



European model shown

2017 A4

Audi Canada Product Information Book

REVISED FEBRUARY 2016—FOR INTERNAL USE ONLY
All information subject to change.

Vorsprung durch Technik **Audi** 



Audi

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Market Overview

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A4 at a glance

Drivetrain	Output	On-Sale Date*
2.0-litre TFSI® four-cylinder engine with seven-speed S tronic® dual-clutch automatic transmission and quattro® all-wheel drive	252 hp, 273 lb-ft torque	March 2016
2.0-litre TFSI® four-cylinder engine with seven-speed S tronic® dual-clutch automatic transmission and front-wheel drive	190 hp, 236 lb-ft torque	TBA

*Subject to change



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Market Overview

Segment & Key Competitors



Audi	BMW	Mercedes-Benz	Lexus
A4 2.0T: 2.0-litre I-4 252 hp/273 lb-ft	328i: 2.0-litre I-4 241 hp/258 lb-ft	C300: 2.0-litre I4 241 hp/273 lb-ft	IS 200t: 2.0-litre I-4 241 hp/258 lb-ft



Acura	Infiniti	Jaguar	Volvo
TLX: 2.4-litre I-4 206 hp/182 lb-ft	Q50: 2.0-litre I-4 TBA	XE 20d: 2.0-litre I-4 177 hp/318 lb-ft	S60 Cross Country T5: 2.5-litre I-5 250 hp/266 lb-ft

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Market Overview

Buyer Profile

Demographic Overview

A4 aligns well with segment average

Segment	A4	3 Series	C Class	ATS	IS250	Q50
% Male Buyer	70%	70%	72%	66%	79%	83%
Median Age	50	49	47	51	55	53
% English 1st Language	67%	69%	66%	63%	69%	76%
University Graduate	38%	41%	36%	41%	32%	37%
Have Children	20%	21%	24%	19%	14%	19%
Mean HHI	\$169,171	\$177,874	\$180,366	\$165,570	\$135,643	\$192,429

Purchase Reasons

“Please rate the importance of each attribute in your purchase decision”

B Segment	Audi A4	BMW 3 Series	Mercedes-Benz C Class
All-Wheel/Four-Wheel Drive 32%	All-Wheel/Four-Wheel Drive 46%	All-Wheel/Four-Wheel Drive 32%	All-Wheel/Four-Wheel Drive 28%
Fun To Drive 22%	Fun To Drive 24%	Fun To Drive 27%	Reliability/Dependability 22%
Exterior Styling 21%	Quality Of Workmanship 19%	Road Holding/Handling Capabilities 19%	Brand Image/Prestige 21%
Brand Image/Prestige 19%	Brand Image/Prestige 19%	Engine Performance 19%	Value For The Money 21%
Value For The Money 18%	Exterior Styling 19%	Brand Image/Prestige 18%	Exterior Styling 19%
Reliability/Dependability 18%	Road Holding/Handling Capabilities 18%	Exterior Styling 17%	Quality Of Workmanship 19%
Quality Of Workmanship 16%	Reliability/Dependability 18%	Quality Of Workmanship 15%	Manufacturer's Reputation 17%
Engine Performance 14%	Value For The Money 17%	Value For The Money 13%	Safety Features 17%
Manufacturer's Reputation 14%	Ride Quality 14%	Reliability/Dependability 13%	Fun To Drive 16%
Road Holding/Handling Capabilities 13%	Manufacturer's Reputation 11%	Fuel Economy 12%	Engine Performance 12%

The A4 aligns well with the top purchase reasons for the segment, and is clearly the car for those who prioritize AWD. Brand reputation and prestige are also reasons for purchasing the A4.

*Source: Maritz NVCS 2013-2014



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Product Profile

Highlights & Key Attributes

Exterior lighting* The Audi A4 offers strikingly designed exterior lighting technology and, in typical Audi fashion, offers both form and function. A4 Komfort models offer xenon plus headlights as standard equipment, while full LED headlights are available on Progressiv models and standard equipment on Technik models. At the rear, all A4 models are equipped with LED taillights that feature dynamic turn signals. Additionally, high-beam assist is available via the LED lighting package on Progressiv models and is standard on Technik models.

quattro®* The Audi A4 is available with quattro® permanent all-wheel drive with self-locking centre differential. In its basic configuration, the planetary gear set splits the drive torque asymmetrically between the front and rear axles to promote dynamic handling. In conjunction with the wheel-selective torque control (torque vectoring), the drive force is distributed to each individual wheel depending on the driving situation.

Audi drive select Standard on the A4, Audi drive select includes four driver-selectable modes (Comfort, Auto, Dynamic and Individual) for a nearly perfect tailored drive. When equipped with the available comfort-tuned adaptive damping suspension, the electrically controlled hydraulic shock absorbers continually adjust the damper valves for maximum comfort while lowering the car body by about 10 mm from the standard suspension ride height.

Audi virtual cockpit & HUD* The available Audi virtual cockpit is an innovative, fully digital instrument cluster embodying the progressivism of the Audi A4. A large, 12.3-inch display delivers vibrant colour at 60 frames per second, thanks to NVIDIA® quad core processing power. There are two unique modes for viewing vital data: Classic and Infotainment.

Classic mode offers a crisp, clear view of a traditional speedometer and tachometer; Infotainment mode minimizes the classic gauges while maximizing navigation or other infotainment visuals. And, for the first time, a full-colour head-up display is available in the A4, projecting relevant driving information directly in the driver's field of vision.

Audi connect® assistance and security services* A new suite of assistance and security services are available with the Audi A4 and included for 10 years after the purchase of a new vehicle. These include SOS call (automatic crash notifications and manual emergency calling), online roadside assistance, Audi service request, and, in case of the unthinkable, Stolen Vehicle Locator services to help authorities locate a stolen A4. Audi connect services will be available in the second half of 2016.

Bang & Olufsen® 3D Sound System* The Audi A4 integrates 3D sound in its highest quality with the available Bang & Olufsen® 3D Sound System (9VS). 3D sound can be generated from any source and creates a previously unknown feeling of spaciousness within the vehicle. The interior feels acoustically larger as music can be reproduced in its most original form. Impressive, lifelike musical enjoyment is delivered through 19 speakers powered by a 16-channel amplifier with an output of 755 watts. High-quality speaker design also enhances the interior design of the vehicle.

Climate control The standard three-zone automatic climate control system possesses haptic functionality and design, such as capacitive rocker switches for front climate control, and ventilation through an air diffuser vent that helps recreate natural airflow. Air-quality sensors allow for automatic switching between ambient air and recirculation mode.



*Refer to dealer order guides for availability

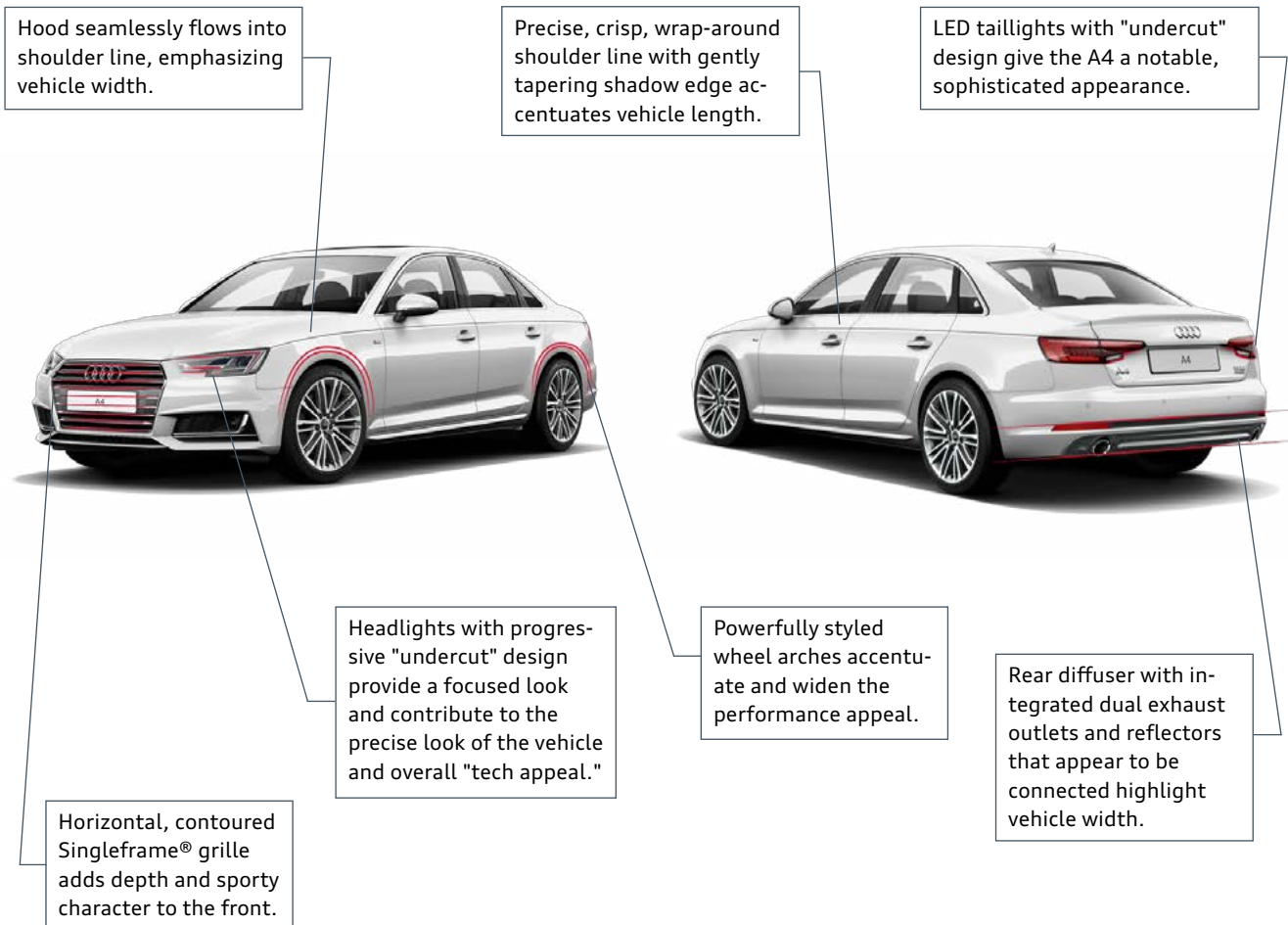


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Product Profile

Exterior Design - Overview

New A4 design language Technological innovations found throughout the new Audi A4—from redeveloped engines to the Audi virtual cockpit—provide the inspiration for the all-new exterior design. With a balance of engaging, precise design details (like new, ergonomically inspired door handle operation and door-mounted side mirrors) and sporty proportions, the exterior of the new A4 looks striking and succeeds in depicting the many pioneering advancements in the all-new vehicle.



