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## **The all-new Audi A6 sedan: Upgrade in the Business Class**

**The all-new Audi A6 sees the elegantly sculpted full-size sedan receive comprehensive upgrades in terms of digitalisation, comfort and sportiness, making it the most multi-talented entry and intelligent leader of the business class segment.**

**Ingolstadt, 28 February 2018** – In 1968, almost exactly 50 years ago, the first Audi 100 was unveiled in Ingolstadt, Germany. As Audi's first entry into the line of full-size business sedans, the Audi 100 was a successful model and the flagship of the brand at that time, providing a solid foundation for Audi's premium positioning. Over the years, the Audi 100 would evolve into the Audi A6 (since midway through the fourth-generation), becoming one of the most successful Audi vehicle models and the leading character of the business class.

Now in its eighth-generation, the all-new Audi A6 continues to push and redefine the limits of what is possibly the most competitive segment; the business class. With a stunning arsenal of technology to revolutionise every aspect of the vehicle, whether it's the dynamic all-wheel steering with mild-hybrid engine, all-digital MMI touch response system with Audi connect and a wider array of driver assistance systems, this is the future of business mobility.

### **The business class: Now upgraded**

Along with its segment-mate the Audi A7 Sportback, the eighth-generation Audi A6 is the expressive ambassador of Audi's new design language with taut surfaces, sharp edges and striking lines. It stands out from the exterior with crisp proportions that combine a long hood, long wheelbase and short overhangs for a dynamic silhouette that conveys sporty elegance coupled with high-tech sophistication.

In terms of dimensions, the new Audi A6 is 4,939 millimetres (16.2 ft) long, which is 7 millimetres (0.3 in) longer than its predecessor. The width has been increased by 12 millimetres (0.5 in) to 1,886 millimetres (6.2 ft) while the height at 1,457 millimetres (4.8 ft) is almost unchanged at 2 millimetres (0.1 in) more than on the outgoing model. Using an intelligent mixed-construction of steel and aluminium in the body shell, with components such as the front suspension strut dome, doors, hood/trunk lids and fenders all made of aluminium, weight is also optimised and body rigidity is maximised, to ensure top quality feel and sporty handling.

From the front, a wide, low-slung Singleframe grille, flat headlights and the powerfully contoured air inlets underline the sedan's sportiness, whilst on the side, three striking lines help reduce the car's visual height, drawing it closer to the road for a sportier stance. This theme continues with the muscular and taut contours drawn over the wheels, testimony of Audi's quattro genes. At the rear, a striking chrome strip also accentuates the three-dimensional

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depending on the tires/wheels used



sculpture of the rear and connects the rear lights.

As with all Audi vehicles, the lighting design continues to reinforce the technical character of the new Audi A6, with three available configurations. With the top-of-the-line version, the HD Matrix LED headlights, there are a total of five horizontal lines that form the daytime running light signature, emphasizing the width of the front. Above them are the dipped beam modules that look like pupils. Optionally, the lighting signature of the tail lights is made up of a single horizontal line and nine vertical segments for each unit; the brake light fills the areas in between. The dynamic indicator is included with the top-of-the-line equipment. When unlocking and locking the doors, a pulsing coming and leaving home function brings to life the combination of design and technology that is the hallmark of Audi.

With advanced aerodynamics and aeroacoustics on the exterior, the sedan achieves a minimum drag coefficient of 0.24, whilst having class-leading isolation and NVMH ratings, even at high speeds. In terms of capacity, the interior of the new Audi A6 is even larger than on the outgoing model, also beating the outgoing model and the core competitors in the key department of legroom. The all-new seats underline the character of the Audi A6 as a poised long-distance sedan. With their numerous adjustment functions, the customized contour seats, front, optionally available with ventilation and massage, provide superb comfort. The headroom as well as the shoulder room in the front and rear are also superior to the outgoing model.

Lastly, the luggage compartment has the same capacity as the outgoing model with 530 litres (18.7 cu ft) of space, whilst offering more loading width – two golf bags can be accommodated horizontally.

