In so many ways, it’s really all connected. How an Audi vehicle is engineered and designed isn’t simply a matter of physics or architecture; it’s a systematic compilation of disparate disciplines and ideas, forged into something iconic, sophisticated and powerful. What you feel behind the wheel is, in so many ways, a product of the knowledge and imagination of human history. The principles of Newtonian laws, sure—but also the grace of choreography, time-honored artisanal craftsmanship and the connectivity of modern life. The end result of these inspirations is your Audi—a thing meaningful, intuitive and strong. We employ the sum of our skills and understanding to reflect something that goes deeper than our machines.

Reflecting on what matters most to us.
A predisposition for daring, free expression is clearly written in their DNA. You can see this communicated boldly in each incarnation, from the Audi A7 to the S7 to the RS 7. Their captivating lines and singular silhouettes are tasked with sending a definitive message: convention is unwelcome. Take notice of the signature Singleframe® grille and sloping roofline present on each model; this is artful on a large scale. The family resemblance is only part of their unmistakable bond. An extensive list of advanced technologies—MMI® touch, Google Earth™ integration and an embedded 4G LTE Wi-Fi® hotspot for passenger use—are the first indication that these vehicles are built for a bold new future. The future will also demand power. Of course, we’re prepared, with a 333-hp supercharged TFSI® V6 or available TDI® clean diesel engine in the A7, a 450-hp, 4.0-liter TFSI® V8 in the S7 and 560-hp in the RS 7. And with one of these engines mated to our legendary quattro® all-wheel drive, you will experience a feeling of absolute freedom that could only come from driving a true performance icon.

Confirmation that sculpted power is a hereditary trait.
Light is a wave and an energy. It’s also a feeling. And an inspiration. Light is a physical manifestation and a spiritual metaphor. For Audi designers, light represents the soul of automotive design. We use it to give lines context, add a shimmering allure, or give shapes a visual texture or depth. In the sun or on a city street, the vehicle becomes luminous, a seductive, ever-shifting configuration of energy itself, expressed in the brilliance of each design line.

The irrepressible actuality of light.
Great design doesn’t just happen. It’s an exacting process that helps ensure that every design line not only adds to the character, but also, ultimately, helps tell a compelling, cohesive story. You notice it in the way the lines flow into the redesigned Singleframe® grille, where the wide shape and crisp, chamfered corners create a sense of sportiness that pairs nicely with the flat lower bumper line, for an overall effect of power and stability. The Tornado line is what really drives the plot, though. Bisecting the body profile, it runs along the length of the vehicle, giving it a progressive contour that tells the world that there’s distinction here, not convention. It’s the kind of memorable characteristic that brings the bold story of design to life.

The Tornado (mid-body) and Dynamic (lower) lines complement the gracefully sloping Roof line, which defines the vehicle outline. Together, they add a sense of motion to shape and light.
For the Audi A7, we didn’t want to speak in conventional terms. So we used design to communicate in a new, intriguing kind of dialect. You’ll understand this idiom when you see the sculpted body, or distinctive details like the new, planarized integrated trapezoidal exhaust outlets and tastefully reengineered LED daytime running lights and taillights. Each line, slope and angle creates the context. With the A7, we are speaking a new language that everyone will be obsessed with learning.

Adaptive rear spoiler
An example of thoughtful integration, the adaptive rear spoiler doesn’t affect the vehicle’s visual appeal when not in use. At speeds over 80 mph, it automatically deploys, helping provide additional downforce to enhance the dynamic performance of the A7.

Full LED headlights
Welcome to the future of lighting. Full LED headlights are standard on every A7 model, helping ensure a long life and, with a near perfect recreation of daylight, a brilliantly lit road ahead.
Decorative interior inlays
Adding a touch of warmth and sophistication to an already regal interior are beautifully crafted decorative inlays. Available in numerous finishes, they help create an interior space that speaks to your artistic sensibilities.

In here, you’d be excused for thinking that the universe revolves around you—because, from the moment you notice the wraparound curve of the Audi A7 dashboard, and the driver-centric layout, it does. That thoughtfulness is put into every detail of Audi fit and finish, best reflected in places others hope you don’t notice, like virtually seamless panel gaps, or the audible precision of a turned knob. Putting the driver in command results in innovations like the ultrathin eight-inch MMI® display, which rises from the top of the Aluminum-optic air-vent bezel, closer to the driver’s line of sight, helping maintain your focus on the road ahead. It all adds up to a driving experience that feels more about you than anything else.

You are at the center of a command performance.

2016 Audi A7 3.0T Prestige shown with Atlas Beige leather and available equipment.
We want to pamper you, so why not let us? Our exacting design team rethought how interior appointments should blend style with purpose, to make years a more sophisticated experience. With matchless materials, eight-way power front seats and four-zone automatic climate control, you can create an alluring cabin environment tailored to you. Indulge in the smallest details, like an available heated steering wheel, or available ventilated front seats. Cultivate an indulgence or two.

Power rear tailgate with hands-free release
Carefully integrated into the rear design, the power rear tailgate on the A7 gives you programmable endpoints so you can adjust the opening to the height you choose to better accommodate personal or cargo needs. And when your hands are full, a simple wave of your foot under the bumper can open the tailgate for you.

Four-zone automatic climate control
Take it as a clear indication that this interior is all about pleasing its passengers. With the standard four-zone automatic climate control, almost every person in the vehicle has the ability to dial in their ideal temperature.

Indulge us in our efforts to indulge you.
A showcase of our driving desire for superior engineering.

Audi drive select

- Comfort mode

Perfect for those long highway stretches, this setting adds optimized steering and a closer shift pattern to help provide a more relaxed drive.

- Dynamic mode

Tighter steering and a more responsive throttle help give this setting an aggressive feel and focused performance.

- Auto mode

The best of both worlds, dialed to automatically adjust settings for a seamless combination of comfort and responsiveness based on your driving style and road conditions.

- Individual mode

Drive your way—this mode allows you to adjust the steering, throttle and transmission upshifts to your style.

