



Product and Technology Communications

Josef Schloßmacher

Tel: +49 841 89-33869

E-mail: josef.schlossmacher@audi.de

www.audi-mediacyenter.com/en

Efficient and packed with high tech: Orders now being taken for new Audi A4

- **German customers can order from August 13**
- **Prices for the Audi A4 start at EUR 30,650**
- **Debut for 2.0 TFSI four-cylinder engine with innovative combustion process**

Ingolstadt, August 13, 2015 – Dealers are opening their order books for the new Audi A4. Customers can now place orders for both the Sedan and the Avant. The brand with the four rings offers cutting-edge drive technologies and a wide range of infotainment and driver assistance systems in both midsize models.

The new Audi A4 achieves absolutely top ratings for efficiency. It boasts the best-in-class drag coefficient of just 0.23 (Avant: 0.26) and has shed as much as 120 kilograms (*264.6 lb*) in weight compared with the predecessor model. The economical four-cylinder power units and the high-torque six-cylinder engines delivering up to 200 kW (*272 hp*) also play a major part in this efficiency gain.

The Audi A4 is available for the first time with the high-efficiency engine 2.0 TFSI ultra* developing 140 kW (*190 hp*). The gasoline engine uses an innovative combustion process and has been designed based on the rightsizing principle. Prof. Dr. Ulrich Hackenberg, Member of the Board of Management for Technical Development at AUDI AG, explains: “Rightsizing is about striking the perfect balance between vehicle category, displacement, output, torque and efficiency behavior in everyday conditions. Our new 2.0 TFSI is a paragon of Vorsprung durch Technik.” The economical power unit reduces the NEDC consumption of the new A4 Sedan to 4.8 liters per 100 kilometers (*49.0 US mpg*) and CO₂ emissions to 109 grams per kilometer (*175.4 g/mi*) (Avant: 5.0 l (*47.0 US mpg*); 114 g CO₂ (*183.5 g/mi*)).

The new Audi A4 and Audi A4 Avant will be on our roads in the fall. They come equipped with an extensive selection of new technologies making their first appearance in this model, such as Matrix LED headlights, adaptive cruise control Stop&Go including traffic jam assist, Audi virtual cockpit and 3D Sound System from Bang & Olufsen.

Prices for the Audi A4 Sedan start at EUR 30,650. The Avant is available at an extra charge of EUR 1,850.

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*The collective fuel consumption of all models named above and available on the German market can be found in the list provided at the end of this MediaInfo.



Fuel consumption of the models named above:

Audi A4 2.0 TFSI ultra S tronic 140 kW (190 hp):

Combined fuel consumption in l/100 km: 5.6 – 4.8** (*42.0 – 49.0 US mpg*);

Combined CO₂ emissions in g/km: 128 – 109 (*206.0 – 175.4 US mpg*)**

Audi A4 3.0 TDI quattro tiptronic 200 kW (272 hp):

Combined fuel consumption in l/100 km: 5.4 – 4.9** (*43.6 – 48.0 US mpg*);

Combined CO₂ emissions in g/km: 142 – 129 (*228.5 – 207.6 US mpg*)**

**Fuel consumption, CO₂ emission figures and efficiency classes given in ranges depend on the tire/wheel sets used.

In 2014, the Audi Group delivered approximately 1,741,100 cars of the Audi brand to its customers. The company achieved revenue of €53.8 billion and an operating profit of €5.15 billion in 2014. Audi operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun and Foshan (China) as well as Jakarta (Indonesia). The brand with the Four Rings will start producing cars in Curitiba (Brazil) this year and in San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The company currently employs approximately 80,000 people worldwide, thereof around 58,000 in Germany. Total investment of about €24 billion is planned from 2015 to 2019 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long term goal is CO₂ neutral mobility.