



Audi Genuine Accessories

Catalogue 2017 // 2018

*No booking required: Camping with Audi Genuine Accessories.
Everything you need: Accessory solutions from bicycle racks to wheel rims.
Sit! Why dogs like travelling in Audis, too.*





Editorial Issue

2017 // 2018

W e l c o m e

You drive an Audi. Your Audi not only takes you to work, to the shops and to your children's school. It also takes you and your family to the mountains for skiing, out of town for a bike ride or to the countryside for a picnic. We know that a lot of adventure awaits in your everyday life and that the configuration of your vehicle is therefore far from complete upon delivery. When developing accessories, we thus constantly ask ourselves what fascinates you and what your plans are for your Audi.

Since it was Audi employees who not only developed, but also built your vehicle, I am sure that these same people are the right ones to design and produce Audi Genuine Accessories that go beyond simply transporting sports equipment safely to its destination, letting your children have more fun in the car or adding that individual, personal touch to your vehicle.

We know that your bicycle is more important to you than your roof carrier, and we also know that the ability to switch to conference calls on the way to your business meeting is more important than the features of your hands-free kit. You should be free to concentrate solely on your leisure and your work. We provide the optimal accessories for every situation.

To inspire you with further ideas for your Audi, we have created this magazine that brings together articles, interviews and a whole host of facts, trivia and entertaining information from the world of Audi. I hope you enjoy reading this issue.

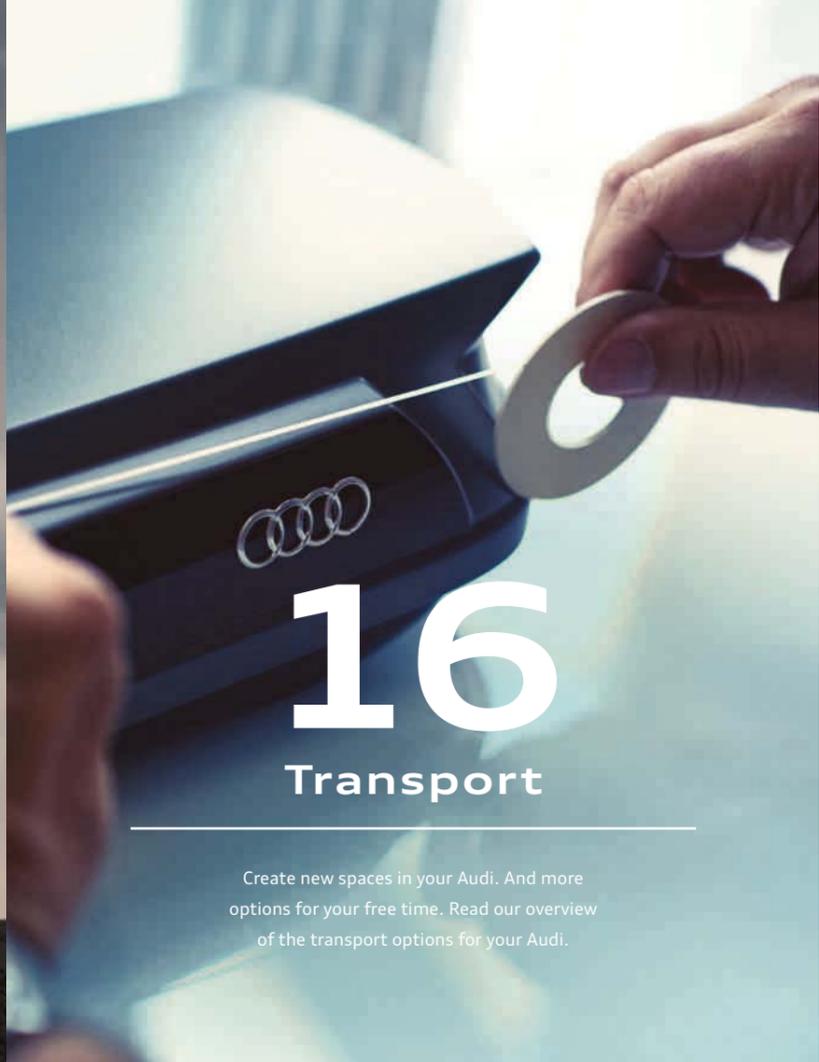
Michael Löhe

Head of Marketing/Customer Management for After Sales

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Title story

Join us on a journey through timeless landscapes and unspoilt nature. Escape from the rat race and rediscover the world – and yourself.



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Transport

Create new spaces in your Audi. And more options for your free time. Read our overview of the transport options for your Audi.

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Communication

Good communication is the result of good connections. Discover the right communication for you and your Audi, from page 38.



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Comfort and protection

An active everyday life can leave its mark. We advise how best to survive day-to-day life and the best ways to protect your Audi against your active lifestyle.

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Sport and design

The details define the character. Under the heading “Sport and design”, discover custom Audi Genuine Accessories to add a personal touch to your Audi.