VE TFSI® engine

The 3.0-liter TFSI® engine is paired with FSI® direct injection and a belt-driven supercharger that features a magnetic clutch for greater efficiency and counter-rotating four-vane rotors that force air on-demand through dual intercoolers at boosted pressures. It is this combination of engineering achievements that allows for nearly instantaneous buildup of torque directly off idle engine speeds.

TDI® clean diesel engine

Taking advantage of the greater power density of diesel fuel over traditional gasoline, the available 240-hp 3.0-liter TDI® clean diesel delivers incredible torque (428 lb-ft) and passing power, while boasting superior fuel efficiency numbers. It also produces fewer emissions with a combination of Piezo direct injection, a high compression ratio, and innovative after-exhaust treatment that helps eliminate up to 95% of diesel NOx emissions.

Eight-speed Tiptronic® automatic transmission

The eight-speed Tiptronic® automatic transmission in the Audi A7 offers eight optimized, carefully chosen gear ratios. Selected automatically or via its console-mounted gear selector or steering wheel with shift paddles, precise shifts are delivered without sacrificing the smooth action of the Tiptronic® automatic. A high final drive ratio allows optimization of lower gears, yet the transmission’s upper range emphasizes fuel economy — particularly at highway speeds.

Audi drive select

At Audi, we believe you should be the ultimate master of your road-going domain. That’s why we created the Audi drive select system. It gives you the ability to adjust the vehicle’s steering, throttle response and transmission shift characteristics with the utmost of ease (Audi S7 and Audi RS 7 models add suspension and sport differential as well as dynamic steering control if equipped). And with four modes to choose from, when almost any kind of road comes into question, Audi drive select will let you answer.

quattro® all-wheel drive

There is a reason quattro® has been known as the all-wheel-drive standard for decades. From dry, wet and icy roads to snow and ice, quattro® is ready for any challenge. At Audi, we’ve made quattro® even more intelligent, applying all the power to the ground. It is an all-wheel-drive system that will feel as good as its engineering suggests.

• Comfort mode

Perfect for those long highway stretches, this setting adds optimized steering and a closer shift pattern to help provide a more relaxed drive.

• Dynamic mode

Tighter steering and a more responsive throttle help give this setting an aggressive feel and focused performance.

• Auto mode

The best of both worlds, dialed to automatically adjust settings for a seamless combination of comfort and responsiveness based on your driving style and road conditions.

• Individual mode

Drive your way—this mode allows you to adjust the steering, throttle and transmission upshifts to your style.

Start-stop efficiency system

As an intelligent vehicle system, this available high-effective engine management program can help lower fuel consumption as well as CO2 emissions by automatically shutting off your engine while you wait at a red light or, perhaps, during certain stop-and-go driving. Once you are ready to resume, or if other critical vehicle systems require it, the engine will restart nearly instantaneously.

It should be apparent from our drivetrain options that we strive for engineering perfection. So no matter if you choose gasoline or diesel, you’ll experience the kind of dynamic performance and efficiency people have come to expect of Audi. And with an advanced transmission and road-gripping capability of quattro® all-wheel drive applying all that power to the ground, it will feel as good as its engineering suggests.
Embodying the essence of performance.

For Audi engineers, power delivery is a primal thing. Sure, we sweat over balance, we obsess over precise handling, we shave off ounces and even pounds where we can to produce an improved response, quick acceleration and dynamic cornering, but in our hearts, at Audi, we want performance that inspires confidence. We have a heritage of racing success—and that helps us make the case—but it's a true testament of engineering to make it work on the street, the highway, the commute. To engineer those moments where the rest of the vehicle seems to disappear and you are well into the moment of exhilaration, the light turns green, you accelerate. Performance—sculpted, engineered, Audi performance—makes its own case for the greatness of your vehicle.

1 Always obey all speed and traffic laws.
4.0-liter turbocharged TFSI® V8 engine
450 hp/406 lb-ft torque
0–60 mph in 4.5 seconds
Top track speed of 155 mph

Aluminum-optic blades integrated into the lower front bumper, aluminum-optic side mirrors and premium line singleframe® grille accents assert our intentions.

There’s power, and then there’s the kind of power that exerts itself with style and class. The bold, muscular body and S model design cues of the Audi S7 are perfect examples of this, providing constant reminders that this is a performance car above all else. A 450‑hp, 4.0‑liter TFSI® V8 with cylinder on demand™ engine efficiency technology, as well as the start‑stop efficiency system; the relentless grip of quattro® all‑wheel drive, the enhanced agility of an available sport differential and the stopping power of large, high‑performance brakes leave no question about this vehicle’s ultimate intentions. The same could be said about the 7‑speed dual‑clutch transmission, quad exhaust outlets and available dynamic steering. All are clear reminders that this is a luxury sports car that doesn’t hold anything back. Consider this a new class of power.

Audi adaptive air suspension
Offering the best of both dynamic handling and comfort, Audi adaptive air suspension automatically adjusts the air suspension to the body, resulting in a lower center of gravity, which helps improve your directional stability. Speed or driver‑selectable control logic adjusts the air suspension springs at all four wheels, adjusting the suspension in milliseconds.

Raw power. Well done.

2016 Audi S7 shown in Daytona Gray pearl with available equipment.
Equally compelling on the inside, the Audi S7 features Valcona leather seats with expertly sewn and distinctive diamond-stitching. The visceral reaction you get when you accelerate in the Audi S7 may only be matched by the exhilaration of engaging its interior. A kind of genius is found in a driver-centric cockpit that helps allow for total control, and in signature sport-contoured seats that cradle you through a corner. It’s obvious—this is a performance five-door coupe that never lets up on powerful sophistication. It’s the kind of style defined by available Carbon Atlas decorative inlays, a style of distinction, and brashness. The S7 is filled with bold touches, because to drive one requires more than a touch of boldness.

