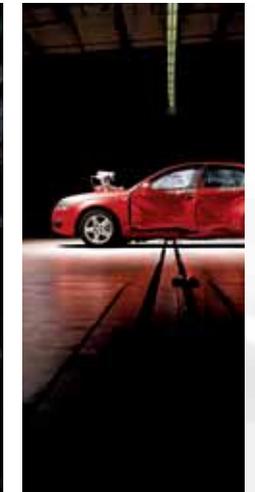




A7



substance always wins the day



It takes more than hard work, dedication and vision to create the truly exceptional. It takes something intangible. Something you can't quite put your hands on. It's courage, guts, perseverance, passion and fierceness of focus all wrapped into one.

And it's this intangible characteristic that defines all of us at Audi. It's the driving force behind every pencil line we draw, every calculation we make and every idea we deem not good enough.

It's why every inch and curve and angle has purpose. It's why

we test our cars at the highest of speeds for hours on end so they can be driven on any surface and in any condition – rain, shine or white-out blizzard.

It's why substance always wins the day. It's why cutting a corner, even a weld seam in the

trunk, would be sacrilegious. And it's why for us scrutiny is so deeply ingrained it's like the very act of breathing.

This is Truth in Engineering. And this is Audi.





a badge doesn't define you
it represents you

European vehicle and specifications shown with optional equipment.



A7



brehtaking

This completely new vehicle was born from a blank sheet of paper. The result is the stunning, all-new Audi A7. Athletic, elegant and dramatic, the A7 is a five-door coupe with the graceful look of a benchmark luxury sedan.

The visual drama of the A7 is defined by three simple but profound lines. Each contributes to its distinctive and progressive look. The shoulder, or Tornado line, creates tension; it is the artistic line that is essential to defining the A7 as an icon. The dynamic line runs from the bottom bar of the Singleframe® grille along the air inlets and side sills to the tail, creating a sense of forward thrust. And the roofline, with its low, sweeping profile, completes the assertive look, accentuating its shape.

Wolfgang Egger, Head of Design for the Audi Group, expresses it best; “The emotion of the design aesthetic means a successful synthesis of sense and sensuousness.” When design elements come together on a scale of this magnitude, it elevates engineering to an art form.

European vehicle and specifications shown with optional equipment.



heightened



The interior of the A7 is a bold expression of contemporary design. It's an interior that does more than complement the dramatic exterior; it holds its own as a symbol of progressive design and artistic expression. The A7 overflows with the impeccable attention to detail of hands-on craftsmanship and unmatched comfort and style,

while its wraparound sky-liner dashboard is a testament to Audi fit and finish. The open, airy atmosphere creates an aesthetic that is uncluttered, pure and elegant.

Infusing the luxurious interior with the latest innovative technologies, the A7 continues the Audi legacy of inspired interior design.





Audi drive select Handbook
comfort auto dynamic individual
Car systems Set Individual

quattro

27
DVS
RADIO
MEDIA
CAR



European vehicle and specifications shown with optional equipment.





intense

The A7 is more than a design icon, it sets a high standard for performance and handling as well. Central to this is the 3.0-liter supercharged V6. With 310 hp and 325 lb-ft of torque eagerly await-

European vehicle and specifications shown with optional equipment.



ing your whim, the A7 more than lives up to its dynamic looks. The technologically advanced engine comes equipped with a supercharger, which adds pulse-quickening power. In fact, it produces far more power than other,

similar engines that don't have a supercharger.

The excellent handling dynamics of the A7 are most directly tied to the advanced technology of quattro® all-wheel drive. quattro not only inspires confidence, no

matter the road conditions, it also turns every corner into a performance opportunity.

Further enhancing the performance and handling experience is the innovative Audi drive select. This system offers several distinct

driving configurations: Comfort, Auto, Dynamic or Individual, allowing you to customize your driving preference. With Audi drive select, your A7 delivers a driving experience that's ideal for you.

perfection

The aesthetic appeal of the A7 is tempered by sophisticated luxury. Thoughtful touches like the leather seating surfaces, which are anatomically contoured, remind you that when it comes to luxury you are literally sitting in the lap of it. Further supporting this notion is the eight-way power adjustable seating with four-way lumbar support for the driver. The available heated seats* for all passengers and three-stage seat ventilation for front passengers drives the luxury theme home. Yet, what is really driving it, is you. All of the essentials,

such as the available MMI® touch, are at your fingertips.

Luxury isn't only what you see, but also what you hear. The optional state-of-the-art Bang & Olufsen® Advanced Sound System has 1,300 watts of power for clear, concert-quality sound delivered through 15 speakers.

All of the materials throughout the A7 are meticulously chosen, designed and honed to work in concert. With this attention to detail, the A7 more than delivers on its promise of luxury.

* Heated front seats are standard. Heated rear seats are optional.



European vehicle and specifications shown with optional equipment.





265 mi 10 E Street Radio 4:41 pm



AIRBAG

Audi multimedia
72° 68°
FRONT AC SYNC

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D/S
1 2 3





brilliant



A gorgeous exterior does not disappoint when you look a little deeper. Avant-garde design gives way to groundbreaking performance and a powerful, efficient engine. The distinctive Audi look is found all the way through the design, including the LED lighting. The only thing that can outshine them is the remarkable quattro® all-wheel drive. It inspires confidence with superior performance and handling you can rely on – regardless of the conditions.

Combined, the overall design and embedded technologies of the A7 create a progressive, innovative luxury vehicle.

momentum



Audi relentlessly pushes the boundaries, refusing to acquiesce to the status quo. By utilizing the latest infrared and radar technologies to help detect hazards, Audi has developed a number of advanced driver assistance features to help keep you out of harm's way long before danger has revealed itself. These available features include Audi side assist, adaptive cruise control, night vision assistant and Audi pre sense plus.

Innovative Audi technology is designed to deliver convenience. The available Audi advanced key allows you to lock, unlock and start the A7 without removing the key fob from your pocket or purse. When a hand is placed on the A7, the doors will automatically unlock. Once inside,

the steering wheel is unlocked and the engine comes to life as you depress the brake and the ignition button.

