AudiCorporate Program
Middle East
At Audi, we have been shaping automotive history for over a century. Constant innovation and a desire to create products that delight customers defines Audi and Vorsprung durch Technik. The cornerstone of our success though, has been the enduring relationships that we’ve built with those who drive our cars. Understanding their needs and aspirations, daring them to be unconventional and fuelling their passion for driving is what keeps us going.

We therefore, invite you to be part of a tradition that has shaped the automotive history. A world where motoring extends beyond the journey into a much more rewarding experience.

Welcome to Audi Corporate.

Challenge Convention?
Audi has a history of it.

Many of the automotive concepts we now take for granted started life as Audi innovations.
Audi was the first company to use wind-tunnel testing, now a fundamental stage in the design process of every performance car in the world.
Audi conducted the first systematic side and rollover crash test in 1938. The same obsession with safety also drove us to another industry first, the use of safety glass.
Audi’s commitment to pushing performance boundaries led to the 1938 production of the type C Streamliner, the first vehicle to achieve a land speed of over 400 km/h.
In 1980, Audi launched the concept of permanent all-wheel drive in a passenger car with the introduction of quattro® - a technology which has proven extremely popular across Audi’s entire range and which was a major contributor to the company’s domination of the World Rally Championships.
1991 saw the unveiling of the revolutionary Avus quattro®, the perfect marriage of a powerful 12-cylinder engine, all-wheel drive and the lightweight construction of the world’s first all-aluminum body. In 2007, Audi rewrote motor racing history with the unleashing of the R8, a car with conjugal ties to the legendary Le Mans winner. With a catalogue of ideas that include a mid-engine, FSI technology, quattro and the Audi Space Frame, the R8 is the definitive result of 70 years of research and development. It is the epitome of driving dynamics and extraordinary precision.

While Audi takes great pride in its heritage, such a history can only be the hallmark of a forward-looking company.
Audi. Innovating since 1899.
The unique Audi Service Program is part of the larger Audi Corporate program. This means that you do not only get priority while ordering, but that you are also assured of our assistance at all times. Some of the highlights of the Service Program are:

- Priority vehicle order and allocation
- Audi Care 24-hour roadside assistance for the term of the care warranty
- Free service for 5 years or 105,000 km
- Free service pick up and drop off within 50 km radius of service station and much more.

Audi is rated as one of the most economical options for company fleets by owners as well as the independent press. High-performance technology, superior quality and strict adherence to environmental standards have resulted in two unbeatable benefits: fuel efficiency to ensure lower petrol costs and greater reliability to ensure lower maintenance costs.

Your local Audi dealer will be happy to provide you with more information.
Every aspect of Audi Corporate has been designed to make things easier and simpler for you and your organisation. Once you qualify for the program, you can benefit from special corporate pricing. What’s more, we go a step further and offer you corporate finance rates as well as attractive packages on leasing and credit terms. Special offers on optional equipment are also negotiable.

For a more detailed and personalised offering, please contact your local Audi dealer.

As part of Audi Corporate, you will discover what it means to be part of the Audi culture and ethos. You’ll become a member of the Audi community and attend exclusive lifestyle events and be the first to know about new breakthroughs and car launches. You can look forward to:

- Invitations to Audi sponsored events and other sporting events like Golf and Motor Racing
- Lifestyle events
- Invitations to new car launches and test-drives
- Special rates on accessories and quattro® items

It all adds up to less.

Live the Audi life.
The beauty is in the detail: how Audi’s advanced technology and craftsmanship benefits you as a driver.

**Audi quattro**

Audi are pioneers in four-wheel drive technology, and the quattro system delivers superb handling and traction while giving extra security and stability on wet or low grip surfaces. The latest models feature 40/60 percent distribution of power front to rear for optimum handling, while asymmetric/dynamic torque distribution to all wheels enables optimum safety by automatically adjusting to variations in grip within a fraction of a second.

**Audi Drive Select**

Audi drive select (ADS), optional at extra cost on the new Audi A4, enables you to set the driving characteristics of your car to your preference. There are four settings: Comfort, for the most comfortable ride; Auto, for the optimum set-up for the prevailing driving conditions; Dynamic, for sporty driving. Where optional Satellite Navigation System Plus is specified, a fourth setting, Individual, allows drivers to tune the car exactly to their needs.

**Audi Variable Servicing**

Audi Variable Servicing uses on-board sensors continuously to monitor the condition of the engine oil in terms of temperature, level and degradation. The monitoring systems also check mileage coverage, brake pad wear, battery condition and mileage covered. Using this information, the car’s on-board computer calculates its own maintenance interval, providing you with ample notice of when a service is due via the ‘distance to service’ dash display.