Audi design selection

How do you turn an already extraordinary space into an even higher form of luxury? The available Arras Red Audi design selection. Featuring Arras Red Valcona leather, Granite Gray contrast stitching, along with Carbon Twill, Red decorative inlays, it speaks performance in a language everyone will recognize.

Sport-contoured interior design

Even on the inside, this vehicle’s ultimate purpose is impossible to ignore. Just consider the sport-contoured seating, ample bolsters and carefully integrated head restraints. And just in case you miss all that, the S7 signifier emblazoned on the front seat and flat-bottom sport steering wheel with shift paddles and shiny gold pinstripes.
2016 Audi RS 7 shown in Daytona Gray pearl with Black leather and available equipment.

RS7 model design cues like honeycomb-mesh inserts and matte aluminum side mirror housings and window trim, articulate power above all else.

When designing a high-performance vehicle like the RS 7, we wanted the finished product to provoke and move the person viewing it. We went big, with bold air intakes and a pronounced, sleek spoiler. We also went lower, having it sit closer to the ground than others in the family. In brief, we gave it the unmistakable look of power, with a wide array of high-end touches like Valcona leather with honeycomb stitching and RS-design Carbon Fiber inlays. It is a performance vehicle cut with a sculptor’s tools, an ingenious blend of restrained lines and crafted fit. It is the result of an obsession with timeless design.

Audi Sport®

With a long and storied history of tracks all over the world, Audi Sport is the pinnacle of performance, and is signified by the red rhombus. It marries the best of our race-winning technology with legendary Audi refinement and luxury, giving you a taste of victory on every drive.

Performance exhaust

Oval exhaust outlets and an available sport exhaust system will help ensure that when you pass somebody on the highway, they’ll know exactly what kind of vehicle just left them in its rearview mirror.

The only thing we left out was restraint.

1 Always obey all speed and traffic laws.
RS 7

4.0-liter turbocharged TFSI® V8 engine
Ensuring a thundering performance, the 560-hp 4.0 TFSI® V8 in the RS 7 makes for an incredible 140-hp per liter for exhilarating acceleration at nearly any rpm. And with cylinder on demand™ technology, which deactivates four of the eight cylinders under light loads, you can be sure it’s using fuel just as wisely.1,2

RS model wave-design brakes
In contrast to traditional, round cast-iron brake discs, wave-design discs are lighter and more resistant to fading. Combined with a unique wave-cut design, which reduces weight further and provides innovative ventilation for optimal cooling, they deliver the kind of precise control and stopping power necessary in a vehicle of this caliber.

Absolute power does corrupt your desire for any other vehicle.

No, the RS 7 isn’t a retiring type. It’s a vibrant, strutting, gleaming machine that seemingly pulsates even when standing still. This is a true track-performance vehicle, with all the power such a title promises — 560 hp by unleashed by a 4.0 TFSI® V8, with a top track speed of 174 mph — and the road feel of a more refined performer, articulated through dynamic steering, Audi adaptive air suspension (or an available highly rigid and responsive DRC® suspension system) and quattro® all-wheel drive with sport differential. And the moment you feel the thundering sonic punch of the available sport exhaust, you’ll know that you’ll never go back to just another sports car.
FOCUS ON WHAT'S IMPORTANT.

You might be missing something, but we won’t.

With everything that’s out there, we thought it was time to focus on what you really need to see—like that car in your blind spot, for example. Fortunately, there’s a full suite of available Audi technologies that help take into account other vehicles as well as our intelligent future assistance systems. These can help you focus on what’s most important—the road.
There’s only so much our nervous system can process at one time. Too much, and you’ll feel the debilitating effects of sensory overload. We set out to combat this effect with driver assistance features designed to help lighten the sensory load. Whether it’s available advanced technologies like night vision assistant, which uses infrared technology to help detect pedestrians and large animals, or Audi side assist, which utilizes radar sensors to help inform you of vehicle approaching from the side and rear, you’ll find that we’ve developed them to work together to help keep you aware of your surroundings. It’s just another way we like to say “We’re looking out for you.”

Radar sensors
Ultrasonic sensors
Cameras

Audi pre sense® plus
The available Audi pre sense plus offers comprehensive driving assistance with sensors in the front, side and rear. After visual, physical and aural collision warnings, there are four distinct phases for automatic preparation for the unavoidable: an upsurge of brake pressure, safety belt pre tensioning, partial braking, and sunroof and window preparation. In severe cases, Audi pre sense plus will engage full braking and deceleration.1

Audi adaptive cruise control with stop & go
Using long-range radar and a camera, the available Audi adaptive cruise control with stop & go helps to keep traffic in mind, and the speed, helping to bring the vehicle to a full stop before accelerating when traffic flow resumes.

Audi active lane assist
Operating at speeds above 38 mph, this available system helps keep the vehicle from leaving the lane without signaling. Then, through gentle, corrective steering efforts, it helps the vehicle return to the lane and stabilizes the steering wheel in the event of unintentional lane departure. This way, Audi active lane assist helps to further stabilize the road ahead and makes parking easier thanks to combined camera images from the front and rear of the vehicle.

Audi side assist
The Audi side assist uses radar sensors and two different visual warnings to help keep the driver informed about what is approaching from hard-to-see angles behind and to the side of the vehicle.

Audi pre sense® plus
The available Audi pre sense plus offers comprehensive driving assistance with sensors in the front, side and rear. After visual, physical and aural collision warnings, there are four distinct phases for automatic preparation for the unavoidable: an upsurge of brake pressure, safety belt pre tensioning, partial braking, and sunroof and window preparation. In severe cases, Audi pre sense plus will engage full braking and deceleration.1

Audi adaptive cruise control with stop & go
Using long-range radar and a camera, the available Audi adaptive cruise control with stop & go helps to keep traffic in mind, and the speed, helping to bring the vehicle to a full stop before accelerating when traffic flow resumes.

