



- 02** History
- 06** Design and Craftsmanship
- 10** Performance and Efficiency
- 16** Safety and Convenience
- 20** Audi A5/S5
- 30** Audi Genuine Accessories

European model shown with optional equipment.



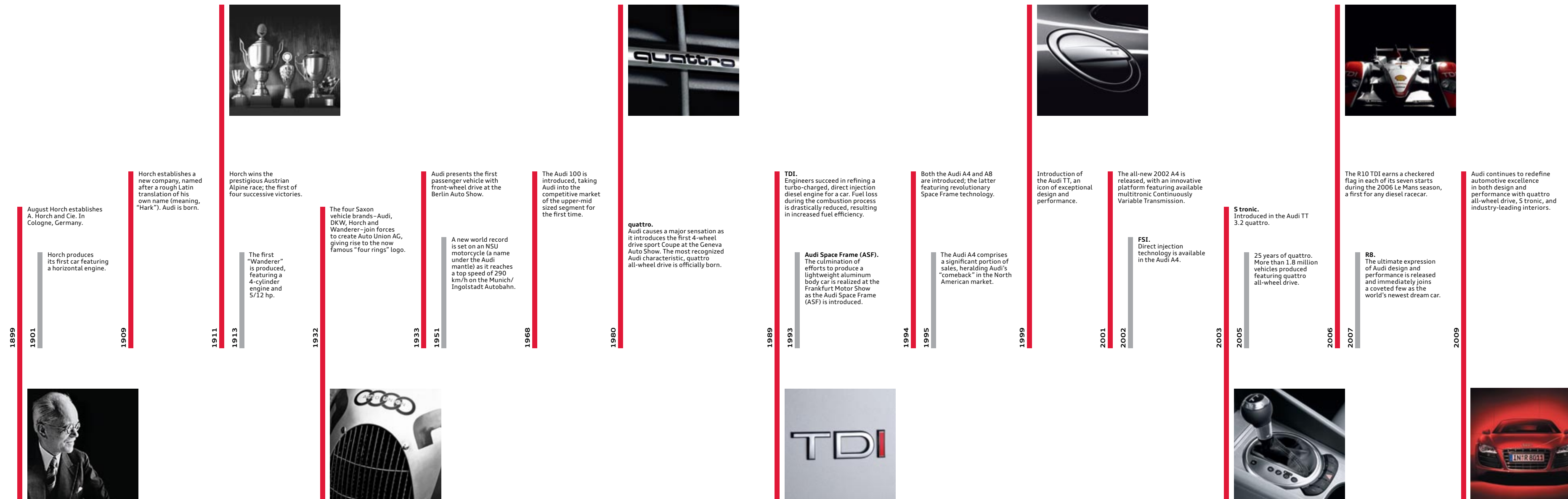
History

100 years of Audi:
a journey of infinite possibility.

Audi is 100 years old, and it's a momentous occasion. After all, few car companies can look back on years of trailblazing innovation to boast a standard for excellence admired the world over.

It's an anniversary that represents ten decades of revolutionary thinking. A belief that automotive power and efficiency are more important in their constant pursuit than their mastery, and that aesthetics and ergonomics only achieve balance under endless scrutiny and refinement. It's an approach that can be summarized best in just a few words: *Vorsprung durch Technik*. So that even after 100 years, Audi continues to make every turn in the road as exciting and rewarding as ever.

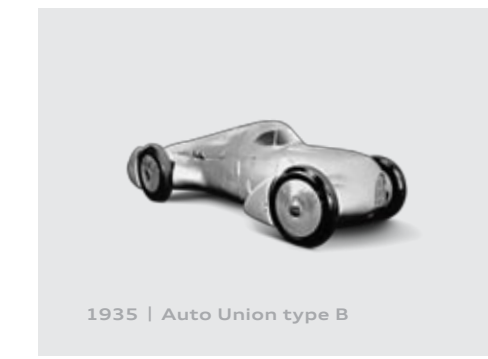
100 Years of Audi:
A Journey of Infinite Possibility.



European models shown with optional equipment.



