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Audi of America announces pricing for updated 2017 Model Year vehicles

- **Full model line improvements for 2017 Model Year vehicles, building on momentum of 64 consecutive months of record sales**
- **Sportier interior and exterior design packages offer more personalization options for customers**
- **Audi smartphone interface, which supports Apple CarPlay™ and Google™ Android Auto, now available on more Audi models than ever before**

HERNDON, Virginia, May 16, 2016 – Audi today announced its lineup for the 2017 Model Year, including full line pricing and numerous vehicle additions and enhancements.

Continuing its growth strategy, with a focus on producing top-quality vehicles and having offerings in the right segments, along with significant enhancements in technology, design and driving dynamics, Audi announces its 2017 Model Year lineup. In the 2017 model year vehicles, more features become standard across the model lineup and sportier interior and exterior design packages offer more personalization options for customers. Technology packages, including Audi smartphone interface, which supports Apple CarPlay™ and Google™ Android Auto, is now available on more models than ever before.

Highlights of the 2017 Model Year line-up changes are as follows:

2017 Audi A5/S5 Coupe and Cabriolet Model Line

The Audi A5 and S5 Coupe and Cabriolet models continue to sport refinements in beauty, power and efficiency. The A5 Sport Coupe and Cabriolet models now feature standard S line® competition plus exterior elements, a 3-spoke flat-bottom steering wheel with shift paddles (for models equipped with Tiptronic® transmission) and front and rear parking sensors. Also added to the A5 model line for 2017 is an optional Convenience package, offering heated front seats with driver memory, Audi advanced key and auto-dimming exterior mirrors. Available Black optic package on the A5 Coupe Sport models now includes 19" Audi Sport® 10-spoke-Y design gloss black finish wheels and gloss black exterior mirror housings and grille surround.



2017 Audi A6 Model Line

The 2017 A6 models receive updated exterior design enhancements, for a more dynamic presence on the road, and improved in-vehicle infotainment, including Audi smartphone interface for compatible devices (available on 2.0T variants and standard on 3.0T variants). All A6 variants now come standard with S line exterior styling and 18" 10-spoke-V design wheels. The available Sport package offers a 19" 10-spoke design wheel and available Black optic package offers 20" 5-arm-star design wheel with a black polished finish.

Also new for 2017 is the sports-oriented A6 3.0T competition model produces 340 hp and 325 lb-ft of torque and includes standard quattro® drivetrain along with a rear quattro sport differential which further improves driving dynamics. The unique interior styling of the A6 competition includes S sport Valcona leather seats with diamond contrast stitching and a flat bottom steering wheel with shift paddles. The exterior is made sportier with standard S exterior, black mirror housings, 20" 5-double-spoke titanium wheels and red front and rear brake calipers.

2017 Audi A7 Model Line

The A7 and S7 become more advanced with standard Audi smartphone interface for compatible devices, BOSE® Surround Sound and new standard 19" 5-spoke-V-design wheels. New for 2017 is the A7 3.0T competition model which offers an even higher level of sporty refinement with a standard S line exterior, red brake calipers and 20" 5-double-spoke titanium wheels.

Similar to the S6 model line, the S7 model line will be offered with a Premium Plus trim level and new design and wheel options including a 20" 5-parallel-spoke-S design wheel, a 21" 5-arm-Rotor titanium wheel with the available Black optic package and red front and rear brake calipers with the available S7 Sport package.

2017 Audi A8 Model Line

For the 2017 model year, the esteemed A8 continues its tradition of benchmark luxury offerings with enhanced design packages. The A8 L equipped with the 3.0T 6-cylinder engine now comes standard with Sport exterior styling. The optional Black optic package on 3.0T and 4.0T models includes black exterior accents, darkened taillights and unique 20" 5-double-spoke wheels with titanium finish. The Executive package continues to be available for 3.0T models and includes advanced driver assistance features such as head-up display, Audi side assist and Audi pre sense rear. Also new for this year, the A8 will only be offered with a long-wheel base.

The latest variant of Audi's flagship sedan, the S8 plus, equipped with a 4.0T 8-cylinder engine which produces an impressive 605 hp and 553 lb-ft of torque offers new interior design selections including black leather seats with Arras red stitching.



2017 Audi Q3 Model Line

For 2017, the compact Q3 crossover is now available at the Premium entry-level trim, offering many of the standard features that were previously only available on Premium Plus, including 12-way power front seats, panoramic sunroof and LED taillights and daytime running lights. Premium Plus models now come standard equipped with heated, power folding exterior mirrors with driver auto-dimming, and a power tailgate with a programmable preset opening. The available Sport plus package includes the Sport interior package with Audi drive select, front Sport seats and a 3-spoke multifunction steering wheel with shift paddles, as well as 19" 10-spoke titanium matte wheels, and a Black optic exterior package consisting of a black Singleframe® grille, black roof rails and black window surrounds.