Another innovative technology is the head-up display. It puts important information right where you can see it – in the bottom portion of your windshield – without obstructing your view of the road. Plus, the available MMI® touch allows full control of navigation destinations, radio presets and directory information with a swipe of your finger.

The A7 raises the bar for all others in its class, shifting technology and innovative thinking into the next echelon.









fortitude

Safety in the A7 reflects the very best of Audi engineering and technology.

Keeping you on the road and in your intended direction of travel is critical to keeping you out of harm's way. This is where quattro® all-wheel drive shines. Thanks to four driven wheels and the genius of quattro, your A7 delivers unparalleled traction on almost any type of road and in most weather conditions.

This enhanced traction of quattro is complemented by the advanced technology of Electronic Stability Control (ESC), which includes Anti-lock Brake System (ABS) and Anti-Slip Regulation (ASR). Together, they add an element of safety.

An array of available driver assistance technologies provides the driver with a number of conveniences that help keep you alert to danger. Audi side assist helps monitor your blind spot areas while helping make you aware of unseen vehicles. Once the turn signal is activated and a vehicle is detected by the system, flashing LED lights

in the side view mirror housing illuminate to help warn you of possible obstructions.

Adaptive cruise control helps maintain a comfortable space between you and the vehicle in front. It will help detect the risk of a frontal collision and reduce the speed of the A7, as well as issue a number of warnings. Part of this response includes a partial application of the brakes. In some situations, full braking will occur via Audi braking guard in Audi pre sense plus. Once the road ahead is clear, adaptive cruise control resumes your original preset speed in a timely manner.

If a critical situation is detected, Audi pre sense plus prepares for impact by tightening the safety belts, adjusting the seats and closing the windows and sunroof. Additionally, Audi pre sense plus includes four phases of assisted braking, from an audible reminder, to fully assisted braking.

With a long list of comprehensive active and passive safety features, no other car looks after your well-being like the new Audi A7.

European vehicle and specifications shown with optional equipment.



performance fueled by unconventional thinking

■ FSI®

FSI offers the benefits of increased performance and fuel efficiency.* FSI direct injection delivers a precise amount of fuel directly into the engine cylinders, as opposed to the engine intake runners. This advanced process helps ensure a more complete combustion, thereby diminishing

waste and increasing power.

Additionally, the specially designed piston heads compress the fuel-air mixture in a spiraling motion, creating the most efficient combustion possible. Making the most of these technologies allows for greater efficiency in the combustion process.

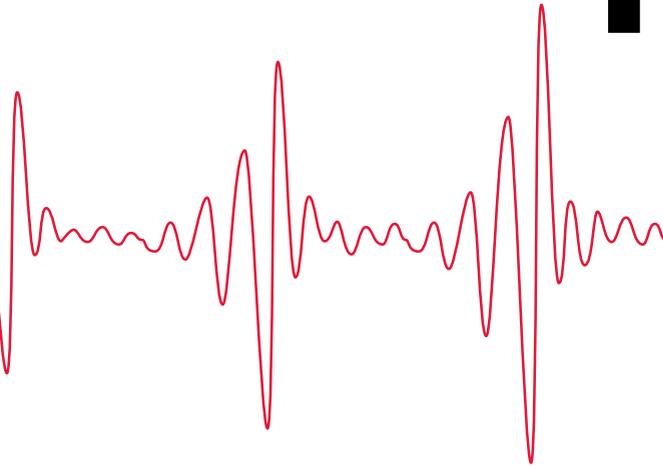
By combining FSI technol-

ogy and forced induction, such as a supercharger, the 3.0-liter engine employs a variation of FSI called TFSI®. The principle and benefits are identical. TFSI engines take advantage of significantly higher compression ratios and cylinder pressure, thus fully atomizing fuel and optimizing boost response. The compressor condenses the air flowing into

the engine, allowing more air into the cylinder and thereby creating more power from each ignition. This type of engine produces greater power than a similar engine without forced induction, significantly improving the engine's power-to-weight ratio. Consequently, Audi is able to use a smaller, more efficient engine and achieve similar power and

European vehicle and specifications shown with optional equipment.

