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April 23, 2009

The Audi A6
An overachiever with new strengths
(Adapted for USA)

The world's most successful business sedan just got better
New engines – High efficiency and power
Suspension refinements and new high-tech features

HERNDON, Va. — Winners always build on their strengths: That's why Audi has again upgraded its luxury class A6 model. Efficient engines have been added to the drive-train lineup, with innovative technologies cutting fuel consumption by about 15 percent across the whole model range. An improved suspension and new high-tech assistance system give the driver even greater control over the car. The revamped A6 was launched in January 2009 into the U.S. market.

It's the sportiest and most popular business sedan on the market. The Audi A6 is leading the Premium C pack – both in Europe and around the world. In 2007, Audi sold about 234,000 units, giving the A6 a 37 percent market share among its core competitors. Most of the A6s sold were equipped with six- or eight-cylinder engines, permanent all-wheel drive quattro and a luxury assortment of optional equipment – all evidence of the high regard Audi technologies are enjoying worldwide.

Its design is emphasized by a range of bold new accents, perfectly articulating the A6's strong personality. The single-frame grill, bumpers, air vents and fog lights have all received a facelift.

The A6's spacious interior with its clean and elegant contours and perfect craftsmanship is characteristic of this luxury brand. The rear seats are extremely comfortable, and the new L-shaped headrests improve the driver's rear view visibility.

The instrument panel uses new higher-resolution graphics, and a new frame better accentuates the display (color in the optional MMI navigation system). Tastefully-appointed chrome trim, even on the spokes of the steering wheel, calls attention to its overall elegance, and fine wood inlays are included.

One of the major strengths of the A6 lies in its new supercharged 3.0 TFSI powertrain.

With its 3-liter displacement and 300 hp for USA power output, the V6 is a particularly exciting newcomer. Audi has designed the perfect package for each one of its engines. That's why the 3.0 TFSI is fitted with a supercharger. From now on "T" doesn't just stand for turbocharged – it stands for supercharged. Supercharger technology does not mean increased consumption; however, the short intake paths do mean instantaneous response. And it's got full power build-up even at low engine speeds: from 2500 1/min to 4850 1/min, the torque curve is broad and flat at 420 Nm (*310 lb-ft*).

The 3.0 TFSI comes with Tiptronic automatic transmission and quattro all-wheel drive. The A6 sedan accelerates from 0 to 60mph in 5.9 seconds and keeps on going. This is the kind of performance that only an eight-cylinder engine would have been able to deliver a few years ago. The supercharged V6 is amazingly economical. The 3.0 TFSI's combination of dynamic performance and low consumption is one more example of Audi's successful efficiency strategy with 18/26/21 segment-leading city/highway/combined fuel economy.

The key to achieving such exemplary values is the strategic deployment of innovative technologies. The power steering pump operates on demand and the alternator regenerates electrical energy when coasting, thereby reducing load off the engine. By lowering the ride height by 20 millimeters (*0.79 in*) and other aerodynamic fine-tuning, the drag coefficient has been reduced to $c_D = 0.28$.

In fine-tuning the A6, two key objectives were identified – increasing its comfort while retaining its sporty character. With new large-diameter, front-axle shock absorbers operating within an optimized valve system, Audi engineers were able to achieve both goals. Every other aspect of the suspension set-up has been improved, including the automotive spring response.

Audi has integrated several new high-tech assistance systems. The new Audi side assist kicks in to help drivers when changing lanes at speeds greater than 30 km/h (*18.64 mph*), ensuring a stress-free and superior drive. Using radar sensors, Audi Side Assist is able to detect other cars up to 50 meters (*164.04 ft*) away. A signal on the outside mirror lights up if changing lanes poses a threat.

Warranty

The Audi A6 sedan/Avant and S6 sedan will be backed by a new vehicle limited warranty that includes:

- Four-year/50,000 mile limited new vehicle warranty
- 12-year limited warranty against corrosion perforation
- 24-hour Roadside Assistance for four years

ABOUT AUDI OF AMERICA

Audi of America Inc. and its 270 dealers offer a full line of German-engineered luxury vehicles. The Audi line-up is one of the freshest in the industry with 23 models, including 12 models launched during model years 2008 and 2009. Audi is among the most successful luxury automotive brands globally. In selling one million vehicles worldwide in 2008, AUDI AG recorded its 13th consecutive record year for sales growth. Visit www.audiusa.com or www.audiusanews.com for more information regarding Audi vehicle and business issues.