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Audi pre sense®

- ▶ Technology package that helps provide predictive safety
- ▶ System initiates preventative measures to help protect occupants
- ▶ Can help mitigate damage and injuries in the event of a collision

Audi adaptive cruise control

- ▶ An automatic distance control system
- ▶ Intelligently helps keep a set distance to the vehicles ahead
- ▶ Stop & go function can bring vehicle to a full stop if needed

*It is always the driver's responsibility to maintain a safe distance to the vehicle ahead.

Traffic jam assist

- ▶ Works with adaptive cruise control to make driving easier in congested traffic conditions
- ▶ Helps keep pre-set distance to vehicle ahead through automatic acceleration and braking*
- ▶ Gentle steering intervention helps to avoid obstacles that may be in the vehicle's path

Audi active lane assist

- ▶ Helps detects when vehicle begins to leave lane without signaling
- ▶ Gently corrects steering to help vehicle stay in the lane
- ▶ Compliments drivers' innate decision-making process



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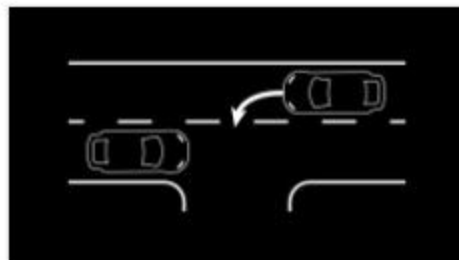


CRM



Head-up display

- ▶ Eye-level display of speed, navigation and available driver assistance information
- ▶ Information is focused in the driver's field of vision
- ▶ Display can be used in day or nighttime driving



Turn assist

- ▶ Monitors oncoming traffic when turning left at an intersection
- ▶ Applies braking to halt vehicle if possible collision is detected
- ▶ Helps prevent turning left in front of unseen vehicles



Traffic sign recognition

- ▶ Camera detects speed limit signs and displays information prominently
- ▶ Can evaluate speed limits and various driving conditions including school zones
- ▶ Helps reduce the burden on the driver with useful information



Audi side assist

- ▶ Helps monitor blind spots for approaching vehicles
- ▶ Uses radar sensors and optical warnings
- ▶ Utilizes LEDs on the side view mirrors to warn the driver



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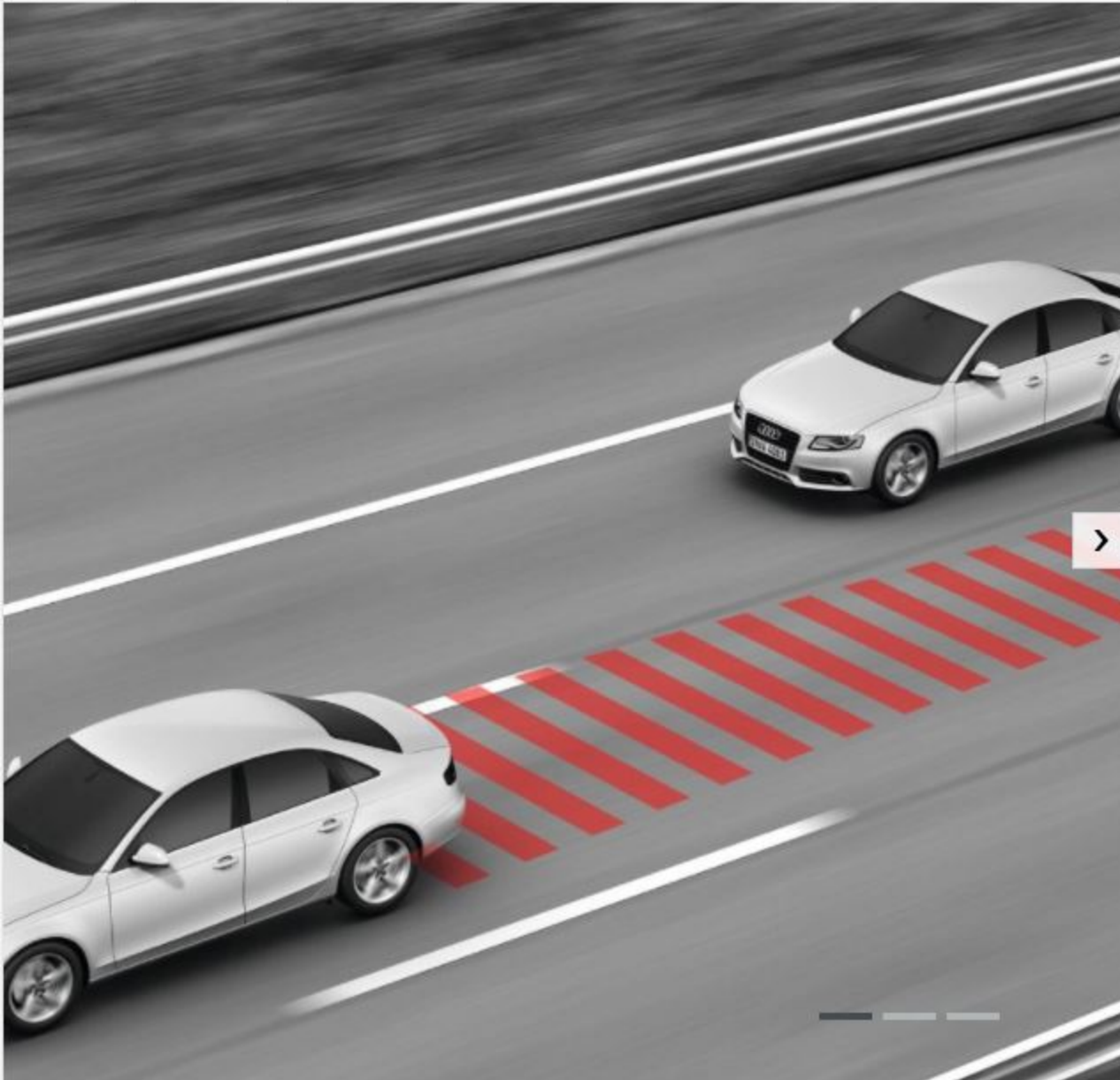
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Audi Adaptive Cruise Control with stop & go