pulse



3.0-liter TFSI engine with 2,995 cc of displacement

Maximum 310 hp @ 5,500 – 6,500 RPM

Maximum 325 lb-ft of torque @ 2,900 – 4,500 RPM

TFSI direct injection with up to 120 bar of pressure

A high compression ratio of 10.3:1

0 – 60 MPH in 5.4 seconds



3.0 TFSI

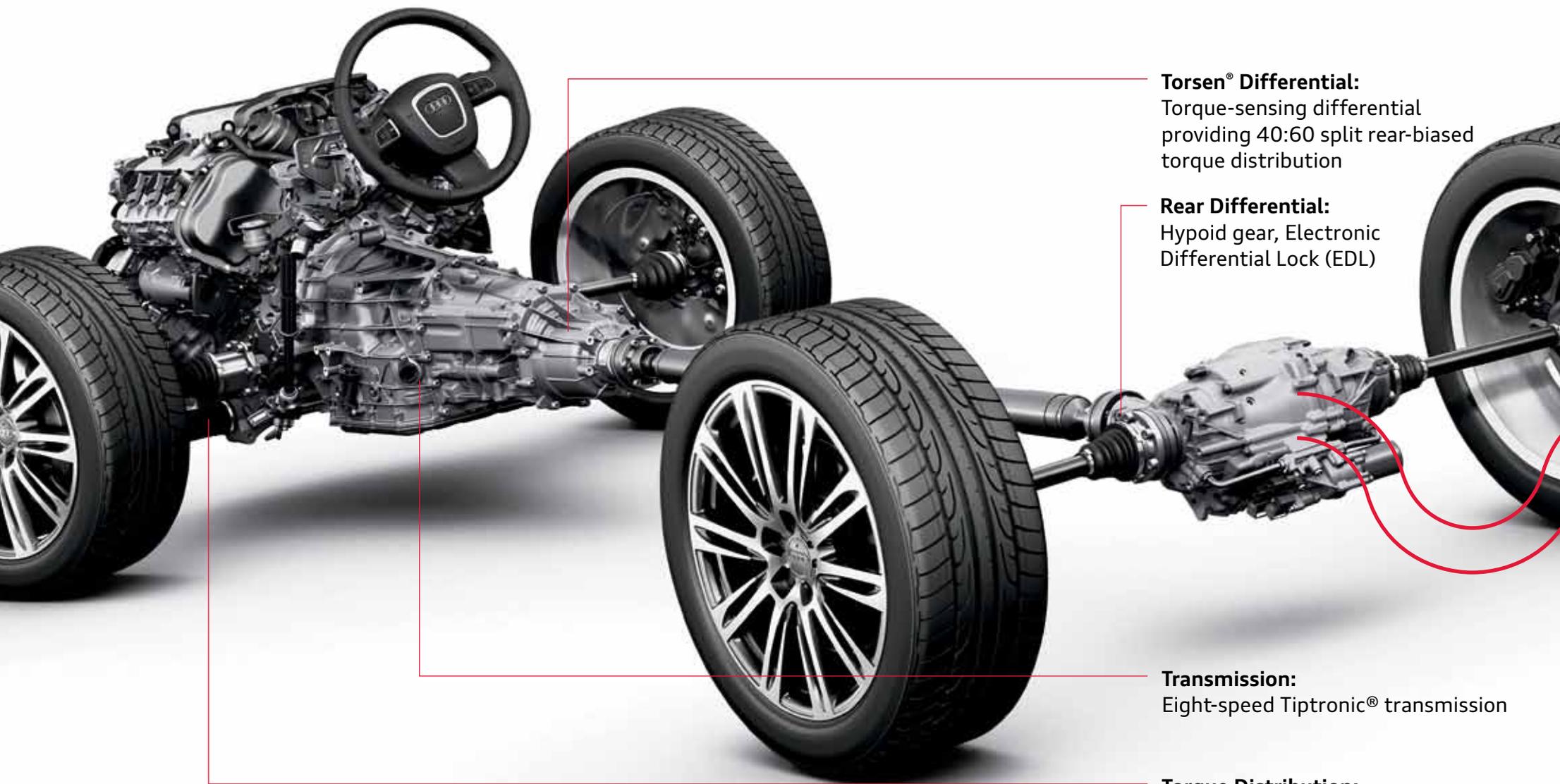
The all-aluminum Audi 3.0-liter TFSI® V6 engine benefits from the combination of FSI direct injection and supercharging to create 310 hp and 325 lb-ft of torque. The impressive torque is generated over a wide range, from 2,900 to 4,500 RPM, making full power usable at any speed. The four-vane Roots-style supercharger makes the 3.0-liter V6 exceptional. The potent combination of FSI with supercharging allows Audi to achieve V8 power and torque with the efficiency* of a V6.

performance results typically found in a larger, less fuel-efficient engine.

The beauty of FSI and TFSI technologies is that they work at any RPM, maximizing efficiency and generating responsive and optimal power during all driving conditions.



* 18 city/28 highway mpg. EPA estimates. Your mileage will vary.



Torsen® Differential:
Torque-sensing differential providing 40:60 split rear-biased torque distribution

Rear Differential:
Hypoid gear, Electronic Differential Lock (EDL)

Transmission:
Eight-speed Tiptronic® transmission

Torque Distribution:
The rear-biased torque distribution results in neutral handling, agile steering, minimal load change reactions and increased driving stability

get ready, this is where
it becomes visceral

Illustration not representative of A7. European vehicle and specifications shown with optional equipment.



awe



The concept is ingenious, the solution brilliant. Often imitated, nothing drives like quattro®, the world's most innovative all-wheel drive system. It's a technology that we've been developing for 30 years. And the competition? They're just now beginning to realize what we've known for three decades.

For you, quattro® means unmatched traction and confidence in less-than-ideal driving conditions and unequalled performance all other times.

Permanent all-wheel drive systems are not created equal. And

they certainly don't perform that way, either. quattro® all-wheel drive is essentially a mechanical system devised around a torque-sensing, self-locking center differential that shifts torque instantaneously to where it's needed. This means the quattro® system is adjusting power between front and rear axles more than 100 times a second, helping ensure that torque is delivered to the wheels where traction exists.

In normal driving situations, quattro® distributes the power between each axle by sending 40 percent to the front wheels and

60 percent to the rear wheels, helping enhance the driving dynamics and maintain optimum control. Constantly assessing grip, quattro® helps ensure the best possible combination of traction and handling.

What you experience behind the wheel is confidence-inspiring handling. Curves are relished. Rain and snow are greeted with

relative indifference. And every drive is an experience in performance bliss. That's the benefit of having quattro® under you.



With multiple vehicle handling and performance combinations available, Audi drive select allows you to alter the driving and handling characteristics to suit your preferences.

Whether you prefer the smooth, luxurious ride of Comfort mode or the more direct and firmer responses of Dynamic mode, Audi drive select helps you tailor the vehicle's driving characteristics to your liking. With the simple press of a button, one of the three pre-

set configurations can be selected. Choose Comfort, Auto or Dynamic mode, and Audi drive select manages the Servotronic® steering, transmission shift characteristics and throttle response.

Comfort mode creates a more pliant ride by adjusting the throttle for smoother off-the-line acceleration and promoting earlier transmission upshifts while reducing steering resistance. Comfort mode is ideal for casual in-town driving, or anytime the driver de-

sires a more relaxed and comfortable ride.

By selecting Dynamic mode, Audi drive select accommodates more spirited driving by allowing later transmission upshifts at higher RPMs, thereby capitalizing on the available engine power. Dynamic mode also helps tighten the steering and makes the engine's throttle response more crisp. All of this adds up to a more visceral driving experience.