**Audi Multi Media Interface**

Audi’s Multi Media Interface (MMI) is an integral operating concept for the operation of fitted vehicle and infotainment components. The MMI control knob in the centre console can be turned and pushed and links to a high-mounted MMI display in the dash. The system allows the driver to control entertainment, communication, information and vehicle systems simply and intuitively using the single main control and the eight function keys grouped around it.

**Audi Side Assist and Audi Lane Assist**

Optional Audi Side Assist monitors the area behind the car using radar sensors located in the rear bumper and warns you via a visual signal mounted in the door mirror if there is a vehicle approaching in your blind spot. Audi Lane Assist warns you when you are crossing lane markings through a steering wheel vibration, which assists you when you are distracted or tired. The vibration intensity and warning time is adjustable via the MMI system.

**Bang & Olufsen Advanced Sound**

If you spend a long time in your car, a great sound system makes the miles fly by. The pioneering B&O Advanced Sound System is available as an option in the new Audi A4, A5, A8, S8, and R8. In the new A4, the system is designed specifically for the car and uses no fewer than 14 speakers powered by a ten-channel amplifier with total output of 505 Watts. It is linked to a digital sound processor delivering surround sound as well as dynamic vehicle noise compensation, all adjustable to your preference. Hearing is believing.

**The World of Audi**

By choosing an Audi company car, you will become part of something special: a global brand pushing itself to the very limit in motor racing, cutting edge design, sport and technology.

**Audi Motorsport**

“Everybody at Audi knows just how important motorsport is for the brand. We will continue to concentrate on racing series that bear a close relationship to our production cars, and which accelerate the development of our product range.”

Those comments from Rupert Stadler, Chairman of the Board of Audi AG, underline our commitment to motor sport and its relevance to the development of our cars.

How? At the legendary Le Mans 24 Hours race, Audi has dominated in recent years with seven wins in the last eight races.

The petrol-powered R8 FSI and diesel-powered R10 TDI (pictured above right) have both showcased the advanced engine technology that has since been adopted for Audi road cars. The race-developed FSI and TDI engine management systems are standard equipment in all our engines.

In the German DTM series, the most advanced saloon car racing series in the world, Audi will be defending the crown it won in 2007, this time with a 460 PS racing version of the new A4, proving that the transition from track to road is integral to Audi’s model development.

Alongside the standard hands-free functions (accept/reject call/hands-free, the mobile phone preparation supports the display of the signal strength and the provider’s name, and enables transfer of the users’ number directory to the car’s infotainment system.

**Audi and the Apple iPhone**

Contemporary design and stunning innovation: Audi and Apple are natural partners.

We have been working closely together to ensure the new iPhone is fully compatible with the majority of Audi models equipped with optional GSM phone preparation incorporating a Bluetooth interface.

Alongside the standard hands-free functions (accept/reject call/hands-free, the mobile phone preparation supports the display of the signal strength and the provider’s name, and enables transfer of the users’ number directory to the car’s infotainment system.
CHOOSING YOUR NEXT COMPANY CAR

Audi Corporate Program - Offers a world of exclusive benefits that are rewarding and reassuring
Audi Service Program - Assures you priority while ordering and round-the-clock assistance
Audi Technology - Ensures high fuel efficiency and great reliability
Audi Community - Welcomes you to be a part of the Audi culture and ethos
Audi Specials – Brings you attractive corporate finance rates and packages on leasing and credit terms
Introducing the premium SUV from Audi. It has been uncompromisingly engineered to combine luxurious functionality and rugged elegance with all the excitement of dynamic driving and intelligent safety features. A true milestone that unites safety, performance and versatility with the best qualities of an SUV, including interior spaciousness with the flexibility of having up to 7 seats. The outstanding driving dynamics of the Q7 make the fundamental benefits of the quattro® permanent all wheel drive clearly apparent on and off road.
**Audi Q7 3.6 FSI quattro**
Max. Output: 206 kw/280 hp/6200 rpm
Transmission: quattro tiptronic

**Audi Q7 4.2 FSI quattro**
Max. Output: 257 kw/350 hp/6800 rpm
Transmission: quattro tiptronic
Audi A8

Cars are built to be driven. The Audi A8 is built without any compromise to inspire enthusiasm and take luxury to the next level. It effortlessly demonstrates that sporty performance can be combined with elegance and comfort. The Audi A8’s outstanding dynamic driving is facilitated by the latest generation Audi Space Frame, ASF®, which provides more safety because of its lower weight by making handling more agile as well as considerably improving fuel efficiency. With its well balanced mix of luxury, performance and refined yet head-turning good looks, the Audi A8 is a great investment as an exclusive hotel shuttle, or to transport VIPs, government officials and top managers. The Audi A8 is also available with armour protection.
**Audi A8 2.8 FSI**  
Max. Output: 154kW/210hp/5500-6800rpm  
Transmission: Multitronic