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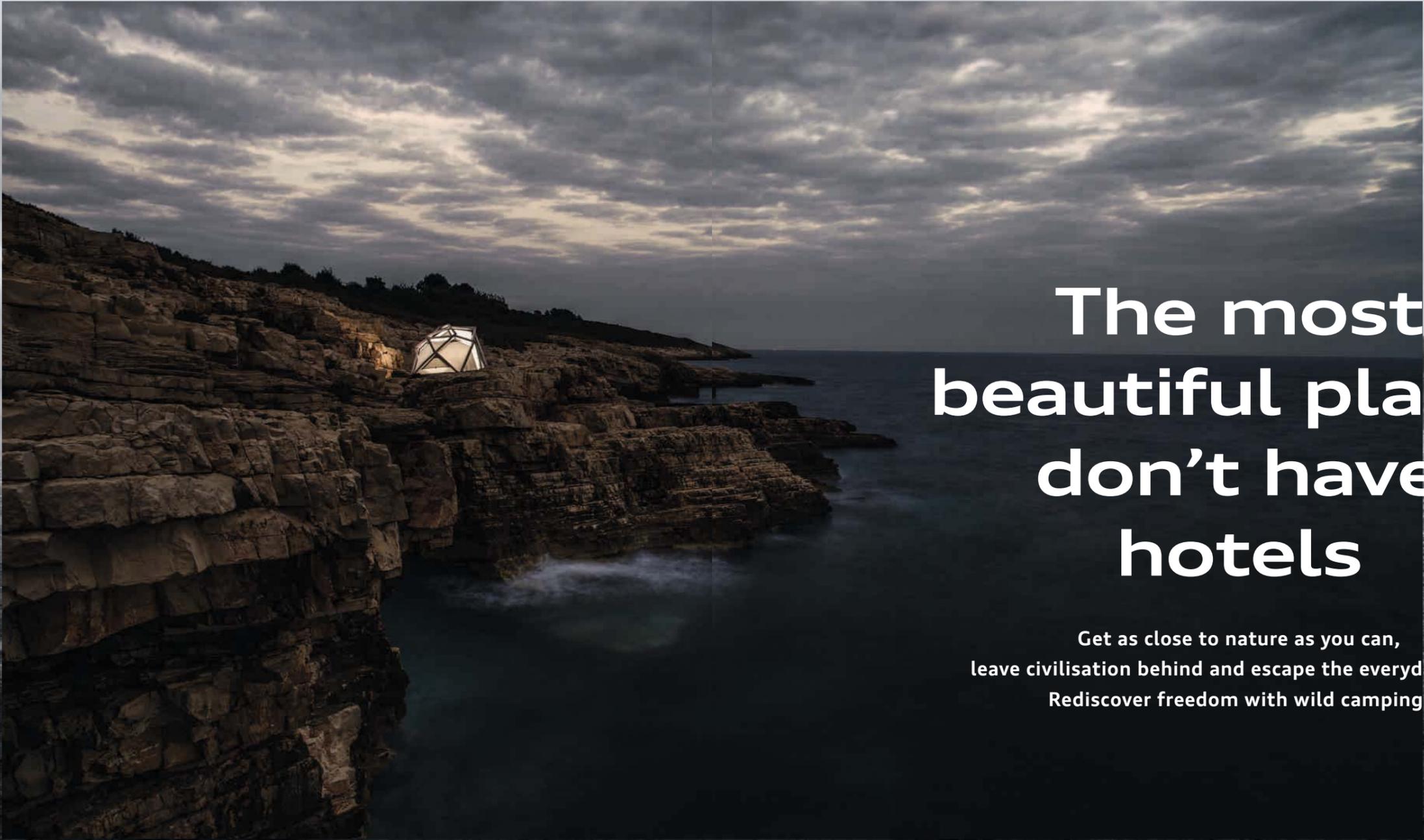
Family

When you have a family, every trip becomes a major outing. To keep the little ones happy along the way, you'll find everything you need for their comfort and well-being here.

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Model highlights

Audi Genuine Accessories. As individual as you are. Discover further innovative and custom solutions for your Audi model at a glance.



The most beautiful places don't have hotels

Get as close to nature as you can,
leave civilisation behind and escape the everyday grind.
Rediscover freedom with wild camping.



Independence can be this comfortable: The camping tent from Audi Genuine Accessories – practical in so many ways.

Croatia's rocky landscapes are full of sublime views. This makes them a favourite choice among film-makers looking for an impressive backdrop, from *Winnetou* to *Game Of Thrones*. The long, picturesque coastlines of this country, with their crystal clear, turquoise waters, form a fascinating contrast to the raw, sheer cliff edges. This is not an environment where you necessarily seek comfort and relaxation. And yet there are people who choose exactly here to pitch their tents. People who need this remoteness to really feel at home and for whom travelling is still an adventure: Wild campers. They are always on the hunt for spaces where the countryside remains unspoiled and the stresses of everyday life are as remote as the nearest 5-star hotel. They do not need much, just a strong desire for freedom and the right equipment.

The Balkans region is still ideal for wild camping without a great deal of effort. The countryside is sparsely populated, which offers plenty of opportunities to find the ideal location. Of course, it is always important to treat the environment and its people with respect, even if (or more so, because) there is a high level of acceptance for wild campers in the Balkans. When you arrive in the area, it is always best to find out what you need to know when camping in the open air, such as whether you need a permit. Camping is of course prohibited in protected nature reserves or on farmland. If you are on private land, it is important to speak to the landowner beforehand. And

there are certain other rules that also need to be followed in nature, such as not dropping litter, disturbing animals or making a fire without permission. It is always best to follow your own common sense as well as your sense of adventure.

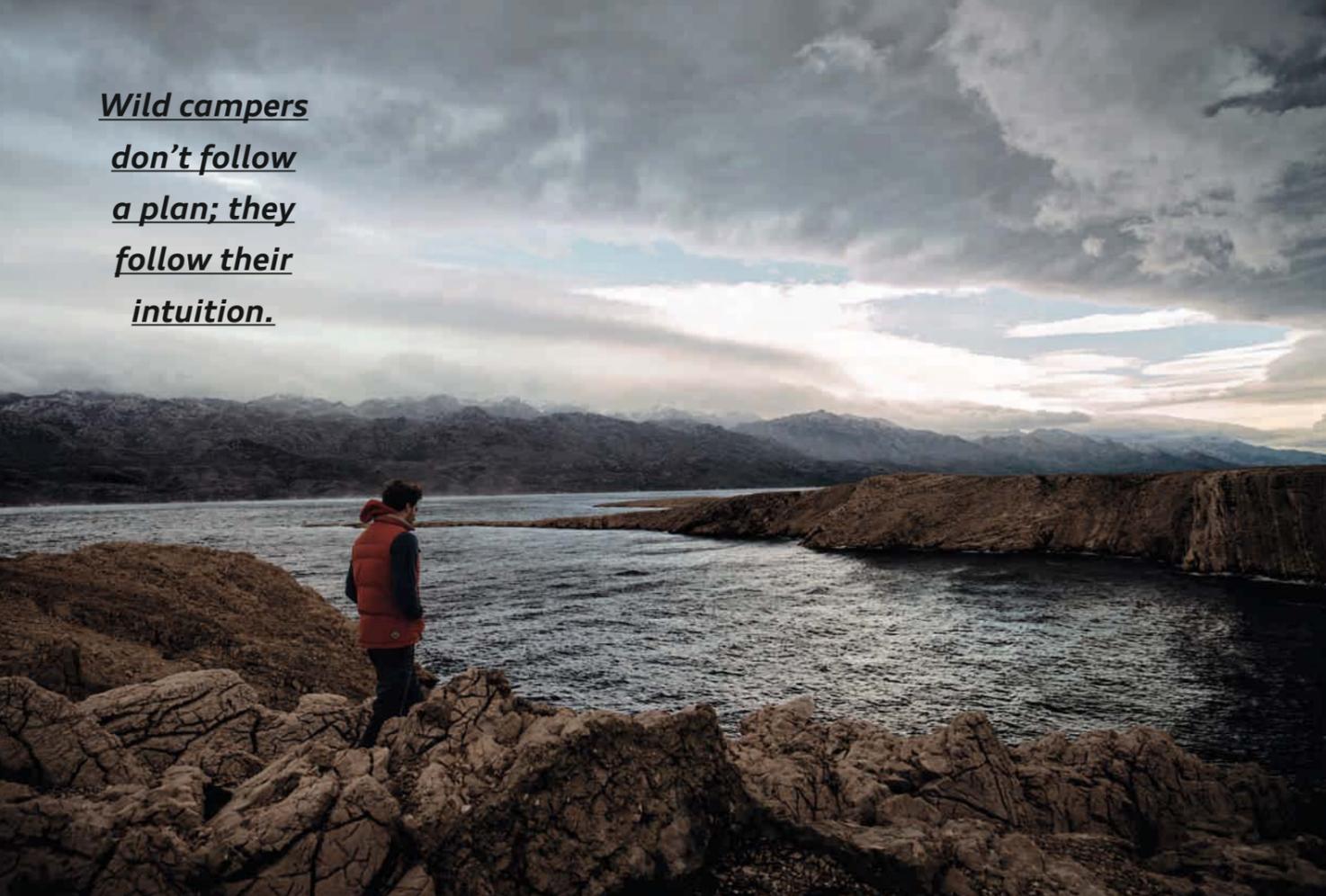


As easy as that:
Putting up the
Audi camping tent –
Watch the video at
www.audi.com/tentsetup
Connection costs depend
on your mobile phone
contract

