



Audi Middle East Communications

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The Audi A4: even sportier and even more cutting edge – now available in the Middle East

- **Audi A4 bestseller embraces prestige with a new design language**
- **Electrification with mild hybrid technology enhances comfort and efficiency**
- **Special A4 quattro edition available in the Middle East**

Dubai, June 23, 2020 – The A4 represents the core of the brand – after four years in the making, Audi has made the successful midsize model even tauter and sportier. Its exterior is integrated into the brand's new design language; the large MMI touch display offers the kind of operating experience customers will be familiar with from their smartphone. Many engine options now come with mild-hybrid systems (MHEV) – efficiency and comfort benefit from this broad-based electrification. In the Middle East, a special edition A4 model is offered with 100 units only.

Sporty look: the exterior design

The midsize model looks even more dynamic and sophisticated thanks to the sportier design highlights. The Single-frame grille is now broader and flatter; horizontal lines emphasize the width at the front and rear. The side view is defined by the distinctive muscles above the fenders and the lower set shoulder line in between. They form strong contours above the wheels and make the quattro genes outwardly visible.

LED headlights now come standard in the Audi A4; the top-of-the-line headlights feature the Matrix LED technology with fully automatic high beam. The equipment line concept is equally new: basic, advanced and S line are now available for the exterior, not to mention the independent look of the S models. Customers can choose from 12 paint colors, including a new terra gray option.

In the calmly styled interior of the Audi A4 the horizontal lines also convey the overall impression. In the center of the instrument panel, slightly tilted toward the driver, is the large MMI touch display, the control center for the new operating system. The new interior packages: design selection and S line interior can be combined freely with the exterior lines and come with numerous colors and materials. The contour/ambient lighting package adds highlights to the interior in the dark.



Groundbreaking: connectivity

With its new MMI system the Audi A4 offers a user experience similar to a contemporary smartphone. An MMI touch display with acoustic feedback replaces the functions of the previous rotary/pushbutton control on the center tunnel console. The high-resolution TFT display measures 10.1 inches. Its graphics are deliberately clean and cut-down; the menu structure with its tight hierarchies is tailored to user expectations and facilitates ease of use. The [MMI search](#) is based on free text input and returns hits rapidly. The natural-language voice control, another function of the new system, understands many of the phrases used in everyday speech.

The navigation in the Audi A4 is now even more versatile and more user-friendly. The new MMI features a new main unit. The third-generation modular infotainment platform MIB 3 delivers phenomenal computing power. It works with an equally new, spatially separate communication box that incorporates the Wi-Fi hotspot. The optional hardware modules include the Audi phone box and the Bang & Olufsen 3D Premium Sound System in the front.

Three instrument cluster variants are available: two partially analog driver information systems and – in conjunction with the MMI plus – the all-digital Audi virtual cockpit plus. The driver can operate the 12.3-inch display with full HD resolution using the multifunction steering wheel with a choice of three views. A [head-up display](#) projects important information into the driver's direct field of view.

Sportily harmonious: the suspension

The sportily balanced suspension ideally harmonizes with the character of the Audi A4. Customers can choose between the standard setup and the sport suspension. There are also two adaptive suspensions. One option is the comfort suspension with damper control, which reduces the ride height by 10 millimeters and offers superb ride comfort. The other is the sport suspension, either with or without damper control, which is lowered by 23 millimeters. With its even more dynamic basic setup, it underscores the sporty character while maintaining comfort. Both controlled suspensions are integrated into the Audi drive select dynamic handling system. The same applies to the steering, with dynamic steering, the automatic transmission and the throttle valve available for customers as an option. Audi drive select allows the driver to determine which of up to five profiles these systems use.

Broad-based electrification: the drive system

Audi offers the A4 model line with four turbocharged engines in the Middle East. Their power outputs range from 110 kW (150 hp) to 260 kW (354 hp).

The Audi S4 comes with the 3.0 TFSI engine; the turbocharged gasoline direct injection engine has an output of 260 kW (354 hp) and produces a hefty torque of 500 Nm from 1,370 to 4,500 rpm. The V6 accelerates the S4 TFSI Sedan from zero to 100 km/h in 4.7 seconds



on the way to an electronically governed top speed of 250 km/h.

The sporty version: Audi S4

An eight-speed tiptronic and the quattro permanent all-wheel drive make up the drivetrain. If desired, an optional sport differential is available to actively distribute power between the rear wheels. In this way, more power can be directed specifically to the wheel on the outside of the bend when cornering at speed, which combats the tendency to understeer early on. The S sport suspension is standard. With its S-specific setup it provides a sporty driving sensation. This can be enhanced even further with the optional S sport suspension with damper control. Inside and out, a host of design details point to the unique position of the S models – from the exhaust tailpipes to the S mode in the display of the optional Audi virtual cockpit.

Special Edition for the Middle East

For the introduction of the A4 in the Middle East market, there is a limited Audi A4 quattro edition with 100 units available in the region.

The quattro edition comes in all available colors and offers a lot of additional features and equipment for customers such as 19" Audi Sport wheels, Full LED headlights, S line exterior and interior. The special edition is equipped with S Sport Seats in Alcantara and can be upgraded to the optional Fine Nappa Leather seats with red contrast stitching. To ensure a perfect driving experience, it features the 45 TFSI quattro S tronic engine (245hp) and also has the additional sports suspension on board.

For the highest safety and comfort when driving, the special edition is equipped with a lot of assistance systems, such as the side assist, pre sense rear and basic as well as the rear view camera. To make the drive even more enjoyable the driver and passenger seat come with a massage function featuring three different programs.

Current available A4 models in the Middle East:

- 35 TFSI S tronic
- 40 TFSI S tronic
- 45 TFSI quattro S tronic
- S4

The Audi RS 4 Avant is also available for order in the Middle East as of now and will be available in dealerships in autumn 2020.

– End –

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG



include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.846 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of €55.7 billion and an operating profit of €4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

AUDI AG's commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3 and S3 and RS3, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, A7, S7, A8 L and S8, the Audi Q3, Q3 Sportback, Q5 & SQ5, Q7, Q8 and RS Q8 as well as the R8.