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European model shown in Ibis White



Audi

Product Profile

Exterior Walkaround - 2.0T Komfort Standard Features



Shown in Manhattan Grey metallic

1. Singleframe® grille with Aluminum-optic surround
2. Sport front fascia with Aluminum-optic front air intake trim
3. Xenon plus headlights with LED daytime running lights
4. Power-adjustable heated exterior side mirrors
5. 17" 5-parallel-spoke design wheels
6. Aluminum window mouldings
7. LED taillights with dynamic turn signals
8. Integrated dual exhaust outlets



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Product Profile

Exterior Walkaround - 2.0T Technik with S line® Sport package



Shown in Tango Red metallic

1. Singleframe® grille with Aluminum-optic surround
2. S line® front and rear bumpers with Aluminum-optic front air intake inserts
3. Full LED headlights with dynamic headlight range control
4. Power-folding, power-adjustable, auto-dimming, heated exterior side mirrors with memory
5. S line® side sill blades (and S line® fender badges)
6. Parking system plus with top view camera system and rear view camera (front and rear acoustic parking sensors)
7. 19" Audi Sport® 5-V-spoke design Titanium-matte finish wheels
8. Aluminum window mouldings
9. LED taillights with dynamic turn signals
10. Integrated dual exhaust outlets

Audi Canada
Audi A4
2017



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Product Profile

Interior Design - Overview

"Tech appeal" Like the exterior design of the vehicle, the new interior design has a high-tech feel through puristic and driver-focused designs. A new horizontally oriented architecture creates a sense of spaciousness and breadth, while infotainment features like the large MMI® display and available Audi virtual cockpit help to create a driver-centric space.



- ▶ **Aeroacoustics:** With a standard acoustic windshield and a body designed with low cabin-noise levels in mind, the acoustic comfort inside the Audi A4 sets the standard for the B segment and is even comparable with models from the C/D segment.
- ▶ **Ambient LED lighting:** Standard Ambient LED interior lighting highlights the interior design of the cabin and the progressive nature of the new A4. Available preset and customizable colour profiles exemplify Audi expertise in LED lighting.
- ▶ **Horizontal lines & dashboard design:** The wing-design dashboard appears to hover above the centre console, which dips below. This, and three-dimensional inlay trim that spans from the door panels across the dashboard, gives the space both breadth and lightness. Climate control integration within the inlay trim contributes to an overall feeling of lightness.
- ▶ **Ergonomic controls:** A small number of controls with expanded functionality brings new levels of ease of operation to the Audi A4. An example of this is the MMI control interface with only two function buttons instead of four. The asymmetric design of the centre console is distinctly driver-focused, although the front passenger can also make use of the MMI display and controls.
- ▶ **Infotainment platform:** The infotainment platform in the new A4 reinforces the high-tech feeling inside the vehicle, with a slim yet generously sized MMI display and available Audi virtual cockpit and head-up display.



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Product Profile

Interior Walkaround - 2.0T Komfort Standard Features



1. Three-spoke multifunction steering wheel with shift paddles
2. 5" driver information system
3. High-mount 7" centre MMI® display
4. Wing-design wrap-around dashboard and three-zone automatic climate control with panoramic air vent strip
5. Diamond Silver/Grey inlays
6. Audi sound system with ten speakers
7. Folding and sliding front comfort armrest with height adjustment
8. Keyless engine start/stop
9. Sunroof (not shown)
10. Ambient LED interior lighting package (not shown)



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Product Profile

Interior Walkaround - 2.0T Technik with available S line® Sport package



1. Three-spoke multifunction flat-bottom sport steering wheel with shift paddles and S line® badge
2. Audi virtual cockpit
3. Stainless steel pedal cluster
4. High-mount 8.3" centre MMI® display
5. Wing-design wrap-around dashboard and three-zone automatic climate control with panoramic air vent strip
6. Brushed Aluminum inlays
7. MMI touch with handwriting-recognition technology
8. Bang & Olufsen® 3D Sound System
9. Folding and sliding front comfort armrest with height adjustment
10. Driver seat memory
11. Sunroof (not shown)
12. Ambient LED interior lighting package 2 (not shown)

Product Profile

Interior Design - Ambient Lighting

Customer benefit

Creates a positive sense of space and highlights high-quality materials throughout the interior.

Ambient interior lighting Individual, attractive and functional. The all-new Audi A4 offers two available Ambient Lighting packages with White LED illumination (QQ1) or three predefined colour profiles: White, Maritime Blue and Impulse Red (QQ2). In addition to predefined colour profiles, an Interactive setting can be selected, and illumination will automatically adjust based on Audi drive select mode. On Technik models, background and contour lighting zones can be customized by the driver from up to 30 colour settings via the Individual profile.



European model shown with ambient LED interior lighting package 2

When equipped with QQ2, the contour lighting on the upper door inlay illuminates as a warning if an approaching vehicle or cyclist is in the path of the door. This function is part of Audi pre sense® rear and is known as vehicle exit assist.

As a key USP for the A4, the version of Ambient LED interior lighting package 2 included on Technik trims (QQ2) offers centre console contour illumination as well as RGB colour technology that includes up to 30 colour settings for a heightened level of interior exclusivity.

Ambient LED interior lighting package (Komfort & Progressiv - QQ1)	Ambient LED interior lighting package 2 (Technik - QQ2)
Vanity mirror illumination	=
Overhead console illumination (front and rear)	=
Door speaker illumination (when equipped with B&O®)	=
Footwell illumination	=
Glove compartment illumination	=
Inside door handle pocket illumination	=
Trunk courtesy illumination	=
Front and rear door trim ambient lighting	=
Active door reflector illumination	=
Under door entry illumination (front and rear)	=
Outside door handle courtesy illumination	=
Cupholder contour illumination	=
Centre console controls illumination	=
Centre console wall/side illumination	=
	Upper door inlay contour illumination (with vehicle exit assist integration)
	Door pocket illumination
	RGB colour technology (30 possible colour selections/reproduction)



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




Product Profile

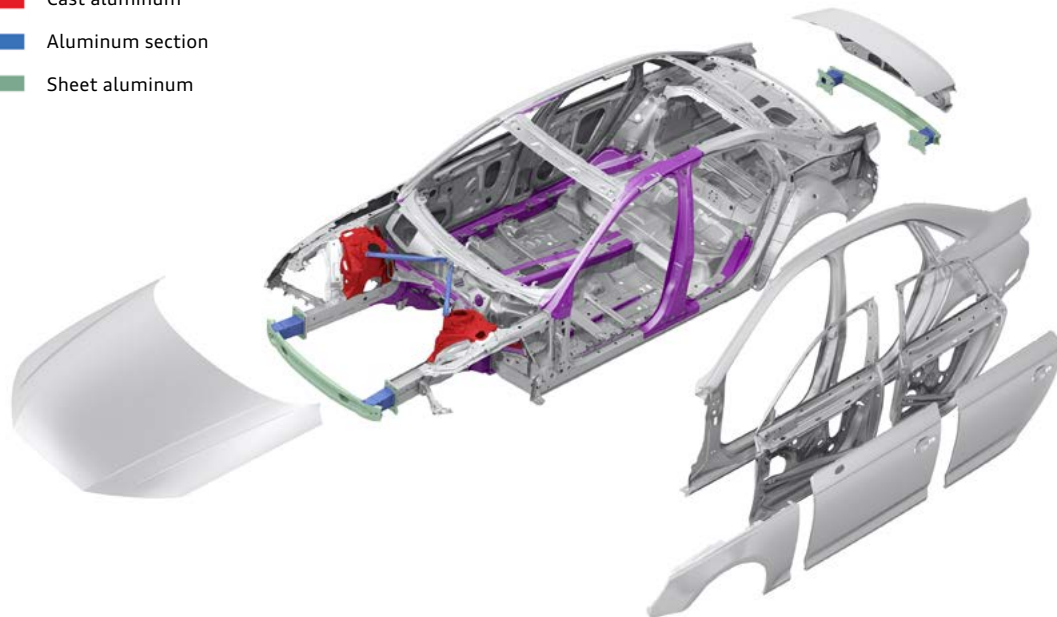
Construction

Customer benefit

Despite stricter safety standards and an increase in size, Audi achieved almost no weight gain with the new A4, contributing to the model's impressive efficiency.

Aluminum-hybrid lightweight construction Lightweight construction plays an important role in the new Audi A4. A very minimal weight gain was achieved through the strategic use of two types of steel and three types of aluminum, resulting in improved handling, lower fuel consumption and better ride quality (for example: fewer vibrations in the interior due to lower unsprung masses).

-  Conventional steel
-  Ultra-high strength steel
-  Cast aluminum
-  Aluminum section
-  Sheet aluminum



Additional strategic, lightweight measures include but aren't limited to:

- ▶ Suspension strut mounts from highly integrated die-cast aluminum, rather than sheet steel
- ▶ Weight-optimized load paths at rear axle
- ▶ Rear axle with monotube shock absorbers instead of twin-tube shock absorbers
- ▶ Forged aluminum axle links and pivot bearings
- ▶ quattro® suspension weight savings
- ▶ Compact engine construction with lower weight



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Product Profile

Engines - 2.0 TFSI® (high-output) with quattro® all-wheel drive

Customer benefit

An evolved 2.0-litre TFSI engine is more powerful than its predecessor yet remains an efficient choice.

2.0-litre TFSI engine Delivering 252 hp and 273 lb-ft of torque, the 2.0 TFSI four-cylinder engine stands out for its dynamism and efficiency. Enhancements include: exhaust manifold integration into the cylinder head, improvements to the Audi valvelift system, the electric wastegate of the turbocharger, and innovative thermal management. The start-stop system, standard on all Audi A4 models, has also been improved and helps in reducing fuel consumption.



Audi A4 2.0T quick facts

- ▶ 252 hp @ 5,000–6,000 rpm
- ▶ 273 lb-ft of torque @ 1,600–4,500 rpm
- ▶ 1,984 cc displacement
- ▶ 9.6:1 compression ratio

Engine Comparison	Displacement (cc)	Horsepower	Torque (lb-ft)
Audi A4 2.0T	1,984	252	273
BMW 328i	1,997	241	258
Mercedes-Benz C300	1,991	241	273
Lexus IS 200t	1,998	241	258
Jaguar XE 20d	1,999	177	318
Volvo S60 Cross Country T5	2,497	250	266

- Competitive strength
- Competitive threat



Product Profile

Engines - 2.0 TFSI® (B-cycle) with front-wheel drive

Customer benefit

A newly revised combustion method allows for an even more efficient variant of the 2.0-litre TFSI engine.

