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Sporty, efficient and thoroughly connected – Audi at the NAIAS 2016

- **World debuts in Detroit: Audi A4 allroad quattro and Audi h-tron quattro concept**
- **New operating concept: touchscreens with haptic feedback**
- **All photos and content available online at <http://www.audi-mediacyenter.com/en/naias-2016>**

Ingolstadt/Detroit, January 11, 2016 – The Audi A4 allroad quattro* and the technology study Audi h-tron quattro concept: Their world debuts enable the brand with the four rings to showcase the innovation fields of Audi quattro, connectivity and fuel cell technology at the North American International Auto Show (NAIAS) in Detroit.

The new Audi A4 allroad quattro takes to the floor at Detroit with a sharper design – with striking front end and a typical “allroad” look. Its quattro drive as standard and the 34 millimeter (*1.3 in*) gain in ground clearance make it the perfect automobile for every situation – including away from paved roads. The available engines are powerful but also efficient: They deliver an output of up to 200 kW (272 hp).

High-end options such as the Audi virtual cockpit and the MMI navigation plus with the new MMI operating concept underline the level of comfort and convenience offered by the new Audi A4 allroad quattro. The diverse Audi connect services link the driver and passengers with the Internet via the high-speed LTE standard. There is also a comprehensive range of driver assistance systems. Particular highlights include the predictive efficiency assistant, adaptive cruise control Stop&Go including traffic jam assist and trailer assist that makes it easier to maneuver the outfit.

High range, swift refueling, sporty road performance: The technology study Audi h-tron quattro concept demonstrates the huge potential of fuel cell technology. This model, which Audi is unveiling for the first time, has all-electric drive – using hydrogen as its energy source. It combines state-of-the-art fuel cell technology delivering up to 110 kW with a battery that provides a temporary boost of up to 100 kW.

*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.



Two electric motors on the front and rear axles represent a new evolutionary level of quattro drive – the electrified quattro. The electric motor on the front axle develops 90 kW, and its rear counterpart 140 kW. The sporty SUV accelerates from 0 to 100 km/h (*0 to 62.1 mph*) in under seven seconds. Its hydrogen tanks can be refueled safely and easily in around four minutes; a range of up to 600 kilometers (*372.8 mi*) is possible.

The Audi h-tron quattro concept also provides a foretaste of the technologies for piloted driving and parking that will go into production in 2017 with the next generation of the Audi A8 full-size sedan. Piloted driving at Audi revolves around the central driver assistance controller (zFAS). It computes a model of the car's surroundings in real time and makes this information available to the assistance systems and the piloted driving and parking systems. The latter can assume driving tasks during parking or in stop-and-go traffic on freeways at speeds of up to 60 km/h (*37.3 mph*).

The NAIAS 2016 is the first event in the United States at which Audi is presenting the A4 Sedan* to a wide audience. It builds on the success story of the high-volume model with new cutting-edge technologies on board. It redefines the benchmark for weight, aerodynamics, acoustic comfort, storage space and driver assistance systems. Highly efficient engines, the safe and sporty quattro drive and extensive connectivity are other virtues of the new Audi A4 Sedan.

Audi complements its operating and display concepts with even larger displays and a new interpretation of joy of use. At the Detroit show, an interactive interior model is used to evoke a concept based around large screens with touch control. Haptic feedback is provided every time an option is selected, making touch control car-friendly, safe and convenient.

– End –



Fuel consumption of the models named above:

Audi A4 allroad quattro:

This car is not yet on sale. It has not yet been homologated and is therefore not subject to the 1999/94/EG guideline.

Audi A4 Sedan:

Combined fuel consumption in l/100 km: 6.3 – 3.7 (*37.3 – 63.6 US mpg*)**;

Combined CO₂ emissions in g/km: 144 – 95 (*231.7 – 152.9 g/mi*)**

**Fuel consumption, CO₂ emission figures and efficiency classes given in ranges depend on the tires/wheels used.

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. The company is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. In the second half of 2016, Audi will start production of the Q5 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 2014, the latest full financial year, the Audi Group delivered to customers approximately 1.74 million automobiles of the Audi brand, 2,530 sports cars of the Lamborghini brand and approximately 45,000 motorcycles of the Ducati brand. AUDI AG achieved total revenue of €53.8 billion and an operating profit of €5.15 billion in 2014. At present, more than 80,000 people work for the company all over the world, 58,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.