In Auto mode, Audi drive select adapts the vehicle dynamics according to driver inputs. In normal, around-town driving, the system behaves similar to how it does in Comfort mode, offering a comfortable and pliant experience. When the road opens up and the driving gets exciting, Audi drive select tightens the steering and allows for upshifts to happen at higher RPMs. Auto mode is ideal for all-around driving and when there's a mixture of driving environments.



European vehicle and specifications shown with optional equipment.

Adding to the versatility of Audi drive select, the Individual mode allows for personalized settings for throttle response, transmission shift characteristics and steering dynamics. Setting up the variables is intuitive and simple via the MMI® system. With the Individual mode managing many personalized variations, you can configure the vehicle's driving dynamics according to your precise preferences.

versatile

your Audi, your way

■ Engine

Audi drive select adjusts the engine's throttle response to ensure that acceleration is smooth in Comfort mode and spirited in Dynamic mode, and helps sense your driving style in Auto mode, responding and adjusting accordingly.

■ Transmission

Similar to altering the acceleration characteristics, Audi drive select adjusts the shift points of the transmission according to the mode selected. In Dynamic mode, Audi drive select helps the transmission to upshift later, allowing you to enjoy the linear power at higher RPMs. In Comfort mode, Audi drive select programs the transmission to shift earlier at lower RPMs, resulting in a more luxurious driving experience.

■ Servotronic® Steering

Servotronic is speed-dependent power steering in which the amount of power assist provided is dictated by road speed, helping provide even more comfort and convenience for the driver. The amount of power assist is greatest at low speeds, making it easier to maneuver the car. At higher speeds, an electronic sensing

system gradually reduces the level of power assist, creating a more dynamic steering sensation.





connected

customizing nearly every aspect
of your driving experience

■ MMI® touch*

The innovative MMI touch allows for handwritten inputs via your index finger and the touchpad. Change radio stations with six backlit button presets, scroll through the optional navigation* maps and input destinations or dial your BLUETOOTH®-enabled phone as if you were drawing with your index finger. It's a virtually effortless and completely intuitive way to personalize your driving experience.

■ A7 Setup Features

The MMI system in the new A7 allows you to personally tailor a vast array of vehicle settings. For example, you can adjust Audi drive select, seating preferences, exterior lighting, central locking, background lighting, Homelink®, driver assist settings and air conditioning. Individual preferences are all accessed, and modified via the MMI system. The system will also help monitor your service intervals to help ensure that your A7 performs flawlessly for years to come.

■ Audi Connect*

An available mobile connection can be activated in the vehicle, turning the A7 into a rolling hot spot. This allows up to eight devices to connect to the Internet at once. Internet access allows on-line services via Google® POI (Points of Interest) and makes it easier to find your destination. In addition, the driver is able to look up the weather forecast, news, gas prices and travel information. This service is available with a free six-month trial subscription.

Audi sets the standard for user interfaces with the available MMI touch. The MMI touch offers several groundbreaking features. Among these is the revolutionary touchpad. It allows you to effortlessly input navigation destinations and directory information into the MMI system with only the touch of your finger.

The center console provides intuitive access to the central control dial and the four soft keys for navigating the MMI system menus. Additional menu, car set-up and return buttons



complete the central control area.

Entering a destination or telephone number is as simple as spelling it with your fingertip, a completely familiar and intuitive action for everyone. Conveniently, the touchpad defaults to the six preset radio station buttons. The system acknowledges each entry acoustically to confirm the entry. Along with MMI touch, the system

offers operating functionality with the dial and voice control.

Whichever way you choose to interface with the MMI system, you'll enjoy the available large 8" brilliant color screen. It gracefully deploys from the dashboard once the ignition is switched on. Important topics and navigation items are grouped in a new and innate logic around the main menu.



■ Voice Control*

Building on the convenience of the MMI system, voice control allows you to operate the main functions, such as telephone and directory, with voice commands. The navigation system is also voice-enabled, allowing for town and street names to be spoken as a navigation destination. The same capability exists for the telephone feature.

■ Telephone

The MMI system offers integrated BLUETOOTH® technology to support more than one BLUETOOTH®-compatible mobile phone. The system allows the driver or passengers to seamlessly switch among the supported phones and their listings as well as the contacts stored in the MMI system.

■ Media

Managing your entertainment options with the MMI system is effortless. With a simple push of a button, the MMI interface allows you to select among the radio tuner, CD/DVD player, Audi music interface or the optional integrated hard drive. The hard drive allows you to preload 20 GB of personal audio files. The media source menu and music options are easily viewed on the high-resolution MMI screen.

■ 3D Navigation*

The Audi 3D Navigation can be enhanced with optional Google Earth™ integration. The MMI screen displays 3D satellite imagery and terrain information. For added convenience, a large number of cities are displayed in a detailed 3D format, visually articulating building and road specifics for easier readability. Real-time traffic information is also displayed, offering an enhanced level of convenience.

* Optional.

vigilant

proactive protection fueled by technology



European vehicle and specifications shown with optional equipment.

The A7 offers the most advanced driver assistance features designed to help you in the event of a collision while also helping to avoid one in the first place. At the heart of this technology is Audi pre sense.

Audi pre sense offers a number of occupant-protection features. These preventive measures are activated when an extreme driving maneuver is detected, such as heavy braking. At that moment, a number of systems are engaged. Safety

belt pre-tensioners are activated, brakes are prepared and, if extreme lateral forces are detected, the sunroof and windows close. Once the situation has dissipated and normal driving conditions return, all systems revert to their original state.

Features available in both our Driver Assistance and Innovation Packages are Audi side assist, adaptive cruise control and pre sense plus. Above 19 MPH, Audi side assist helps monitor blind spot areas and rapidly approaching vehicles from the rear up to a range of about 150 ft. If the system identifies another vehicle, it informs the driver via LED lights in the exterior mirror.

Also included in both packages is Audi adaptive cruise control, which helps monitor the distance to the vehicle in front via radar sensors, and reduces or resumes speed to help maintain the driver-selected distance.