"B-cycle" engine A combustion method with shorter compression and longer expansion phases has been newly introduced in the 2.0-litre engine, to further increase the engine's efficiency. This efficiency is achieved during partial engine loads in particular, where the intake valves close much earlier than usual. This reduces throttling losses during aspiration (in conjunction with increased pressure in the intake manifold).

In the B-cycle engine, the compression ratio was increased from 9.6:1 to 11.7:1. During the shortened compression phase, the engine has to compress only about as much gasoline as a 1.4-litre TFSI engine. During the expansion phase, the engine is also more efficient, as the high compression ratio results in a higher level of pressure during combustion.

The combustion chambers, piston recesses, intake ducts and turbocharging of the new B-cycle engine are specially adapted to this combustion method. Under higher engine loads, the Audi valvelift system opens the intake valves later, resulting in a higher charge to ensure good power and torque delivery.



Partial load

- ▶ High compression ratio
- ▶ Intake valve closes early
- ▶ Shorter intake valve-opening duration
- ▶ Very low emissions



Full load

- ▶ Intake valve closes later
- ▶ Longer intake valve-opening duration
- ▶ High torque and power



Audi A4 2.0T B-cycle quick facts

- ▶ 190 hp @ 4,200–6,000 rpm
- ▶ 236 lb-ft of torque @ 1,450–4,200 rpm
- ▶ 1,984 cc displacement
- ▶ 11.7:1 compression ratio



Audi

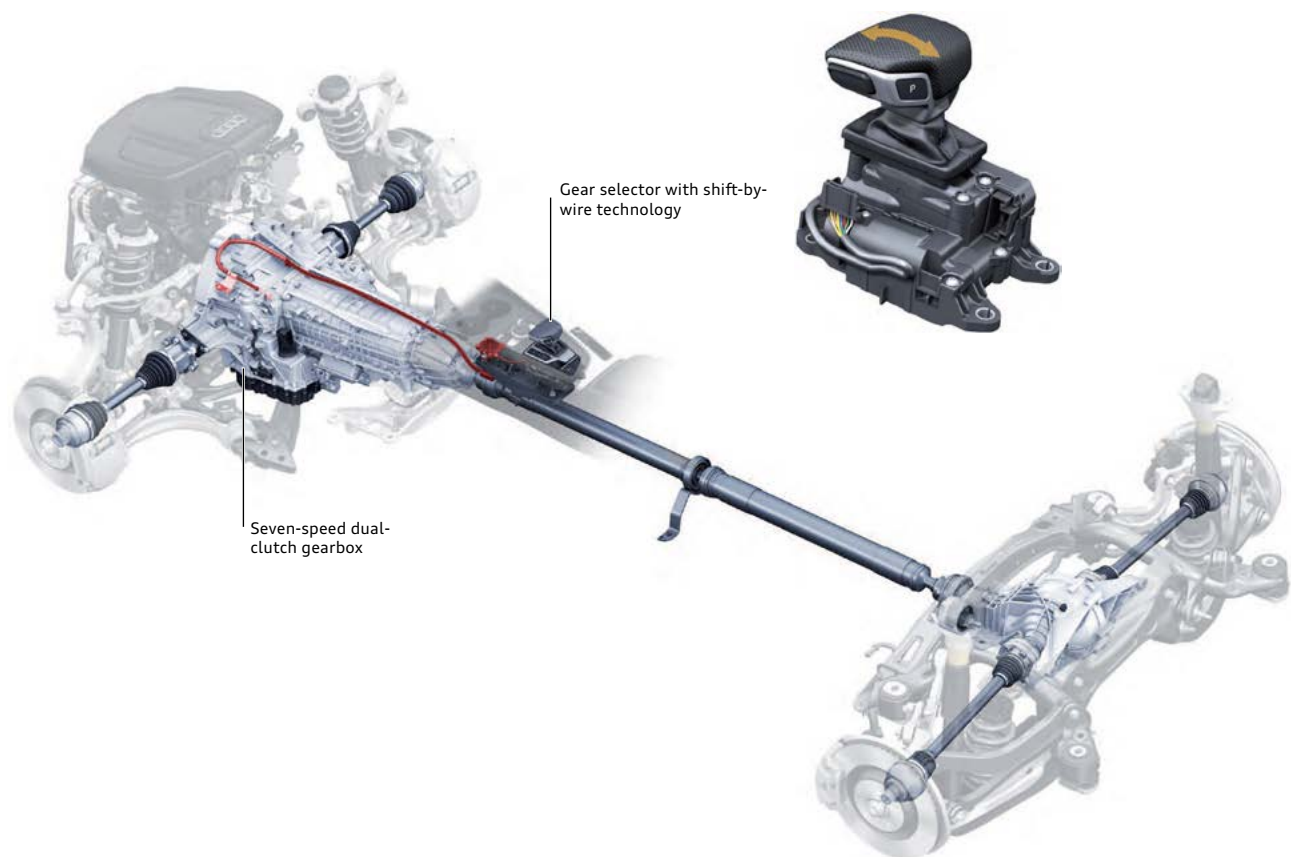
Product Profile

Transmission

Customer benefit

A newly developed S tronic® dual-clutch transmission melds excellent efficiency with dynamic shifting characteristics for a sporty yet comfortable drive with relatively low fuel consumption.

Seven-speed S tronic® dual-clutch automatic transmission For the first time on the Audi A4, drivers can enjoy the benefits of the seven-speed S tronic dual-clutch automatic transmission on both front-wheel drive and quattro® all-wheel drive vehicles. New, key advantages include: gear shift times of just a few hundredths of a second, and a significant weight savings compared to the predecessor multitronic® continuously variable and eight-speed Tiptronic® transmissions.



Shift-by-wire technology The new A4 uses the latest-generation Audi gear selector with full shift-by-wire capability, including automatic "park-by-wire" parking lock operation—the same technology used in the new Audi Q7 and new Audi R8.



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Product Profile

quattro®

Customer benefit

With quattro® all-wheel drive, active torque distribution to the rear axle enables high-precision and dynamic handling.

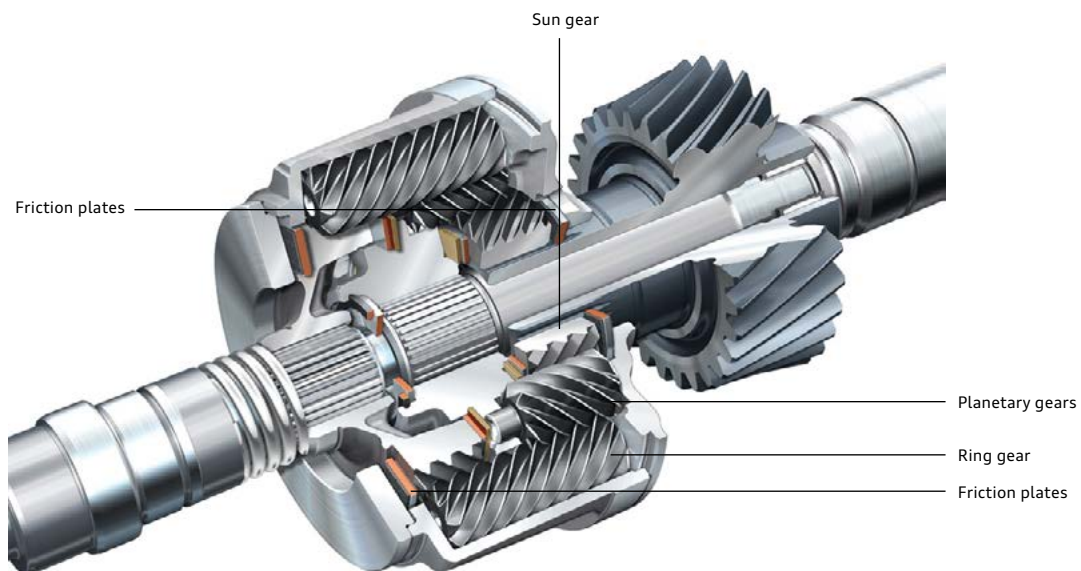
quattro® all-wheel drive quattro® all-wheel drive on the Audi A4 offers two key features: a self-locking centre differential and wheel-selective torque control (electronic torque vectoring), made possible by the self-locking centre differential, its planetary gear-set and a sophisticated ESC program.

Planetary gears are connected to a rotating housing (located between the ring and sun gears), which distributes drive torque asymmetrically between the front and rear axles. Under normal driving conditions, power is distributed 40:60 between the front and rear axles. This rear-biased distribution results in sporty handling and enables dynamic cornering. If traction loss at one of the axles is sensed, the helical form of the gear wheels and their oblique splines produce axial forces in the differential. In this way, a locking torque is generated, and the power is diverted to the wheels with better friction values. Up to 70% of the power can be diverted to the front, and up to 85% can be diverted to the rear.

Maximum distribution of power - front:rear



At higher cornering speeds, the wheel-selective electronic torque control intervenes and brakes the wheels on the inside of the corner with minimal, selective braking pulses for enhanced directional stability.





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Product Profile

Suspension

Customer benefit

Buyers can choose from available sport suspension or adaptive damping suspension to fit their driving needs.

Redesigned five-link suspension Thanks in part to newly developed standard front and rear suspension, the Audi A4 offers both a sporty driving experience and a comfortable ride for long distances. This newly developed five-link suspension layout was developed with lightweight construction in mind yet also allows for excellent steering precision through optimized steering-rack placement direct at wheel centres. Handling and comfort enhancements have also been made possible through the reduced unsprung weight of lightweight aluminum control-arm components and revised elastokinematic attributes.

Sport suspension (1BE) With available sport suspension, part of the S line® Sport package, ride height is approximately 20 mm lower than the standard suspension. Sporty suspension characteristics are achieved through the strategic use of tubular anti-roll bars, dampers, and steel springs with linear characteristics.

Adaptive damping suspension (1BL) Similar to the previous-generation A4, this wheel-selective suspension system uses continuous electronic damper control (CDCivo dampers) with comfort tuning, with a key new addition being a suspension control unit. This control unit houses the software for suspension and damping control plus the sensors for measuring acceleration and yaw rates, enabling the various suspension and damping combinations that make up the Audi drive select modes.



Five-link front suspension



Newly developed five-link rear suspension shown with available quattro® all-wheel drive



New adaptive damping suspension control unit



Audi

Product Profile

Audi drive select

Customer benefit

User-selectable driving characteristics give the driver options to best meet the driving situation and their handling preferences.