Camping tent including tent connection
Sleeps 2 to 3. Inflatable. Waterproof vehicle connection.
Includes storage bag, pump, tent pegs, repair set and 2 sun shades.
Can also be used without a vehicle.



Wild campers don't follow a plan; they follow their intuition.



If you are trying to conquer new challenges, of course you will need more than just somewhere to sleep. With products from Audi Genuine Accessories, you can make the most of all opportunities on every trip. For example, if you like to start the day with a good cup of espresso, the "Espresso mobile" from Audi Genuine Accessories can deliver. Simply connect the system to the cigarette lighter and add water and a coffee pod. After just 2 minutes, you can sit back and enjoy the first rays of sun with a fresh, hot espresso in your hand. And if you still want to read the next chapter of your book as the sun is setting, the LED reading lamp is the perfect solution.

If you also want to keep your Audi looking its best, you can rely on the comfort and protection solutions. Thanks to the custom-fit boot liners and floor mats, even the greatest outdoor adventure can pass without a trace.



Kayak rack
For single kayaks weighing up to 45 kg. Tilt function. Kayak rack and elasticated belt can be secured separately. Can only be used in conjunction with the carrier unit.



All inclusive.

The interior of the tent features additional storage pockets.



A separate compartment sleeps up to three people.



The camping tent set also includes a storage bag, an air pump, a repair set, tent pegs and 2 sun shades.

If you're trying to conquer new challenges, you need more than just somewhere to sleep.

If you're a wild camper and also an Audi driver, you can make the best of both worlds with the camping tent from Audi Genuine Accessories. The tent, developed in collaboration with renowned tent manufacturer Heimplanet, combines independence with comfort to provide a completely new outdoor experience. Thanks to a sophisticated design and innovative functions, you can enjoy comfortable accommodation with no need for a reservation. The tent is also practical and easy to erect: The innovative one-pump system ensures that the air frame, inner tent and outer tent are easy to put up. You also enjoy maximum flexibility, as the tent can be set up independently of the vehicle. Alternatively, you can use the snug vehicle connections to the boot to join the tent directly to your Q model. No matter where you are, you can always discover a little piece of freedom.





Well equipped.

As recently proven by our Audi community, the Audi camping tent is not just a practical solution in theory. During a test campaign with trnd DACH GmbH in the summer of 2016, real wild campers put the tent through its paces and all came to the same conclusion: This innovative camping tent brings a breath of fresh air to any outdoor experience. In particular, we love the fact that, despite all the comfort offered by the tent, a couple of our testers managed to get up in time to capture this sunrise for us. We will let our testers sum it up themselves: "We're impressed by the Audi tent; it stands out visually and technically, and you can have a lot of fun with it. The most impressive part is how quick and easy it is to set up and take down." We think that says it all.



Espresso mobile
Pressure: 16 bar. Authentic espresso with crema. Set includes: 18 illy ESE pods. 2 break-proof cups. Microfibre cloth. Elegant storage bag. Connects to the cigarette lighter.



LED gooseneck reading lamp
Flexible silicon rubber neck. Ultimate stability in all positions. Connection via the cigarette lighter.



The whole lot: An Audi ski and luggage box has a volume of 360 l, enough for 18 inflated footballs, 1,313 tennis balls or 5,330 golf balls.



The company that produces the most car tyres annually is Lego: around 381 million.

Useful facts

Did you know?

6 months

At an average speed of 100 km/h, it would take less than six months to travel from the earth to the moon.



27%

27 % of all car drivers give their car a nickname.

The first parking ticket was issued in 1902.



The tree air freshener made from perfumed card was invented by Julius Sämann, a Swiss citizen who emigrated to Canada. According to the legend, he wanted to get rid of the smell of milk previously spilt in the car.



176 km

Europe's largest recorded traffic jam brought the road between Lyon and Paris to a standstill in 1980 - a distance of 176 kilometres. The simple reason: Holiday traffic returning from winter holidays and bad weather.



Transport

Grand plans or a quick day trip? Whatever your intentions, we have the appropriate ski and luggage box for almost every requirement.

Staying true to the line

It is timeless, unique and coordinates with all Audi models.
In conversation, Audi designer Peter Lemke explains his favourite aspects
of the ski and luggage box.





Ski and Luggage boxes
 Available in Platinum Grey with Brilliant Black side blades or gloss Brilliant Black.
 Available in sizes 300 l, 360 l and 405 l. Lockable. Opens both sides. Quick-action securing system. Can be used only in conjunction with the carrier unit.

contours and lights of an Audi into the roof box design. A further important feature is the continuous strap, which is riveted to the shell in other manufacturers' roof boxes. These rivets, which are normally visible from outside, remain invisible in our roof box. Not only do we conceal the rivets with the side blade, we also solve this problem by gluing the hinges at the front and rear. Two rivets at this point would have created a "snout" effect and, as you can imagine, we are delighted to have avoided this.

How do the design and engineering departments collaborate during the development of a utility product such as a roof box?

The strap described above is a safety-relevant component and we worked on it for a long time with extensive testing. This process, which also has a significant impact on design, involved successful collaboration with our technicians and engineers. For other development processes at Audi Genuine Accessories, not just the roof box, we form teams that consist of technical experts from the areas of sales, engineering and design. One person focuses on the time schedule and costs, while the others focus on technology, quality and design. All team members work hand in hand.

What does the roof box body shape say to you when you see the finished product today?

The shape is obvious: Streamlined. It reminds me of an orca. When drawing the box on paper, this similarity kept coming back to me due to the shape and the distinctive black and white contrast. The streamlined shape not only represents speed, but also a sense of the timeless style that has inspired several generations of Audi models. I think the roof box looks best on an Avant. The shape flows with the line of the vehicle and the black side panel mirrors the cut-outs of the side windows. When viewed from above, the design is also consistent with the shape of the bonnet and the flowing rear shoulders of the vehicle. The roof box has the same design vocabulary as our vehicles.

