

# Audi launches the all-new Audi A4

Class-leading car becomes even better

- ▶ Efficient 1.4L TFSI four cylinder engine with new 7 Speed S tronic transmission
- ▶ 0 to 100 km/h in just 8.5 seconds with top speed of 210 km/h
- ▶ Up to 95 kg lighter than its predecessor due to the adoption of intelligent material mix
- ▶ Best in class fuel consumption of 17.84 kmpl
- ▶ First fully digital dashboard, the Audi virtual cockpit is completely driver-focused
- ▶ The compact four-cylinder unit generates an output of 150 hp with a displacement of 1,395 cc
- ▶ Prices starting from INR 38,10,000 onwards ex-showroom New Delhi and Maharashtra

**New Delhi, September 8, 2016:** Audi, the German luxury car manufacturer, today launched the all-new Audi A4 in India. With more technical finesse, comfort and sophisticated engine unit, the all-new Audi A4 packs in brilliant performance and redefines efficiency, drivability and high class infotainment in an outstanding form. Lighter by 95 kilograms than its predecessor, the all-new Audi A4 30 TFSI sets benchmark in its segment. The all-new Audi A4 is priced at INR 38,10,000 onwards ex-showroom New Delhi and Maharashtra.

## DESIGN & BODY

- ▶ 95 kg lighter than its predecessor, lightest in its class thanks to an intelligent material mix and lightweight construction
- ▶ Length: 4.73 meters, wheelbase: 2.82 meters
- ▶ Drag coefficient: 0.25
- ▶ LED headlight technology & rear dynamic turn indicators - a visual trademark

## ENGINE

- ▶ 1.4L TFSI four cylinder engine and the new 7 Speed S tronic transmission
- ▶ The compact four-cylinder unit with a more advanced start-stop system has a displacement of 1,395 cc and generates an output of 150 hp
- ▶ 0 to 100 km/h in just 8.5 seconds with top speed of 210 km/h
- ▶ Fuel consumption of 17.84 kmpl, a best in class feature

## INTERIOR

- ▶ Premium and spacious interiors. Uncompromisingly high quality craftsmanship
- ▶ Smooth lines emphasize the width of the interior with large decorative surface
- ▶ The upper edges of the dashboard and the door trim border the interior in a wrap-around style with continuous air vent strip

**₹ 38,10,000 onwards**

## AUDI VIRTUAL COCKPIT

- ▶ First fully digital dashboard, the Audi virtual cockpit is completely driver-focussed, every information is directly in front of the driver – from the navigation arrows to dynamic animations and the infotainment features
- ▶ A fully digital combination instrument, features a 31.24 centimeter LCD screen
- ▶ Audi Virtual Cockpit display in two views: Classic and Progressive
- ▶ Displays the most important information in brilliant high-resolution graphics, with great detail and sophisticated effects

## MMI & INFOTAINMENT

- ▶ New Audi MMI display and control providing more intuitiveness
- ▶ MMI Navigation plus with MMI touch and a large 21 centimeter monitor
- ▶ Touchpad in the rotary controller to zoom in and out and to enter characters
- ▶ Audi smartphone interface - Apple Carplay and Android Auto
- ▶ Audi phone box with wireless charging
- ▶ Intelligent free-text search function
- ▶ Air condition controls with haptic feedback
- ▶ Eight freely programmable favorite buttons

## DRIVING DYNAMICS

- ▶ Sporty and performance oriented, with a focus on comfort
- ▶ Audi Drive Select with four driving modes- Auto, Comfort, Individual and Dynamic
- ▶ Suspension and steering filter out disturbances such as an uneven road surface
- ▶ The transmission now offers a fuel-saving freewheeling function called “Coasting Mode”
- ▶ Redeveloped five-link axles and the exceptionally light electromechanical power steering



*“The all-new Audi A4 is a fascinating synthesis of technology and esthetics. All the technology in the brand’s bestselling family has been redeveloped so that it yet again defines the benchmark in the segment. Light weight and more powerful, it is more than just a car: a mobile personality which fits perfectly with the individuality that our young customers show. The Audi A4 has been a leader across the world and the all-new Audi A4 is even more attractive, therefore I am sure it will bring in many new members to the Audi family.”*

~ Mr. Joe King, Head, Audi India.



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The Audi model range in India includes the Audi A3, Audi A3 Cabriolet, Audi A4, Audi A6, Audi A8 L, Audi Q3, Audi Q5, Audi Q7, Audi TT Coupé, Audi S5 Sportback, Audi RS 6 Avant, Audi RS 7 Sportback and Audi R8 V10 plus available across the various Audi dealerships in the country: Ahmedabad, Bengaluru, Bhopal, Bhubaneswar, Chandigarh, Chennai, Coimbatore, New Delhi, Goa, Gurgaon, Guwahati, Hyderabad, Indore, Jaipur, Kanpur, Karnal, Kochi, Kolkata, Kozhikode, Lucknow, Ludhiana, Madurai, Mangalore, Mumbai, Nagpur, Nashik, Navi Mumbai, Noida, Pune, Rajkot, Raipur, Ranchi, Surat, Thane, Udaipur, Vadodara and Visakhapatnam.

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. In the second half of 2016, the production of the Audi Q5 will start in San José Chiapa (Mexico). 100 percent subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2015, the Audi Group delivered to customers approximately 1.8 million automobiles of the Audi brand, 3,245 sports cars of the Lamborghini brand and about 54,800 motorcycles of the Ducati brand. In the 2015 financial year, AUDI AG achieved total revenue of €58.4 billion and an operating profit of €4.8 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.