1933 | DKW F2



1935 | Auto Union type B



1937 | Wanderer type W24



1937 | Auto Union type C



1938 | Auto Union type D



1953 | DKW F91



1969 | Audi 100 LS



1971 | Audi 100 Coupe S



1981 | Audi Coupe GT



1987 | Audi Sport quattro S1



1989 | Audi quattro 20 V



1990 | Audi S2 Coupe



1995 | Audi A8 quattro



1998 | Audi TT Roadster quattro



2009 | Audi A5 quattro



2010 | Audi R8 V10 5.2 FSI quattro



Design and Craftsmanship
A work of art
with functional benefits.

European model shown with optional equipment.

From the A3 to the R8, Audi constantly strives to achieve a delicate balance between ergonomics and aesthetics. Whether it's the elegant exterior lines, the clean simplicity of the instrumentation panel or the subtle sheen of each aluminum accent, you'll find that design and craftsmanship, form and function work together in sublime harmony. It's here that you'll discover the meaning of *Vorsprung durch Technik*, a philosophy in which every aspect of design is driven by the goal to give drivers a distinct "advantage" through integrated, progressive technology. It comes alive as every detail reflects the same exceptional appointments and speaks to the greater ideal of the Audi brand.



Exterior

LED Lights

Perhaps the unique LED running lights are the most obvious example of beauty and functionality in glorious combination. Striking looks aside, they also serve to more effectively indicate the vehicle's presence with headlights and taillights that are brighter, longer lasting and more efficient.

S Line

Call it elegance with attitude. Through a host of custom details, the S line package brings a sportier, aggressive look to an already streamlined experience. Add a larger wheel size, a 3-spoke multi-function leather steering wheel and a full body kit and suddenly, the little extras have cumulatively become a whole lot more.

Interior

Fit and Finish

Open the door of an Audi and it's clear that even the smallest details have been carefully considered. The highest quality materials are used to sculpt industry-leading surroundings, resulting in a sensory experience unlike any other.

Bang & Olufsen™ Sound System

There are car stereos, and then there are concert halls on wheels. For the ultimate acoustic driving experience, it couldn't be anything but the latter. The optional 14-speaker, 1000-watt Bang & Olufsen™ Advanced Sound System represents the pinnacle of car audio.

Multi-Media Interface

A visual and tactile marvel, the extraordinarily intuitive MMI dashboard interface is the control centre for all "infotainment" components and vehicle functions. With it, directing everything from Bluetooth™ connections¹, a satellite radio or your iPod™ becomes second nature.

Panorama Sunroof

Though the road ahead may be a constant source of excitement, nothing inspires quite like spectacular views of the sun or the stars. An available Panorama sunroof turns your vehicle into a mobile observatory.





Performance and Efficiency

A whole not greater,
but equal to the sum of its parts.

Speed can't exist without power. Further, significant power can't exist without an efficient mode of operation. As intuitive as this interconnectedness seems, these relationships are paramount to the Audi ideal. Neither design, technology, performance, nor any other aspect of a vehicle exists in a vacuum, which is why achieving balance between each is essential for a truly integrated driving experience.



Performance

Transmissions

Because a superlative drive is directly related to the personality and style of the driver, several transmissions are available to suit individual tastes. While manual transmissions are also available, additional state-of-the-art systems provide exciting options, making the driving experience both more nuanced and more personal.

R tronic, the race-inspired transmission of the Audi R8, is a perfect example. Operating in either automatic or manual mode, the system features extremely short gearshift times and minimal interruption to power flow. The Tiptronic™ automatic transmission is available on the majority of Audi models and features gear changes that are so smooth and seamless, they practically become one continuous motion.

S tronic, a revolutionary direct shift gearbox offers all the advantages of a standard, 6-speed manual transmission with the convenience of a modern automatic transmission. A double clutch system facilitates the process: the first clutch maintains power while the second engages the next pre-selected gear. The result is a smooth blend of agility and control, dynamics and uninterrupted power flow. The driver can choose between manual and automatic S tronic operation.