Audi pre sense plus works with Audi side assist and Audi adaptive cruise control to enhance its driver assistance features. Should Audi pre sense plus detect the risk of a frontal collision through the adaptive cruise control radar sensors, the driver will be given various warnings – an audible warning as well as a partial application of the brakes via Audi braking guard. In addition, the airbags* are primed, and

the brake system is pre-filled to ensure that maximum brake force is achieved with minimal pressure applied to the brake pedal. If a collision is imminent, full-braking is applied following the initial warnings. This is designed to help reduce the severity of the collision.

When a collision scenario is detected from the rear with Audi pre sense plus, seats and head restraints are adjusted for maximum support. Additional protection comes from the pre-conditioned airbags*.

All of these systems working together add a layer of driver awareness, helping you stay out of harm's way.

Audi Night Vision Assistant: As an available option to the A7's Innovation Package, Audi's night vision assistant utilizes thermal imaging to detect pedestrians up to 300 feet, and static objects up to 1,000 feet, away. This means pedestrians can be seen with night vision on the head-

up display in one of two stages. Once detected, the pedestrian is highlighted in yellow as a warning. If the detected pedestrian moves into your path, they are highlighted in red, signifying a possible critical situation.

Airbags*: The A7 is equipped with a full complement of ten available airbags* to offer additional protection in the event of a collision.



* Airbags are supplemental restraints only and do not deploy in all crash circumstances. Always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age.

A7 Premium



Audi xenon plus headlights with LED daytime running lights | The signature LED daytime running lights and high-intensity headlights not only add a distinct look to the vehicle, they also improve visibility while using half the energy of conventional bulbs.

+ **HomeLink®** | HomeLink is integrated into the overhead controls and uses a simple three-button system to control garage doors, gates and even lights in your home.

+ **Driver memory** | At the touch of a button, the driver seat is set to your desired level. This feature stores up to two driver settings.



Audi drive select | Exclusive to Audi, this system provides advanced control of the vehicle's steering, transmission shift characteristics and engine response. The system offers drivers the ability to configure vehicle drive characteristics exactly to their liking with the choice of Comfort, Auto, Dynamic or Individual settings.



Keyless Start | With the touch of a button, the driver can start/stop the engine without removing the key from a pocket or purse.



Heated front seats | With a convenient touch of a button, the multilevel seat heating system warms the entire surface of the seat.

+ Feature not shown

Features listed are standard on the Premium model unless otherwise noted. European vehicle and specifications shown with optional equipment.



Leather-wrapped, four-spoke, multifunction steering wheel | The leather-wrapped, four-spoke, multifunction steering wheel has a refined look and feel, while providing a clear view to the Driver Information System (DIS), navigation voice prompts, audio volume control, BLUETOOTH® operation, voice control and radio and CD track selection.



LED taillights | LED lights are superior to conventional bulbs thanks to faster activation speeds and bright light emissions. In addition, they can last an entire vehicle lifetime and consume up to 50 percent less energy while adding a signature look to your Audi.



Audi music interface | This connective technology offers intelligent integration with the iPod® and iPhone®. Any iPod® Generation 4 and higher may be connected, providing full iPod® controls on the MMI® screen. This feature allows connection of a USB flash drive or a conventional auxiliary audio input as well.

- + **18" seven-spoke wheels with all-season tires** | The luxurious appearance of these 18" wheels with all-season tires offers a refined complement to the style of the A7.
- + **Leather seating surfaces** | High-quality leather complements the vehicle seat design while enhancing the overall interior style.
- + **Eight-way, adjustable power front seats** | The eight-way, power seats are equipped with power adjustment for forward/backward position, seat height, seat and backrest angle, as well as electric four-way lumbar support for the driver seat.
- + **BLUETOOTH® mobile phone preparation** | The advanced technology of the Audi A7 allows you to conveniently access your BLUETOOTH®-enabled phone's features via the MMI operating system, including access to audio streaming and easy, hands-free communication. For specific compatibility and operation instructions, refer to audiusa.com/bluetooth or contact your local Audi dealer for the latest listing of compatible phones.

+ Feature not shown

A7 Premium Plus



Audi MMI® Navigation with MMI touch | The A7 comes equipped with the latest generation of MMI, with 20 GB of storage for WMA and MP3 music files and an NVIDIA® processor to enhance graphics. Intuitive and distraction-free, MMI touch technology allows you to access directories and navigation with a single stroke of the finger, so you can give the road the focus it deserves. This generation MMI also offers HD Radio™ Technology and a color driver information system, real-time traffic and 3D topography graphics that include the buildings in many cities. Also included is voice control for navigation, telephone and entertainment functions.



Audi Connect with Google Earth™* | Audi Connect turns the A7 into a Wi-Fi hot spot, allowing both front and rear passengers to retrieve information on the Internet conveniently and securely. Users can search and import addresses directly into the navigation system, while weather forecasts and up-to-date news and travel information are displayed with clear information graphics and maps. Additionally, the Google Earth™ images setting displays 3D topographical maps and satellite imagery for a dynamic driving experience.



Auto-dimming, power-adjustable and manual-folding exterior mirrors | Exterior mirrors with automatic dimming recognize glaringly bright headlight beams behind the car and darken the mirror glass automatically. In addition to being electronically adjustable, the manual-folding feature helps protect the mirrors by collapsing them inward to fit in tight spaces.



19" ten-spoke wheels with 255/40 all-season tires | The luxurious appearance of these 19" wheels offers a refined complement to the style of the A7, while the all-season tires help provide a safe and comfortable ride in a variety of weather conditions.

+ **Audi parking system plus with rearview camera** | This safety-enhancing system integrates a rear view camera for real-time viewing of the rear parking area, while front and rear ultrasonic parking sensors measure the distance to the nearest object and audibly warn you when the distance becomes unsafe.

+ Feature not shown

Features listed are standard on the Premium Plus model unless otherwise noted.

* This service is available with a six-month trial subscription. European vehicle and specifications shown with optional equipment.



