



Model Lines, Innovation and Technology Communications

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The Audi A4: even sportier and even more cutting edge

- **Audi A4 bestseller embraces prestige of the full-size class with new design language**
- **Fully connected and with new MMI touch display**
- **Electrification with mild hybrid technology enhances comfort and efficiency**
- **S4 TDI combines for the first time V6 TDI engine with EPC and 48-volt main electrical system**

Ingolstadt, May 15, 2019 – The A4 represents the core of the brand – after four years in the making, Audi has made the successful midsize model even tauter and sportier. Its exterior is integrated into the brand’s new design language; the large MMI touch display offers the kind of operating experience customers will be familiar with from their smartphone. Many engine options now come with mild-hybrid systems (MHEV) – efficiency and comfort benefit from this broad-based electrification. This also applies to the Audi S4 TDI (combined fuel consumption 6.3 – 6.2 l/100 km (37.3 - 37.9 US mpg)*; combined CO₂ emissions 166 – 163 g/km (267.2 – 262.3 g/mi)*, with a V6 TDI under the hood for the first time, a 48-volt main electrical system and an electric powered compressor (EPC), which lends its beefy acceleration even more spontaneity. This combination of power, torque and efficiency makes it unique in the segment.

Sporty look: the exterior design

The midsize model looks even more dynamic and sophisticated thanks to the sportier design highlights. The Singleframe grille is now broader and flatter; horizontal lines emphasize the width at the front and rear. The side view is defined by the distinctive muscles above the fenders and the lower set shoulder line in between. They form strong contours above the wheels and make the quattro genes outwardly visible.

LED headlights now come standard in the Audi A4; the top-of-the-line headlights feature the Matrix LED technology with fully automatic high beam. The equipment line concept is equally new: basic, advanced and S line are now available for the exterior, not to mention the independent look of the S models and the A4 allroad quattro. Customers can choose from 12 paint colors, including a new terra gray option.

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

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In the calmly styled interior of the Audi A4 the horizontal lines also convey the overall impression. In the center of the instrument panel, slightly tilted toward the driver, is the large MMI touch display, the control center for the new operating system. The new interior packages: design selection and S line interior can be combined freely with the exterior lines and come with numerous colors and materials. The contour/ambient lighting package adds highlights to the interior in the dark.

Groundbreaking: connectivity

With its new MMI system the highly connected Audi A4 offers a user experience similar to a contemporary smartphone. An MMI touch display with acoustic feedback replaces the functions of the previous rotary/pushbutton control on the center tunnel console. The high-resolution TFT display measures 10.1 inches. Its graphics are deliberately clean and cut-down; the menu structure with its tight hierarchies is tailored to user expectations and facilitates ease of use. The MMI search is based on free text input and returns hits rapidly. The natural-language voice control, another function of the new system, understands many of the phrases used in everyday speech.

The navigation in the Audi A4 is now even more versatile and more user-friendly. The Audi connect and Audi connect plus portfolio includes a host of online services, such as Car-to-X services, which take advantage of the swarm intelligence of the Audi fleet. Apart from online traffic sign and hazard information, as well as the on-street parking service, traffic light information is a new addition to the lineup. By networking with the urban infrastructure, the car receives information from the traffic light central computer via a server so that the driver can choose their speed to match the next green light. The instrument cluster displays a personal speed recommendation as well as the remaining time to the next green light whenever the driver is waiting at a red traffic light. As such, the system promotes an anticipatory, efficient driving style, along with a constant flow of traffic. The function is part of the Audi connect package and is being rolled out in stages in selected European cities.

The Audi connect services emergency call and service come standard; the free myAudi app connects the customer's smartphone seamlessly to the car. The Audi connect key option lets the customer lock/unlock the vehicle, and start the engine using a compatible Android smartphone. The personalization, another digital feature, allows up to 14 myAudi users to store their preferred settings in individual profiles.

The pioneering functions on demand are part of the many innovations set to accompany the launch of the Audi A4. They allow customers to add on three infotainment functions flexibly as required via the myAudi app, even after purchasing the vehicle. In Germany, these are the MMI plus, the DAB+ digital radio and the Audi smartphone interface. There is a choice of various terms.



If customers would like to get to know a function first before committing themselves, they can book a one-time, one-month test phase. Customers can extend the booking even during this phase, either for a further month, a year, or permanently. If they decide not to extend the term, the booking expires automatically and without requiring active termination at the end of the term.

The new MMI features a new main unit. The third-generation modular infotainment platform MIB 3 delivers phenomenal computing power. It works with an equally new, spatially separate communication box that bundles all connectivity tasks – such as telephony or the Audi connect services – and incorporates the Wi-Fi hotspot. The optional hardware modules include the Audi phone box and the Bang & Olufsen 3D Premium Sound System in the front.

