

# PRESS RELEASE

## Audi introduces the 2014 allroad

- **2.0T TFSI® engine increased to 220 horsepower**
- **Convenience package with Bluetooth®, Homelink®, Audi music interface and driver information system standard on all models**
- **Two new metallic colors available: Cuvée Silver and Dakota Gray**

**HERNDON, Va., June 21, 2013 – For the 2014 model year, enhancements have been made to the legendary Audi allroad, which returned to U.S. shores last year after a seven year hiatus.**

With the proven capability of Audi quattro® all-wheel drive, the cargo capacity of a crossover and the refinement of a luxury car, the allroad combines unmatched all-weather capabilities with the driving dynamics and style that are unique to Audi.

### **Performance**

The 2014 Audi allroad – powered by the 2.0 TFSI turbocharged and direct-injected, four cylinder engine – gets an increase in horsepower to 220 and is paired with a fuel-efficient eight-speed Tiptronic® automatic transmission. Delivering 258lb-ft of torque, the allroad accelerates from 0-60 mph in 6.4 seconds.

For superior traction and handling, the allroad comes standard with the legendary Audi quattro all-wheel drive. Every allroad also comes with Electronic Stability Control (ESC) with an off-road mode, which helps maintain stability, assist drivers through inclement weather, and provide a balanced drive no matter the road condition.

The allroad's electromechanical speed-sensitive power steering saves weight and improves fuel economy – part of the Audi ultra philosophy of optimizing materials while at the same time improving performance.

### **Exterior**

The Audi allroad features a unique Singleframe® grille design in Platinum Gray with vertical chrome struts and angled upper corners, stainless steel front and rear skid plates, and raised Anodized Aluminum roof rails. Widened wheel arches and sill extensions in contrast paint are standard. The allroad retains its iconic appearance with contrasting cladding and is now available in two new metallic colors: Cuvée Silver and Dakota Gray.

From the front – with its slender headlights, circular fog lights, and optional Audi xenon plus headlights with self-leveling and LED daytime running lights – the allroad has a distinct yet unmistakably Audi look. Circular dual exhaust pipes on each side, as well as optional LED taillight technology, polish off the rear of the allroad.

The Audi allroad features a generous ground clearance of 7.1 inches, making it ideal for any terrain, while its standard 18-inch wheels provide comfort even over rough ground. The allroad is also available with 19-inch wheels.

### **Interior**

Inside, the Audi allroad offers a spacious 27.6 cubic feet of cargo space and a substantial 50.5 cubic feet of carrying capacity with the rear seats folded down. With ample headroom and legroom, and eight-way power front seats and four-way power lumbar adjustment for the driver, the allroad provides a comfortable and luxurious ride. Twelve-way power front sport seats are available, as is a three-spoke multifunction steering wheel.

The 2014 Audi allroad features a standard deep tinted, two-panel panorama sunroof with power sunshade, while the Prestige model is also equipped with manual side shades in the rear doors. A high-gloss finish on interior trim, partial alu-optic window and trunk buttons, alu-optic MMI® soft-keys (MMI Navigation plus), decorative wood inlays and optional Bang & Olufsen® Sound System with 14 speakers add to the allroad's refined and luxurious interior.

### **Technology and driver assistance**

The 2014 Audi allroad is loaded with an array of technology and safety features that enhance the driving experience and help the driver navigate the road safely.

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 optionally available as a standalone feature on the Premium Plus model. Audi adaptive cruise control is available, 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 as necessary. Once the road is safe to cruise, the allroad effortlessly accelerates back to its desired speed.

The Convenience package – which includes Bluetooth®, Homelink®, Audi music interface and driver information system – is standard on all 2014 Audi allroad models, and Audi advanced key is now included in the Premium Plus package.

### **Audi connect®**

The 2014 Audi allroad features the award-winning infotainment system Audi connect® when MMI® Navigation plus is ordered. 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).