Audi active lane assist
Operating at speeds above 38 mph, this available system helps keep the vehicle from leaving the lane without signaling. Then, through gentle, corrective steering efforts, it helps the vehicle return to the lane and stabilizes the steering wheel in the event of unintentional lane departure. This way, Audi active lane assist helps to further stabilize the road ahead and makes parking easier thanks to combined camera images from the front and rear of the vehicle.

Audi side assist
The Audi side assist uses radar sensors and two different visual warnings to help keep the driver informed about what is approaching from hard-to-see angles behind and to the side of the vehicle.

Audi pre sense® plus
The available Audi pre sense plus offers comprehensive driving assistance with sensors in the front, side and rear. After visual, physical and aural collision warnings, there are four distinct phases for automatic preparation for the unavoidable: an upsurge of brake pressure, safety belt pre tensioning, partial braking, and sunroof and window preparation. In severe cases, Audi pre sense plus will engage full braking and deceleration.1

Audi adaptive cruise control with stop & go
Using long-range radar and a camera, the available Audi adaptive cruise control with stop & go helps to keep traffic in mind, and the speed, helping to bring the vehicle to a full stop before accelerating when traffic flow resumes.

Audi active lane assist
Operating at speeds above 38 mph, this available system helps keep the vehicle from leaving the lane without signaling. Then, through gentle, corrective steering efforts, it helps the vehicle return to the lane and stabilizes the steering wheel in the event of unintentional lane departure. This way, Audi active lane assist helps to further stabilize the road ahead and makes parking easier thanks to combined camera images from the front and rear of the vehicle.

Audi side assist
The Audi side assist uses radar sensors and two different visual warnings to help keep the driver informed about what is approaching from hard-to-see angles behind and to the side of the vehicle.

Audi pre sense® plus
The available Audi pre sense plus offers comprehensive driving assistance with sensors in the front, side and rear. After visual, physical and aural collision warnings, there are four distinct phases for automatic preparation for the unavoidable: an upsurge of brake pressure, safety belt pre tensioning, partial braking, and sunroof and window preparation. In severe cases, Audi pre sense plus will engage full braking and deceleration.1

Audi adaptive cruise control with stop & go
Using long-range radar and a camera, the available Audi adaptive cruise control with stop & go helps to keep traffic in mind, and the speed, helping to bring the vehicle to a full stop before accelerating when traffic flow resumes.
At the heart of every great performance is an equally powerful instrument. Lightweight yet strong, a violin embodies many of the qualities that make up our core engineering philosophy. Whether it’s the way we bind different metals together to form a more rigid connection, or the way we shape our design for functionality and performance, or even the way our crumple zones give in the right places to help dissipate energy, the similarities are present for a reason. You can’t expect to perform at your best level without a solid foundation. When the right materials strike a perfect chord.
A design that helps diminish an impact is no accident.

While we don’t like to make light of potential risks on the road, our engineers were tasked with doing just that. Considered a revolutionary technology, the A7 model’s aluminum hybrid construction developed by Audi engineers is at the same time lightweight and resilient, offering an innovative approach to both weight savings and strength. And while you may not think about weight savings when it comes to strength, we think they go hand in hand. Complementing the advanced occupant safety cell is a variety of technology designed to respond differently based on seat position, and specially constructed crumple zones that give way upon impact to help mitigate potential injury in a collision. When you add all of this to the rigidity of laser-seam-welded joints that enhance the strength of every Audi we make, it becomes pretty clear: helping diminish the impact of an unavoidable event doesn’t happen by accident.

Two airbags
With eight standard airbags1 and two available rear, the A7 offers additional protection in the event of a collision. Front airbags for both driver and front passenger are designed to specifically target and help protect the head during collisions, for added protection.2

ABS and ESC
Computerized technology that works in sync with the Anti-lock Brake System (ABS), Electronic Stability Control (ESC) helps minimize loss of stability, applying brake pressure to individual wheels and reducing throttle input to help counter oversteer or understeer when the vehicle needs it.

Ten airbags
With eight standard airbags1 and two available, the A7 offers additional protection in the event of a collision. Front-impact airbags for both driver and front passenger are designed to specifically target and help protect the head during collisions, for added protection.1

While we don’t like to make light of potential risks on the road, our engineers were tasked with doing just that. Considered a revolutionary technology, the A7 model’s aluminum hybrid construction developed by Audi engineers is at the same time lightweight and resilient, offering an innovative approach to both weight savings and strength. And while you may not think about weight savings when it comes to strength, we think they go hand in hand. Complementing the advanced occupant safety cell is a variety of technology designed to respond differently based on seat position, and specially constructed crumple zones that give way upon impact to help mitigate potential injury in a collision. When you add all of this to the rigidity of laser-seam-welded joints that enhance the strength of every Audi we make, it becomes pretty clear: helping diminish the impact of an unavoidable event doesn’t happen by accident.

1 Airbags are supplemental restraints only and will not deploy in all crash circumstances. Always use safety belts and refer to your owner’s manual for the proper use of the restraint systems when transporting children. 2 This is a dramatization and does not depict what will happen in a collision. All bags will not inflate simultaneously in real-world collisions, and, if multiple bags do deploy, they will be in various stages of inflating/deflating and will never all be inflated at the same time.
It turns out, science fiction has nothing on reality.

Remember what we used to think was going to happen in the future? Flying cars, moving sidewalks and folding suitcases? While flying cars may never happen, science fiction still seems quaint compared to what reality offers. At Audi, our engineers and technicians are putting innovations in vehicles right now that would have seemed unimaginable 25 years ago. From the evolution of LED lighting technology and the introduction of the new steering in some models to the sheer processing power of our vehicles that allows for the seemingly infinite capabilities of Audi connect® and our MMI® with Google Voice™ integration, we aren't in the business of shaping what the future will bring. We're committed to bringing it.
Your central command for the information age.

