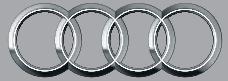




A7

Audi 
Truth in Engineering



From the first glance, the design of the all-new Audi A7 will captivate you. With an alluring profile, impeccably crafted interior and the most advanced automotive technology available, nothing has been left to chance. You will experience our commitment to progressive design and luxury in every detail. The A7 transcends the expected and puts you in the cockpit of what's sure to become a design icon.



breathhtaking

Like nothing else on the road, the A7 reflects your desire to leave convention behind. Short overhangs, coupe-like styling and a wide stance deliver a striking visual statement, invoking emotion and temptation. Dynamic lines accentuate its low, sleek profile, while the impressive wheels add to the elegant appearance. This, along with the newly redesigned Singleframe® grille and LED headlights* and taillights, makes the A7 as exhilarating for you to look at, as it is for you to drive.

*Optional.
European vehicle and specifications shown.



European vehicle and specifications shown.

immerse

The interior is a perfect fusion of technology and luxury. Sweeping wood inlays and brushed aluminum details on bezels and controls complement the rich leather interior. The A7 showcases the new driver-oriented, wrap-around sky-liner concept, which seamlessly integrates the dashboard into the door panels and

delivers an open, airy driving experience. A leather-wrapped, multifunction steering wheel, thoughtfully placed displays and controls, and an elegantly designed center console, keep the technology of the A7 at your fingertips.

propel



While the style and craftsmanship are nothing short of perfection, piloting the A7 is an experience in true performance. As soon as your foot touches the pedal, you'll feel the exhilarating freedom of the 310hp supercharged V6. Paddle shifters provide enhanced control of the eight-speed Tiptronic® transmission, while quattro® all-wheel drive delivers legendary handling and unrivaled grip.

Tailoring the Audi A7 to your driving style is simple with Audi drive select. This exclusive system provides advanced customization of the vehicle's transmission, engine, safety belts and steering characteristics.

All of this, along with a wide stance and a rigid chassis with a responsive lightweight aluminum suspension, proves the A7 is engineered to perform.

European vehicle and specifications shown.





engage

Sheer power and a connection to the road are nothing without intuitive and elegant ways to control them. The A7 features MMI® touch, a revolutionary touchpad technology with handwriting recognition – giving you unprecedented access to navigation, media and telephone functions.

The A7 also features the all-new, optional Audi heads-up display. This innovative feature projects information onto the windshield, allowing you to view speed, navigation direction and trip distance without taking your eyes off the road.

In every way, the A7 is designed to provide you with a commanding experience behind the wheel.

European vehicle and specifications shown.



enhance

Upon entering the cabin of the A7, you will find yourself surrounded by the very best in materials and craftsmanship. With exotic wood inlays and the finest leathers, along with amenities like available climate seats and four-zone climate control, you and three passengers are transported in style and comfort.

With the optional, breathtaking 14-speaker Bang & Olufsen® Advanced Sound System and convenient features like a power-tailgate, elegant, ambient interior lighting and Audi advanced key, you arrive at the perfect combination of driver-oriented luxury and impeccable style.

European vehicle and specifications shown.





assure

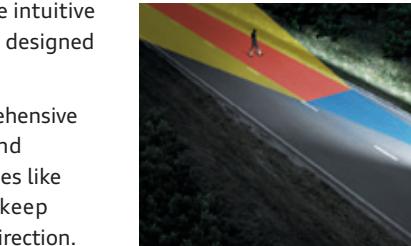
Driving the A7 is made easier and more intuitive with a host of standard safety features designed to maximize your driving experience.

Safety belt pre-tensioners and a comprehensive set of twelve airbags help keep you and your passengers safe, while technologies like Electronic Stability Control (ESC) help keep the vehicle traveling in its intended direction. Utilizing the traction control of Anti-Slip Regulation (ASR) and the Anti-lock Brake System (ABS), ESC helps you maintain control regardless of the driving conditions.

Additionally, the optional convenience of the Driver Assistance Package can help sense the world around you, assisting in a multitude of driving conditions via a number of Audi exclusive technologies. Audi side assist can detect cars in your blind spot while Audi active lane assist can help keep you from inadvertently drifting out of your lane. Adaptive cruise control helps maintain a constant speed in relation to the car in front of you by sensing the distance between the two vehicles, while night vision assistant helps illuminate pedestrians beyond the reach of your headlights.

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

Never before has a vehicle been so in tune with the road – and the driver.



European vehicle and specifications shown.



A7 Model Specifications

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

Power and Performance

- + 3.0 liter TFSI supercharged V6
- + Horsepower: 310hp
- + Torque: 325 lb-ft. @ 2900 RPM
- + Top track speed*: 130 MPH

*Top track speed for A7 electronically limited to 130 MPH in the U.S. Obey all local speed and traffic laws. European vehicle and specifications shown.



a bold new direction

The A7 was designed to stand for something. To never stand still and to always look ahead. The perfect culmination of driver-oriented features, versatility and progressive styling, the A7 stays true to the legacy of design and luxury, while adding a bold new branch to the Audi family tree.

European vehicles and specifications.

2011 | A7

Audi of America

Audiusa.com

Facebook.com/Audi

PL-A7-10

European vehicle and specifications shown.

Note: A word about this brochure. The vehicles featured in this brochure are European models. U.S. specifications, standard equipment, options and colors were unavailable at time of printing. Some equipment and colors featured may be unavailable on vehicles offered for sale in the U.S. Please ask your dealer for advice concerning current availability of standard and optional equipment, and your dealer will verify that your vehicle will include the equipment you ordered. Vehicles in this brochure are shown with optional equipment. See your dealer for complete details on the new vehicle limited warranty, twelve-year limited warranty against corrosion perforation and Audi 24/7 Roadside Assistance. Roadside assistance coverage provided by Road America in the U.S. Certain conditions apply; see your dealer for details. Tires supplied and warranted by various manufacturers. "Truth in Engineering" is a trademark of Audi of America, Inc. "Audi", "quattro", all model names, "ASF", the Singleframe grille design, "MMI", "MMI touch", "TFSI" and the four rings logo are registered trademarks of Audi AG. "Tiptronic" is a registered trademark of Dr. Ing h.c. F. Porsche AG. "Bang & Olufsen" is a registered trademark of the Bang & Olufsen Group.

©2010 Audi of America, Inc.