



Product and Technology Communications

Tanja Lehner-Ilsanker

Tel: +49 841 89-34105

E-mail: tanja.lehner@audi.de

www.audi-mediacyenter.com

Audi at Auto China 2016 in Beijing

- **Stronger than ever: new Audi TT RS Coupé and new Audi TT RS Roadster celebrate world premieres**
- **High-tech, efficiency and top comfort: the new Audi A4 L for the Chinese market**
- **Intelligent mobility solutions for megacities: Audi connected mobility concept with integrated longboard**

Ingolstadt/ Beijing, April 25, 2016 – Three new production models and a clever concept car – Audi is underscoring its role as the market leader in premium cars at Auto China 2016. Audi is presenting the TT RS Coupé* and the TT RS Roadster* to the public for the first time at the auto show, which runs from April 25 to May 4 in Beijing. Also making their debut are the new Audi A4 L and the Audi connected mobility concept car.

Impressive performance: The new Audi TT RS

The new five-cylinder engine in the TT RS produces a remarkable 294 kW (400 hp) of power. Together with the quattro drive, it provides for sporty driving fun with maximum traction. A jury of international motor journalists has voted the 2.5 TFSI “Engine of the Year” six times in a row. Now Audi has further developed the five-cylinder engine in all areas – with lightweight construction measures, reduced internal friction and increased power delivery. The engine’s maximum torque of 480 Nm (*354.0 lb-ft*) is available between 1,700 and 5,800 rpm.

The TT RS Coupé accelerates from 0 to 100 km/h (*62.1 mph*) in 3.7 seconds, the Roadster in 3.9 seconds – this is on par with the performance of a supercar. Audi can govern the top speed to 250 km/h (*155.3 mph*) or an optional 280 km/h (*174.0 mph*).

In addition to its light weight, the Audi TT RS has its sporty chassis to thank for its outstanding handling. The direct steering provides close contact with the road and makes it a pleasure to drive challenging winding stretches. For the first time in a series-production Audi, Matrix OLED technology (organic light emitting diode) is used in the rear lights as an option. These emit an extremely homogeneous, high-contrast light. In addition, they offer designers entirely new possibilities for staging the light.

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



High-tech, elegance and top comfort: The new Audi A4 L

More space – less weight: a major distinguishing feature of the new Audi A4 L. At a length of 4.81 meters (*15.8 ft*) and sporting a larger wheelbase of 2.91 meters (*9.5 ft*) – which is four centimeters (*1.6 in*) more than on the previous model – passengers travel in full-size vehicle comfort with the spaciousness that comes with it. Despite this, the vehicle's unladen weight has dropped significantly – by as much as 110 kg (*242.5 lb*) compared with its predecessor. The highly streamlined shape of the midsize sedan, with a drag coefficient of 0.23, also makes a huge contribution to efficiency.

The new sedan offers many intelligent technologies. All important data can also be shown in the Audi virtual cockpit, which is available as an optional feature. The range of driver assistance systems sets standards in the class. For the first time ever, Audi is supplying Matrix LED technology with dynamic turn signals for the Audi A4 L. As standard, the car is equipped with xenon plus units for illuminating the road ahead.

Two TFSI engines are available for the new A4 L in China. Customers can choose a 2.0 TFSI with either 140 kW (190 hp) or 185 kW (252 hp).

Intelligent mobility for megacities: the Audi connected mobility concept

The Audi connected mobility concept car, which is making its debut at Auto China 2016, is based on the new Q3 that launches on the Chinese market this year. It offers sporty and multifunctional mobility for metropolises with millions of residents, and it was specially tailored for markets with growing urbanization such as China.

Integrated into the rear bumper is a multifunctional longboard that is 1.05 meters (*3.4 ft*) in length. The infotainment system of the concept car computes the fastest mobility mix based on real-time traffic data that takes the destination and the planned arrival time into account. If the longboard is the faster mode of transportation for getting to the destination, the system recommends that the driver continue the trip with the electrically powered board. The longboard's battery has a range of more than 12 km (*7.5 mi*) at a top speed of 30 km/h (*18.6 mph*).

More information is available from the Audi Media Center at:
www.audi-mediacyber.com/en/beijing-2016.

You will find a full-length recording of the Audi Press Conference in German and English at: www.audimedia.tv. The video file is also available as a download.

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Fuel consumption of the models named above

Audi TT RS Coupé and Audi TT RS Roadster:

The vehicles are not yet on sale. They have not yet received a general operating permit and are therefore not subject to Directive 1999/94/EC.

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.