Sure, the handheld power of smartphones is impressive, but then, they don’t handle like your Audi. Luckily, with Audi connect® you can get nearly all of the functionality of your phone, with the means to get you where you want to go. Need to find a new, highly acclaimed restaurant? Full sure, and with the help of Google™ Vision Search® Audi connect allows you to easily navigate Google™ by simple voice commands. Looking for something to do in a new city? Get information about current events and destinations in their locations, set landmarks in your area of interest, set points of interest search with voice commands. Just tell your Audi what you’re looking for, and the cloud-processing power of Google™ speech recognition will interpret your command. It’s simple. Tell your Audi what you’re in the mood for, then let the cloud-processing power of Google™ speech recognition interpret your request and bring up a list of destinations in the area of your choice.

Your central command for the information age.

Keep your navigation map up to date by using the navigation system. Access is provided for up to eight passenger functions. You can get the most out of every journey.

With access to Facebook® and Twitter® player right to the vehicle’s audio system. With up-to-the-minute flight information available on your MMI screen, you’ll know if your flight is on time!

Staying connected in your Audi has never been easier, with in-vehicle high-speed 4G LTE connectivity. Access is provided for up to eight passenger devices through an onboard wireless hub.

With current local weather conditions lines and stories delivered right to your satellite imagery, including Google Street View™, your Audi can show you a driver’s-eye view of your destination right before you arrive so it’s easy to recognize.

With Google™ Earth™ integration, you’ll enjoy 3D satellite imagery, including Google Street View™, displayed right on the MMI display.

Keeping your navigation map up to date is easier, with in-vehicle high-speed 4G LTE connectivity. Access is provided for up to eight passenger devices through an onboard wireless hub.

Search for parking in your area of interest, discover travel information for local destinations, and set them as your destinations and let your vehicle lead the way so you explore the world around you!

Discover travel information for local destinations and forecast your destination, you’ll always be prepared for your trip.1

Stay on top of the news by having head—lines and stories delivered right to your MMI display!1

With current local weather conditions, and forecasts for your destination, you’ll

With up-to-the-minute flight information available on your MMI screen, you’ll know if your flight is on time!
Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only.

1. **Audi media**
   - The media function opens up a world of options with the MMI navigation plus, allowing you to control the Audi music interface through two USB ports, Secure Digital (SD) card slots, hard disk drive (HDD) audio jukebox or DVD, and BLUETOOTH® streaming audio from a compatible device.

2. **MMI navigation plus**
   - Count on the advanced navigation system to help hone in on your destination with stunning precision while putting a little more depth in your journey with help from Google Earth™.

3. **BLUETOOTH® wireless technology**
   - Unlock your compatible mobile phone’s potential through the MMI system. Simply pair them up and start enjoying near complete control at the touch of a button.

4. **Quad-core processing power**
   - Designed to elevate your automotive experience, the NVIDIA® quad-core Tegra® 3 processor powers the MMI system for lightning-fast response and continuous functionality.

5. **SiriusXM® Satellite Radio**
   - Go ahead. Crisscross the country. We assure you, you’ll never run out of entertainment options, with over 150 channels of music, talk, sports and news.

6. **MMI touch**
   - Developed by the Audi Human Machine Interface (HMI) team, MMI touch illustrates just training. MMI touch (with handwriting recognition) allows you to control your MMI system by simply drawing or writing on the screen. The MMI touch (with handwriting recognition) system is so advanced, it can read almost anyone’s handwriting—even if you choose to write with your non-dominant hand.

7. **Redefining the all-access pass.**
   - Going backstage just got a lot more immersive and intuitive. The intelligent MMI® system offers a wealth of easily accessible information with a unique twist, or, technically, a touch. Considered a revolution in intelligent simplicity, MMI touch with handwriting recognition is a technology that helps give you the ability to give commands and retrieve media with just a few simple strokes on the pad. You quickly have access to information such as music files, contact information, and destinations. The possibilities are even bigger when you input to Audi connect®, an innovative infotainment system infused with the power of Google™ technology. With this kind of access, you could say there is no greater stage.
The passion of Bang & Olufsen® matches well with Audi. Just consider the remarkable available Bang & Olufsen® Advanced Sound System. A synthesis of design and performance, it has become the symbol of acoustic perfection. Bang & Olufsen® engineers help to craft meticulously rendered sound through 15 speakers (including two innovative retractable aluminum acoustic lenses) and an impressive 1,300 watts through the sealed speaker cabinets and BeoCore amplifiers. When we set out to compose the most advanced sound system we’ve ever assembled, we didn’t want you to just hear every note. We wanted you to experience them. From perfectly sculpted high notes to a crystal clear mid-range to deep-diving lows, the available Bang & Olufsen® Advanced Sound System delivers a stunning recreation of sound that you can feel as much as hear. Innovative sound engineering can also be found in the available BOSE® Surround Sound System, which effortlessly brings a performance to life. So whether you’re in the mood to be soothed, engaged or inspired, you can expect an immersive experience that can only be matched by the exhilaration of driving your Audi.

Orchestrate a more thrilling drive.

When we set out to compose the most advanced sound system we’ve ever assembled, we didn’t want you to just hear every note. We wanted you to experience them. From perfectly sculpted high notes to a crystal clear mid-range to deep-diving lows, the available Bang & Olufsen® Advanced Sound System delivers a stunning recreation of sound that you can feel as much as hear. Innovative sound engineering can also be found in the available BOSE® Surround Sound System, which effortlessly brings a performance to life. So whether you’re in the mood to be soothed, engaged or inspired, you can expect an immersive experience that can only be matched by the exhilaration of driving your Audi.

Over 400 hours of sound tuning
Tested 54,000 times
at speeds up to 155 mph

BOSE® Surround Sound System
Hitting the right note on every drive, the available BOSE® Surround Sound System turns your Audi into a 14-speaker powerhouse with the help of innovative sound engineering and AudioPilot® noise compensation, which helps maintain a consistent volume under varying speeds and road conditions, and you get an acoustic listening environment that rivals any live performance.
The boldly sophisticated Audi S7 commands attention in any environment. A testament to its inspiring design.