Three instrument cluster variants are available: two partially analog driver information systems and – in conjunction with the MMI plus – the all-digital Audi virtual cockpit plus. The driver can operate the 12.3-inch display with full HD resolution using the multifunction steering wheel with a choice of three views. A head-up display projects important information into the driver's direct field of view.

The A4 models are available with a host of driver assist systems. The optional systems are bundled into the "Tour", "City" and "Park" packages. An important system in the "Tour" package is the adaptive cruise control including Stop&Go function for automatic distance control. In conjunction with the predictive efficiency assist it can brake and accelerate the A4 predictively even where there is no vehicle ahead. To do so it analyzes Car-to-X messages, navigation data and traffic signs.

Broad-based electrification: the drive system

Audi will be offering the A4 model line with six turbocharged engines at sales launch in Europe. Their power outputs range from 110 kW (150 PS) to 255 kW (347 PS) – from the Audi A4 35 TFSI (combined fuel consumption 6.0 – 5.5 l/100 km (39.2- 42.8 US mpg)*; combined CO₂ emissions 138 – 125 g/km (222.1 - 201.2 g/mi)* up to the Audi S4 TDI (combined fuel consumption 6.3 – 6.2 l/100 km (37.3 - 37.9 US mpg)*; combined CO₂ emissions 166 – 163 g/km (267.2 – 262.3 g/mi)*. All engines – whether four-cylinder diesel unit, V6 TDI or four-cylinder TFSI – undercut the limits of the Euro 6d-temp emission standard.

For the market launch three engine variants will feature a mild-hybrid system (MHEV) based on 12 volts, which reduces fuel consumption while improving comfort. This broad-based electrification makes an important contribution to achieving the fleet targets for fuel consumption. In everyday use, the MHEV system reduces fuel consumption by up to 0.3 liters per 100 kilometers according to individual Audi measurements.

Whether manual transmission, seven-speed S tronic or eight-speed tiptronic, whether front-wheel or quattro drive – each of the six engine variants delivers tailor-made power transmission. All A4 models come off the production line with an automatic transmission as standard.

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Sportily harmonious: the suspension

The sportily balanced suspension ideally harmonizes with the character of the Audi A4. Customers can choose between the standard setup and the sport suspension. There are also two adaptive suspensions. One option is the comfort suspension with damper control, which reduces the ride height by 10 millimeters (*0.4 in*) and offers superb ride comfort. The other is the sport suspension, either with or without damper control, which is lowered by 23 millimeters (*0.9 in*). With its even more dynamic basic setup, it underscores the sporty character while maintaining comfort. Both controlled suspensions are integrated into the Audi drive select dynamic handling system. The same applies to the steering, with dynamic steering, the automatic transmission and the throttle valve available for customers as an option. Audi drive select allows the driver to determine which of up to five profiles these systems use.

Diesel power: the Audi S4 TDI

Both S models of the A4 family – the Audi S4 Sedan TDI (combined fuel consumption 6.3 – 6.2 l/100 km (*37.3 - 37.9 US mpg*)*; combined CO₂ emissions 164 – 163 g/km (*263.9 - 262.3 g/mi*)* and the S4 Avant TDI (combined fuel consumption 6.3 l/100 km (*37.3 US mpg*)*; combined CO₂ emissions 166 – 165 g/km (*267.2 - 265.5 g/mi*)* – are now equipped with a V6 diesel engine as a power package. The 3.0 TDI combines hefty torque, smooth running and a long range and provides a power output of up to 255 kW (347 PS) and maximum torque of 700 Nm (*516.3 lb-ft*). It accelerates the S4 Sedan TDI from zero to 100 km/h (*62.1 mph*) in 4.8 seconds on the way to an electronically governed top speed of 250 km/h (*155.3 mph*). This combination of power, torque and efficiency makes the Audi S4 TDI unique in the segment.

The electric powered compressor delivers powerful drive-off performance and virtually seamless power buildup when accelerating. As such, it eliminates any turbo lag, providing instant responsiveness in all driving situations. The electric powered compressor is integrated into a new 48-volt main electrical system, which also incorporates the mild-hybrid system. This provides even more efficiency potential than the MHEV system in the 12-volt electrical system on the A4 models. In the S4 TDI this is the next expansion stage in which the mild-hybrid technology will be rolled out based on 48 volts. The 12-volt subsidiary electrical system is connected to the 48-volt main electrical system via a powerful DC/DC converter. For the first time a powerful 48-volt belt alternator starter is being used in the S4 TDI as the heart of the mild-hybrid system with a maximum recuperation power of up to 8 kW when braking.

A compact, air-cooled lithium-ion battery with a capacity of 0.5 kWh, which is located under the luggage compartment floor, acts as an energy management center. The mild-hybrid system on the S models has the potential to reduce customer fuel consumption by up to 0.4 liters per 100 kilometers.