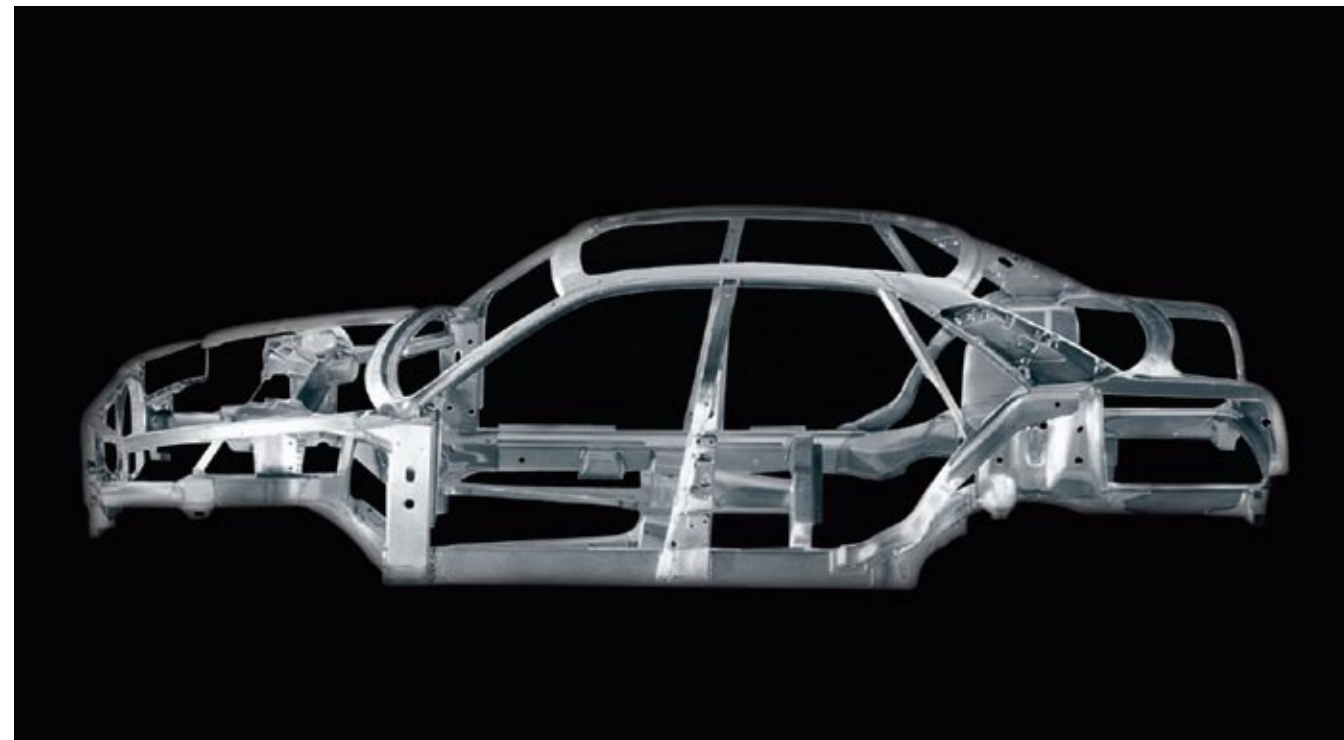
quattro

If there was ever a definitive technology to describe Audi, perhaps nothing comes closer than the legendary quattro all-wheel drive system. Dating back to its inception in March, 1980, this renegade driving concept has since brought unprecedented confidence and control to drivers worldwide. Unlike its conventional 4WD counterparts, quattro offers more than just a capacity for four wheels in tandem. Its unique power is adaptive; dynamically shifting between each of the wheels, as needed.

Audi Drive Select

Once again, Audi demonstrates that details are the key to the exceptional. Audi Drive Select allows the driver to make adjustments in the steering, suspension, throttle response and shifting aspects of the vehicle. Three modes are available for distinctly different driving qualities: Automatic mode for everyday driving, Comfort mode for long drives and Dynamic mode for a more performance-oriented experience.





Efficiency

Audi Space Frame (ASF)

Strength. Efficiency. Lightness. These are the results of Audi Space Frame technology, yet another first in the automotive industry. To date, Audi has sold more than 300,000 cars with an aluminum frame. And no wonder: the combination of less weight, greater rigidity, improved economy and better road dynamics makes one of the world's most intelligently designed cars an obvious choice.

Aerodynamics

It has long been accepted that the body of a car should be shaped for minimum wind resistance in order to conserve fuel. Ahead of the curve, Audi conducted its first experiments on its Type K model in 1923, buffering its streamlined structure with a body made of aluminum instead of traditional steel.

Today, with experiments carried out in a specially designed wind tunnel and with a unique underbody cladding designed to reduce drag, Audi has made its study of aerodynamics an even more exact science.