2016 Audi S7 shown in Moonlight Blue metallic with available equipment.
### A7 Prestige Available packages

**5-Sport package**
- Sport exterior appearance
- Bose® surround sound system with 15 speakers
- Corner view camera system
- High-beam assistant

**Black Optic package**
- Audi Sport® 5-twin-spoke design wheels (Gray/Polished finish)
- Audi Sport® 19” 5-twin-spoke design wheels (Silver/Black finish)
- Gloss Black Singleframe® grille
- Black side mirror mirror extensions

**Cedar Brown Audi design selection**
- Audi Sport® 5-twin-spoke design wheels
- Interior leather package (including leather-
- Cedar Brown Audi design selection
- Night vision assistant with pedestrian and large animal detection
- Audi advanced key with keyless start/stop function
- Interior leather package (including leather-
- Night vision assistant with pedestrian and large animal detection
- Audi advanced key with keyless start/stop function
- Interior leather package (including leather-
- Night vision assistant with pedestrian and large animal detection
- Audi advanced key with keyless start/stop function
- Interior leather package (including leather-
and vehicle condition. 7 Carbon Optic packages with Mythos Black metallic or Panther Black crystal have body-colored exterior side mirror housings.

4 Airbags are supplemental restraints only and will not deploy in all crash circumstances. Always use proper restraint systems when transporting children. 5 The features discussed are not substitutes for attentive driving. Always

S7

RS 7

S7 Available packages

> S model quad exhaust outlets
> Aluminum-optic exterior side mirror housings
> Aluminum-optic front/rear twin blades
> S model-specific front/rear fasciae and side sills
> Platinum Gray Singleframe® grille

Exterior

> Audi adaptive air suspension (with S model-
> Seven-speed S tronic® dual-clutch transmission
> Top track speed of 155 mph2
> Acceleration (0–60 mph) in 4.5 seconds
> 450 hp/406 lb-ft torque
> 4.0-liter TFSI® turbocharged V8

Engineering/Performance

> Bang & Olufsen® Advanced Sound System with 15
> Black Alcantara® headliner
> Layered Aluminum/Black Wood decorative inlays
> Carbon Atlas decorative inlays

Interior/Seating

> Power soft-closing doors
> Rear-passenger thorax side airbags4
> 20” 5-parallel-spoke star S design wheels with

RS 7 Available packages

> Body-colored exterior side mirror housings
> 20” 265/35 or optional 21” 275/30 summer

> Audi Sport® 20” 5-twin-spoke design

> quattro® sport differential

> Heated rear seats

> Heated and ventilated 18-way power individual

> RS 7 Stand-alone options

> Power soft-closing doors
> Rear-passenger thorax side airbags4
> 4746
Audi exclusive is an exercise in self-expression. It's a commission of your true personal tastes. A premium option for an exceptionally premium vehicle, Audi exclusive gives you the chance to put an unmistakably personal stamp on your vehicle by offering an almost limitless spectrum of Audi exclusive paint colors, special exclusive decorative inlays and exclusive leather options. Choose the shades, materials and even the stitching that moves you the most and make your vehicle as extraordinary as you are.

A shade more extraordinary.
Decorative Inlays

A7
- Fine Grain Ash Natural Brown Wood
- Dark Brown Walnut Wood
- Layered Walnut Wood
- Layered Alumina/Blonde Wood

S7
- Fine Grain Ash Natural Brown Wood
- Dark Brown Walnut Wood
- Layered Alumina/Black Wood
- Carbon Fiber

RS 7
- RS-design Carbon Fiber
- Layered Alumina/Black Wood
- Aluminum Rose
- Audi exclusive

Wheels

A7
- 19" 5-spoke V design (Titanium-matte finish)
- 20" 5-spoke-W design (Silver/Black finish)
- 20" 5-spoke-W design (Gray/Polished finish)
- 20" 5-parallel-spoke star S design (Black finish)
- Audi Sport® 21" 5-spoke-blade design (Titanium-matte finish)
- Audi Sport® 21" 5-arm-rotor design (Titanium-matte finish)

S7
- 19" 5-spoke blade design
- 20" 5-spoke blade design (Black finish)

RS 7
- 20" 5-spoke blade design

Optional, Black Optic package

Exterior colors, interior colors and decorative inlay options will vary based on model, trim level and package combination. See your dealer for details.
## Exterior Colors

- Ibis White
- Brilliant Black
- Cuvée Silver metallic
- Nardo Gray metallic
- Dakota Gray metallic
- Florett Silver metallic
- Glacier White metallic
- Havana Black metallic
- Mythos Black metallic
- Florett Silver metallic
- Havanna Black metallic
- Oolong Gray metallic
- Daytona Gray pearl
- Daytona Gray matte
- Panther Black crystal
- Prisma Silver crystal

Available on all A7 family of vehicles.

## Interior Colors and Seat Selections

### A7

- Black leather
- Nougat Brown leather
- Standard seat
- Black perforated leather
- Nougat Brown perforated leather
- First Gray leather
- Atlas Beige leather

### S7

- Black Valcona leather with Silk-contrasted diamond stitching
- Nougat Perforated Valcona leather
- First Gray Perforated leather
- Atlas Beige Perforated leather

### RS 7

- Black Valcona leather with Silk-contrasted diamond stitching
- Nougat Perforated Valcona leather
- First Gray Perforated leather
- Atlas Beige Perforated leather

Interior colors, interior options and decorative inlay options will vary based on model, trim level and package combination. See your dealer for details.
Technical Specifications

