Discover the latest Audi models for 2016.

It’s subtle yet it’s bright. It’s hidden yet it can be experienced. It’s technology, which has been revealed. When you get behind the wheel of an Audi, you know it’s there, taking charge but letting you lead. Technology so advanced, it sets new benchmarks and records—only to be broken by Audi all over again.
The all-new Audi Q7 represents everything a true premium automobile stands for. It sets a new benchmark in the SUV segment with its diversified drivetrain technologies, lightweight construction technology, path-finding efficiency, Night vision assistant, 7 seats configuration, intuitive connectivity and comprehensive electronic features. It is the lightest, premium SUV in its class.

**Audi Q7 45 TFSI**

- Drivetrain: quattro
- Cylinder: V6
- Transmission: tiptronic (8-speed)
- Displacement (ccm): 2,995
- Output (hp at rpm): 333 / 5,500 - 6,500
- Torque (Nm at rpm): 440 / 2,900 - 5,300
- Top Speed (km/h): 250
- Acceleration 0-100 km/h (seconds): 6.3
The Audi Q5, one of the most highly evolved automobiles of its time. Engineered with legendary quattro permanent all-wheel drive system, the Audi Q5 effortlessly combines smooth handling with sharp design elements like striking LED daytime running lights and an unmistakable Audi profile. Packed with impressive technologies such as Audi Connect and versatile media systems, the Audi Q5 is an intelligent choice for all the right reasons.

**Audi Q5 45 TFSI**

- **Drive train**: quattro
- **Cylinder**: V6
- **Transmission**: tiptronic (8-speed)
- **Displacement (ccm)**: 2,995
- **Output (hp at rpm)**: 272 / 4,780 - 6,500
- **Torque (Nm at rpm)**: 400 / 2,150 - 4,780
- **Top Speed (km/h)**: 234
- **Acceleration 0-100 km/h (seconds)**: 5.9
Cruise around town or discover rural paths - whichever terrain you choose the new Audi Q3 will take you. Its agile performance, clean lines, utility & quattro permanent all-wheel drive system make it a practical companion for versatile living. Innovative materials, smart engineering and enlightened design seamlessly come together to form a crossover SUV that effortlessly adapts to practically any environment.

Audi Q3

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drivetrain</td>
<td>quattro</td>
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<tr>
<td>Cylinder</td>
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<tr>
<td>Transmission</td>
<td>S tronic (7-speed)</td>
</tr>
<tr>
<td>Displacement (ccm)</td>
<td>1,984</td>
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<tr>
<td>Output (hp at rpm)</td>
<td>180 / 4,000 - 6,200</td>
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<tr>
<td>Torque (Nm at rpm)</td>
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<td>Acceleration 0-100 km/h (seconds)</td>
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</tr>
</tbody>
</table>
Audi A8 L
Sheer luxury and absolute comfort seamlessly come together to define the Audi A8 L. The grandeur of the distinctive single frame grille, dynamic profile or signature LED illumination of the Audi A8 portray the many faces of elegance. With its 435-horsepower, unrivalled spaciousness, lightweight Space Frame and powerful presence, the Audi A8 L once again progresses to a new level of luxury.

Audi A8 L 60 TFSI
Drivetrain: quattro
Cylinder: V8
Transmission: tiptronic (8-speed)
Displacement (ccm): 3,993
Output (hp at rpm): 435 / 5,100 - 6,000
Torque (Nm at rpm): 600 / 1,500 - 5,000
Top Speed (km/h): 250
Acceleration 0-100 km/h (seconds): 4.6
Audi S8

The power is in your hands when you grip the steering wheel of the Audi S8. With a turbocharged 520-hp TFSI engine, legendary permanent quattro all-wheel drive system, state-of-the-art interiors, Matrix LED headlights and Audi pre sense, it’s clear the Audi S8 is the performance luxury sedan that’s ready to conquer the roads in your city.

**Audi S8 TFSI**

- **Drivetrain**: quattro
- **Cylinder**: V8
- **Transmission**: tiptronic (8-speed)
- **Displacement (ccm)**: 3,993
- **Output (hp at rpm)**: 520 / 5,800
- **Torque (Nm at rpm)**: 650 / 1,700 - 5,500
- **Top Speed (km/h)**: 250
- **Acceleration 0-100 km/h (seconds)**: 4.1

Audi S8
What do you get when you combine the athletic aesthetic of a coupé with the elegance of a sedan and the functional benefits of an Avant? The answer to that question is undoubtedly the Audi A7. This spacious five-door coupé has been upgraded to make it even more powerful and attractive. With the new engine configurations, hi-tech transmissions, compelling headlights, taillights and new infotainment systems such as the Head-up display, make the Audi A7 a driver’s delight.