Available feature helps read the traffic conditions and adjust your speed.

- ▶ Uses long-range radar and a camera system
- ▶ Retains an adjustable preset distance from vehicles ahead of you*
- ▶ Brings vehicle to a full stop and then accelerates when traffic flow resumes
- ▶ System adjusts for vehicles entering and exiting the lane
- ▶ Available on: A3 Sportback e-tron®, A3, A3 Cabriolet, A4, A6, A7, A8, A4 allroad®, Q5, Q7, S3, S4, S6, S7, S8, SQ5, RS 7



Watch the Video

*It is always the driver's responsibility to maintain a safe distance to the vehicle ahead and obey all speed and traffic laws.

2015 Q7 and A8 shown. Images shown are for dramatization and demonstration purposes only.



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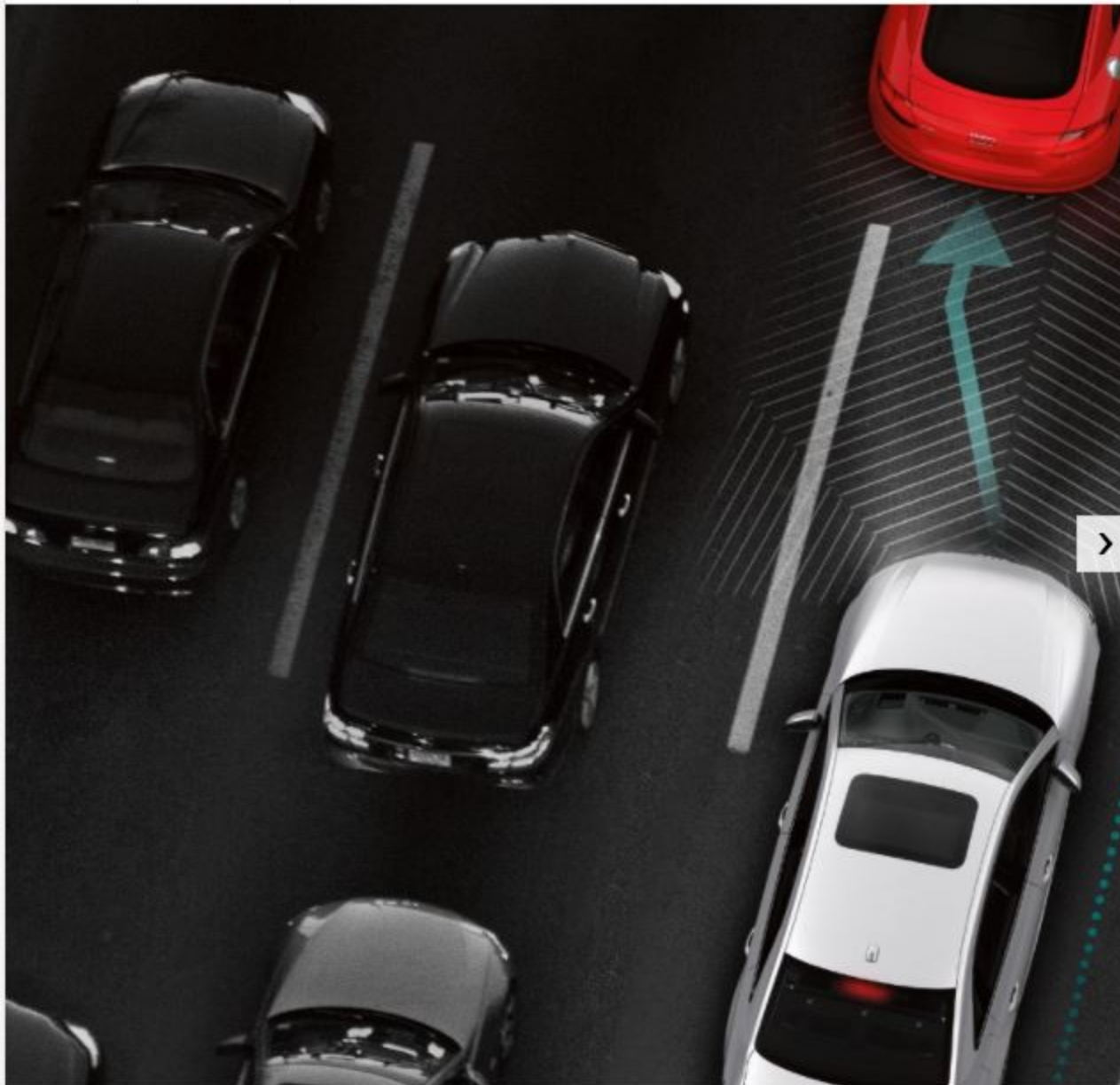
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Traffic jam assist*

Combines acceleration, braking and steering guidance for assisted driving in congested traffic situations.

- ▶ Radar and front camera monitor lane markings, preceding vehicles and structures to calculate vehicle path and speed
- ▶ Helps keep a pre-set distance to the vehicles ahead and can maneuver around objects if necessary
- ▶ If active intervention is needed, progressive warnings will notify the driver
- ▶ Available on: 2017 A4, A4 allroad®, Q7

*The features discussed are not substitutes for attentive driving. Always check surrounding traffic and use turn signals. Please see Owner's Manual for further details and important limitations.

Images shown are for dramatization and demonstration purposes only.