<table>
<thead>
<tr>
<th>Engine/Performance</th>
<th>A7 3.0T</th>
<th>A7 TDI®</th>
<th>4.0 TFSI®</th>
<th>8.0 T</th>
<th>8.3 T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine type</td>
<td>Six-cylinder</td>
<td>Six-cylinder</td>
<td>Eight-cylinder</td>
<td>Eight-cylinder</td>
<td>Eight-cylinder</td>
</tr>
<tr>
<td>Engine block/valvetrain</td>
<td>Aluminum-alloy</td>
<td>Cast-iron/Aluminum-alloy</td>
<td>Aluminum-alloy</td>
<td>Aluminum-alloy</td>
<td>Aluminum-alloy</td>
</tr>
<tr>
<td>Displacement (cu in)</td>
<td>2,995</td>
<td>2,967</td>
<td>3,993</td>
<td>3,993</td>
<td>3,993</td>
</tr>
<tr>
<td>Horsepower (@ rpm)</td>
<td>333 @ 5,300</td>
<td>240 @ 3,500</td>
<td>450 @ 5,800–6,400</td>
<td>560 @ 5,700–6,600</td>
<td></td>
</tr>
<tr>
<td>Torque (lb-ft @ rpm)</td>
<td>325 @ 2,900</td>
<td>428 @ 1,750</td>
<td>406 @ 1,400–5,700</td>
<td>516 @ 1,750–5,500</td>
<td></td>
</tr>
<tr>
<td>Compression ratio</td>
<td>10.3:1</td>
<td>16.8:1</td>
<td>10.1:1</td>
<td>10.1:1</td>
<td>10.1:1</td>
</tr>
<tr>
<td>Valvetrain</td>
<td>24-valve DOHC with variable valve timing</td>
<td>24-valve DOHC</td>
<td>32-valve DOHC with variable valve timing</td>
<td>32-valve DOHC with variable valve timing</td>
<td>32-valve DOHC with variable valve timing</td>
</tr>
<tr>
<td>Induction/Fuel injection</td>
<td>Supercharged/TFSI® Turbocharged/TDI® Turbocharged/TFSI® Turbocharged/TFSI® Turbocharged/TFSI®</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transmission</td>
<td>Eight-speed Tiptronic® automatic transmission with quattro® all-wheel drive</td>
<td></td>
<td>Seven-speed S tronic® dual-clutch transmission with quattro® all-wheel drive</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Body/Suspension/Chassis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wheelbase (in)</td>
<td>114.7</td>
<td>114.7</td>
<td>114.7</td>
<td>114.8</td>
<td></td>
</tr>
<tr>
<td>Length (in)</td>
<td>195.6</td>
<td>195.6</td>
<td>195.6</td>
<td>197.3</td>
<td></td>
</tr>
<tr>
<td>Height (in)</td>
<td>55.9</td>
<td>55.9</td>
<td>55.9</td>
<td>55.8</td>
<td></td>
</tr>
<tr>
<td>Overall width with mirrors (in)</td>
<td>84.2</td>
<td>84.2</td>
<td>84.2</td>
<td>84.2</td>
<td></td>
</tr>
<tr>
<td>Track front/rear (in)</td>
<td>64.7/64.4</td>
<td>64.7/64.4</td>
<td>64.7/64.4</td>
<td>64.3/64.0</td>
<td></td>
</tr>
<tr>
<td>Curb weight (lb)</td>
<td>4,288</td>
<td>4,354</td>
<td>4,564</td>
<td>4,475</td>
<td></td>
</tr>
<tr>
<td>Drag coefficient (Cw)</td>
<td>.28</td>
<td>.29</td>
<td>.30</td>
<td>.30</td>
<td></td>
</tr>
</tbody>
</table>

Exterior measurements

<table>
<thead>
<tr>
<th>Interior measurements</th>
<th>A7 3.0T</th>
<th>A7 TDI®</th>
<th>S7 RS 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head room with sunshade (in, front/rear)</td>
<td>36.9/36.6</td>
<td>36.9/36.6</td>
<td>36.9/36.6</td>
</tr>
<tr>
<td>Leg room (in, front/rear)</td>
<td>41.3/37.0</td>
<td>41.3/37.0</td>
<td>41.3/37.0</td>
</tr>
<tr>
<td>Shoulder room (in, front/rear)</td>
<td>57.2/55.9</td>
<td>57.2/55.9</td>
<td>57.2/55.9</td>
</tr>
<tr>
<td>Cargo volume (cu ft, rear seatbacks up)</td>
<td>24.5</td>
<td>24.5</td>
<td>24.5</td>
</tr>
<tr>
<td>Seating capacity</td>
<td>5</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

EPA mileage estimates | Capacities | Emissions

| Tiptronic® automatic transmission (city/highway/combined) | 20/30/24 | 25/38/30 | NA |
| S tronic® dual-clutch transmission (city/highway/combined) | —— | 17/27/21 | —— |
| Engine oil (qt) | 7.2 | 7.2 | 8.8 |
| AdBlue® (gal) | —— | 5.0 | —— |
| Fuel (gal) | 19.8 | 19.8 | 19.8 |
| Required fuel | Premium | Ultra-low-sulfur diesel | Premium |
| Emissions rating | ULEV II | ULEV II | ULEV II |

Footnotes:
1. Your mileage may vary and depends on several factors, including your driving habits and vehicle condition. See www.fueleconomy.gov for details.
2. Your mileage may vary and depends on several factors, including your driving habits and vehicle condition. See www.fueleconomy.gov for details.
3. Your mileage may vary and depends on several factors, including your driving habits and vehicle condition.

Load capacity by ton, maximum axle load (lb) | 23.5 | 23.5 | 23.5 |

Steering ratio | 15.9:1 | 15.9:1 | 15.9:1 | 13.0:1 |

Turning diameter, curb-to-curb (ft) | 39.0 | 39.0 | 39.0 | 39.0 |

Ventilation: Climate Control

<table>
<thead>
<tr>
<th>Exterior measurements</th>
<th>A7 3.0T</th>
<th>A7 TDI®</th>
<th>4.0 TFSI®</th>
<th>8.0 T</th>
<th>8.3 T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Window with sunshade (front, hatch)</td>
<td>36.9/36.6</td>
<td>36.9/36.6</td>
<td>36.9/36.6</td>
<td>36.9/36.6</td>
<td></td>
</tr>
<tr>
<td>Exterior measurements</td>
<td>A7 3.0T</td>
<td>A7 TDI®</td>
<td>S7 RS 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Load capacity by ton, maximum axle load (lb)</td>
<td>23.5</td>
<td>23.5</td>
<td>23.5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Steering ratio | 15.9:1 | 15.9:1 | 15.9:1 | 13.0:1 |

Turning diameter, curb-to-curb (ft) | 39.0 | 39.0 | 39.0 | 39.0 |
With the available S line® Sport package, we give Audi Sport® style to an already stunning Audi vehicle. So with Audi A7 models, you can get the more aggressive lines—and double takes—that come with Audi Sport design. More striking lines define the exterior, while a lowered stance, provided by the sport suspension calibration, and Galvano Silver-finished 19" Audi Sport 7-twin-spoke design wheels add to its visual appeal. The S line is a premium collection of design cues and features that make the overall performance of your vehicle that much more memorable.