S line® front and rear bumpers | The unique S line bumpers accentuate the already powerful and bold exterior of the A7.



Four-zone, automatic climate control | Occupants in the driver and front passenger seats, as well as the occupants of the outer rear seating areas, can select and control their desired level of heating or cooling via the center console. A light sensor on the dashboard adjusts the system based on the sun's intensity.



Bose® Premium Sound System | The 14-speaker, 630-watt sound system is individually tailored to the vehicle interior. The Bose® Premium Sound System offers 14 high-performance speakers that include Bose® Acoustic Wave speaker technology, and are further enhanced by the AudioPilot® noise compensation feature, which adjusts volume in response to unwanted road noise, enhancing the listening experience.

- + **Ventilated front seats** | Should you require cooling, you can select a ventilation mode to circulate air through perforations in the seats for increased comfort and airflow.
- + **Audi advanced key** | With this advanced keyless entry system, your vehicle can be locked or unlocked and started without removing the key from a pocket or purse. When the key is present, doors can be unlocked, the steering wheel can be released and the vehicle can be turned on without inserting the key into the ignition.
- + **Power tilt steering column** | The power-adjustable steering column is an added touch of luxury and convenience, helping ensure that your driving position is optimized and comfortable.
- + **Ambient Lighting Package** | The interior lighting package features ambient illumination on the doorsill, center console and door bags for a driving environment that exudes distinction and style.

+ Feature not shown

A7 Options



20" ten-parallel-spoke wheels with 265/35 summer performance tires* | The unique and dramatic profile of these ten-parallel-spoke alloy wheels highlights the progressive look of the A7.

[Premium Plus and Prestige only]



LED headlights | The A7 offers the unmistakable LED lighting technology that mimics daylight, helping to reduce eye strain. Consuming only 40 watts, the high beams, turn signals, daytime running lights and low beams all feature this efficient yet powerful technology. [Prestige only]



Bang & Olufsen® Advanced Sound System | This unrivaled 1,300 watt sound system combines state-of-the-art technologies that include Acoustic Lens technology, proprietary Digital Signal Processing (DSP) and ICE-power® digital amplification with a detailed study of the Audi interior. More than a sound system built into a car, with 15 speakers, the system is a virtual concert hall on wheels. [Prestige only]



Side Assist Package | This available package includes a number of driver convenience features such as power-folding mirrors, Audi side assist and pre sense rear. Audi side assist helps monitor your blind spot areas and alert you to vehicles you may not otherwise see. When a collision scenario is detected from the rear with Audi pre sense rear, seats and head restraints are adjusted for maximum support while the airbags[†] prime for impact.

+ **Rear side airbags[†]** | The A7 offers rear side airbags[†], which can help reduce the risk of severe injuries in certain collisions.

+ Feature not shown

European vehicle and specifications shown with optional equipment.

* See important safety information regarding summer performance tires.

† Airbags are supplemental restraints only and do not deploy in all crash circumstances.

Always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age.

A7 Packages



19" Sport Package | For more performance-oriented handling characteristics, the 19" Sport Package includes a specially tuned, lower, firmer sport suspension. The 19" five-double-spoke wheels have a bold, aggressive design and come equipped with summer performance tires.* The Sport Package includes a three-spoke, multifunction steering wheel with shift paddles, allowing effortless, race-inspired gear shifting while enabling you to keep your hands on the wheel.



20" Sport Package | The 20" Sport Package offers the same sport suspension and three-spoke, multifunction steering wheel with shift paddles as the 19" Sport Package, but comes equipped with dynamically designed 20" ten-parallel-spoke wheels equipped with summer performance tires.*
[Premium Plus and Prestige only]



Cold Weather Package | In addition to the standard front heated seats, this package provides the rear occupants their ideal level of comfort via the multilevel seat heating system, which is designed to heat the entire surface of the seat; warming is initiated with a convenient button. Also included is a heated, multifunction steering wheel, which provides easy access to the audio interface, navigation voice prompts, and telephone dialing.



Innovation Package | This package includes available technologies to help keep you out of harm's way, while increasing the comfort of your ride. Technologically advanced systems are included throughout as well. The all-new head-up display shows important driver information such as speed, navigation and trip distance. Night vision can detect distant objects at approximately 1,000 feet, and pedestrians 300 feet, ahead. Once a pedestrian is registered, the system identifies them in yellow. If they move into the anticipated path of the A7, they are highlighted in red and accompanied by an acoustic warning. Also included are LED headlights. [Prestige only]

+ **Driver Assistance Package** | A package that ensures you're always in control, as the A7's adaptive cruise control automatically adjusts for appropriate speed and distance. Audi's side assist sensors supervise your blind spots, while embedded LED lights alert you to oncoming traffic. And as an extra line of defense, Audi's pre sense plus warns the driver when a potential collision scenario is detected.
[Premium Plus and Prestige only]

+ Feature not shown

European vehicle and specifications shown with optional equipment.

* See important safety information regarding summer performance tires.

A7 Accessories



20" Cartesia five-arm wheel | An elegant, open design with five parabolic arms, each described by one thin and one medium blade. The blades and rim edge are machined to a bright finish, and the remaining surfaces are graced by a rich silver tone. Every Audi alloy wheel design is engineered, manufactured and tested to meet rigorous factory and regulatory standards — an area where other wheels often fall short.



Audi Guard indoor storage cover | A lightweight, easy-to-use cover helps protect the finish of your A7. Intended for indoor use only. Includes a storage bag.



Audi TravelSpace base carrier bars | Attached to strong side brackets, these bars are the durable foundation of the Audi roof-rack system. Note: All roof-rack system attachments require the base carrier bars. All attachments sold separately.



Audi Guard splash protectors | Help protect the finish of your A7 with custom-fit splash guards. Made of crack-resistant rubber. Available in sets of two for front and rear.