### **Boarding the Audi A6: Infotainment and safety, accentuated with technology**

The interior of the Audi A6 combines design and technology to create a business class cabin that is larger, more refined and more intuitive than its predecessor. Featuring a black-panel design, a cool look which expresses the technical competence and digital character of the sedan, the interior of the Audi A6 has a relaxed lounge atmosphere in a design language that comes across as integrated and minimalist. Continuing the digitalization strategy set by the flagship Audi A8, the interior architecture of the Audi A6 seamlessly melds with Audi's new MMI touch response operating concept that replaces the rotary pushbutton and conventional buttons of before with two large, high-resolution touch displays.

The driver manages the infotainment on the top display, which is displayed over a 10.1-inch screen diagonal screen if MMI navigation plus has been specified; specifying MMI Navigation plus also includes the famed Audi virtual cockpit with a 12.3-inch display. The bottom 8.6-inch display, located in the console in the centre tunnel, is used for the climate control and for the convenience functions and text input; the driver's wrist can sit on the selector lever of the automatic transmission. In addition, an optional head-up display projects important information onto the windshield.

This MMI touch response system of the new Audi A6 sets new standards in terms of intuitive operation and personalization. With extensive intelligent personalisation options, the car is tailored to the driver: The all-digital operating system allows central vehicle functions to be

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placed in the required position in the MMI screen using drag-and-drop – similar to the user experience with smartphone apps. Shortcuts and favourites buttons form the ideal basis for individual preferences and superb ease-of-use. The MMI touch response operating system with haptic and acoustic feedback provides rapid, intuitive operation; users hear and feel a click as confirmation as soon as their finger triggers a function.

Ideal for frequent drivers and fleet customers: Up to seven drivers can store their preferred settings in individual user profiles and set up to 400 parameters. Thanks to its logical and flat menu structure, the system provides fast access to vehicle functions. The configurable favourites buttons help tailor the system to the user's preferences. Taking the lead in intuitive interaction, the natural-language control turns the new Audi A6 into an intelligent dialog partner and travel companion: it processes questions and commands in two ways, with on board stored data and also – in conjunction with MMI navigation plus – with the detailed knowledge from the cloud.

MMI navigation plus also offers a host of new navigation features. These include a self-learning function based on the driven routes, which generates intelligent search suggestions run by service provider HERE. MMI navigation plus is even more compelling with the optional add-on modules, including two sound systems. The top-of-the-line version, the Bang & Olufsen Advanced Sound System, also delivers fascinating 3D sound to the rear thanks to its height information. Telephony is also taken to a new level in relation to operation as well as the sound and connection quality thanks to the Audi phone box.

Audi connect online services also provide the car-to-X services traffic sign and hazard information. They use the swarm intelligence from the Audi fleet and network the Audi A6 with its environment. Shortly after the market launch, the on-street parking service will be added, which makes looking for a parking space easier. Other refined driver assistance systems, including the parking pilot and the garage pilot will also provide new standards in the business class, autonomously manoeuvring the sedan into and out of a parking space or garage. The driver can get out of the car before activating and monitoring the process using the myAudi app on their smartphone.

The parking pilot and the garage pilot form part of the Park assist package, one of three packages. The City assist package includes features such as the new crossing assist. The Tour assist package comes with the adaptive cruise assist, which supplements the adaptive cruise control by means of gentle steering intervention to keep the vehicle in lane, and the efficiency assist, which promotes an economical driving style.

Behind the extensive assist systems lies a high-tech module from Audi: the central driver assistance controller (zFAS). It calculates continuously a detailed model of the environment from a fusion of sensor data. Depending on equipment, the sensor set includes up to five radar sensors, five cameras, twelve ultrasonic sensors as well as a laser scanner – another major innovation.

#### **Built for comfort and performance: the new Audi A6**

The new Audi A6 is noticeably sportier than the outgoing model – thanks especially to innovative

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solutions for the suspension. The already sporty ratio of the standard progressive steering becomes even more direct as the steering angle increases; a new damping concept also conveys intensive, finally differentiated feedback from the road. The new Audi A6 is manoeuvrable in town, agile on country roads, and poised and comfortable on the highway.