Audi drive select Now offered as standard equipment on all new Audi A4 models, the driving characteristics of the A4 can be modified by the driver, from a selection of various modes, while driving or while stationary.

In the A4, the driver can select between **comfort**, **auto**, **dynamic** and **individual** modes. Notably, the following systems (among others) are influenced by each drive select mode:

System	Characteristics
Engine and automatic gearbox	The engine and automatic gearbox react to accelerator inputs, based on mode. In the sporty dynamic mode, the gear shift points are adjusted to higher up in the rev band.
Steering	The amount of steering assistance can be adjusted based on mode. Audi drive select offers three different attributes ranging from comfortable (comfort) and balanced (auto) to sporty (dynamic).
Damper control	Audi drive select allows for sport (dynamic), comfort-oriented (comfort) or balanced (auto) damper control system response.
Audi adaptive cruise control (ACC)	When equipped with Audi adaptive cruise control with stop & go, the acceleration response ranges from comfortable (comfort) to sporty (dynamic). Accordingly, the ACC also reacts to the driving style of the vehicle in front in a more balanced or spontaneous way.



Audi drive select can be easily configured with the drive select tab buttons in the centre console or with the MMI® controls near the touchpad and on the multifunction steering wheel.



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Product Profile

Technology - Exterior Lighting

Customer benefit

Exterior lighting provides powerful illumination of the road ahead and greater visibility to other drivers.

Xenon plus headlights Standard xenon plus headlights produce powerful illumination for the road ahead while consuming approximately 50% less energy compared to a halogen dipped beam. Automatic headlight range control reduces "dazzling" for oncoming traffic, and the LED daytime running lights provide luminosity and an unmistakable design cue.

Full LED headlights The Audi A4 is equipped with full LED headlights on Technik models (available on Progressiv models). With the entire headlight system in LED technology (dipped and main beams, daytime running lights, cornering and all-weather lights), greater visibility is offered thanks to a bright light similar in colour to daylight. LED technology also offers a long service life and allows for the distinctive headlight design, shown below.



High-beam assist Using a camera to detect light and nearby vehicles or built-up areas, the available high-beam assist (LED lighting package, PBE on Progressiv and standard on Technik models) automatically switches between high and low beam to produce the appropriate light for a specific situation. When the high beam is on, visibility and safety are enhanced. The high beam can also be switched off when approaching vehicles are detected. Overall, workload is reduced for the driver.

LED taillights Every Audi A4 is equipped with rear LED taillights, which offer great visibility to following vehicles in a distinctive "undercut" design. The LED taillights feature dynamic turn signals, which light up from the inside outward in 0.15 seconds for a dynamic look.



European models shown in Argus Brown metallic



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Product Profile

Technology - Driver Assistance

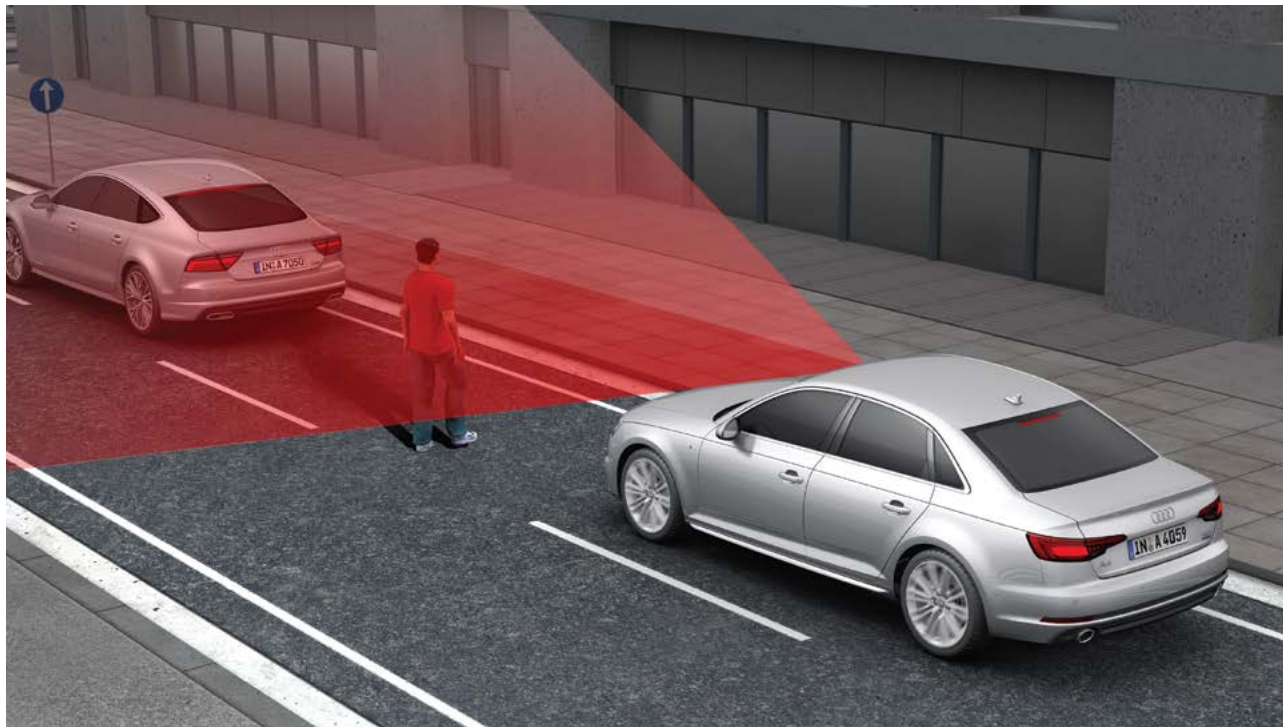
Customer benefit

Audi pre sense® works to mitigate damage and injuries in the event of a collision—or prevent one altogether.

Audi pre sense basic During an unusual or emergency manoeuvre, Audi pre sense basic can intervene to: begin closing the side windows and sunroof, tighten the front safety belts, and/or prepare the brake system for a quicker response. Audi pre sense basic is standard on all 2017 A4 models.

Audi pre sense city Available on Technik models, Audi pre sense city detects cornering and stationary vehicles and pedestrians, at speeds up to 84 km/h. It warns the driver of an imminent collision and, where required, initiates emergency braking. The system can reduce speed by 40 km/h, potentially avoiding collisions in situations occurring below 40 km/h.

Audi pre sense city with pedestrian and vehicle collision warning and braking initiation



Audi pre sense city uses the front camera to continuously monitor the traffic ahead of the vehicle. It calculates the distance and speed of other objects relative to one's own vehicle. It should be noted that while Audi pre sense city can respond to cars traveling in the same direction, and which have stopped or are stationary, it does not respond to crossing or oncoming traffic.

Once a critical situation is detected, the system initiates audible and visual warnings while also precharging the brake system and modifying the algorithm for hydraulic brake assist. If the driver does not respond to these warnings, the ABS control unit generates a brief warning jerk of the brakes to further warn the driver. If there is still no response from the driver, the ABS control unit will automatically initiate braking, and further audible signals may sound to alert the driver that he/she must actively take control of the vehicle.



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Product Profile

Technology - Driver Assistance

Market Overview

Product Profile

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Customer benefit

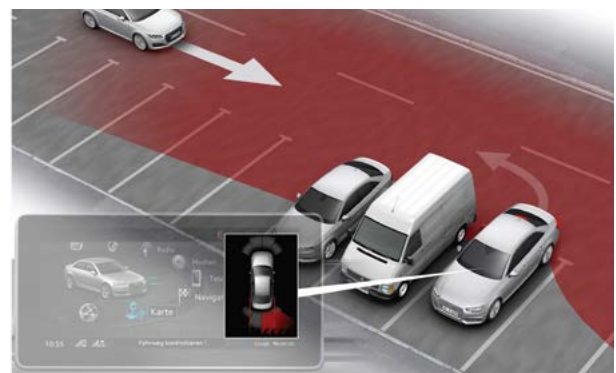
Audi side assist with Audi pre sense® rear helps the driver to avoid an accident in everyday driving scenarios with vehicle exit assist and rear cross traffic alert.

Audi pre sense rear Through use of the Audi side assist radar sensors and control units, Audi pre sense rear (available on Progressiv models and standard with Technik trim) continuously monitors the traffic following the vehicle (whenever a turn signal is not active). Based on the vehicle's own speed, the system is able to calculate the speed and following distance of trailing vehicles. If the system detects a critical situation, the sunroof and side windows are closed. If the following vehicle draws closer and the danger of a rear-end impact continues to increase, the front safety belts are also tightened.

Vehicle exit assist As part of available Audi side assist with Audi pre sense rear, vehicle exit assist can help prevent accidents when other vehicles or cyclists are approaching from behind as the vehicle doors are opened. Two radar sensors in the rear bumper monitor the area adjacent to the vehicle. In two stages, the system warns the driver or passenger of detected traffic alongside the vehicle: visual indication by a red LED light strip on the inside door trim (if equipped), then acoustic warnings and bright illumination of the LED contour light strip and Audi side assist visual warning.



Rear cross traffic alert Also included with Audi side assist with Audi pre sense rear, this system supports the driver when reversing out of a perpendicular parking space, for example. Indicator arrows in the MMI® display can inform the driver of approaching vehicles, and in critical situations, a warning tone and brake jolt can be applied, prompting the driver to stop the vehicle. Two radar sensors scan the area behind the vehicle and side lanes to the left and right behind the vehicle.





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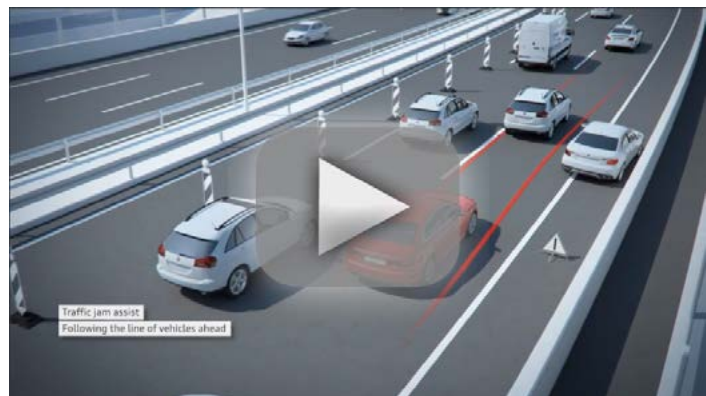
Product Profile

Technology - Advanced Driver Assistance package

Customer benefit

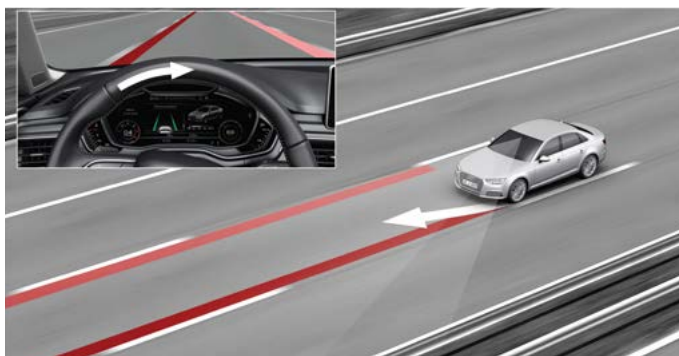
The available Advanced Driver Assistance package offers features to help the driver navigate everyday driving situations with ease.