- + **Audi Guard textile floor mats** | These precision-fit mats are made of long-life fabric to help protect the interior of your Audi vehicle from the elements. Skid-resistant. Available in sets of four mats.
- + **Audi Guard all-weather floor mats** | Deep-ribbed, channeled design helps protect the floor and carpeting from water, mud, sand and snow. Rubber mats come in Black and feature the A7 logo. Available in sets of two for front or rear.
- + **Audi Guard load protection film** | This custom-fit transparent film helps protect the rear bumper from scratches while loading and unloading.



18" seven-spoke wheels with 255/45 all-season tires | The luxurious appearance of these 18" wheels with all-season tires offers a refined complement to the style of the A7. [Premium]



19" ten-spoke wheels with 255/40 all-season tires | This impeccably designed wheel provides a touch of sporty elegance to the A7. [A7 Premium Plus, A7 Prestige]



19" five-double-spoke wheels with 255/40 summer performance tires* | The dynamic look of the 19" wheels is complemented by the summer performance* tires that offer enhanced handling. [Optional with A7 Sport Package only]



20" ten-parallel-spoke wheels with 265/35 summer performance tires* | The unique and dramatic profile of these ten-parallel-spoke alloy wheels, along with the enhanced handling of summer performance tires, highlight the progressive nature of the A7. [Optional on A7 Premium Plus and A7 Prestige, requires Sports Package]

European vehicle and specifications shown with optional equipment.

* Summer performance tires are designed for optimum performance and handling in warm climates. They are not suitable for cold, snowy or icy weather conditions. If you drive under those circumstances, you should equip your vehicle with all-season or winter tires, which offer better traction under those conditions. We suggest you use the recommended winter or all-season tires specified for your car or their equivalent. These summer performance tires also have a lower aspect ratio that aids performance and handling. However, in order to avoid tire, rim or vehicle damage, it is important that the inflation pressure is regularly checked and maintained at recommended levels. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces, or upon encountering road debris or obstacles. Please also remember in making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than other choices. Finally, these tires may wear more quickly than other choices. For more information on all of these topics, please consult the owner's manual, your local dealer or call 1-800-FOR-AUDI.

A7 Interior Seating | Decorative Inlay

BLACK LEATHER | NATURAL BROWN ASH WOOD INLAY



NOUGAT BROWN LEATHER | NATURAL BROWN ASH WOOD INLAY



DECORATIVE INLAY OPTIONS

NATURAL BROWN ASH WOOD INLAY [Option]



DARK BROWN WALNUT WOOD INLAY [Option]



* Optional inlay shown.
† Also available with dark carpet options.

TITANIUM GRAY LEATHER | DARK BROWN WALNUT WOOD INLAY**



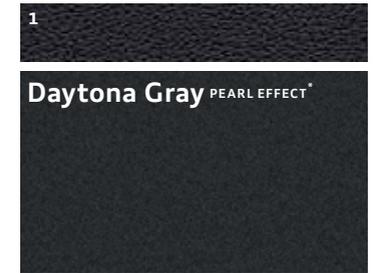
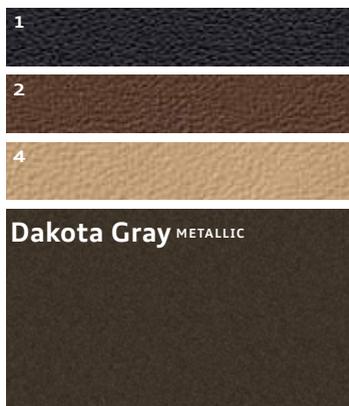
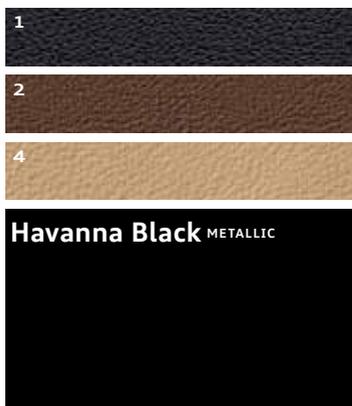
VELVET BEIGE LEATHER | DARK BROWN WALNUT WOOD INLAY†



European vehicle and specifications shown with optional equipment.

A7 Make yours.

- 1 | Black
- 2 | Nougat Brown
- 3 | Titanium Gray
- 4 | Velvet Beige



* Prestige only.

A7 Specifications | Configurations

Chassis | Technical

A7

| | |
|--|---|
| Five-link front suspension with upper and lower control arms, stabilizer bar and individual coil springs/shock absorbers | S |
| Independent trapezoidal-link rear suspension | S |
| Servotronic® speed-sensitive power steering – varies assistance based on vehicle speed | S |
| quattro® permanent all-wheel drive system utilizing torque-sensing center differential – 40:60 rear-biased torque split | S |
| Eight-speed Tiptronic® automatic transmission | S |

Safety | Security

A7

| | |
|--|---|
| Full-size, dual-threshold airbags* for driver and front passenger | S |
| Driver and front passenger seat-mounted thorax side airbags* | S |
| Sideguard® head curtain airbags* for both rows of seats | S |
| Driver and front passenger knee airbags* | S |
| Rear side airbags* | O |
| Rigid body shell with energy-absorbing zone | S |
| Side intrusion protection | S |
| Anti-theft vehicle alarm system with vehicle immobilization device | S |
| Lower Anchors and Tethers for CHildren [LATCH] in rear seats | S |
| Safety belts, three-point inertia-reel for all occupants, with belt pre-tensioners and force limiters at the front | S |
| Audi backguard system | S |
| Power central locking system with safety unlock feature if airbag* deploys | S |
| Electronic Stability Control [ESC] | S |
| Tire-pressure monitoring system | S |
| Audi hill hold assist | S |
| Anti-lock Brake System [ABS] with Electronic Brake-pressure Distribution [EBD] | S |
| Dual-circuit brake system | S |
| Anti-slip Regulation [ASR] | S |
| Front ventilated disc brakes | S |
| Rear ventilated disc brakes | S |
| Audi pre sense plus | O |

O Option

S Standard

The table above represents the standard equipment on the Premium model. Many popular options are combined and available on the Premium Plus and Prestige models. Please see the package contents in this brochure for complete details.