TDI clean diesel

Although long known for its ability to achieve better mileage, diesel fuel technology of the past fell short when it came to cleanliness and its impact on the environment. Since then, TDI (Turbocharged Direct Injection) clean diesel technology has changed the face of diesel, coupling extraordinary efficiency with low emissions. The breakthroughs are evident with AdBlue™, a biodegradable liquid mixture that automatically treats the exhaust after-system, converting 90% of nitrous oxides into harmless nitrogen and water molecules. The result is an engine that not only consumes less fuel than a conventional gasoline engine, but is also capable of the immense power and torque previously seen only in the sports car segment.

FSI/TFSI

It's a simple premise with far-reaching implications: a more efficient engine means better performance and in turn, less impact on our environment. FSI direct injection technology increases the torque and power of spark-ignition engines, making them as much as 15 percent more economical while reducing exhaust emissions. TFSI is the forced induction version of the same technology, with greater power and even less displacement.

European models shown with optional equipment.



Safety and Convenience

Security is just
another word for freedom.

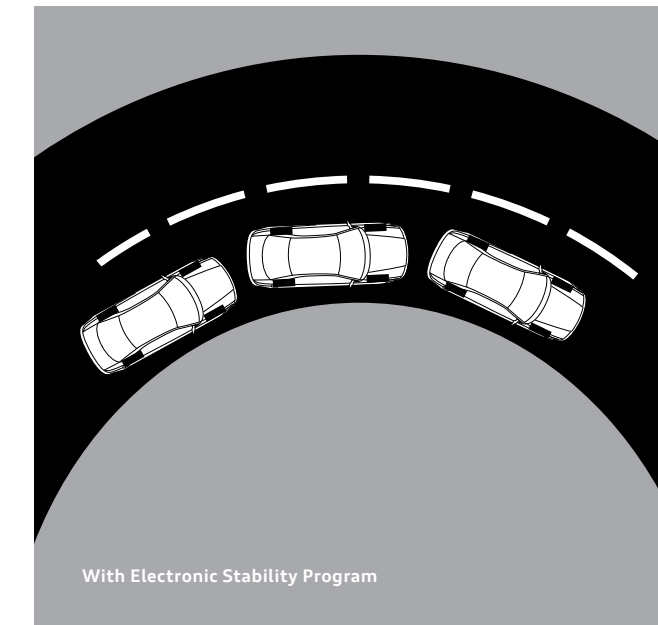
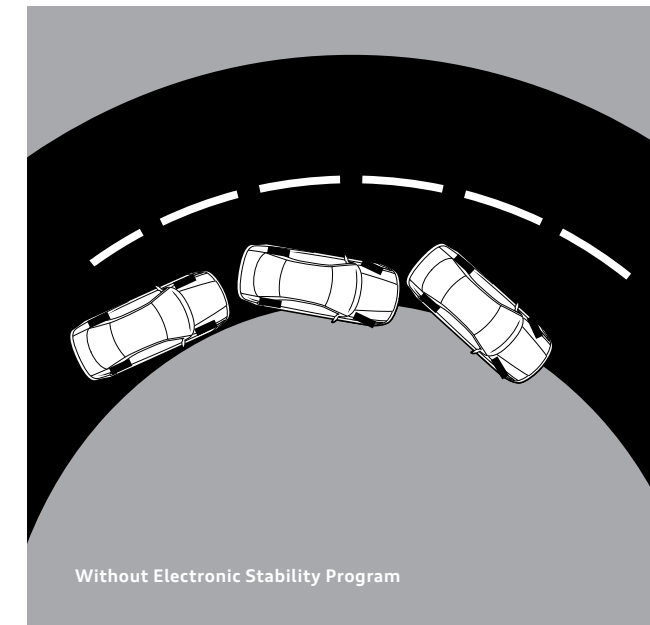
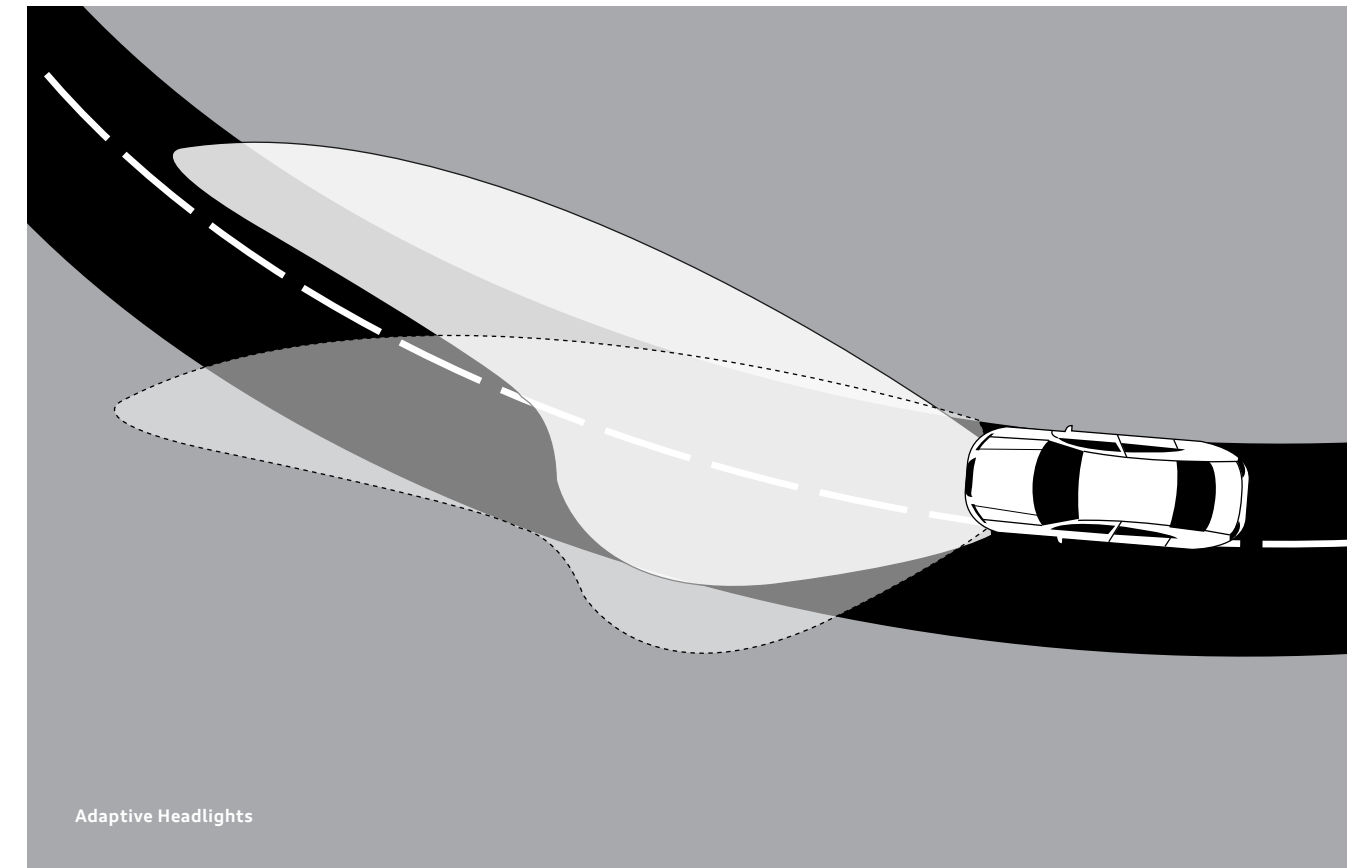