Audi A7

Audi A7 50 TFSI

- Driveetrain: quattro
- Cylinder: V6
- Transmission: S tronic (7-speed)
- Displacement (ccm): 2,995
- Output (hp at rpm): 333 / 5,500 - 6,500
- Torque (Nm at rpm): 440 / 2,900 - 5,300
- Top Speed (km/h): 250
- Acceleration 0-100 km/h (seconds): 5.3

Audi A7
Audi S6 Sedan

When performance and luxury come together, they create the Audi S6 – the ultimate crowd pleaser. Its impeccable lightweight design combined with the high-performance TFSI engine, 7-speed Audi S tronic transmission, unparalleled control of quattro permanent all-wheel drive system and Park assist with 360° display, make sure to turn quite a few heads.

**S6 Audi S6 TFSI**

<table>
<thead>
<tr>
<th>Drivetrain</th>
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</tr>
</thead>
<tbody>
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<td>Displacement (ccm)</td>
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<tr>
<td>Acceleration 0-100 km/h (seconds)</td>
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</table>
Discover the compact sporty sedan that’s ready to show you what it’s made of. Fully charged with S tronic dual-clutch transmission technology and intelligent driver assistance systems, the Audi S3 demonstrates powerful capabilities that defy its compact size. Boasting a powerful turbocharged 2.0-liter TFSI engine, legendary quattro permanent all-wheel drive system and lightweight yet extraordinarily rigid body construction, this compact car is all about performance.

**Audi S3 Sedan**

- **Drivetrain**: quattro
- **Cylinder**: 4
- **Transmission**: S tronic (6-speed)
- **Displacement (ccm)**: 1,984
- **Output (hp at rpm)**: 286 / 5,300 - 6,200
- **Torque (Nm at rpm)**: 380 / 1,800 - 5,200
- **Top Speed (km/h)**: 250
- **Acceleration 0-100 km/h (seconds)**: 5.0

**Audi S3 TFSI**

- **Drivetrain**: quattro
- **Cylinder**: 4
- **Transmission**: S tronic (6-speed)
- **Displacement (ccm)**: 1,984
- **Output (hp at rpm)**: 286 / 5,300 - 6,200
- **Torque (Nm at rpm)**: 380 / 1,800 - 5,200
- **Top Speed (km/h)**: 250
- **Acceleration 0-100 km/h (seconds)**: 5.0
The RS comes to life again in the new Audi RS 3 sportback - the perfect combination of premium high performance and everyday usability. The new and 55kg lighter Audi RS 3 goes from 0 to 100 km/h in 4.3 sec but stays true to itself with the ultimate 5-cylinder turbo Audi 2.5 TFSI engine, which is the epitome of Audi motorsport DNA.

**Audi RS 3**

**RS 3 Sportback TFSI**

- **Drivetrain**: quattro
- **Cylinder**: 5
- **Transmission**: S tronic (7-speed)
- **Displacement (ccm)**: 2,480
- **Output (hp at rpm)**: 367 / 5,550 - 6,800
- **Torque (Nm at rpm)**: 465 / 1,625 - 5,550
- **Top Speed (km/h)**: 250
- **Acceleration 0-100 km/h (seconds)**: 4.3
Audi TT Coupé

The new Audi TT Coupé is a masterpiece, which moves you in more ways than one can imagine. This iconic sports car is packed with hi-tech driver centric features such as the new Audi virtual cockpit and more. Its glorious design, agile handling, turbocharged 230-hp TFSI engine and performance-enhancing features elevate your driving experience to new heights.