Great lines make the performance more memorable.

Our story doesn’t end with this brochure. In fact, we have many more stories to tell at Audi Library. Simply download Audi Library from the Apple® App Store™ or Google Play™ store, and you can read everything, from other model and accessory brochures to special-edition pieces to the award-winning Audi Magazine. Dive into a massive trove of Audi-specific, interactive content, videos, stories and technologies, just by downloading them on your tablet.

There’s always another story.

To download the Audi Library app to your device, just follow these steps:
› Go to the Apple® App Store™ or Google Play™ store
› Search for “Audi Library”
› Download the app to your device

1 Standard text and data usage rates apply. Always pay careful attention to the road, and do not drive while distracted.
Add distinction, versatility and the ultimate in self-expression with Audi Genuine Accessories. Whether you load the cargo carrier with climbing gear or add a set of stylish new wheels, we offer accessories to help enhance every facet of your lifestyle. When purchased from an authorized dealer, all pieces are backed by your vehicle’s 4-year/50,000-mile limited warranty, or for 12 months/12,000 miles from the accessory purchase date, whichever is greater. If you’re looking to personalize or help protect the vehicle you love, we have a solution designed by Audi that works for you.

Audi Genuine Sport and Design Accessories
For a bolder appearance or a finishing touch, we have solutions that help make every ride more enjoyable—and more yours.

- Stylish wheel designs
- License plate frames

Audi Genuine Electronics Accessories
Our audio options help enhance your listening pleasure, while other accessory options help promote convenience.

- iPhone® adapter cable
- Emergency tool

Audi TravelSpace Transport Accessories
Whenever you go, help make sure everything fits. Whether you’re loading your luggage or your kayak, we offer solutions to help keep your vehicle organized and ready for travel.

- Base carrier bars
- Ski and snowboard carriers
- Invehicle cargo bags

Audi Guard Comfort and Protection Accessories
Help protect what you love. Use Audi Guard Comfort and Protection Accessories to help keep your Audi looking like new—in and out.

- Floor mats
- Splash guards
- Cargo mats

Audi Aluminium Bike Rack
This locking holder fits 20- to 80mm bike frames with both wheels on the bike and helps keep your bike upright as you secure it in place.

Audi Skid and Snowboard Racks
These racks help transport your equipment to the slopes easily and securely. The standard attachment shown holds two sets of skis or two snowboards. An deluxe attachment is also available.

Audi All-Weather Cover
Help protect your A7 from the elements with a lightweight, water-resistant Stormshield® cover. Helps keep your car dry and prevents minor scratches to the paint. The Stormshield® cover is easy to install and can be removed in minutes.

Audi All-Weather Floor Mats
Deep-ribbed, channeled design helps protect your vehicle’s floor from water, mud, sand and snow. Mats are available separately for the front or rear seats. The A7 logo is embossed on the front mats.

Audi All-Weather Cargo Mat
Custom fit for your A7, the raised outside edge of the cargo mat helps contain spills and protects cargo-area carpeting from stains. The textured material helps control load shifting.

Visit parts.audiusa.com to view the full line of Audi Genuine Accessories.
Note: A word about this brochure. Audi of America, Inc., believes the specifications in this brochure to be correct at the time of printing. However, specifications, standard equipment, options, fabrics, and colors are subject to change without notice. Some equipment may be unavailable when your vehicle is built. 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 Audi 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 by various manufacturers. “Audi,” all model names, “Audi connect,” “Audi pre sense,” “Audi Sport,” “cylinder on demand,” “DRC,” “FSI,” “MMI,” “quattro,” “Sideguard,” “Singleframe” and the Singleframe grille design, “S line,” “S tronic,” “TDI,” “Truth in Engineering,” “ultra,” and the four rings logo are trademarks or registered trademarks of AUDI AG. “AdBlue” is a registered trademark of the Verband der Automobilindustrie. “Alcantara” is a registered trademark of Alcantara S.p.A. “Apple” is a registered trademark of Apple Inc. “App Store” is a service mark of Apple Inc. “Bang & Olufsen” is a registered trademark of the BOSE Corporation. “Bluetooth” word mark and logos are owned by the Bluetooth SIG, Inc., and any use of such marks by AUDI AG is under license. “BOSE” and “AudioPilot” are registered trademarks of the Bose Corporation. “Facebook” is a registered trademark of Facebook, Inc. “Google,” “Google Earth,” “Google Play,” “Google Voice” and “Google Voice Search” are trademarks of Google Inc. “HD Radio” and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation. “Homelink” is a registered trademark of Johnson Controls Technology Company. “INRIX” is a registered trademark of INRIX, Inc. “NVIDIA” and “Tegra” are registered trademarks of NVIDIA Corporation. “SiriusXM” and all related marks and logos are trademarks of Sirius XM Radio Inc. and its subsidiaries. “Stormshield” is a registered trademark of Guilford Mills, Inc. “TDI” is a registered trademark of Volkswagen AG. “Tiptronic” is a registered trademark of Dr. Ing. h.c. F. Porsche AG. “Twitter” is a registered trademark of Twitter, Inc. “Wi-Fi” is a registered trademark of the Wi-Fi Alliance. All other trademarks are the property of their respective owners. Some European models shown.