Why should an Audi owner choose this roof box and not one from a third-party provider?

I believe that our roof box is unique on the market, as it originated from the Audi design philosophy. Mounted on your Audi, the roof box and the vehicle become a single unit.



Discover freedom:
 Watch the video of the ski and luggage box range at www.audi.com/luggagebox
 Connection costs depend on your mobile phone contract



Peter Lemke

Designer at Audi Genuine Accessories for 8 years. In 2011, Peter Lemke assumed responsibility for the "Exterior" area at Audi Genuine Accessories. He developed the original roof box design.

The custom-developed roof box has been available from Audi Genuine Accessories since 2013. Audi was the first German car company to pursue this route, and designer Peter Lemke was involved in the development process from the outset.

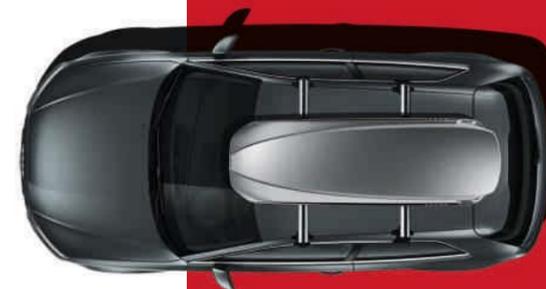
Mr Lemke, what is your approach when you first sit in front of a blank piece of paper to tackle a project such as the roof box?

We wanted to develop an exclusive roof box that reflects both the technology and the exclusiveness of Audi, and therefore stands out from the market with its own identity. As designers, we first look at the design vocabulary of our vehicles, because the roof box has to speak the same language. The design must have a certain timeless appeal, and be harmonised with all Audi models, from the A1 to the A8 and Q7. The roof box and its design also have to fit on a sports car such as the TT. In the initial sketches, we then develop a distinctive character and a design that connects with the car.

What are the most distinctive features of the roof box?

The black details and physical Audi rings make this box stand out from other manufacturers and visibly enhance the perception of value. The colour contrast between the blade features and the silver grey of the box creates clear edges. This enables us to successfully integrate the sharpness of Audi design that is familiar from the body

"The design must have a certain timelessness and harmonise with all Audi models."



Your legs are your engine

The most exciting corners of the world are best discovered using more than one means of transport.

No two other means of transport complement each other quite like the bicycle and the car. After all, the best bike rides rarely begin immediately outside your front door. Whether you are exploring the deserted roads of the Andes in Northern Argentina, discovering the many attractions of Vietnam between Hanoi and Ho-Chi-Minh city, or you are touring South Africa's legendary Garden Route. The combination of four and two wheels promises breath-taking moments, which may be planned months in advance or simply present themselves spontaneously. Take your bikes wherever you go with the bicycle carrier for the trailer towing coupling or the classic bicycle rack from Audi Genuine Accessories. After all, it is better to have the freedom to decide, rather than having to decide.



Bicycle rack

Profile made from anodised aluminium. Particularly easy bike mounting. Lockable. Maximum load capacity: 17 kg. Can be used only in conjunction with the carrier unit.



Bicycle carrier for the trailer towing hitch

Maximum load: 60 kg (up to 2 bicycles).¹
Foldable. Storage bag included.
Individual locking of wheels and frames.
Extension for a third bike also available.

¹Please note the information regarding the maximum permissible trailer load and the gross vehicle weight rating of your vehicle in the service wallet.

Be on top of any situation

Whether planning a short trip or a long journey, the luggage you take with you makes your everyday experience more practical and enables you to enjoy the best moments. Luckily, we can ensure that all your luggage reaches its destination safely.



Carrier unit (shown above) and carrier unit for roof rails
For various types of roof rack modules.
With embossed Audi logo. Profile made from anodised aluminium.
Mounted with anti-theft screws.



Ski and snowboard rack
For up to 6 pairs of skis or 4 snowboards. Lockable. Can only be used in conjunction with the carrier unit.

A relaxing journey
begins with
well packed luggage.



Ski bag
For up to 4 pairs of skis or 3 snowboards.
Integrated belt for securing in the luggage compartment.
With wheels.



Bags for roof boxes
Watertight base. 5 cm height, watertight base.
Various combinations possible. Available in three sizes:
S (43 l), M (76 l) and L (82 l).



Trailer towing hitch
Swivelling.
Includes 13-pin electric socket.

Sport and design

A question of character. A wide range of exciting customisation options
give your Audi a new and exciting character.

A splash of extra dynamism

Even when storms threaten, the design
of Audi Genuine Accessories stands out from the crowd.

If we stop for a moment and consider the interplay of movement, shape and colour, we can clearly see our distinctive design. And yet it subtly blends into the overall appearance. This is because the demanding standards met by every car featuring the four Audi rings are also expected of our accessories. Especially in terms of sportiness. High-quality add-on parts follow a precise design that is based on uncompromising aerodynamics and is always eye-catching. From the roof spoiler to the exterior mirror housing and the front spoiler – each add-on part enhances the appearance while remaining harmoniously coordinated with the vehicle design. Every detail of our sport and design products is carefully thought out, and yet there is always space for creativity. The Audi standards also require the design to be fun.

*Roof spoiler (for Audi A1)
Supports aerodynamics. For powerful
visual accents.*



Exterior mirror housings in carbon
For sporty accents in high-quality carbon.
For various models.



Cast aluminium wheels in 5-spoke design (for Audi A4)
Matt black. High-gloss turned finish¹.
For a particularly dynamic appearance.
In dimensions 8.5 J x 19 for 245/35 R 19 tyres.

¹ Please note that information relating to wheels can be found on the back page of the catalogue.



Cast aluminium wheels in 5-spoke Rima design (for Audi TT)

Matt black. High-gloss turned finish¹. Adds a distinctive character to the design of the Audi TT.