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An eight-speed tiptronic and the quattro permanent all-wheel drive make up the drivetrain. If desired, an optional sport differential is available to actively distribute power between the rear wheels. In this way, more power can be directed specifically to the wheel on the outside of the bend when cornering at speed, which combats the tendency to understeer early on. The S sport suspension is standard. With its S-specific setup it provides a sporty driving sensation. This can be enhanced even further with the optional S sport suspension with damper control. Inside and out, a host of design details point to the unique position of the S models – from the exhaust tailpipes to the S mode in the display of the optional Audi virtual cockpit.

The consummate onroad and offroad experience: the Audi A4 allroad quattro

Thanks to its quattro all-wheel drive and ground clearance raised by 35 millimeters (*1.4 in*) the Audi A4 allroad quattro combines superb ride comfort and good offroad qualities. With the optional allroad-specific suspension with damper control, comfort and dynamism can be enhanced further. It differs from the A4 Avant through details such as the underbody protection or the wheel arch trims and also by its 12-millimeter (*0.5 in*) larger wheels and its wider track – six millimeters (*0.2 in*) wider at the front and eleven millimeters wider (*0.4 in*) at the rear.

Automatic transmissions come standard with the Audi A4 allroad quattro a suspension with damper control provides an alternative to the standard suspension. As on the A4 Avant, the luggage compartment has a capacity of 495 liters (*17.5 cu ft*) – *this increases to 1,495 liters (52.8 cu ft) with the rear seats folded down and cargo loaded to the roof.* The rear hatch and the luggage compartment cover are electrically operated as standard. With the additional offroad mode on the Audi drive select dynamic handling system, the driver can choose from six profiles in the A4 allroad quattro.

For the more spontaneous buyers: the Audi A4 edition one model

To coincide with the market launch, the brand with the four rings is presenting an A4 edition model dubbed “edition one.” It is available as a Sedan or Avant with a choice of three engine versions – the 2.0 TFSI with a power output of 180 kW (245 PS) (combined fuel consumption 6.9 – 6.5 l/100 km (*34.1 - 36.2 US mpg*)*; combined CO₂ emissions 157 – 146 g/km (*252.7 - 235.0 g/mi*)*, the 2.0 TDI with an output of 140 kW (190 PS) (combined fuel consumption 5.3 – 4.9 l/100 km (*44.4 - 48.0 US mpg*)*; combined CO₂ emissions 140 – 131 g/km (*225.3 - 210.8 g/mi*)* and the 3.0 TDI with 170 kW (231 PS) (combined fuel consumption 5.6 – 5.3 l/100 km (*42.0 - 44.4 US mpg*)*; combined CO₂ emissions 145 – 139 g/km (*233.4 - 223.7 g/mi*)*. The exterior design is based on the S line exterior, supplemented with striking elements such as the black styling package. For the interior, customers can choose between the design selection and the S line interior package.

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Price and Market launch in Europe

The Audi A4 models and the S4 models with a TDI engine and sporty new look can be ordered in Europe from May 2019. The A4 allroad quattro will be available in the early summer and both models will be in the dealerships from fall 2019. In Germany, the base price for the A4 Sedan 35 TFSI (combined fuel consumption 6.0 – 5.5 l/100 km *(39.2- 42.8 US mpg)**; combined CO₂ emissions 136 – 125 g/km *(218.9 - 201.2 g/mi)** with 110 kW (150 hp) and S tronic is 35,900 euros. Customers can order the S4 Sedan TDI starting at 62,600 euros. It comes standard with popular options from the Audi A4 Sedan valued at approximately 6,400 euros when compared with the A4 Sedan 45 TDI quattro tiptronic (combined fuel consumption 5.5 – 5.3 l/100 km *(42.8 - 44.4 US mpg)**; combined CO₂ emissions 144 – 139 g/km *(231.7 - 223.7 g/mi)** with 170 kW (231 hp). These include LED headlights with dynamic rear indicators, S sport suspension with tautly tuned suspension and damping, 18-inch wheels, power-adjustable front sport seats with Alcantara leather and embossed S logo, and sportily contoured bumpers. Customers can also order the Audi A4 edition one, a special edition starting at 53,300 euros.

Audi offers the S4 and the S4 Avant with the 3.0 TFSI in markets outside Europe. The turbocharged gasoline direct injection engine has an output of 260 kW (354 PS) and produces a hefty torque of 500 Nm *(368.8 lb-ft)* from 1,370 to 4,500 rpm. The V6 accelerates the S4 Sedan TFSI from zero to 100 km/h *(62.1 mph)* in 4.7 seconds on the way to an electronically governed top speed of 250 km/h *(155.3 mph)*. The standard sprint takes two tenths of a second longer in the S4 Avant TFSI.

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The indicated consumption and emissions values were determined according to the legally proscribed measuring methods. Since September 1, 2017, the type approval for certain new vehicles has already been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Beginning September 1, 2018, the WLTP will gradually replace the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which the type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electrical consumption, CO₂ emissions and performance figures.

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).

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 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.