2017 Audi Q5 Model Line

The successful Q5 now offers even more standard equipment for 3.0T Prestige models including a 3-spoke multifunction steering wheel with shift paddles, Audi drive select and adaptive cruise control. In addition to the features on the 3.0T, SQ5 Prestige models now come standard equipped with dynamic steering and offer a new Black optic plus package which adds a matte black rear diffuser and high-gloss black rear spoiler, door handles and exterior mirror housings. All Q5 2.0T Premium Plus models will now include 19" 5-arm-star-design wheels with all-season tires as standard equipment.

2017 Audi TT Coupe and Roadster Model Line

The iconic 2017 TT and TTS feature exciting new design options in addition to more standard features. New for 2017, the TT will come standard equipped with a rearview camera and auto-dimming, power-folding side mirrors. The Black optic package available for TT includes a black Singleframe® grille surround, black exterior mirror housings and unique 19" 5-double spoke titanium finish wheels. For TTS the Black optic package also adds a black rear diffuser and unique 20" 5-V-spoke design titanium finish wheels.

Additional Model Changes

The Q7, A4 and R8 are all-new for the 2017 model year. The 2016 A3 and allroad model lines do not receive model year enhancements ahead of full-vehicle refreshes.



Model Year 2017 Manufacturer Suggested Retail Prices & Retail Release Dates*

(Excluding destination charge, taxes, title, options and dealer charges. Dealer sets actual price.)

Model			Premium	Premium Plus	Prestige	Single Trim
A4 Sedan	2.0T	S tronic FWD	\$37,300	\$41,100	\$45,900	/
A4 Sedan	2.0T	S tronic q	\$39,400	\$43,200	\$48,000	/
A5 Cabriolet	2.0T	Tiptronic q	/	/	/	\$48,600
S5 Cabriolet	3.0T	S tronic q	/	/	/	\$61,100
A5 Coupe	2.0T	Tiptronic q	/	/	/	\$42,200
A5 Coupe	2.0T	Man q	/	/	/	\$41,200
S5 Coupe	3.0T	S tronic q	/	/	/	\$54,100
S5 Coupe	3.0T	Man q	/	/	/	\$53,100
A6 Sedan	2.0T	S tronic FWD	\$47,600	\$51,600	/	/
A6 Sedan	2.0T	Tiptronic q	\$49,800	\$53,800	/	/
A6 Sedan	3.0T	Tiptronic q	/	\$58,600	\$61,600	/
A6 Competition	3.0T	Tiptronic q	/	/	\$67,600	/
S6 Sedan	4.0T	S tronic q	/	\$70,900	\$74,100	/
A7	3.0T	Tiptronic q	/	\$68,800	\$71,350	/
A7 Competition	3.0T	Tiptronic q	/	/	\$76,550	/
S7	4.0T	S tronic q	/	\$79,900	\$82,900	/
RS 7	4.0T	Tiptronic q	/	/	\$110,700	/
RS 7 perform.	4.0T	Tiptronic q	/	/	\$129,500	/
A8 L	3.0T	Tiptronic q	/	/	/	\$82,500
A8 L	4.0T Sport	Tiptronic q	/	/	/	\$91,500
S8 plus	4.0T	Tiptronic q	/	/	/	\$115,900
Q3	2.0T	Tiptronic FWD	\$31,800	\$34,500	\$39,200	/
Q3	2.0T	Tiptronic q	\$33,900	\$36,600	\$41,300	/
Q5	2.0T	Tiptronic q	\$40,900	\$43,150	/	/
Q5	3.0T	Tiptronic q	/	\$46,400	\$53,200	/
SQ5	3.0T	Tiptronic q	/	\$53,300	\$60,800	/
Q7	3.0T	Tiptronic q	\$54,800	\$58,800	\$64,300	/
R8 Coupe	V10	S tronic q	/	/	/	\$162,900
R8 Coupe	V10 plus	S tronic q	/	/	/	\$189,900
TT Coupe	2.0T	S tronic q	/	/	/	\$43,500
TTS Coupe	2.0T	S tronic q	/	/	/	\$52,500
TT Roadster	2.0T	S tronic q	/	/	/	\$47,000

*Destination and delivery charge is not included in MSRPs listed. Destination charges on 2017 MY vehicles are as follows:

- R8 model line \$1,250
- All other models \$950

- End -



ABOUT AUDI

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands globally. The Audi Group delivered over 1,800,000 vehicles to customers globally in 2015, and broke all-time company sales records for the 6th straight year in the U.S. Through 2019, AUDI AG plans to invest about 24 billion euros - 70 percent of the investment will flow into the development of new models and technologies. Visit www.audiusa.com or www.audiusa.com/newsroom for more information regarding Audi vehicles and business topics.

Always pay careful attention to the road and do not drive while distracted.

“Efficiency” based on EPA estimates. See www.fueleconomy.gov for details. Your mileage will vary and depends on several factors including your driving habits and vehicle condition.