Dimensions: 9 J x 20. For tyre size 255/30 ZR 20.²

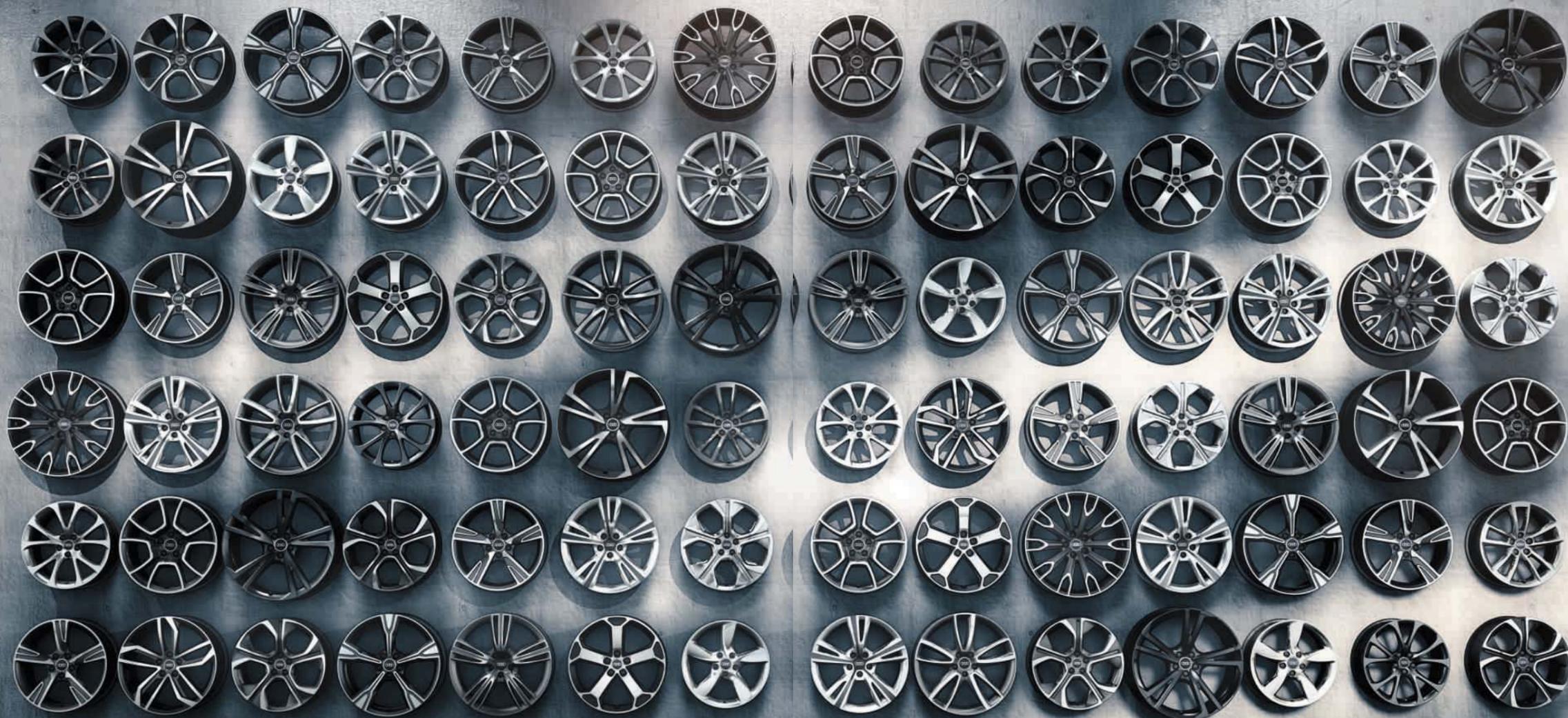
¹ Please note that information relating to wheels can be found on the back page of the catalogue.

² It is a statutory requirement for these wheels to be used only in conjunction with the wheel covers that are available separately.



Rear wing

For enhanced dynamics at the rear of the Audi TT. Permanent installation.



Crowning glory

Every Audi is a highlight. The right wheel rims underline the style of your car – four times over.

The iridescent effect of the wheel rim design highlights its premium nature. Alongside the design, the materials used are naturally of the highest quality: All cast wheels from Audi Genuine Accessories are made from aluminium and must meet our exacting standards in terms

of machining and design. These wheel rims add especially striking features to your car, and you will find heads turning wherever you drive. Whether you choose Black, Anthracite or Brilliant Silver, you are sure to make a stylish entrance.



Starting point
Wheel rim design starts by combining a striking design with technical function.



Beyond compulsory testing
In addition to statutory testing procedures, Audi also performs its own rigorous testing. For wheel rims that last as long as your car.



Fine polishing on the home straight
For guaranteed safety, the wheel rims are subject to extensive final testing with x-ray radiation, computed tomography and repeated testing of the material properties.

Catch wind of our quality

At the Audi wind tunnel centre, the focus is on dynamics. As well as numerous top sport cars, Audi Genuine Accessories also benefit from this advanced facility.

If you want to be certain of your products and quality, you must not be afraid of the headwind. Audi has defined this guiding principle for its wind tunnel centre in Ingolstadt. The 47-metre tunnel is currently the most powerful wind tunnel in the world, while also generating the least noise. The technology certainly looks impressive – the fan rotor alone has a diameter of 5 metres. The fan is driven by an electric motor located within the enclosure. The accelerated air follows a pipe with four bends to prevent turbulence and interfering noise. Before entering the measuring tunnel, the flow passes through three sieves and a nozzle. Practically turbulence-free, even and in a constant direction, the air accelerates to 300 km/h – replicating even the high performance conditions of an

Audi R8. Every small detail has an impact on the driving experience – even a proportion of one hundredth in the drag coefficient c_W represents around one gram of CO_2 emissions per kilometre. The scale cannot be small enough.

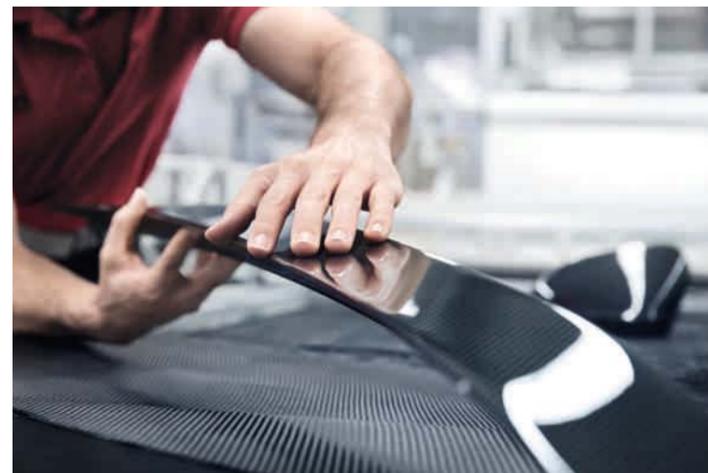
The sporting ambition of Audi Genuine Accessories is second to none. For example, add-on parts such as the exterior mirror housing, rear spoiler or the side sills are always developed with maximum aerodynamics in mind. All products are also tested for stability and their behaviour is analysed under the most diverse weather conditions. In the wind tunnels, Audi engineers are not only driven by a hunt for precious additional seconds but also a desire to add the final polish to every detail.

Add-on parts in exceptional conditions

Even the add-on parts in the "A1 active kit" need to prove themselves during aerodynamic testing in the wind tunnel. Only when all test procedures have been passed with flying colours is the active kit awarded the all-important quality seal: Audi Genuine Accessories.