Audi recognizes that safety is more than a sense of protection; it's a state of being. This is why every effort is made to create a vehicle that applies protective measures in intuitive ways, helping to make every journey a smooth one. Like a driver looking ahead on an outstretched road, it's about anticipating the next step you might take, measuring the value of your actions before you act. Even more, it's about shedding worries so that you can fully enjoy the benefits of a thrilling ride.

Airbags* and Crash Safety Ratings

Safety is always paramount; which is why Audi includes so many airbags* in their vehicles. Dual stage, dual threshold front airbags* are augmented by comprehensive Sideguard protection. No surprise that a plethora of safety and assist features have earned many Audi models a five-star safety rating from the NHTSA.



European model shown with optional equipment. *Airbags are supplemental restraints only and will not deploy under all accident circumstances. Always use safety belts and seat children only in the rear seats, using restraint systems appropriate for their size and age. Drivers should always exercise care and control and drive according to weather and road conditions. Obey all traffic laws. Vehicle is sold equipped with all season tires or summer tires, however, please remember the use of winter tires may be mandatory in your province or territory. Make sure your vehicle has the proper tires at all times. This is a dramatization and does not depict what will happen in an accident. All bags will not inflate in real world accidents and if multiple bags do deploy they will be in various stages of inflating/deflating and will never all be inflated at the same time.