Adaptive cruise control with stop & go and traffic congestion assist The Audi A4 offers an available intelligent distance and cruise control in combination with traffic congestion assist (Advanced Driver Assistance package, PDU). ACC automatically maintains distance from the vehicle in front, including braking and accelerating to maintain a set distance. The stop & go function allows for automatic braking to a standstill and will resume with the flow of traffic. Between 0-60 km/h, traffic congestion assist combines acceleration, braking and steering guidance, allowing for semi-autonomous driving in congested traffic.



Traffic congestion assist - press play to learn more.

Traffic sign recognition Available traffic sign recognition (Advanced Driver Assistance package, PDU) is a camera-based system that detects speed limits and displays the information in the available Audi virtual cockpit. For example, current detected speed limits can be displayed in the instrument cluster at all times, and, should the camera fail to read a sign, the speed limit data from the MMI® navigation plus system will be shown instead. Additionally, the system evaluates various driving conditions, no passing zones, and school and construction zones.



Audi active lane assist helps the driver stay in perfect control.

Audi active lane assist For the first time, Audi active lane assist is available on the Audi A4 as part of the Advanced Driver Assistance package (PDU). Using the camera mounted in front of the rearview mirror plus sophisticated processing software, it observes lane markings and can provide gentle steering-wheel corrections if it is determined that the vehicle is approaching the edge of the lane without signaling. The timing of these corrections can be adjusted in the MMI, as well as whether it is combined with steering wheel vibration.

Audi pre sense® city Also included in the Advanced Driver Assistance package, Audi pre sense city detects cornering and stationary vehicles and pedestrians, at speeds up to 84 km/h. See page 21 for more information about Audi pre sense city.



Audi

Product Profile

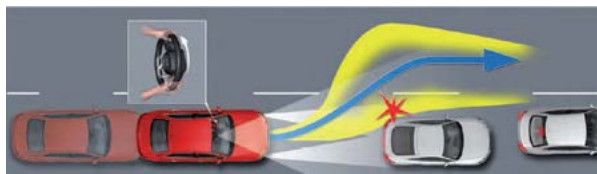
Technology - Advanced Driver Assistance package

Customer benefit

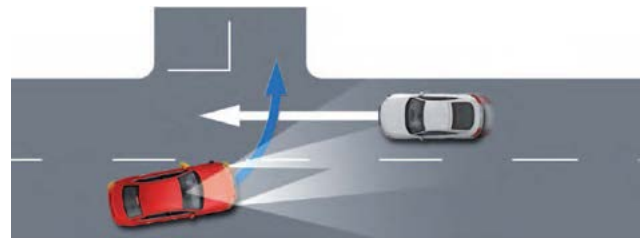
Available Audi pre sense® front, part of the Advanced Driver Assistance package, helps the driver to avoid accidents during worst-case situations.

Audi pre sense® front Available Audi pre sense front (Driver Assistance package, PCU) supplements Audi pre sense city with a collision warning, as well as partial and target braking up to 250 km/h (Canadian cars electronically limited to 210 km/h). Using the radar sensors of Audi adaptive cruise control with stop & go, the system monitors front traffic. When a hazard is detected, visual and acoustic warnings are enabled, and the brake system is pre-charged. If necessary, a one-time warning jolt occurs, with partial braking and safety belt slack reduction. If a collision is unavoidable, the system initiates full deceleration. Additionally, for the first time in the Audi lineup, Audi pre sense front is supplemented with collision avoidance assist.

Collision avoidance assist In the event that a sharp maneuver is needed to avoid a collision, collision avoidance assist supports the driver when turning into the adjacent lane. The system computes a suitable path for the vehicle, based on the distance, width and lateral offset of the preceding vehicle. When the driver begins the maneuver, the system provides helpful steering inputs to help the driver stay on the computed path.



Turn assist Turn assist can assess the risk of oncoming traffic, when making a left-hand turn at an intersection (when the vehicle is stopped or under 11 km/h). Radar sensors monitor the intersection traffic while the turn indicator is on, and if necessary, the system can intervene and stop the vehicle before pulling in front of the oncoming driver, to avoid a collision or help reduce collision severity.





Audi

Product Profile

Technology - Displays

Customer benefit

Both driving data and infotainment are brought front and centre in the Audi virtual cockpit to minimize driver distraction.

Audi virtual cockpit Standard on Technik models, the Audi virtual cockpit is an innovative, fully digital instrument cluster embodying the progressive Audi A4 interior. A large, 12.3" display delivers vibrant colour at 60 frames per second, thanks to NVIDIA® quad core processing power, replacing the classic instrument panel. There are two unique modes for viewing vital data: Classic and Infotainment. Classic mode offers a crisp, clear view of a traditional speedometer and tachometer; Infotainment mode shows classic gauges plus a panoramic infotainment visual, like navigation. Additionally, the Audi virtual cockpit is fully controllable through steering wheel-mounted controls, offering complete convenience and quick access.



Classic mode (European model shown)



Infotainment mode (European model shown)



Audi

Product Profile

Technology - Displays

Customer benefit

Easily view vital driving data without looking away from the road ahead.

Head-up display The available head-up display, offered on Technik models, provides easy-to-view, accurate visual information right at the driver's eye level, including traffic sign recognition information and other driver's assistance data, if equipped. This new generation of Audi head-up display features a larger display with less glare and improved clarity while truly immersing the driver with real-time situational information in conjunction with the Audi virtual cockpit. Details such as the colours projected on the windshield were taken into consideration, with a nearly pure white displayed to match the white in the instrument cluster and centre MMI® display. The high-contrast display automatically adjusts to ambient brightness, and the display position can be customized or turned off completely, if desired.



The latest generation of head-up display from Audi is larger, with less glare and improved clarity and functionality.

European model shown



Audi

Product Profile

Technology - Audi smartphone interface

Customer benefit

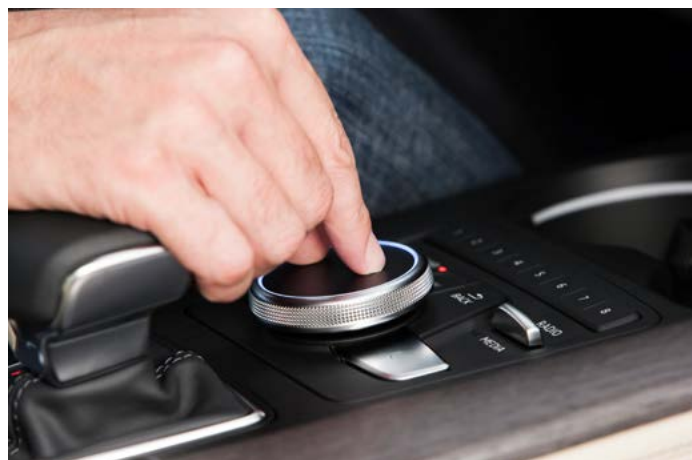
View and control smartphone content seamlessly through the MMI® display and controls.

Audi smartphone interface Standard equipment on all 2017 Audi A4 models, the Audi smartphone interface allows compatible Android and iOS device content to be seen on the MMI display via USB connection. Supported Apple CarPlay™ and Google™ Android Auto applications can be controlled via the MMI touch scroll wheel and hard keys (MMI touch functionality not supported with Apple CarPlay™), making smartphone interactions seamless for the driver.



With a compatible device, Audi smartphone interface allows the display of Apple CarPlay™ (shown above) and Google™ Android Auto content and apps.

MMI® touch with handwriting-recognition technology Available for the first time in the Audi A4, MMI touch with handwriting-recognition technology enables users to simply "write" their entry on a touchpad rather than selecting individual letters or numbers, as in traditional systems. MMI touch also allows the user to easily navigate the MMI navigation plus maps by moving one or two fingers across the touchpad.





Audi

Product Profile

Technology - Sound Systems

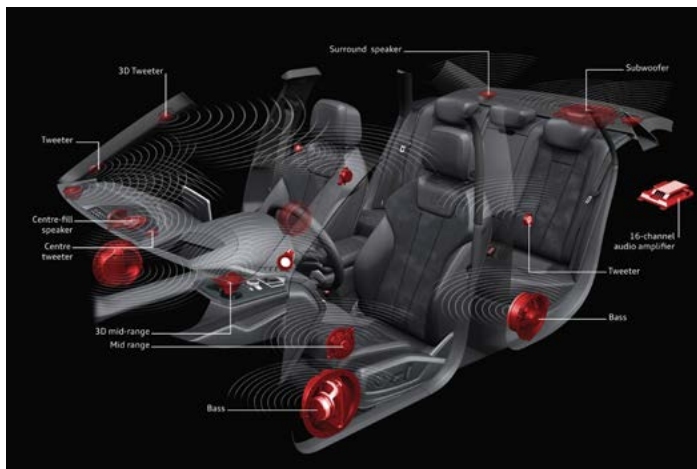
Customer benefit

With an impressive standard sound system and a revolutionary available 3D sound system, even the most discerning audiophile will be moved by what the new Audi A4 has to offer.

Audi sound system (9VD) Impressive sound is delivered through ten speakers and a six-channel amplifier, with a total output of 180 watts.

Audi 3D Sound Audi has partnered with Fraunhofer IIS (one of the original developers of MP3 audio coding format/compression) to deliver a universal 3D surround-sound rendering solution within the all-new A4.

Known as Symphoria®, this intelligent post-processing technology opens up a recorded sound profile by virtually creating a sense of space and dimensionality. With this process, and through strategic speaker placement, the Symphoria® algorithm creates a virtual increase in width, depth and height of the sound profile—simulating the actual environment in which the original recording was meant to be heard.



Audi 3D Sound: Bang & Olufsen® 3D Sound System shown.

