

PRESS RELEASE

Audi introduces the 2014 A5, S5 and RS 5

- 2014 A5 model line continues with A5, S5 and RS 5 classic coupe and open-air models
- 2014 marks first full Model Year that both RS 5 Coupe and Cabriolet are offered at the same time
- A5 2.0 TFSI® engine increased to 220 horsepower

HERNDON, Va., June 24, 2013 – The Audi A5 model line continues in 2014 with A5 and S5 Coupe and Cabriolet models, which continue to set standards for sportiness and efficiency in the mid-size segment of the premium market. In addition, the newly-introduced RS 5 Cabriolet – which combines track-tested engineering with the freedom of open air driving – joins the successful RS 5 Coupe for the 2014 Model Year.

Performance

The Audi RS 5 – developed by quattro GmbH, a wholly-owned subsidiary of AUDI AG – brings heightened performance to the A5 model line. Model Year 2014 represents the first full model year that the RS 5 will be offered as a purist performance coupe and the recently-introduced open air variant at the same time.

With a high-revving 450 hp naturally aspirated V8 with 316 lb-ft. of torque, both the RS 5 Coupe and Cabriolet are mated to a seven-speed S tronic® transmission and are equipped standard with the legendary Audi quattro® all-wheel drive. The RS 5 Coupe – launching from 0-60 MPH in 4.5 seconds – and the RS 5 Cabriolet, sprinting from 0-60 MPH in 4.9 seconds, both achieve an electronically-governed top speed of 174 MPH.

The powerful RS 5 features an optimized engine and drivetrain, on-demand oil pump, and energy-recovery system that conserve energy during coasting and braking. The standard seven-speed double clutch S tronic transmission, with its high efficiency ratio and high-gear top speed, also enhances efficiency.

The RS 5 can operate in fully automatic mode, or the driver can shift via the gear selector or shift paddles on the steering wheel. To suit their personal preferences, drivers can adjust the standard Audi drive select system, which adjusts the vehicle's transmission shift characteristics, throttle response, dynamic steering and sports differential.

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. RS 5 customers looking to achieve superior braking performance can select ceramic brakes for the front rotors, a standalone package.

For the 2014 Model Year, the A5 – powered by the 2.0 TFSI turbocharged and direct-injected, four cylinder engine – gets an increase in horsepower to 220. Torque remains unchanged at 258 lb-ft.

The A5 Coupe is offered exclusively with quattro® all-wheel drive and is mated to either a six-speed manual transmission – which seamlessly launches from 0-60 MPH in 6.3 seconds – or an eight-speed Tiptronic® transmission, which propels from 0-60 MPH in 6.1 seconds.

The A5 Cabriolet comes standard with a continuously variable multitronic transmission and front-wheel drive (0-60 MPH in 7.1 seconds), and is also offered with quattro all-wheel drive and an eight-speed Tiptronic transmission (0-60 MPH in 6.6 seconds).

The output of the S5's 3.0-liter TFSI engine remains unchanged at 333 hp and 325 lb-ft of torque. Mated to a six-speed manual or seven-speed S tronic transmission, The S5 Coupe completes the 0-60 MPH sprint in 4.9 seconds.

The S5 Cabriolet, mated to a seven-speed S tronic® transmission, accelerates from 0-60 MPH in 5.3 seconds. The S5 Coupe and Cabriolet both come standard with quattro® all-wheel drive.

New for the 2014 Model Year, Audi drive select is standard on S5 models and is included in the available A5 Sport package.

Exterior

The Audi RS 5 – with its classic coupe silhouette or power convertible roof; LED daytime running lights; and Audi adaptive xenon plus headlights – exudes an athletic, powerful and distinctive identity with the top up or down.

The RS 5 Cabriolet features a fully automatic, electro-hydraulic soft top that can be operated at vehicle speeds up to 31 MPH. Its race-inspired flared fenders, Audi Singleframe® grille with honeycomb grille insert, and slender headlights with LED light strip design, command attention on the road. A lower air inlet without fog lights, RS specific oval exhaust tips and rear-diffuser and trunk lip rear-spoiler – exclusive to the RS 5 Cabriolet – also add to its sporty, powerful and dramatic look.

For the 2014 Model Year, the RS 5 Coupe and Cabriolet models are available with a new Black Optic package that features a black optic grille with high-gloss Singleframe® surround and gloss-black window surround (Coupe only).

Changes to the A5 for the 2014 Model Year include the introduction of two new, available metallic colors - Cuvée Silver and Dakota Gray – as well as the S line exterior that now adorns all A5 Prestige models.

The S line competition package introduced in late MY13 will continue to be offered on Premium Plus and Prestige A5 coupes, including sport suspension; 19-inch Segment spoke wheels with Titanium finish; Brilliant Black exterior moldings, mirror housing and door sill blades; and a black rear diffuser.

A Black Optic package is now also available on A5 and S5 Premium plus and Prestige models.

Interior

The RS 5 Coupe and Cabriolet models feature a sporty but comfortable interior with premium fit and finishes. The RS 5 features the signature Audi flat-bottom steering wheel, as well as exclusive RS 5 carbon inlays that highlight the center console and doors, and luxurious leather that envelops twelve-way sport front seats with contrast piping.

In the RS 5 Coupe and Cabriolet – as well as in the S5 Coupe and Cabriolet – drivers can select the optional climate-controlled seats for added comfort when the top is down, and can choose optional neck-level heating vents for added comfort during cool days.

The RS 5 Cabriolet's split rear seatbacks can be folded over individually, and a load-through hatch from the trunk to the rear seating area improves ease of access functionality.

The interior of the A5 and S5 is elegant and functional, with ample room for four. For the 2014 Model Year, the optional A5 S line Competition package features a three-spoke flat-bottom multifunction sport steering wheel; piano black inlays; leather/Alcantara® front sport seats with S line embossing; black cloth headliner; Aluminum door sills with S line badging; and Aluminum shift knob (manual only).

New optional Layered Aluminum/Black wood inlays are also available for the 2014 S5.

Technology and driver assistance

The 2014 A5, S5 and RS 5 incorporate numerous technologies and driver assistance features designed to aid the driver and enhance the overall driving experience.

A5/S5 Premium plus models now offer 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 a standalone feature. Audi side assist is now part of the Audi MMI® Navigation plus package on RS 5 models (delayed availability).

Audi adaptive cruise control is also available on all models, featuring long-range radar that measures the distance to the vehicle ahead, sends its data to a computer that weighs the information against velocity and other road conditions, and applies the brakes and accelerates as necessary.

New for the 2014 Model Year, Audi advanced key (keyless start, stop and entry) is now included on the A5/S5 Premium plus package; the S5 features a red ring around the start button.

The Audi Convenience package – which includes Bluetooth®, HomeLink®, Audi Music Interface, and driver information system – is now standard on 2014 A5 models.

Audi connect®

The 2014 A5, S5 and RS 5 models feature 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).