Audi Side Assist

Like an extra set of eyes, Audi Side Assist helps the driver when changing lanes. A radar system monitors the areas in the blind spot as well as fast-approaching vehicles at a range of about 50 metres to the rear of the car. If Audi Side Assist identifies another vehicle, it informs the driver via an LED light in the exterior mirror. The system gives a warning by emitting a flashing LED signal if the driver has activated the turn indicator in preparation for changing lanes, but has overlooked another vehicle in the adjacent lane.

Adaptive Headlights

Audi has made illuminating the road ahead a truly exhaustive pursuit. Adaptive headlights change with the driving situation, allowing the driver to see in the dark by lighting up corners and bends more effectively.

Audi Parking System

When the distance of a nearby object is too difficult to judge, Audi Parking System is happy to gauge for you. An intermittent signal indicates how far the car is from an obstacle. As the distance decreases, the warning tones sound faster. Whenever the reverse gear is selected, Audi Parking System is turned on automatically. Audi Parking System uses ultrasonic sensors that can be installed at the rear as well as the front of the car, depending on the model. Meanwhile, guide tracks over a rearview camera image on your dashboard ensure your safety.

Adaptive Cruise Control

Never content to rest in the wake of a commonly held standard, Audi offers Adaptive Cruise Control. Building on the functions of conventional cruise control, this system uses a special radar sensor to maintain a safe distance from vehicles ahead. If the distance is too small, the brake is automatically applied; if the braking process is not enough to slow the car sufficiently, a signal is triggered to notify the driver to intervene manually. Once the road is clear, the vehicle is brought back up to speed.

Electronic Stability Program (ESP™)

The Electronic Stability Program (ESP™) acts like a sixth sense, offering the driver the utmost in intuitive control. Through fine adjustments in the Anti-lock Braking System (ABS), and the traction control (ASR) system, the program identifies the car's overall direction and helps it stay on course even under the most unstable conditions.



Audi A5

Some designs are even better in practice. A grand touring automobile in the classic tradition, the progressive styling of the A5 Coupe gives it both the dynamics of a sport car and the sophistication of a genuine luxury vehicle. Beginning with a choice of a 2.0 TFSI or 3.2 FSI V6 engine, the A5 is outfitted with a host of innovative, luxury amenities including high-precision running gear, 3-zone climate control, Bluetooth™ phone integration¹ and an available HDD-based navigation system. New for 2010, the A5 Cabriolet model helps remind the driver what the freedom of the road is all about.

European models shown with optional equipment.

An extraordinary attention to detail sets it apart from the pack. Every interior aspect of the A5 has been carefully considered; even the aluminum trim has been seamlessly integrated into the body. Luckily, nothing is lost in the translation with the Cabriolet: the soft, acoustic top is especially designed for quiet comfort and spaciousness, and its graceful lines make no compromise when it comes to aerodynamics. Further, a set of rear folding seats, an industry-first in a Cabriolet, ensures plenty of room for additional cargo.



European models shown with optional equipment.





Audi S5

Dynamic styling is only the beginning. From its powerful 4.2 FSI V8 with 354 hp in the Coupe model, or the 3.0 TFSI 333 hp in the Cabriolet version, the S5 is a sports car to be admired, whether you're in the cockpit or on the sidelines. Power that's both effective and efficient can take it from 0-100 km/h in an impressive 5.1 seconds*. Rear biased quattro all-wheel drive supplements the lowest, widest stance in its class, making the S5 a highly athletic contender in any environment.

European models shown with optional equipment.
* Estimated. Please drive safely and obey speed limits.

Audi A5 Cabriolet

Power and Performance

- A5 quattro Cabriolet**
- ▶ 2.0 TFSI Direct Injection Turbocharged I-4
 - ▶ Displacement: 1984
 - ▶ Horsepower: 211 @ 5300-6000 rpm
 - ▶ Torque: 258 @ 1500-4200 rpm
 - ▶ Drive Configuration(s): quattro all-wheel drive
 - ▶ Transmission Type(s): 6-Speed Tiptronic™ automatic transmission
 - ▶ 0-100 km/h in seconds*: 7.1
- | | | | |
|--------------------|--------|-------|--------|
| ▶ Dimensions (mm): | Length | Width | Height |
| | 4625 | 2020 | 1383 |
- ▶ Luggage Capacity (Litres, Seats Up): 288
 - ▶ Requires Premium Fuel, 64 litre tank
 - ▶ Fuel economy estimates⁵: 10.1 L/100 km (city), 7.5 L/100 km (hwy)