Bang & Olufsen® 3D Sound System (9VS) The Audi and Bang & Olufsen brands continue to push boundaries with this revolutionary sound solution. Highly realistic three-dimensional sound is meant to effectively reproduce the original audio environment, be it a packed stadium, recording studio, jazz club or concert hall. Where conventional surround sound employs left, right, front and rear dimensions, additional speakers in the A-pillars, mid-range speakers, and Symphoria® technology help create the dimension of height. Even the speaker grille design speaks to the progressive nature of the sound system, with LED lighting in the speaker grille trim and a design that complements the interior.

Specifications

- ▶ 19 speakers
- ▶ 16-channel Class D amplifier
- ▶ 755 watts and 5.1 Surround Sound support
- ▶ Speed-sensitive volume control
- ▶ Anodized aluminum speaker grille finish with “Dynamic Line” design



Audi

Product Profile

Top Sales Arguments

	The selling points	The winning arguments	The competitive edge
Design	The sporty, precise design is a decisive reason for the all-new Audi A4. Clean lines and a holistic approach to design give the A4 a balanced and harmonious feeling.	<ul style="list-style-type: none"> ▶ Sharp tornado line enhances the muscular appearance ▶ Standard high-gloss window surrounds ▶ Wider, more angular Singleframe ▶ 3D design for the light clusters 	<ul style="list-style-type: none"> ▶ Sharper and more defined silhouette compared to BMW or MB ▶ Precise shut lines integrate better than competitors ▶ MB offers only Halogen headlights as standard equipment
Interior	The interior of the A4 is revolutionary in its function and its design. From the innovative Audi virtual cockpit to the climate controls, every aspect of the interior satisfies the driver's needs.	<ul style="list-style-type: none"> ▶ Advanced design in every detail ▶ Broad and uncluttered design allows the driver to focus on the road ▶ Available ventilated Sport seats ▶ Capacitive climate control buttons 	<ul style="list-style-type: none"> ▶ BMW and MB equipped only with leatherette as standard ▶ A4 only model in the class with Audi virtual cockpit ▶ Competitors with outdated climate control design
Equipment	A4 offers an unprecedented level of comfort and convenience in its segment. High technology is found throughout the A4.	<ul style="list-style-type: none"> ▶ Standard auto climate control ▶ Standard SiriusXM satellite radio ▶ Standard Smartphone interface ▶ Standard 40/20/40 fold rear seat ▶ Standard power glass sunroof 	<ul style="list-style-type: none"> ▶ Sunroof only as an option on MB ▶ Satellite radio only as an option on competitors ▶ No smartphone interface on BMW or MB
Handling dynamics	The A4 continues its tradition of maintaining a perfect balance between ride comfort and handling performance.	<ul style="list-style-type: none"> ▶ Latest generation chassis technology and materials ▶ Broad selection of wheel designs, from 17 to 19 inches ▶ Standard Audi drive elect ▶ S line Sport package provides racier look and feel inside and out 	<ul style="list-style-type: none"> ▶ Only the A4 has quattro, with self-locking centre differential ▶ A4 only model in the class with advanced 5-link suspension ▶ Longer wheelbase than BMW gives improved stability on the road

Market Overview

Product Profile

Features & Options

Specifications

Colour & Trim

Revision Summary





Audi

Product Profile

Top Sales Arguments

	The selling points	The winning arguments	The competitive edge
Infotainment	The infotainment in the A4 is state-of-the-art, with a customizable display and powerful graphics processing. The MMI touch controller allows for intuitive handwriting inputs.	<ul style="list-style-type: none"> ▶ Intuitive operation and navigation on par with modern smartphones ▶ Optional Bang & Olufsen 3D 755-watt sound system offers a new dimension in sound reproduction ▶ Multifunction plus steering wheel reduces driver distraction 	<ul style="list-style-type: none"> ▶ A4 only vehicle in segment with Audi virtual cockpit ▶ BMW and MB do not offer 3D sound ▶ Only A4 incorporates full MMI control from the steering wheel
Powertrain	Advanced TFSI® engines provide the Audi A4 with both strong performance and high efficiency. S tronic® transmission provides efficient power delivery with lightning-fast shift speeds.	<ul style="list-style-type: none"> ▶ Torque is available immediately at any engine speed thanks to direct injection + turbocharging ▶ 7-speed S tronic available ▶ Sport and manual shifting modes are possible 	<ul style="list-style-type: none"> ▶ Smoother and more refined power delivery than competitors ▶ S tronic more efficient and offers faster shifts than BMW or MB transmissions
Driver Assist Technology	The Audi A4 features advanced assistance equipment to help with any driving situation.	<ul style="list-style-type: none"> ▶ Audi pre sense basic as standard ▶ Available side assist & lane assist ▶ Pre sense front in combination with Adaptive Cruise Control, also includes Traffic congestion assist ▶ Available top view camera 	<ul style="list-style-type: none"> ▶ Only the A4 offers advanced operation of ACC with Traffic congestion assist

Market Overview

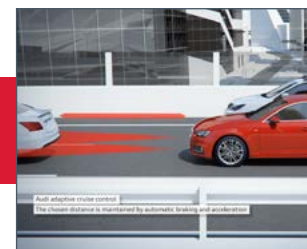
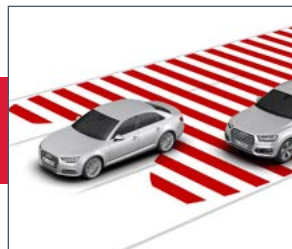
Product Profile

Features & Options

Specifications

Colour & Trim

Revision Summary





Audi



European model shown in Tango Red metallic



Audi

Standard & Optional Equipment

Engine/Transmission/Suspension/Chassis/Wheels		Komfort	Progressiv	Technik
Engine	2.0-litre TFSI® direct injection DOHC four-cylinder engine with Audi valvelift system (252 hp/273 lb-ft)	□	□	□
	2.0-litre TFSI® direct injection DOHC four-cylinder engine B-cycle engine with Audi valvelift system (190 hp/236 lb-ft, delayed availability)	□	□	—
	Idle start/stop efficiency system	■	■	■
	Active engine mounts	■	■	■
	LEV III/Tier 3 125 emissions standards	■	■	■
	Seven-speed S tronic® dual-clutch automatic transmission with sport program and manual shift mode	■	■	■
	Six-speed manual transmission (delayed availability)	□	□	□
	Shift-by-wire technology (S tronic® transmission only)	■	■	■
	Front-wheel drive with torque vectoring (delayed availability)	□	□	—
Suspension	quattro® all-wheel drive with 40:60 asymmetric torque split (up to 70:30/15:85) and torque vectoring	□	□	□
	Five-link front independent steel spring suspension	■	■	■
	Five-link rear independent steel spring suspension	■	■	■
	Sport suspension (-20 mm ride height from standard tuning)	—	□	□
	Adaptive damping suspension (dynamically adjustable via Audi drive select, -10 mm ride height from standard tuning)	—	—	□
	Electromechanical power steering system	■	■	■
	Ventilated front disc/ventilated rear disc brakes	■	■	■
	Regenerative braking system	■	■	■
	Electromechanical parking brake	■	■	■
	ultra® lightweight technology - multi-material body construction (steel and aluminum composition)	■	■	■
Wheels & Tires	17" 5-parallel-spoke design wheels with 225/50 94H all-season tires	■	—	—
	18" 10-spoke dynamic design wheels with 245/40 97H all-season tires	□	—	—
	18" Audi Sport® 10-V-spoke design wheels with 245/40 97H all-season tires	—	■	—
	18" 5-spoke dynamic design contrasting Grey/partially polished finish wheels with 245/40 97H all-season tires	—	—	■
	19" Audi Sport® 5-V-spoke design Titanium matte finish wheels with 245/35 96Y summer performance tires	—	□	□
	Tool kit with car jack located in storage compartment within cargo area	■	■	■
	Temporary space-saving spare tire	■	■	■
	Tire-pressure monitoring system	■	■	■

- = Standard
- = Optional
- = Not Available



Audi

Standard & Optional Equipment

Exterior		Komfort	Progressiv	Technik
Lighting	Singleframe® grille with Aluminum-optic surround and Twilight Grey matte struts with chrome blades	■	■	■
	Xenon plus headlights with automatic self-leveling and LED daytime running lights	■	■	—
	Full LED headlights with dynamic headlight range adjustment (LED dipped and high beams, DRLs, static turn signals as well as all-weather light)	—	□	■
	High beam assist	—	□	■
	Automatic headlights	■	■	■
	Front fog lights (all-weather light)	■	■	■
	LED taillights with dynamic turn signals	■	■	■
	LED rear fog lights	■	■	■
Mirrors	LED perimeter lights in exterior mirrors, activated when door unlocked and dark outside - controlled by light sensor	■	■	■
	Automatic light switch controlled by light sensor, “coming home” and “leaving home”	■	■	■
	“3 blink” touch-to-pass lane-change feature in turn signal	■	■	■
	LED turn signal lights integrated into the exterior side mirrors	■	■	■
	Power-adjustable, heated exterior side mirrors	■	—	—
	Power-adjustable, auto-dimming, heated exterior side mirrors with memory	□	■	—
	Power-folding, power-adjustable, auto-dimming, heated exterior side mirrors with memory	—	—	■
	Body-coloured exterior side mirror housings	■	■	■
	S line® exterior appearance—front and rear bumpers, body-coloured side sill blades, S line® fender badges, Twilight Grey matte rear diffuser with honeycomb depositors	—	□	□
	Aluminum window mouldings	■	■	■
	Heated windshield washer nozzles	■	■	■
	Integrated dual exhaust outlets (one on each side)	■	■	■
	Metallic/pearl effect exterior paint	□	□	□
Badging/nomenclature <ul style="list-style-type: none"> ▶ A4 badge on driver's side trunk ▶ TFSI® badge on passenger side trunk ▶ S line® badges on front fenders (with S line® exterior appearance only) ▶ Four Rings on centre of Singleframe® grille and trunk ▶ quattro® badge on passenger side of Singleframe® grille, dashboard, and trunk under engine designation badge (quattro® models only) 	■	■	■	