A facility where this level of measurement accuracy can be achieved is not just of interest to car manufacturers. Top sportsmen and women are also attracted by the huge range of testing opportunities in the wind tunnel. For example, the Audi Sailing Team Germany used the tunnel in its preparations for the 2016 Olympics in Rio de Janeiro. Ski jumpers from the German ski federation use data from the wind tunnel to find the perfect posture. And multiple world record holder and Olympic champion swimmer Ian Thorpe also used this wind tunnel to optimise his swimsuit.





It's in our DNA and every carbon fibre.

Even our developers sometimes enjoy a “lighter” workload.
But only in terms of carbon fibre.

Just as strong steel, but 50 % lighter – these two properties of carbon are the reason behind this sought-after material's worldwide success on the race track. Today, the world of motorsport is reliant on the use of carbon fibre-reinforced plastic, or CFRP. At the Audi technical centre for carbon-fibre reinforced plastics in Neckarsulm, 50 specialists research new procedures for using carbon in the automotive

industry. The aim is to improve the lightweight construction potential of this innovative material through production concepts tailored to its material properties, and to extend the use of carbon beyond the sports car segment. You can already experience new, lighter weight components with our add-on parts made of carbon fibre, such as the exterior mirror housing and tailgate spoiler from Audi Genuine Accessories.

Exterior mirror housings in carbon
For sporty accents in high-quality carbon.
For various models.



A matter of style

We drive in the front and let others climb aboard, and reveal a lot about our style along the way. After all, our Audi is an expression of our own personality. Hone your appearance along the way. With Audi Genuine Accessories for sport and design.



Entry LED

LED projection of the Audi rings or the quattro logo on the floor when opening the doors (prerequisites for installation depend on the model). Available in sets of 2 for the front or rear doors.

Engine sound system¹
Available for TDI engines in Audi models A3, A4, A5, A6 and A7. Also compatible with the TSFI engine for the Audi A3. Two actuators integrated in the exhaust system provide an even richer engine sound.



Snow chains

For improved grip on snow and ice. Available in a range of sizes.

Valve caps

4 pieces. Embossed Audi logo. Protect against dust, dirt and moisture. Available for rubber, metal and aluminium valves.



Running boards (shown: for Audi Q7)
Made from stainless steel. For added off-road character. For easier loading of the roof box, for example. Rubber pads included for better grip.

Create a specific look.
Leave a lasting impression.

Audi LED rear light (shown: clear glass for Audi A5)
Available in 2 variants: Clear plastic with dark-tinted interior or red cover plate in a black housing. Long service life. Up to 50 % less energy consumption compared to halogen lights.



¹ Please contact your Audi partner for exact installation details.

Communication

The music of the future, today. A new age of Infotainment awaits. Intelligent, networked and intuitive.



You are connected

**Modern mobility does not stop on the road.
It continues on the Internet.**

The question of how we will move tomorrow continues to fascinate us. When we address this question, we not only consider the technical possibilities but, above all, the needs of the driver. Audi Genuine Accessories offer numerous communication solutions to ensure that you stay connected, even when driving. Intelligent technologies that make your vehicle a mobile home from home – and which ensure you are always connected. These include an intuitive navigation system and, not least, the option to have your favourite music available at all times. We can only guess where the networked driving journey will take you, but we are by your side every day to help shape the future.

Once around the blog

Smartphones are our constant companions. Thanks to Audi Genuine Accessories, not only do you remain connected to the Internet, but also to your Audi.

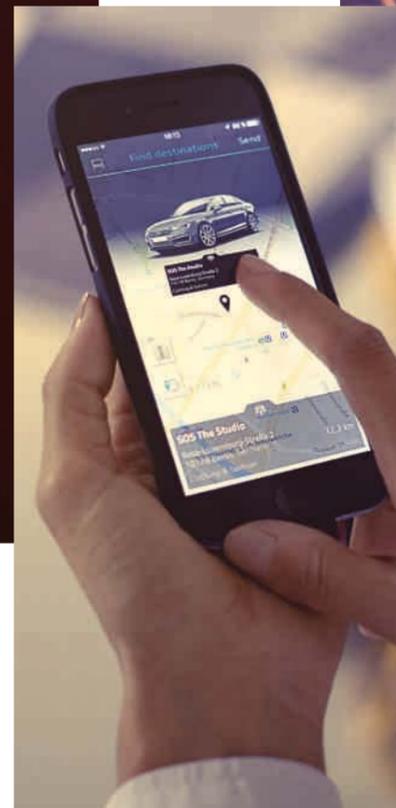
Whether a newsfeed, social media or small digital lifestyle aids: We want to remain on the pulse at all times and ensure that we do not miss anything. This applies in particular for fashion bloggers – as Julia Haghjoo from Hamburg knows all too well. Around 90,000 subscribers follow her daily adventures on Instagram or Snapchat. It is her job to be continually present in the web, upload content and never lose the connection to her followers. Thanks to the optional Audi

connect features, this is now easier than ever while on the move. Your smartphone can easily be connected and synchronised to your vehicle – for appointments, navigation, and even SMS and Twitter functions. And what if, somewhere between the fashion boutique and your coffee date, you forget where you actually parked your car? Not a problem. The optional Audi connect feature helps you find the exact position of your vehicle, to ensure you are not late for your next appointment. We accompanied fashion blogger Julia Haghjoo for a day on her travels around Berlin, without losing our connection once.

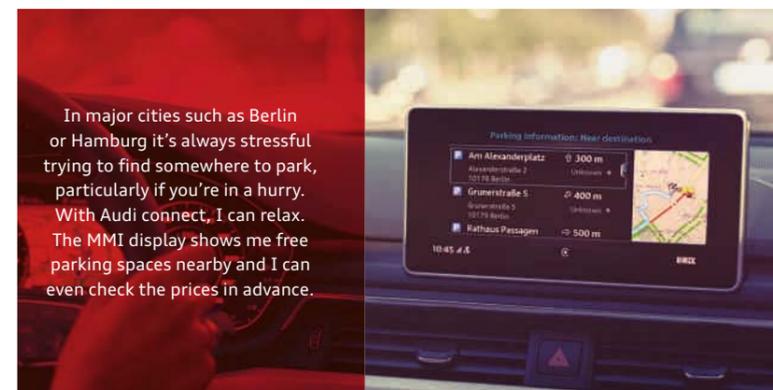
Please refer to the information about Audi connect on the back page of the catalogue.



On some days, I have meetings in all different areas of the city. That needs to be properly organised: When I'm planning my route in the morning, I can think about it comfortably over a cappuccino in my favourite café – before I've even sat in the car. Using my smartphone or notebook, I enter my destinations via Google Maps, myAudi or the Audi MMI connect app and can access them when needed during the journey. What I find particularly time-saving is that I can enter the addresses from my calendar and they're automatically synchronised with the navigation system in the car as soon as the smartphone is connected.



In my blog and on the social web, I report on my travels and on elements of my style. This means my readers are nearly always "there" with me. That is the principle of successful bloggers.