Key Standard Features

- A5 Cabriolet standard features:**
- ▶ Bi-Xenon headlights
 - ▶ LED daytime running lights and taillights
 - ▶ Fully automatic retractable roof
 - ▶ Power driver/passenger seats with driver lumbar support
 - ▶ Heated front seats
 - ▶ 50/50 Rear folding seat
 - ▶ Multi-function steering wheel
 - ▶ 18" alloy wheels
 - ▶ Audi 10 Speaker DSP sound system with single CD player and SIRIUS™ Satellite Radio

Options and Packages

- Options**
- ▶ Metallic paint
 - ▶ Bluetooth™ phone preparation¹
 - ▶ Audi Music Interface
 - ▶ Bang & Olufsen™ Sound System[†]
 - ▶ Audi Drive Select[†]
- Packages**
- ▶ Technology Package[†]
 - ▶ Navigation Package[†]
 - ▶ S line Sport Package

Package Contents

- S line Sport Package**
- ▶ 19" quattro wheel with performance tires³
 - ▶ Alcantara/Leather upholstery
 - ▶ S line sport seats with driver/passenger lumbar support
 - ▶ Sport suspension
 - ▶ S line steering wheel
 - ▶ Brushed aluminum trim
 - ▶ Black headliner
 - ▶ S line door sills
 - ▶ S line exterior

Audi S5 Cabriolet

- S5 quattro Cabriolet**
- ▶ 3.0 TFSI Direct Injection Supercharged V6
 - ▶ Displacement: 2995
 - ▶ Horsepower: 333 @ 5300-6000 rpm
 - ▶ Torque: 325 @ 1500-4200 rpm
 - ▶ Drive Configuration(s): quattro all-wheel drive
 - ▶ Transmission Type(s): 7-Speed S tronic automatic transmission
 - ▶ 0-100 km/h in seconds*: 5.4
- | | | | |
|--------------------|--------|-------|--------|
| ▶ Dimensions (mm): | Length | Width | Height |
| | 4635 | 2020 | 1380 |
- ▶ Luggage Capacity (Litres, Seats Up): 288
 - ▶ Requires Premium Fuel, 64 litre tank
 - ▶ Fuel economy estimates⁵: 12.9 L/100 km (city), 8.1 L/100 km (hwy)

- S5 Cabriolet Premium standard features:**
- ▶ Bi-Xenon headlights with washers
 - ▶ Exterior side mirror in distinctive brushed aluminum optic S5 housing
 - ▶ Colour trip computer
 - ▶ 18" quattro GmbH alloy wheels
 - ▶ LED daytime running lights and taillights
 - ▶ Nappa Leather seats
- S5 Cabriolet Premium additional features:**
- ▶ Adaptive Headlights, rear parking sensors, Audi Side Assist, Advanced Key, HomeLink™ and 19" quattro GmbH alloy wheels.

- Options**
- ▶ Metallic paint
 - ▶ Carbon Atlas trim[†]
 - ▶ Bang & Olufsen™ Sound System[†]
 - ▶ Audi quattro sport differential
 - ▶ Audi Drive Select with quattro sport differential[†]
 - ▶ 19" quattro GmbH alloy wheels
- Packages**
- ▶ Navigation Package

- Technology Package**
- ▶ Audi Side Assist
 - ▶ Advanced Key with start button
 - ▶ Adaptive headlights
 - ▶ HomeLink™



- Navigation Package**
- ▶ Audi HDD Navigation
 - ▶ MMI Navigation Plus⁴
 - ▶ DVD player
 - ▶ Colour trip computer
 - ▶ Voice recognition
 - ▶ Rear parking system with rearview camera

European models shown with optional equipment.