- = Standard
- = Optional
- = Not Available



Audi

Standard & Optional Equipment

Interior/Seating		Komfort	Progressiv	Technik
Steering	Three-zone automatic climate control	■	■	■
	Three-spoke multifunction steering wheel	■	■	■
	Three-spoke multifunction flat-bottom sport steering wheel with S line® badge (not available with heated steering wheel)	—	□	□
	Steering wheel-mounted shift paddles	■	■	■
	Heated steering wheel (not available with flat-bottom sport steering wheel)	□	■	■
	Tilt and telescopic manually adjustable steering column	■	■	■
Inlays	Auto-dimming rear view mirror	■	—	—
	Auto-dimming rear view mirror with digital compass	—	■	■
Inlays	Diamond Silver/Grey inlays	■	—	—
	Silver Aluminum Ellipse inlays	—	■	■
	Grey Natural Oak Wood inlays (not available with S line Sport package)	—	□	□
	Dark Brown Walnut Wood inlays (not available with S line Sport package)	—	—	□
	Brushed Aluminum inlays (S line Sport package only)	—	□	□
Seating	Leather-wrapped gear selector	■	■	■
	Comfort front armrest	■	■	■
	Eight beverage holders (four cup and four bottle)	■	■	■
	Leather seating surfaces	■	■	■
	Eight-way power front seats and four-way power lumbar adjustment for driver	■	■	■
	Four-way power lumbar adjustment for front passenger seat	—	□	□
	Front sport seats	—	□	□
	Driver seat memory	□	■	■
	Driver and front-passenger comfort head rests (four-way adjustable)	■	■	■
	Split-folding 40:20:40 rear seatbacks	■	■	■
	Two UAS/LATCH/ISOFIX childseat-mounting points in rear seats	■	■	■
	Heated front seats (three-step)	■	■	■
	Ventilated front seats (three-step)	—	□	□
	Heated rear seats (three-step) - <i>special order item</i>	—	□	□
	Driver and front-passenger extendable sun visors with illuminated vanity mirrors	■	■	■
	Manual rear side-window sunshades - <i>special order item</i>	—	—	□
	Power windows			
	▶ Driver-controlled lockout-switch passenger windows	■	■	■
	▶ Power retention until front door is opened	■	■	■
	▶ One-touch up/down operation for all windows	■	■	■
▶ Pinch protection for all windows	■	■	■	
Cloth headliner	■	■	■	
Black cloth headliner (with S line® Sport package or Nougat Brown interior)	—	□	□	
Ambient LED interior lighting package	■	■	—	
Ambient LED interior lighting package 2 (includes RGB colour technology with 30 colour profile settings)	—	—	■	
Sunroof with sunshade, power tilt and slide features	■	■	■	

- = Standard
- = Optional
- = Not Available



Audi

Standard & Optional Equipment

Interior/Seating (continued)		Komfort	Progressiv	Technik
	Stainless steel pedal cluster	—	□	□
Protection	Front and rear floor mats	■	■	■
	Aluminum-optic door sill inlays	■	■	■
	S line® stainless steel door sill inlays	—	□	□
	Storage package (driver's side storage compartment, locking glove box, seatback storage nets, and rear armrest with cup holder)	■	■	■

Driver Assistance/Innovation		Komfort	Progressiv	Technik
	Keyless engine start/stop	■	—	—
	Audi advanced key - keyless start, stop, entry with hands-free trunk release	—	■	■
	Rain/light sensor for automatic windshield wipers and headlights	■	■	■
	Cruise control with coast, resume and accelerate features	■	■	■
	Audi adaptive cruise control with stop & go and traffic congestion assist	—	—	□
	Traffic sign recognition (includes vehicle speed warning and sign recognition. Additional Audi adaptive cruise control integration allows for automated speed regulation within the limits of the system.)	—	—	□
	Audi active lane assist	—	—	□
	Audi pre sense® basic (begins closing the side windows and sunroof, tightens the front safety belts, and/or prepares the brake system)	■	■	■
	Audi side assist with Audi pre sense® rear <ul style="list-style-type: none"> ▸ Rear cross traffic alert ▸ Vehicle exit assist 	—	□	■
	Audi pre sense® city <ul style="list-style-type: none"> ▸ Pedestrian and vehicle collision warning and braking initiation (within the direction of lane of travel from 10 km/h to 84 km/h) 	—	—	□
	Audi pre sense® front <ul style="list-style-type: none"> ▸ Collision avoidance assist ▸ Turn assist 	—	—	□
	High-beam assist	—	□	■
	Head-up display with navigation and assistance systems information	—	—	□
	Audi drive select <ul style="list-style-type: none"> ▸ Includes up to four modes (Comfort, Auto, Dynamic and Individual) ▸ When equipped with comfort-tuned adaptive damping suspension, comfort tuning the Audi drive select system can set the damper. 	■	■	■
	Rear parking sensors	□	—	—
	Parking system plus with rear view camera (one camera, four front and four rear acoustic sensors)	—	■	—
	Parking system plus with top view camera system (360° view, four cameras, four front and rear acoustic sensors)	—	□	■

- = Standard
- = Optional
- = Not Available



Audi

Standard & Optional Equipment

Infotainment/Technology	Komfort	Progressiv	Technik
5.0" driver information system	■	—	—
7.0" colour driver information system	—	■	—
Audi virtual cockpit (12.3" LCD fully digital instrument cluster with 1440 x 540 pixel resolution and two visual modes: Classic and Infotainment)	—	—	■
Predictive efficiency assistant	■	■	■
7.0" TFT colour centre infotainment display with 800 x 480 pixel resolution	■	—	—
8.3" TFT colour centre infotainment/navigation display with 1024 x 480 pixel resolution	—	■	■
MMI® navigation plus with voice control system	—	■	■
MMI® touch with handwriting-recognition technology	—	■	■
Audi smartphone interface (Apple CarPlay™ and Google™ Android Auto integration via USB connection mirroring smartphone content directly on MMI® display. Integration of navigation, telephone, music and select third-party applications conveniently controlled through MMI® controller)	■	■	■
Audi music interface with two USB ports for data and charging connection	■	■	■
Audi sound system with ten speakers and single CD player with MP3 playback capability	■	■	—
Bang & Olufsen® Sound System with 19 speakers, 16-channel amplifier and 755 watts	—	—	■
HD Radio™ Technology	■	■	■
SiriusXM® Satellite Radio with 90-day trial subscription	■	■	■
SDXC card slots with 32GB operating capacity (dual slots)	■	■	■
BLUETOOTH® streaming audio for compatible devices	■	■	■
BLUETOOTH® wireless technology preparation for compatible mobile phones	■	■	■
Three 12-volt power outlets (one at front, one at rear, one in trunk)	■	■	■
Garage door opener (HomeLink®) 3-channel remote transmitter in overhead console	—	■	■
Safety/Security	Komfort	Progressiv	Technik
Driver adaptive and front-passenger dual-stage airbags	■	■	■
Front-passenger seat-mounted thorax side airbags	■	■	■
Rear-passenger outboard thorax side airbags - <i>special order item</i>	□	□	□
Sideguard® head-curtain airbags for both rows of seats	■	■	■
Three-point safety belt system with automatic pretensioning, height-adjustable upper mounts and force limiters in front seats	■	■	■
Rear safety belts with Automatic Locking Retractor (ALR) for securing a child seat	■	■	■
Safety belt reminder for driver and front passenger	■	■	■
Power central locking system with safety unlock doors feature if airbags deploy (If crash sensor activates, system will also: switch on interior lighting, turn off fuel pump and engine, and initiate hazard warning lights)	■	■	■
Impact protection, including reinforced high-strength steel/aluminum crossmembers, reinforced bumpers and rigid occupant cell	■	■	■
Two UAS/LATCH/ISOFIX childseat-mounting points in rear seats	■	■	■
Integrated child door locks in rear doors (activated using a key in side of door near latch area)	■	■	■
Active reflectors in rear of all doors	■	■	■
Electronic Stability Control (ESC) with secondary collision brake assist and traction control (ASR)	■	■	■
Anti-lock Brake System (ABS) with Electronic Brake-pressure Distribution (EBD) and brake assist	■	■	■
Tire-pressure monitoring system	■	■	■
Electromechanical parking brake	■	■	■
Anti-theft alarm system with immobilizer	■	■	■

- = Standard
- = Optional
- = Not Available



Audi



European model shown in Tango Red metallic



Technical Specifications

Engineering/Performance		A4 2.0T quattro
Engine type		Inline four-cylinder
Arrangement		Front mounted - longitudinal
Bore x stroke		82.5 x 92.8 mm
Displacement		1984 cm ³
Compression ratio		9.6:1
Horsepower (@ rpm)		252 @ 5,000–6,000 (185 kW)
Torque (lb-ft @ rpm)		273 @ 1,600–4,500 (370 Nm)
Induction/fuel injection		Turbocharged/TFSI®
Acceleration, 0-100 km/h*		6.0 seconds
Top track speed (electronically limited)*		210 km/h
Engine design		
Cylinder block		Cast-iron
Cylinder head		Aluminum-alloy
Firing order		1-3-4-2
Valvetrain/Intake		Audi valvelift system, DOHC, chain-driven
Turbocharger boost pressure		2.5 bar
Emissions		LEV III/Tier 3 125
Start-stop efficiency system		■
Body/Suspension/Chassis		
Five-link front independent steel spring suspension		■
Five-link rear independent steel spring suspension		■
Sport suspension (-20 mm ride height from standard suspension)		□
Adaptive damping suspension (dynamically adjusting, -10 mm ride height from standard suspension)		□
Ventilated front disc/ventilated rear disc brakes (front/rear)		338/330 mm
Transmission/Drivetrain		
Seven-speed S tronic® dual-clutch automatic transmission with quattro® all-wheel drive		■
Gear ratios		
	1st	3.188: 1
	2nd	2.190: 1
	3rd	1.517: 1
	4th	1.057: 1
	5th	0.738: 1
	6th	0.508: 1
	7th	0.386:1
	Reverse	2.75: 1
	Final Drive Ratio	4.27: 1

- = Standard
- = Optional
- = Not Available

*Always obey local speed and traffic laws.



