

**Audi Communications**

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## **The new Audi A5 range: modern sportiness meets premium proportions**

- **Audi Design redefines the Sedan and makes the Avant even more attractive**
- **Technology meets comfort in the interior with new electronic architecture**
- **First combustion-engine version to enable partially electric driving thanks to drivetrains with MHEV plus technology**
- **The new A5 marks the launch of a new naming restructure for all Audi combustion vehicles**

**New Zealand, July 20, 2024 – Audi is starting a new chapter in its successful history within the mid-size segment. Launching 30 years after the first Audi A4, the sharpened design language of the latest generation, now called the Audi A5, captivates with premium proportions.**

With the expansion of its model range, AUDI AG is beginning to restructure the naming of its vehicles. The numbers in the names of electric and combustion-engine models are the differentiator. Going forward, even numbers stand for electrically powered models, and odd numbers for vehicles with combustion engines. With the debut of the latest generation, the Audi A4, a long-standing bestseller, will be re-named the Audi A5. These will be the first models launched on the Premium Platform Combustion (PPC).

Greg Leet, General Manager of Audi New Zealand says this is an exciting new chapter for Audi.

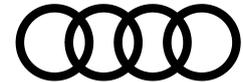
“With the expansion of our all-electric portfolio, we are also launching a new generation of models with efficient combustion engines. The Audi A5 family, with its athletic design and completely new interior, will be the first. This range has always been a fan favourite here in New Zealand, particularly the Avant, and we are looking forward to relaunching it.”

### **Dynamic and muscular exterior design**

Even at first glance, the completely redesigned A5 family has a powerful and clean design. The modified proportions with a long wheelbase, large wheels and the low, sporty body embody progressive dynamism and premium standards.

In the Avant, the dynamic, taut roofline merges into a seamlessly integrated roof spoiler that spans the sporty, flat rear window. The D-pillars, which are steeply raked, emphasise the dynamic side view of the A5 Avant.

The front is dominated by the wide and significantly flatter proportioned Singleframe with a three-dimensional honeycomb structure. Together with the slim and precisely drawn headlights, it shapes the face of the vehicle



and gives it a striking and focused expression. Thanks to the “soft nose” integrated into the bumper, the hood is flush with the front end. The blisters protruding powerfully from the shoulder area at the front and rear wheels are reminiscent of the Audi Ur quattro and a core element of the Audi design DNA.

#### **New standards in digital light**

The Audi A5 family offers digital daytime running lights with LED technology at the front and second-generation digital OLED rear lights at the rear. With around 60 segments per digital OLED panel, they are increasingly becoming a display at the rear of the vehicle on the A5. This enables car-to-x communication and increases safety on the road.

#### **Technology meets comfort in the new interior**

The new operating concept of the Audi A5 family increases interaction with the vehicle thanks to the E<sup>3</sup> electronic architecture. The slim, free-standing Audi MMI panoramic display has a curved design and uses OLED technology. It consists of the Audi virtual cockpit with a 11.9-inch visible screen diagonal and the 14.5-inch MMI touch display. Audi complements the digital stage for the front passengers with the optional 10.9-inch MMI front passenger display, which is perfectly integrated into the dashboard design. The new A5 has a configurable head-up display that has been further developed compared to its predecessor. For the first time, drivers now have the option of controlling vehicle and infotainment functions via the head-up display.

#### **Advanced hybrid system MHEV plus**

The new MHEV plus system based on a 48-volt on-board electrical system supports the combustion engine and reduces CO<sub>2</sub> emissions while increasing performance. The powertrain generator (PTG) enables partially electric driving that contributes to a reduction in fuel consumption.

The PTG can also add up to 18 kW (24 PS) of electric power to the output of the combustion engine. When decelerating, the PTG feeds energy back into the battery (recuperation) at up to 25 kW. As a result, purely electric manoeuvring and parking are possible to a limited extent. Thanks to the option of using an electric air conditioning compressor, the air conditioning system can also be operated when the vehicle is stopped at traffic lights and the combustion engine is switched off.

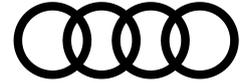
With the integrated and blending-capable brake control system (iBRS), the brake pedal and the brake hydraulics can be completely decoupled.

#### **New Zealand market launch**

Audi is opening the next chapter in its successful history in the mid-size segment with the new A5 family. Further details on the New Zealand launch, including which models will be available, are yet to be confirmed.

To receive updates on this exciting new range, please follow the link to register your interest.

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The Audi Group is one of the most successful manufacturers of cars and motorcycles in the premium and luxury segment. The Audi, Bentley, Lamborghini and Ducati brands produce at 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2023, the Audi Group delivered around 1.9 million cars of the Audi brand, 13,560 vehicles of the Bentley brand, 10,112 cars of the Lamborghini brand and 58,224 motorcycles of the Ducati brand to customers. In the 2023 fiscal year, the Audi Group generated revenue of €69.9 billion and an operating profit of €6.3 billion. In 2023, an annual average of more than 87,000 people worked for the Audi Group worldwide, including around 53,000 at AUDI AG in Germany. With its attractive brands and a large number of new models, the company is systematically continuing on its path to becoming a provider of sustainable, fully connected premium mobility.