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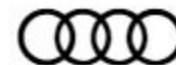
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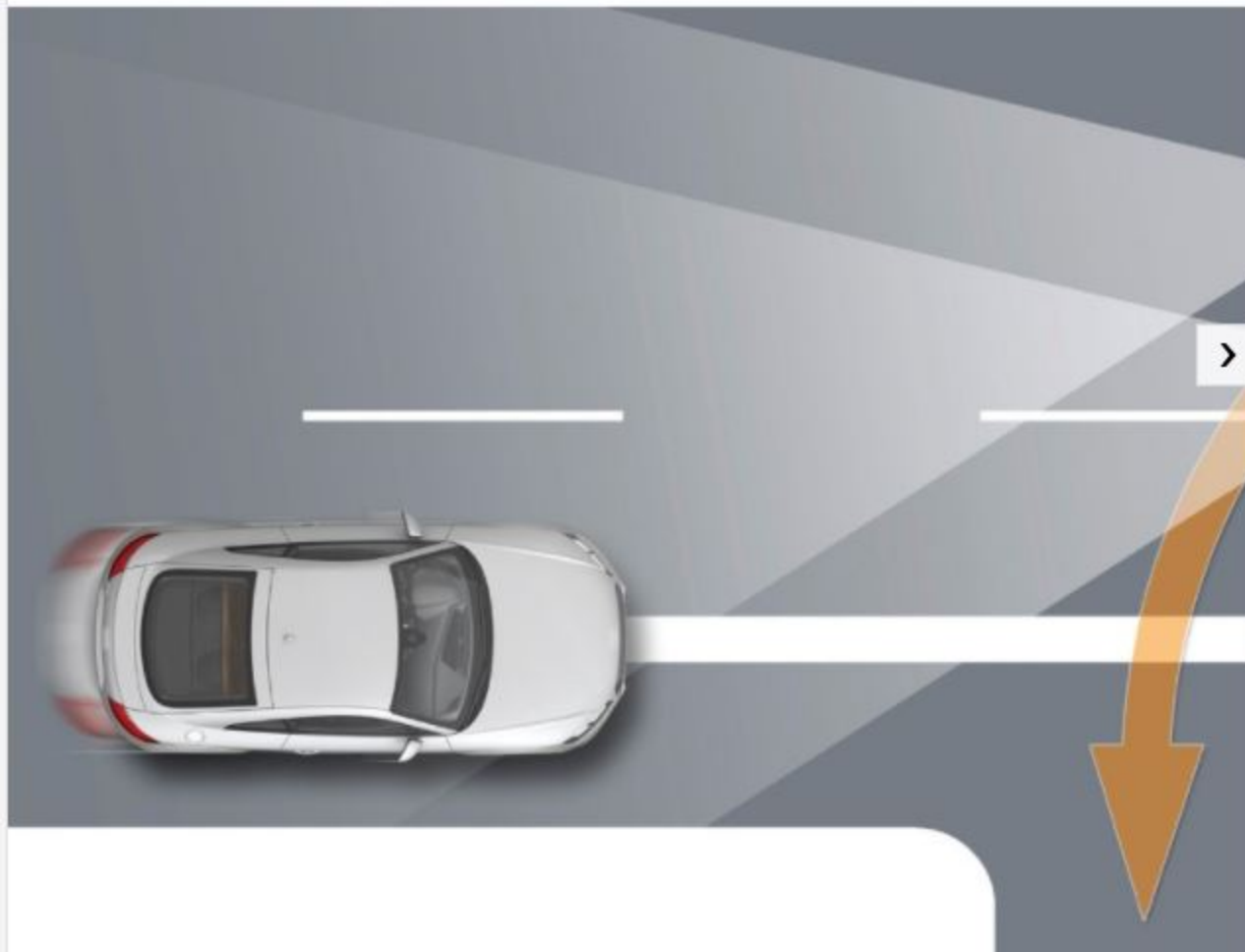
Turn assist*

This available feature helps assess the risk of oncoming traffic when making a left turn.

- ▶ Uses radar and camera as part of Audi pre sense® front
- ▶ Monitors oncoming traffic when turning left at an intersection and vehicle is stopped or below 7 mph
- ▶ System becomes active in the background when the driver turns on the left turn signal
- ▶ Helps bring vehicle to a halt if possible collision is detected with unseen vehicle
- ▶ Available on: 2017: A4, A4 allroad®, Q7, 2018: A5 Coupe, A5 Sportback, S4, S5 Coupe, S5 Sportback, Q5

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European A5 Coupe shown. Images shown are for dramatization and demonstration purposes only.