Audi

Technical Specifications

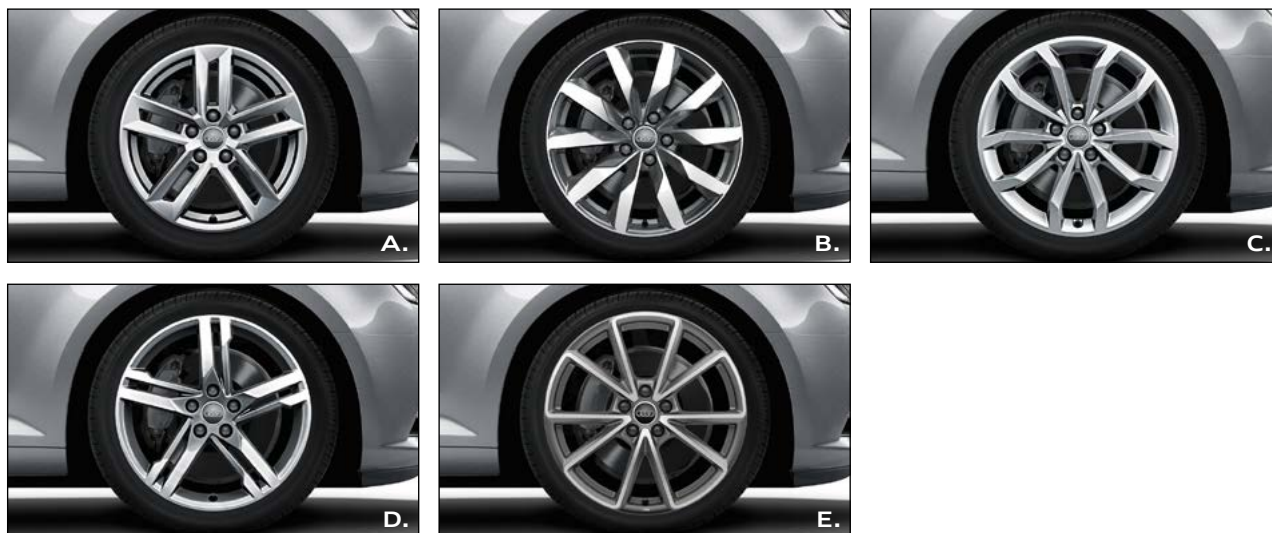
Exterior measurements		A4 2.0T
Wheelbase		2820 mm
Length		4726 mm
Height		1427 mm
Width without mirrors		1842 mm
Width with mirrors		2022 mm
Track front/rear		1572/1555 mm
Curb weight		1645 kg
Drag coefficient		Cd = 0.27 Front Area = 2.20 m ²
Interior measurements		
Head room with sunroof - front		987 mm
Head room with sunroof - rear		950 mm
Leg room - front		1050 mm
Leg room - rear		907 mm
Shoulder room - front		1421 mm
Shoulder room - rear		1384 mm
Luggage capacity		480 L
Seating capacity		5
Fuel consumption/Capacities		
Recommended fuel		Premium unleaded
Fuel consumption - city (L/100 km)		TBA
Fuel consumption - highway (L/100 km)		TBA
Fuel consumption - combined (L/100 km)		TBA
Engine oil		5.2 L
Coolant system		7.8 L
Fuel tank		58 L
Steering		
Type		Electromechanical speed-sensitive power steering
Ratio		15.9:1
Turning diameter, curb-to-curb		11.6 m
Electrical system		
Battery		420 A/79 Ah
Alternator		110-150 A
Warranty/Maintenance		
Audi New Vehicle Limited Warranty		4-Year/80,000 kilometres 12-Month/8,000 km (whichever occurs first) NO CHARGE first scheduled maintenance 12-year limited warranty against corrosion perforation

- = Standard
- = Optional
- = Not Available



Audi

Wheel Program



Wheels & Tires

	Komfort	Progressiv	Technik
A. 7.5" x 17" 5-parallel-spoke design wheels 225/50 R17 94H all-season tires	■	—	—
B. 8.0" x 18" 10-spoke dynamic design wheels 245/40 R18 97H all-season tires	□	—	—
C. 8.5" x 18" Audi Sport® 10-spoke V design wheels 245/40 R18 97H all-season tires	—	■	—
D. 8.0" x 18" 5-spoke dynamic design contrasting Grey/partially polished wheels 245/40 R18 97H all-season tires	—	—	■
E. 8.5" x 19" Audi Sport® 5-V-spoke design Titanium-matte finish wheels 245/35 R19 96Y summer performance tires	—	□	□

European models shown

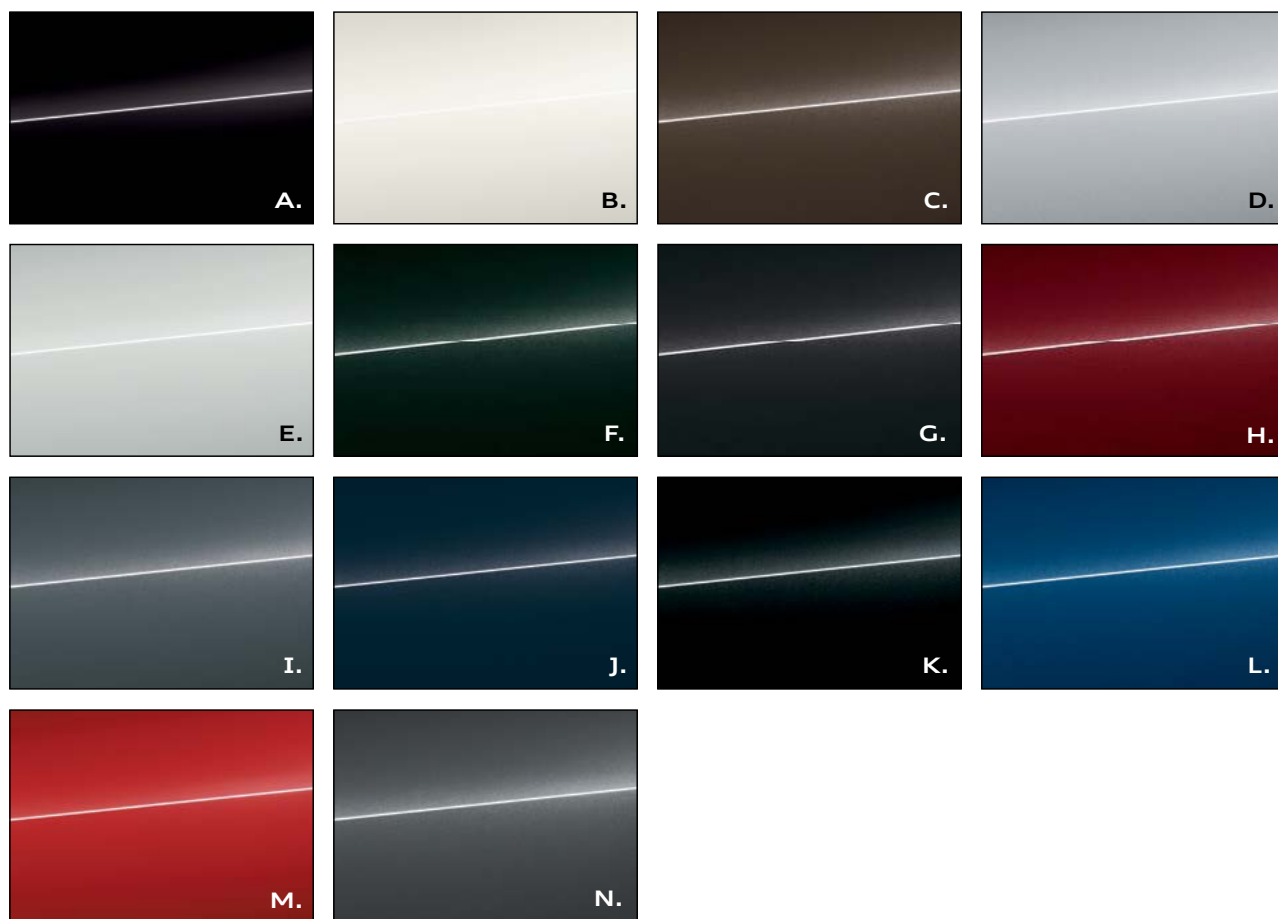
- = Standard
- = Optional
- = Not Available



Audi

Colour & Trim

Exterior - Paint



Colour	Code	Effect	A4 2.0T
A. Brilliant Black	A2A2	solid	■
B. Ibis White	T9T9	solid	■
C. Argus Brown*	W3W3	metallic	□
D. Florett Silver	L5L5	metallic	□
E. Glacier White	2Y2Y	metallic	□
F. Gotland Green*	Q6Q6	metallic	□
G. Manhattan Grey	H1H1	metallic	□
H. Matador Red*	T7T7	metallic	□
I. Monsoon Grey	0C0C	metallic	□
J. Moonlight Blue	W1W1	metallic	□
K. Mythos Black	0E0E	metallic	□
L. Scuba Blue	S9S9	metallic	□
M. Tango Red**	Y1Y1	metallic	□
N. Daytona Grey**	6Y6Y	pearl	□

* Not available with S line® Sport package

** Requires S Line® Sport package

- = Standard
- = Optional
- = Not Available



Audi

Colour & Trim

Interior - Inlays



Extended Inlay

	Komfort	Progressiv	Technik
A. Silver Diamond Finish	■	—	—
B. Aluminum Ellipse	—	■	■
C. Natural Grey Oak (not available with S line Sport package)	—	□	□
D. Dark Brown Walnut Wood (not available with S line Sport package)	—	—	□
E. Brushed Aluminum (S line® Sport package only)	—	□	□

European models shown

- = Standard
- = Optional
- = Not Available

Colours may differ based on computer, printer, sunlight

Audi Canada
Audi A4
2017

Market Overview

Product Profile

Features & Options

Specifications

Colour & Trim

Revision Summary



Audi

Colour & Trim

Interior - Seats and Fabric



Standard seat



Seats/Fabric	Carpeting	Centre Console	Upper/Lower Dash	Headliner
A. Black leather - YM	Black	Black	Black/Black	Titanium Grey
B. Rock Grey leather - ZF	Black	Black	Black/Black	Titanium Grey
C. Atlas Beige leather - ZE	Black	Black	Black/Black	Titanium Grey
D. Nougat Brown leather - ZK	Black	Black	Black	Black

European models shown

* Specifications, equipment, options, and prices are subject to change without notice. Some items may be unavailable when vehicle is built.



Audi

Colour & Trim

Interior - Seats and Fabric



Sport seat



Ventilated sport seat



A.



B.



C.



D.

Seats/Fabric	Carpeting	Centre Console	Upper/Lower Dash	Headliner
A. Black leather - YM (Sport seat)	Black	Black	Black/Black	Black
B. Black leather - YM (Ventilated sport seat)	Black	Black	Black/Black	Titanium Grey*
C. Rock Grey leather - ZF**	Black	Black	Black/Black	Titanium Grey
D. Nougat Brown leather - ZK**	Black	Black	Black/Black	Black

*Black with S line Sport package

**Ventilated sport seat only

European models shown with available perforated leather seating surfaces and seat ventilation

Market Overview

Product Profile

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Colour & Trim

Revision Summary

* Specifications, equipment, options, and prices are subject to change without notice. Some items may be unavailable when vehicle is built.



Audi

Other Details

Revision Summary

Date	Brief Description of Change(s)
01/19/2016	Version 1.0 released
02/09/2016	Top Sales Arguments and Audi pre sense® front added

Market Overview

Product Profile

Features & Options

Specifications

Colour & Trim

Revision Summary