| Exterior | A7 |
|--|-----------|
| Singleframe® grille | S |
| Heated windshield washer nozzles | S |
| Dual-exhaust pipes | S |
| Chrome exhaust tips | S |
| Sunroof | S |
| S-line® exterior | O |
| Audi xenon plus with LED daytime running lights | S |
| Full LED headlights | O |
| LED taillights | S |
| Power-adjustable, manual-folding, auto-dimming, heated side mirrors with memory | S |
| Power-adjustable, power-folding, auto-dimming, heated side mirrors with memory | O |
| Power tailgate | S |
| Interior | A7 |
| Four-spoke, multifunction steering wheel | S |
| Four-spoke, multifunction, heated steering wheel | O |
| Three-spoke, multifunction steering wheel with shift paddles | O |
| Manual-tilt and telescoping steering column | S |
| Power-tilt and telescoping steering column | O |
| Driver-side memory | S |
| Door handles with LED lighting | S |
| Genuine wood decorative inlays | S |
| Leather shift knob | S |
| Power central locking system with radio-operated key fob remote control for doors, deck lid and fuel door with selective unlocking | S |
| Three-zone climate control | S |
| Four-zone climate control | O |
| Auto-dimming interior mirror with digital compass | S |

| Interior (CONTINUED) | A7 |
|--|-----------|
| Eight-way power, heated front seats with four-way power lumbar adjustment for driver | S |
| Driver and front passenger climate seats with ventilation | O |
| Leather seating surfaces | S |
| Six-step heated front seats | S |
| Six-step heated rear seats | O |
| Infotainment Technology | A7 |
| Audi MMI® Navigation plus [†] with real-time traffic information | O |
| MMI touch | O |
| BOSE® Surround Sound with AudioPilot® noise compensation | O |
| Bang & Olufsen® Advanced Sound System | O |
| Six-disc CD changer | O |
| Audi music interface | S |
| SIRIUS® Satellite Radio with three-month trial subscription | S |
| HomeLink® remote transmitter | S |
| Audi advanced key | O |
| BLUETOOTH®* preparation for mobile phone | S |
| Backlit instrument cluster with automatic brightness control | S |
| Eight-color driver information display | O |
| Voice control system [controls mobile phone, audio and navigation] | O |
| Audi drive select | S |
| Light/rain sensor | S |
| Audi side assist | O |
| Audi pre sense plus | O |
| Head-up display with Night Vision Assistance | O |
| Audi parking system plus with rearview camera | O |
| Electronic cruise control with coast, resume and accelerate features | S |
| Adaptive cruise control – maintains preset distance from vehicle front | O |

* Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age.

† Audi Navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle's electrical system, and existing wireless and satellite technologies, must be available and operating properly for the system to function. The system is designed to provide you with suggested routes in locating addresses, destination and other points of interest. Changes in street names, construction zones, traffic flow, points of interest and other road system changes are beyond the control of Audi of America, Inc. Complete detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible, therefore you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgement in determining whether or not to follow a suggested Audi Navigation plus route. Periodically, the mapping is updated, and a new DVD will be required in order to maintain the latest navigation information available to us. These will be available for purchase from time to time at an additional cost. Consult your dealer or call 1-800-FOR-AUDI for details.

* Your Audi vehicle is equipped with a phone preparation utilizing BLUETOOTH® interface to enable hands-free functionality [compatible mobile phones sold separately]. You will need a BLUETOOTH®-enabled mobile phone in order to utilize this function. Not all BLUETOOTH®-enabled mobile phone models are compatible with Audi phone preparation. Visit audiusa.com/bluetooth, or contact your local Audi dealer for the latest listing of compatible phones. Audi recommends use of the Audi phone cradle [sold separately] with your mobile phone while operating this vehicle.

A7 Model Configuration

A7 3.0-liter TFSI® with eight-speed Tiptronic® automatic transmission and quattro® all-wheel drive

Power and Performance

+ 3.0-liter supercharged, DOHC V6 gasoline engine with dual intercoolers, FSI® direct injection and variable valve timing

+ Horsepower: 310 hp @ 5,500 – 6,500 RPM

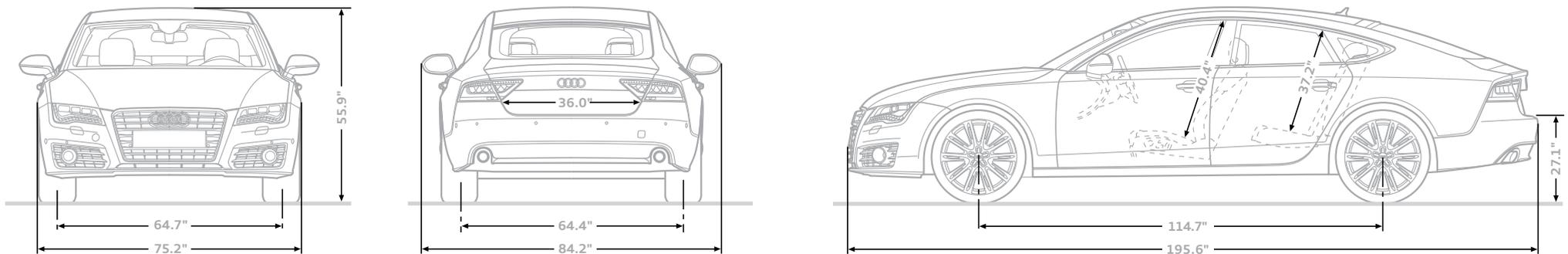
+ Torque: 325 lb-ft @ 2,900 – 4,500 RPM

+ 0 – 60 MPH in seconds: 5.4

+ Top track speed*: 130 MPH

+ Fuel economy estimates, city/highway: 18/28

A7 Dimensions



* Top track speed for A7 electronically limited to 130 MPH in the U.S. Obey all local speed and traffic laws. 18 city/28 highway mpg. EPA estimates. Your mileage will vary.

2012 | A7

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BR-A7-10-1200US

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