permanent all-wheel drive with a self-locking center differential and torque vectoring. The grip of the quattro system is enhanced dynamically through the sport differential, which actively distributes the power between the rear wheels and enables superior cornering and acceleration as the driver exits a turn.



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The S7 comes standard with sport air suspension with variable damping and lowers the body by 10 millimeters (0.39 in) for improved handling without compromising comfort. The S7 is fitted with internally-ventilated front and rear disc brakes with matte black calipers and S7 logos. The S7 is available with 19-inch cast aluminum wheels in a five parallel-spoke design fitted with 255/40-series tires or stunning S7-unique 20-inch parallel-spoke “Star” design wheels with 265/35-series performance tires.

The Audi drive select system adjusts several key systems to accommodate various driving conditions and preferences. It modifies throttle response, shift points, steering boost of the electromechanical steering and height of the adaptive air suspension. Drive select has four driver-selectable settings that include Auto, Dynamic, Comfort and Individual.

Exterior

The design of the Audi S7 is seamless. The long engine hood, the long wheelbase and the short overhangs create perfect proportions. The low, dynamically-tensioned roof line gives the five-door model the character of a coupe. At highway speeds, a rear spoiler extends from the rear hatch to improve stability.

In line with other S models, exterior differentiation designed to signify a more performance-oriented model includes the Singleframe grille, front bumper, side mirrors in aluminum color, sills, rear bumper, diffuser and the tailpipes.

Interior

The S7 also shows its performance character in the interior. Power-adjustable S7 sport seats are embossed with the S7 logo and wrapped in Valcona leather in a cross-stitch pattern. There are S7 badges on the key, the leather sport steering wheel with colored stitching and aluminum shift paddles, as well as a S7 specific instrument cluster. The illuminated door sill trims and displays (Audi MMI and driver information system) greet the driver with the S7 logo. A red ring adorns the start-stop button, and an aluminum clasp adorns the selector lever. The footrest, the pedals and the soft keys of the Audi MMI operating system shine in an aluminum-look finish.

Customers can choose decorative inlays available in a choice of four materials that include carbon atlas, matte brushed aluminum, fine grain natural Ash brown wood or layered Oak wood.



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Driver Assistance

New to the S7 are the available corner view cameras. Cameras are placed strategically around the vehicle to give the driver the confidence to park in any environment. Audi offers several advanced technology features for S7, 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 S7 also is enhanced by Audi active lane assist, which allows the steering to help maintain lane discipline should the driver begin to swerve outside of the lane markings without activating the turn signal. Other technology features also available on the 2013 S7 are the Audi side assist, night vision assistant, and Audi pre-sense plus technologies. The Audi S7 incorporates driver assistance technologies to make the driving experience easier and more enjoyable.

Audi connect

Audi is the first company worldwide to feature factory-installed wireless Internet, enabling the innovative infotainment system called Audi connect. With Audi connect, the onboard Audi MMI Navigation system is enhanced with Google Earth maps and real-time SiriusXM Traffic information, for a true aerial view of the route. Audi connect also features real-time localized weather, news and live fuel prices; Google Local Search for detailed information about travel destinations, such as restaurant or hotel hours, pricing and customer reviews; the myAudi Destination feature, which allows registered users to log on to Google Maps from any location and download up to 50 destinations to the vehicle; and a rolling Wi-Fi hotspot, allowing up to eight Wi-Fi enabled devices to use the wireless connectivity simultaneously.