Exterior Colours

Ice Silver Metallic/Black Roof	Ice Silver Metallic/Red Roof ¹	Quartz Grey Metallic/Black Roof	Quartz Grey Metallic/Red Roof ¹	Meteor Grey Pearl Effect/Black Roof	Meteor Grey Pearl Effect/Red Roof ¹
Phantom Black Pearl Effect/Black Roof	Phantom Black Pearl Effect/Red Roof ¹	Garnet Red Pearl Effect/Black Roof	Deep Sea Blue Pearl Effect/Blue Roof	Aurum Beige Metallic/Black Roof ²	Teak Brown Metallic/Brown Roof ²
Sprint Blue Pearl Effect/Black Roof ¹	Sprint Blue Pearl Effect/Blue Roof ¹	Monza Silver Metallic/Black Roof	Ibis White/Black Roof	Ibis White/Brown Roof ²	Ibis White/Red Roof ¹
Brilliant Black/Black Roof	Brilliant Black/Red Roof ¹	Brilliant Red/Black Roof			

Interior Colours

Black Leather	Light Grey Leather	Linen Beige Leather
Black Alcantara Leather with Silver Stitching ³	Black Silk Nappa Leather	Spectral Silver/Black Silk Nappa Leather
Mustang Brown/Black Silk Nappa Leather ¹	Magma Red/Black Silk Nappa Leather ¹	Aluminum Hologram
Laurel Nutmeg Wood ⁴	Brushed Aluminum ⁵	Carbon Atlas ¹

¹ Available on S5 Cabriolet model only. ² Available on A5 Cabriolet model only. ³ Standard on S line Sport Package only. ⁴ Optional on A5 Cabriolet model only ⁵ Standard on S line Sport Package and S5 Cabriolet model only.

Wheels

18" wheels, 245/40 all-season tires. Standard on A5 Cabriolet.	18" wheels, 245/40 all-season tires. Standard on A5 Cabriolet Premium.
3. Standard on S line Sport Package."/>	3. Standard on S5 Cabriolet."/>
19" wheels, 255/35 summer performance tires ³ . Standard on S line Sport Package.	18" wheels, 245/40 summer performance tires ³ . Standard on S5 Cabriolet.
3. Standard on S5 4.2 FSI Coupe and S5 Cabriolet Premium."/>	
19" wheels, 255/35 summer performance tires ³ . Standard on S5 4.2 FSI Coupe and S5 Cabriolet Premium.	

*Estimate. [†] Available with Premium Trim only.

Audi Genuine Accessories

For every taste and lifestyle, a unique Audi accessory exists. Add a roof rack to hold everything from snowboards to bicycles. Or, accessory wheels to dramatically change the profile of your vehicle. From spoilers, to running boards, to full body kits, a multitude of options are available to customize the look, personality and functionality of your Audi.



European models shown with optional equipment.

(Clockwise from top left:)

Black and white TT, featuring 19" "Turbo" alloy wheels and body styling components finished in a contrasting theme.

Upright Barracuda bike carrier; available on most models.

Ski and snowboard holder; available on most models.

Audi Q5, featuring the off-road styling package, running boards and 20" 10-spoke alloy wheels.



1. 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's phone preparation. Contact your local Audi dealer for the latest listing of compatible phones.

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

3. 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 its equivalent. Check your provinces regulators for mandatory use of winter tires. 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.

4. The Audi Navigation System depends upon 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, destinations and other points of interest. Changes in street names, construction zones, traffic flow, points of interest or other road system changes are beyond the control of Audi Canada. 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 judgment in determining whether or not to follow a suggested Audi Navigation System route. Periodically new mapping data is available. HDD update is required in order to maintain the latest navigation information. Updates are available for purchase from time to time at additional cost. Consult your dealer or call 1-800-FOR-AUDI for details.

5. Fuel consumption figures are based on the Government of Canada's approved criteria and testing methods. Refer to the Government of Canada publication Fuel Consumption Guide (EnerGuide) or Natural Resources Canada's Fuel Consumption Figures website. Actual fuel consumption may vary based on driving conditions, driver habits and vehicle's additional equipment.

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"Audi", "A3", "A4", "A5", "A6", "A8", "Q5", "Q7", "TT", "S4", "S5", "S6", "R8", "ASF", "Avant", "FSI", "TFSI", "MMI", "Sideguard", "S line", "FrontTrak", "multitronic", "Parktronic", "quattro", "R tronic", "S tronic", "Vorsprung durch Technik" and the four rings and Audi emblems are registered trademarks of AUDI AG. "TTS" and "TDI clean diesel" are trademarks of AUDI AG.

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"Bluetooth" is a registered trademark of Bluetooth SIG.

"iPod" is a registered trademark of Apple, Inc.

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