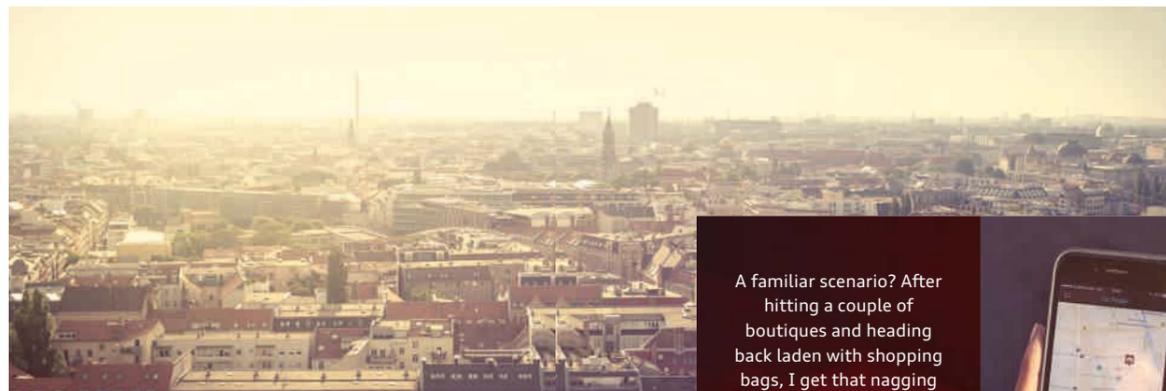
In major cities such as Berlin or Hamburg it's always stressful trying to find somewhere to park, particularly if you're in a hurry. With Audi connect, I can relax. The MMI display shows me free parking spaces nearby and I can even check the prices in advance.



Discover the advantages of Audi connect in a short video at: www.audi.com/audiconnect Connection costs depend on your mobile contract



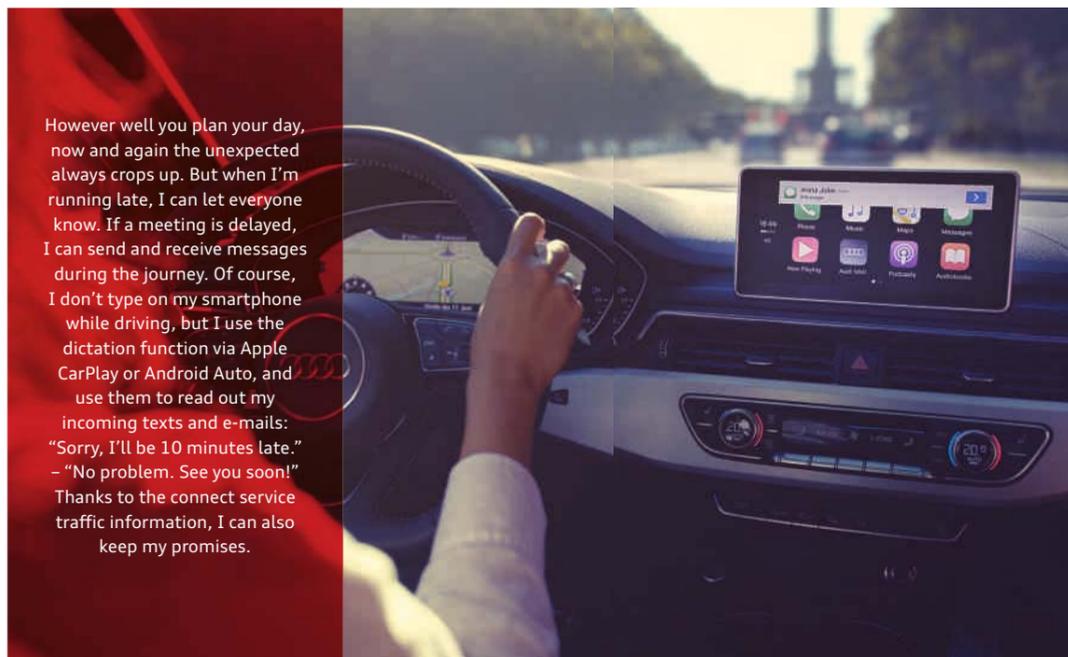
I am fascinated by fashion, because it lets you express your own personality. My style is very straight and minimalist. I love classic outfits and subtle colours.



A familiar scenario? After hitting a couple of boutiques and heading back laden with shopping bags, I get that nagging doubt: Where did I actually park the car? Luckily, I can simply glance at my smartphone to answer the question. The exact parking position is saved on my phone and I can find my way back to my Audi straight away.



As a fashion blogger, I always have to stay up to date and regularly report to my followers about exciting events and happening locations. With the City Events function, I'm always up to date and even receive news about current events and favourite nearby hotspots while I am driving. The addresses are immediately transferred from my navigation system, so that I can find my way straight there. This means I can spontaneously meet a friend in the trendy new café around the corner – and then blog about it.



However well you plan your day, now and again the unexpected always crops up. But when I'm running late, I can let everyone know. If a meeting is delayed, I can send and receive messages during the journey. Of course, I don't type on my smartphone while driving, but I use the dictation function via Apple CarPlay or Android Auto, and use them to read out my incoming texts and e-mails: "Sorry, I'll be 10 minutes late." – "No problem. See you soon!" Thanks to the connect service traffic information, I can also keep my promises.



Sometimes, when I've left my car in the next street, I suddenly can't remember whether or not I locked it. Thanks to the remote control function, I can immediately rely on my smartphone to lock all doors, even from a distance. I can also take the opportunity to check the fuel level. After all – I do have quite a lot of other plans for the day.



Audi connect is not only a great help in the everyday life of a blogger, but also if something should go wrong: In the case of an accident, the emergency alarm is triggered automatically and relevant data such as the location and severity of the accident is sent directly to the Audi emergency call centre. If other road users need help, the emergency call can also be triggered manually. Thanks to the online breakdown call, if the driver is involved in a breakdown, they can simply push the service call button in the roof module to connect directly to the Audi Service headquarters. The driver's selected Audi Service Partner is also automatically informed when a service is due. Any workshop visit can therefore be optimally planned.

I can charge the battery on my iPhone 6 easily and wirelessly while driving: The inductive charging case supplies the iPhone with electricity while protecting it at the same time.



Let the music play

Private concert or acting as DJ – with the connecting cables for the Audi music interface, your favourite tracks are just a cable-length away.

Each journey deserves its own soundtrack. If you want to take a break from the radio, your car includes a range of connection options for portable media players such as the Apple iPhone, Android devices or other USB storage media. The Audi Genuine Accessories connection cable not only transfers title information, playlists and music to the Audi music interface, it also charges the media player at the same time. CarPlay and

Android Auto integration display smartphone contents in a separate MMI menu. Thanks to the swivelling USB connector and the practical spiral cable, the connection cables can be used almost independently of the location and installation position of the USB port. The high-quality finish is a further intelligent feature, which is designed for flexibility and long service life. Whatever is going on in the outside world, there will be music inside your Audi.

