

# PRESS RELEASE

## Audi introduces the 2014 A7, A7 TDI, S7 and RS 7

- Audi A7 model line expands with new TDI® clean diesel variant – the first clean diesel five-door coupe
- Audi RS 7 – the most powerful RS model ever offered in the U.S – launches from 0-60 mph in just 3.7 seconds
- A7 model line defined by striking design and advanced technologies

HERNDON, Va., July 3, 2013 – The Audi A7 model line – representing the perfect blend of progressive design, advanced technology and versatility– is enhanced for the 2014 model year with two new models: the Audi A7 TDI® clean diesel model and the all-new Audi RS 7.

### Performance

New for 2014, the highly-anticipated Audi RS 7– which debuted at the 2013 North American International Auto Show in Detroit – is the most powerful RS model ever offered in the U.S. The epitome of aesthetic design, innovative technology and track-tested performance, the five-door coupe is fitted with the twin-turbo 4.0 TFSI V8 engine, producing an astounding 560 hp that launches the RS 7 from 0-60 mph in just 3.7 seconds. At low to medium loads and engine speeds – with its innovative cylinder on demand technology – the RS 7 deactivates cylinders 2, 3, 5 and 8 by closing their valves via electromechanical actuators. The 4.0 TFSI runs in four-cylinder mode, providing up to 15% better fuel efficiency, while the active engine mounts remove any changes in vibration between eight and four-cylinder modes. The active noise cancellation system is not needed on the RS 7 because of the low exhaust frequencies of the sport exhaust.

Also new for the 2014 Model Year, the Audi A7 TDI is the first five-door clean diesel coupe. The A7 TDI achieves an impressive EPA estimated fuel economy of 24 city/ 38 highway/ 29 combined MPG. At the same time, the 6-cylinder clean diesel engine with quattro® all-wheel drive and 8-speed Tiptronic® transmission produces 240 hp and 428 lb-ft torque, completing the 0-60 MPH sprint in 5.5 seconds.

The 2014 A7 is powered by the 3.0 liter TFSI® direct-injection V6 supercharged engine that delivers an incredible 310 hp and 325 lb-ft of torque. Mated to the eight-speed Tiptronic transmission, the A7 accelerates from 0-60 mph in 5.4 seconds. Audi quattro® all-wheel drive is standard, providing exceptional grip and superior handling.

The Audi S7 is fitted with the 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. Power is delivered via the seamless 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.

### Exterior

The Audi A7 and performance-oriented S7 deliver striking visual statements with bold features, dramatic design, and an athletic, sculpted silhouette. For 2014, the A7 3.0T and 3.0 TDI models are now five-passenger vehicles, while the S7 and RS 7 are offered exclusively in a four-passenger configuration.

An available Black Optic package for the A7 and S7 features a black optic grille with high-gloss Singleframe® surround, gloss-black window surround. The A7/S7 offers the unmistakable appearance of full LED lighting technology, which is more efficient, and produces light which is close to sunlight, reducing strain on the driver's eyes.

A series of design details give the RS 7 a dynamic edge to its flowing coupe design. Available in standard, matte aluminum or carbon styling, the RS 7 features distinctive bumpers, a Singleframe® grille in aluminum matte or high-gloss black, honeycomb grille inserts and heated, auto-dimming and power-folding exterior mirrors (also standard on A7 Prestige and S7 models). The adaptive rear spoiler, lower rear diffuser and two large elliptical tailpipes of the exhaust system signify the performance that the RS 7 has to offer.

### **Interior**

The 2014 A7 3.0T and TDI models both start with a Premium Plus trim level – which is equipped standard with Audi connect® – and are infused with innovative technologies and functional amenities. With a sophisticated design of the dashboard and controls, twelve-way adjustable front seats including four-way lumbar support, available three-stage ventilation and heating, and beautiful trim and inlays, the A7 makes a modern design statement inside and out.

All models feature an interior electric trunk release on the driver's side, and Prestige models feature power door closers. The 2014 S7 and RS 7 feature standard leather door armrests, Valcona® leather seats, illuminated door sills and ambient lighting.

The RS 7 features a three-spoke perforated multifunction sport steering wheel with contrast stitching and RS 7 emblem; RS-specific shift knob and interior door handles; RS-specific Carbon fiber inlays, optional Layered Aluminum/Black wood decorative inlays; black-faced instrument gauges, white scales and red needles; aluminum pedals and footrest; and a Black Alcantara® headliner (optional).

### **Technology and driver assistance**

The A7 model line features some of Audi's most advanced technology and driver assistance features. The groundbreaking Audi MMI® touch with handwriting recognition features hard and soft keys, dedicated buttons for commonly-used controls and a revolutionary touchpad that interprets hand-written inputs. You can perform a number of functions, like write the digits of telephone number and the letters of the navigation destination with a finger, or scroll over maps, all without taking your eyes off the road.

Audi side assist – which monitors the blind spot areas, as well as fast-approaching vehicles, at a range of approximately 150 ft. to the rear of the car – is now standard on A7 Prestige, S7 and RS 7 models. The optional Night Vision Assistant can detect pedestrians approximately 300 ft. ahead of the vehicle; once a pedestrian is registered, the system highlights them in yellow. If the pedestrian moves into the anticipated path of the A7/S7, they are highlighted in red and accompanied by an acoustic warning.

A cornerview camera is now part of the Driver Assistance plus package for all models, and the available adaptive cruise control and Audi pre sense plus enhances safety for drivers and their passengers.

### **Audi connect®**

For 2014, A7, S7 and RS 7 models are equipped standard with the award-winning infotainment system Audi connect®. Audi was the first global auto manufacturer to offer factory-fitted in-vehicle Wi-Fi connectivity for passenger use, enabling the Audi connect system to deliver connectivity to up to eight wireless devices. With Audi connect – offered complementary for six months and available for as little as \$15 per month thereafter – the onboard Audi MMI Navigation system is enhanced with Google Earth™ maps for a true aerial view of the route. Audi connect also features real-time localized weather, news and live fuel prices; Google Voice™ Local Search for

detailed information about travel destinations, such as restaurant or hotel hours, pricing and customer reviews; and the myAudi Destination feature, which allows users to log on to Google Earth from virtually any location in the U.S. and download up to 50 destinations to the vehicle. Audi also offers real-time Sirius XM® Traffic information via enhancements to the Audi MMI Navigation plus system (active Sirius XM® Traffic subscription required).