**Audi A8 3.2 FSI**  
Max. Output: 191kW/260hp/6500rpm  
Transmission: Multitronic

**Audi A8 4.2 FSI quattro**  
Max. Output: 257kW/350hp/6800rpm  
Transmission: quattro tiptronic

**Audi S8 5.2 FSI quattro**  
Max. Output: 331kW/450hp/7000rpm

*All models available in Long Wheel Base*
The Audi A6 is for those who want to achieve more and are unwilling to accept conventional answers. It adopts a new approach in everything it does. From the highly efficient engine and dynamic chassis, to its automatic distance regulation system and high-quality interior that sets the standard for luxurious workmanship, functionality and comfort, the Audi A6 follows its own rules. Not surprisingly, the A6 is the top-selling ‘Company Car’ in Germany and is the right choice for any corporate, shuttle or airline fleet that demands luxury and performance. The A6 is the perfect combination of functional efficiency and sporty performance.
**Audi A6 2.0T FSI**  
Max. Output: 125kw/170hp/4300-6000rpm  
Transmission: Multitronic

**Audi A6 2.8 FSI**  
Max. Output: 162kw/220hp/5750-6800rpm  
Transmission: Multitronic

**Audi A6 3.0T FSI**  
Max. Output: 213kw/290hp/4850-6800rpm  
Transmission: quattro tiptronic

**Audi S6 5.2 FSI quattro**  
Max. Output: 320kw/435hp/6800rpm  
Transmission: quattro tiptronic
The Audi A4 redefines the concept of character and luxury in its class. Its exterior promises dynamic performance, which its engineering delivers reliably using innovative technology. The A4 demonstrates its superiority at first glance with its striking sporty shape and appealing exterior lines that stand for the new Audi design language. The A4 also sets standards in the areas of power, fuel efficiency and acceleration. It responds to differences in road surfaces and weather conditions with controlled handling, making it a great addition to any rent a car or corporate fleet.
Audi A4 1.8T FSI
Max. Output: 118kw(160hp)/4500-6000rpm
Transmission: Multitronic

Audi A4 3.2 FSI quattro
Max. Output: 195kw(266hp)/6500rpm
Transmission: quattro tiptronic
Opposites attract, and Audi has succeeded in integrating them. The A3 Sportback is the first 5-door car with the sporty attributes of a coupe. Its revolutionary concept combines trendsetting design, breathtaking performance and impressive functionality, which in turn, work together to make it an economical yet premium solution for all car rental and corporate fleets.
Audi A3 Sportback 1.8T FSI
Max. Output: 118kw(160hp)/5000-6200rpm
Transmission: S tronic

Audi A3 Sportback 2.0T FSI
Max. Output: 147kw(200hp)/5100-6000rpm
Transmission: S tronic
If emotional appeal could be measured, the Audi TT would get top marks for enjoyable driving. And for two models rather than one: Coupe, Roadster. Although they differ, they have plenty in common. All of them make a distinctive and authentic impression and perform powerfully and energetically. Whichever TT you choose, the motto is always the same: get, start up and have fun.
**Audi TT Coupe 2.0T FSI**
Max. Output: 147kw(200hp)/5100-6000rpm
Transmission: S tronic

**Audi TT Coupe 3.2 FSI V6**
Max. Output: 184kw(250hp)/6300rpm
Transmission: S tronic quattro

**Audi TT Roadster 2.0T FSI**
Max. Output: 147kw(200hp)/5100-6000rpm
Transmission: S tronic

**Audi TT Roadster 3.2 FSI V6**
Max. Output: 184kw(250hp)/6300rpm
Transmission: S tronic quattro
Some experiences are simply overwhelming. The warmth of the sun on your skin. The wind in your hair. The thrill of taking tight corners fast. You can enjoy all of them more intensely than ever before in the new Audi A4 Cabriolet. Sun, wind, dynamic cornering and exhilarating acceleration are what make driving a cabriolet so special.
**Audi A4 1.8T Cabriolet**
Max. Output: 120kw/163hp/5700rpm
Transmission: Multitronic

**Audi A4 2.0T FSI Cabriolet**
Max. Output: 142kw/200hp/5100-6000rpm
Transmission: Multitronic

**Audi A4 3.2 FSI Cabriolet**
Max. Output: 188kw/255hp/6500rpm
Transmission: Quattro tiptronic