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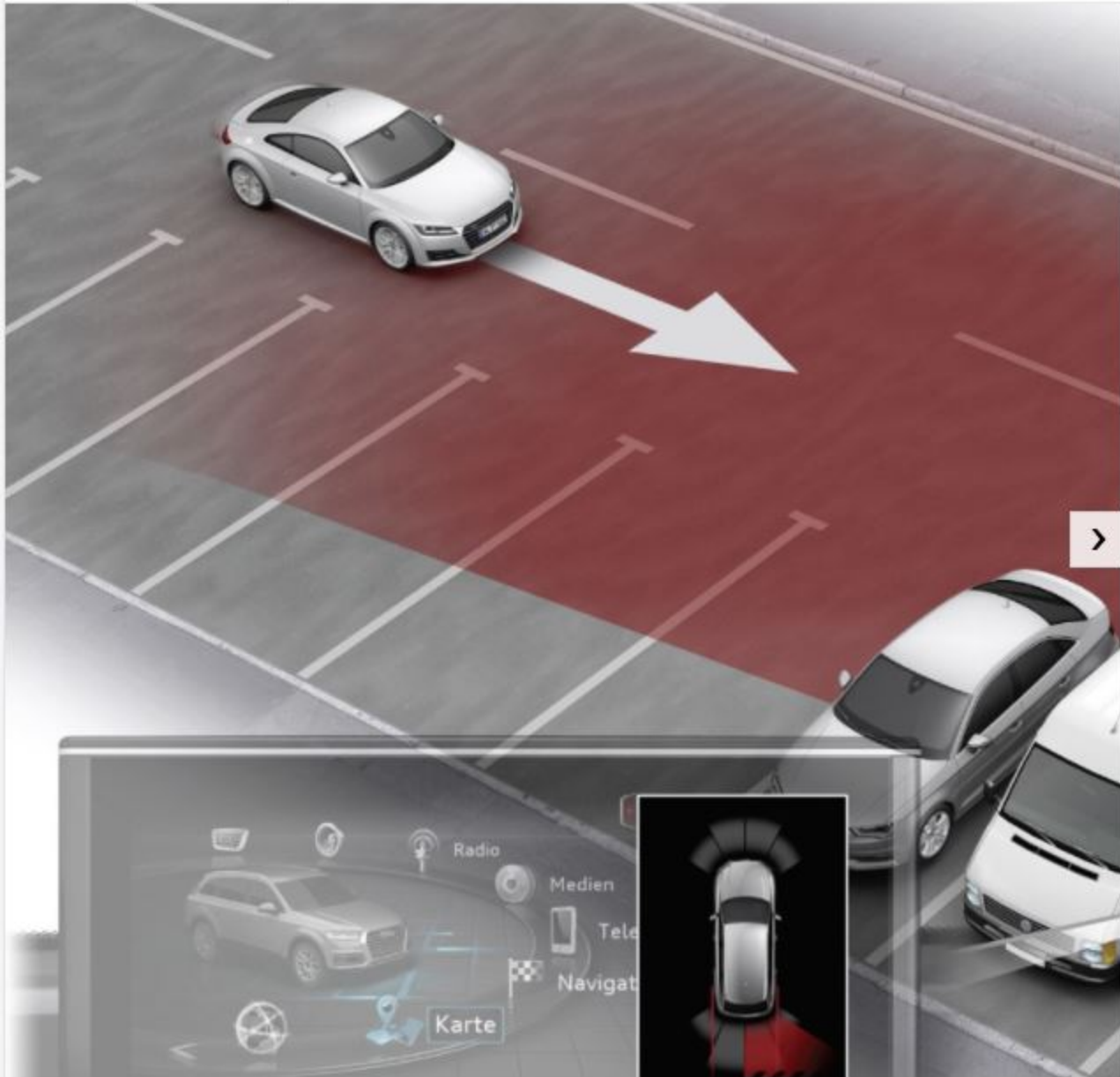
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Rear cross traffic assist

Helps notify driver of unseen, approaching vehicles when in reverse.

- ▶ Rear radar sensors help detect approaching vehicles when reversing out of perpendicular parking spaces
- ▶ System can warn of cross traffic that is not visible from obstructed rear views
- ▶ Driver alerts include visual warnings as indicator arrows in the MMI® system, a warning tone and a brake jolt if needed
- ▶ Available on: 2017 A3 Sportback e-tron®, A3, A3 Cabriolet, A4, A4 allroad®, Q7, S3

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Q7 shown. Images shown are for dramatization and demonstration purposes only.



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Traffic sign recognition

Displays speed limit information as a useful reminder to the driver.

- ▶ Front-mounted camera detects traffic signs and displays them on the instrument cluster
- ▶ If the camera is unable to read a sign, the speed limit data from the navigation system (if available) will be shown instead
- ▶ Can evaluate speed limits and various driving conditions including no passing zones as well as school and construction zones
- ▶ Available on: 2017: A4, A4 allroad®, Q7, 2018: A5 Coupe, A5 Sportback, Q5, S4, S5 Coupe, S5 Sportback

*The features discussed are not substitutes for attentive driving. Always check surrounding traffic and use turn signals. Please see Owner's Manual for further details and important limitations.

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Audi virtual cockpit

- ▶ High-resolution 12.3-inch TFT display delivers razor-sharp content with impressive contrast
- ▶ Choose between Classic, Infotainment and Sport mode
- ▶ Classic mode shows a traditional speedometer and tachometer, while Infotainment mode enlarges infotainment options, such as navigation, audio or phone
- ▶ Sport Mode places the tachometer as the central component and displays performance statistics, including engine power outputs and temperature, lateral and longitudinal acceleration, tire pressures and temperature, and a lap timer
- ▶ In Sport Mode with manual shifting activated, shift light animation informs the driver when the engine speed limit is reached in each gear
- ▶ Customizable screen options such as Google Earth™* or Google Street View™* provide even more viewing options
- ▶ Graphics processor generates 60 frames per second for smooth and vivid animation
- ▶ R8 V10, R8 V10 plus

*Online services are subject to change. Google Earth™ and Google Street View™ require internet connectivity. © Audi AG 2017