The dynamic all-wheel steering is a key component in this agility and manoeuvrability. It combines direct, sporty steering response with unshakable stability, resolving this classic conflict of aims. Depending on the speed, the steering ratio varies between 9.5:1 and 16.5:1 thanks to a strain weave gearing at the front and a spindle drive for the rear axle. At low speed, the wheels steer in the opposite direction to the front wheels, thus enhancing the agility of the A6 and reducing its turning circle by up to 1.1 meters (3.6 ft) to 11.1 meters (36.4 ft). All of which makes manoeuvring easy despite the almost five meter (16.4 ft) exterior length of the large sedan. At high speed the wheels turn in the same direction, thus optimizing stability when traveling in a straight line or changing lanes. Thus the Audi A6 not only offers the driver straight-line stability at high speed, but more passenger comfort since the steering movements seem much softer on the rear seats.

The redesigned wheel suspension is also made out of lightweight aluminium in many areas. Despite the larger wheels (measuring up to 21 inches and tire sizes of up to 255/35) compared to the outgoing model, the Audi A6 has improved ride and noise comfort. Brakes with fixed calipers made from aluminium are fitted to the front axle. Audi provides a choice of four variants for the suspension setup: the conventional steel spring suspension, the sport suspension, the suspension with damper control, and the adaptive air suspension, also with controlled damping.

As part of the launch in the European markets, Audi offers the new Audi A6 with two powerful, smooth engines – one diesel and one gasoline unit. Paired with a seven-speed S tronic transmission and Audi's legendary quattro permanent all-wheel drive, the 3.0 TFSI petrol variant is a turbocharged V6 engine that generates 340 hp (250 kW) and 500 Nm of torque, allowing the business sedan to accelerate to 100km/h in just 5.1 seconds, on to an electronically limited top speed of 250 km/h. On the other hand, the 3.0 TDI engine variant develops 286 hp (210 kW) and 620 Nm of torque, and is paired with an eight-speed tiptronic transmission and quattro permanent all-wheel drive.

In terms of fuel efficiency and emissions, the petrol engine has a combined fuel consumption of 7.1 – 6.7 l/100 km (33.1 – 35.1 mpg)\* and a combined CO<sub>2</sub> emissions of 161 – 151 g/km (259.1 – 243.0 g/mi)\*, whilst the diesel version has a combined fuel consumption of 5.8 – 5.5 l/100 km (40.6 – 42.8 mpg)\* and a CO<sub>2</sub> emissions of 150 – 142 g/km (241.4 – 228.5 g/mi)\*.

Both engine options for the new Audi A6 come with Audi's new mild-hybrid technology (MHEV), where a belt alternator starter (BAS) works together with a lithium-ion battery. At speeds between 55 and 160 km/h (34.2 – 99.4 mph), the four-door coupé can coast in freewheeling mode with the engine deactivated and then restarted comfortably via the BAS. When decelerating, this engine is also able to achieve a recuperation performance of up to 12 kW, recharging the lithium-ion battery. The start-stop function has been significantly expanded and now activates at 22 km/h (13.7 mph), with the engine getting restarted from standstill predictively as soon as the vehicle in front of the Audi A6 starts moving. In real-world driving,

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the MHEV technology reduces fuel consumption by up to 0.7 liters per 100 kilometres.

The new Audi A6 is due to roll off the assembly line at the Neckarsulm site and will launch on the German market in June 2018. The basic price as the Audi A6 Sedan 50 TDI quattro (combined fuel consumption: 5.8 – 5.5 l/100km (40.6 – 42.8 mpg)\*; combined CO<sub>2</sub> emissions: 150 – 142 g/km (241.4 – 228.5 g/mi)\*) is 58,050 euros.

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*Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the “Guide on the fuel economy, CO<sub>2</sub> emissions and power consumption of all new passenger car models,” which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany ([www.dat.de](http://www.dat.de)).*

## **About Audi**

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 twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

## **About Audi Malaysia**

Audi Malaysia is a division of Volkswagen Group Malaysia and is the National Sales Company (NSC) for the Audi brand in Malaysia responsible for the overall strategy of sales, marketing, training, aftersales and other related activities in the country.

All official Audi products in Malaysia are imported by DRB-Hicom and are now retailed through a network of eight exclusive Audi outlets.

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depending on the tires/wheels used