Audi TT Coupé 45 TFSI

- Drivetrain: quattro
- Cylinder: 4
- Transmission: S tronic (6-speed)
- Displacement (ccm): 1,984
- Output (hp at rpm): 230 / 4,500 - 6,200
- Torque (Nm at rpm): 370 / 1,600 - 4,300
- Top Speed (km/h): 250
- Acceleration 0-100 km/h (seconds): 5.3
Audi TT Roadster

Open up to more fun with the stylish Audi TT Roadster. Designed with a retractable soft top and fitted with a turbocharged 230-hp TFSI engine, this exemplary sports convertible and its performance range joins a new category of vehicles. This Audi TT delivers peerless performance, distinctive superior handling from quattro all-wheel drive, customizable driving settings with Audi drive select and groundbreaking features like the new Audi virtual cockpit and the extraordinary Bang & Olufsen sound system. The new Audi TT opens roads to new excitements.

TT

Audi TT Roadster 45 TFSI

<table>
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<th>Specification</th>
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<tr>
<td>Transmission</td>
<td>S tronic (6-speed)</td>
</tr>
<tr>
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</table>
Unveil the innovation

Witness the unveiling of the all-new Audi 2016 models for the first time in the region.
The all-new Audi R8

The all-new Audi R8 was built at the meeting point of art and performance. It's naturally-aspirated V10 mid-engine delivers a power-packed performance and goes from 0 to 100 km/h in just 3.5 seconds or 3.2 seconds for the V10 plus, with a top governed maximum speed of 330 km/h. The all-new Audi R8 is built for maximum dynamism in all of its technical aspects from its Audi Space Frame (ASF) to its aerodynamics, to the newly developed quattro permanent all-wheel drive system and the seven-speed S tronic transmission that executes lightning-fast gearshifts.
Be awestruck with the all-new Audi A4 and its sophisticated design features; its distinctive Audi single frame grille, sharpened profile and Matrix LED headlights. The chemistry of the design features, high-tech precision and sporty proportions give the all-new A4 a technological edge and captivating aesthetics that make for a lasting impression.
Technologies

Discover an array of groundbreaking innovation and technologies in the all-new Audi 2016 lineup. Each year our engineers strive to outdo themselves to create outstanding technologies that would impress every car lover. From Matrix LED headlights, to the Audi Virtual Cockpit, to Audi Phonebox, it’s all about Vorsprung durch Technik.
Audi Virtual Cockpit

A treat for the driver’s eyes - the Audi Virtual Cockpit is a 12.3-inch digital screen that delivers all the necessary information to the driver in one glance. Located directly behind the steering wheel, this screen can be operated via the MMI touch button, voice control, and the multifunction steering wheel. Now, you can also switch between ‘classic view’, with prominent speedometer and rev counter, or infotainment view, bringing navigation map or media functions all conveniently from the steering wheel.
Think out of the box when you learn about the Audi phone box technology. Now, you can charge your phone, by simply placing it in the storage compartment provided in the centre console. The phone can be operated via the MMI control panel, the multi-function steering wheel or voice control.
Your Audi is at your service no matter where you choose to be. With its range of driver assistance systems to choose from, the new Audi assistance package ‘City’ sets standards that go far beyond the norm in its segment. The ‘City’ package comprises of the Audi pre sense that automatically initiates any required preventive measures for your protection, the cross-traffic assist that uses rear radar sensors to warn the driver of close by vehicles detected as critical threats, the exit warning that warns the driver and all passengers when they start opening a door about a vehicle approaching from behind and many more handy features that add to the experience of an urban driver.
Audi MMI Navigation plus

Take charge with the Audi MMI Navigation plus with MMI touch. Whether you want to play your favourite song, get directions to the new restaurant in town or take a call, simply use the MMI controls, touch pad or voice control to do as you please. You are literally accessing the brain center of the vehicle, which has been designed with the driver in mind.
Rear Seat Entertainment

Please your passengers with the groundbreaking rear seat entertainment system from Audi. Designed with passenger safety in mind, the Audi tablet is temperature-resistant and offers the necessary crash safety lacking in conventional market solutions. Connect it to the MMI navigation plus via Wi-Fi and gain access to the radio, media, navigation and car functions from the backseat.

*Arriving in 2016.
The models and equipment versions illustrated and described in this brochure and some of the services listed are not available in all countries. Details concerning the appearance, performance, dimensions, weights and fuel consumption and running costs of the vehicle were correct to the best of our knowledge at the time of going to press. Deviations from the colours and shapes shown in the illustrations may occur. No liability is accepted for errors and printing errors. The right to introduce modifications is reserved. Not to be reproduced, including in part, without the written approval of Audi Middle East.