

PRESS RELEASE

Audi introduces the new 2014 Audi A6, A6 TDI® and S6

- New Audi A6 TDI® clean diesel achieves astonishing fuel economy: 24 city/ 38 highway/ 29 combined MPG
- A6 2.0 TFSI® engine increased to 220 horsepower
- Intelligent Audi A6 makes 2,000 decisions per second to assist the driver

HERNDON, Va., June 26, 2013 – The Audi A6 model line, representing class-leading technology, performance and precision, is enhanced for the 2014 Model Year with the addition of the Audi A6 TDI® clean diesel model.

Performance

New for the 2014 Model Year, the Audi A6 TDI® achieves an impressive EPA estimated fuel economy of 24 city/ 38 highway/ 29 combined MPG while at the same time delivering uncompromised performance, design and luxury. The A6 TDI delivers the best fuel economy among TDI competitors in its segment. The 3.0-liter 6-cylinder clean diesel engine with 8-speed tiptronic® transmission and quattro® all-wheel drive generates a powerful 240 hp and 428 lb-ft torque, seamlessly launching from 0-60 MPH in 5.5 seconds.

The highly-efficient A6 2.0T with inline four-cylinder engine continues to be offered in two variants to suit individual tastes: the Audi multitronic® continuously variable transmission with front-wheel drive (FWD) offers excellent fuel efficiency and a spirited drive, or the eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive, offering superior traction and handling. New for 2014, A6 2.0T models deliver an increased horsepower of 220.

The 2014 Audi 3.0T 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 A6 accelerates from 0-60 mph in 5.3 seconds. Audi quattro® all-wheel drive is standard, providing exceptional grip on wet or dry roads.

The A6 employs Audi ultra® lightweight technology through aluminum body panels that reduce weight and enhance efficiency. The relatively light chassis provides the A6 driver with excellent ride quality, handling and driving dynamics.

Also continuing the brand's commitment to delivering impressive performance and improved efficiency, the A6 3.0T and A6 TDI are equipped standard with the convenient and fuel-saving start-stop efficiency system. When the driver presses the brake pedal at stoplights or in other prolonged

idle situations, the engine shuts off. When the driver releases the brake pedal, the engine instantaneously starts up again.

For performance-oriented drivers, the 2014 Audi S6 is equipped with a twin-turbo 4.0 TFSI eight-cylinder engine that delivers an impressive 420 hp and 406 lb-ft. of torque and propels from 0-60 mph in 4.5 seconds. 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.

The S6 also features the innovative Audi cylinder on demand technology that deactivates four of the right cylinders at lower loads, reducing fuel consumption by approximately 10 percent at moderate highway speeds. When the V8 engine switches to four-cylinder mode, the active engine mounts remove and changes in vibration and the active noise cancellation system negates undesirable changes in engine and exhaust sound.

Exterior

The Audi A6 features sharp lines, short overhangs, and distinctive and functional design elements – like the optional LED headlights and standard LED taillights – giving the A6 an undeniable presence on the road.

A6 2.0T Premium models include a new optional package with Xenon plus headlights and 18-inch wheels. 2.0T, TDI and 3.0T models also offer a new 19-inch wheel package with all-seasons tires and 15-spoke star design wheels, as well as a 19-inch Sport package with all-season tires and new 5-double-spoke wheels.

The 2014 A6 and S6 offer a new Black Optic package that features a black optic grille with high-gloss Singleframe® surround and gloss-black window surround, as well as 20-inch titanium finish 5-arm rotor design wheels with summer tires.

The A7 and S6 offer 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.

Interior

Inside, the Audi A6 features luxurious materials, functional amenities, and sophisticated design elements. New for the 2014 Model Year, heated front seats are now standard in the A6 2.0T entry model.

The A6 3.0T and TDI models both start with a Premium Plus trim level and are infused with innovative technologies and finely-crafted decorative details.

With the wraparound curve of the dashboard, fine leather, 12-way power front comfort seats with four-way power lumbar adjustment, automatic three-zone climate control system, and optional Bang and Olufsen® Advanced Sound System, the A6 provides the ultimate driving experience.

The 2014 S6 – with its signature sports seats with integrated head restraints – now features standard leather door and center armrests, as well as optional Layered Aluminum/Black wood inlays and Alcantara headliner.

Technology and driver assistance

The Audi A6 is one of Audi's most innovative and technologically-advanced models on the road, making 2,000 decisions per second to assist the driver.

A6 Prestige models now include 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 – as well as Audi pre sense rear, which helps mitigate the consequences of a rear-end collision by closing the windows and sunroof and tightening safety belts. The A6 Prestige also now includes power folding mirrors. The 2014 S6 is equipped standard with these three features.

New for 2014, the Driver Assistance plus package – which includes Audi adaptive cruise control with stop and go; Audi pre sense plus; and power-folding, power-adjustable, auto-dimming, heated side mirrors with memory – now includes a Topview camera and requires Audi side assist.

Other innovative features available in the A6 and S6 include Head-Up Display, Night Vision Assistant, and MMI® touch with handwriting recognition.

Audi connect®

The award-winning infotainment system Audi connect® is standard on A6 3.0T, TDI and S6 models, and available on A6 2.0T models. 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 complimentary 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).