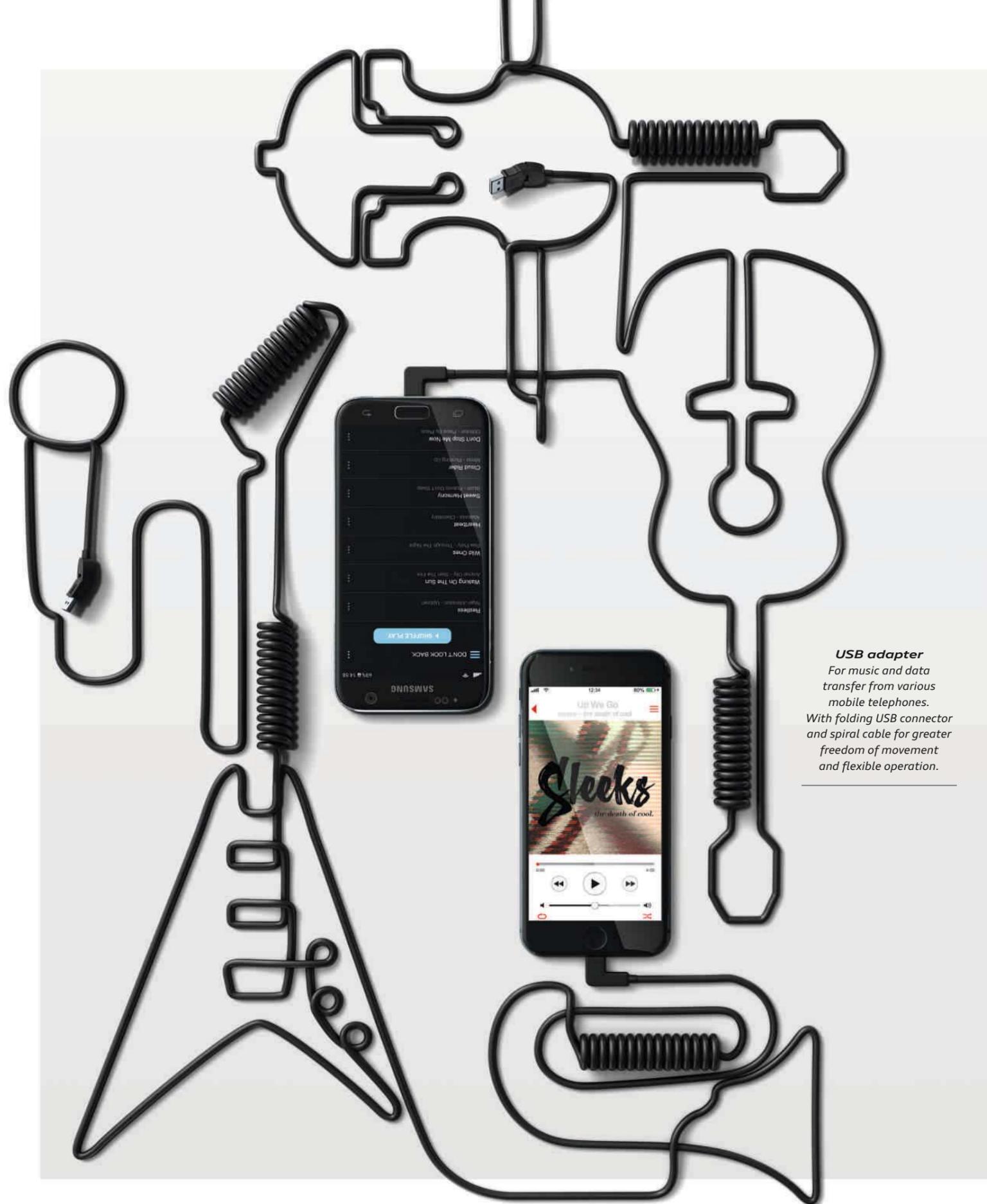


CarPlay integration
With the Audi smartphone interface, you can simply call up your Apple or Android smartphone contents via the MMI menu.



Charging your smartphone
When your smartphone is connected via the connection cable, it is charged at the same time.

Pictures
decorate
walls.
Music
enriches
time.



USB adapter
For music and data transfer from various mobile telephones. With folding USB connector and spiral cable for greater freedom of movement and flexible operation.

You decide the soundtrack to your journey

Suddenly the rear seat bench has never been so popular. Audi Entertainment mobile makes every journey more exciting.

Not there yet. But already on the next level. Beat your highest scores on your app games. Or connect a games console via HDMI.



See the full entertainment programme of Audi Entertainment mobile in a short video: www.audi.com/aem Connection costs depend on your mobile phone contract



The journey is nearly at an end. But the entertainment goes on. The screens are mounted securely on the rear seat entertainment system, but can also be removed and used outside the vehicle.



Audi Entertainment mobile¹
For the backrest of the front seats. Can also be used outside the vehicle. Premium entertainment with excellent image quality on a 10.1 inch touchscreen display. For use with videos, photos, games and music. Multiple connection options. Wi-Fi capable.

¹Preparation for rear seat entertainment system is required.



Music on the go. Optionally from the car speakers, via cable-connected headphones or Bluetooth headset.



The journey begins. And so does your favourite film. Either on one screen or two as a double player. Easy to control via touchscreen or app.



The future starts here

Intelligent technologies surround us wherever we go – and thanks to the communication solutions from Audi Genuine Accessories, this includes our vehicles.



1



Retrofit solution for cruise control system
Keeps the required speed constant at any speed over 30 km/h.¹

2



Navigation update
Map content update with new contents.

3



Release for the navigation function
Prerequisite for release: MMI Radio and Connectivity package.

¹ Provided that engine power and/or engine braking effect permit it.

Audi USB memory key

Exclusive storage device with Audi key design. Capacity: 8 GB. With convenient 90° laptop position. Suitable for all vehicles with a USB connection or the Audi music interface. Can also be used independently of the vehicle.



Networked
and intelligent
on the road.



Bluetooth headset

Compatible with various mobile end devices. Foldable. Storage bag included. Rechargeable batteries with a battery life of up to 15 hours.



Inductive charging station for wireless charging based on the Qi standard

Enables wireless charging of all Qi-capable smart devices. Not suitable for use in the vehicle. Sleek, compact design. LED battery charge display for checking the charge level.

Inductive charging case

Enables wireless charging of Apple iPhone 6 and 6s. Compatible with Qi charging stations such as the Audi phone box. No need for any connections. Certified by Apple.



Family

Particularly when it comes to the smallest members of the family, comfort and safety are a major consideration.



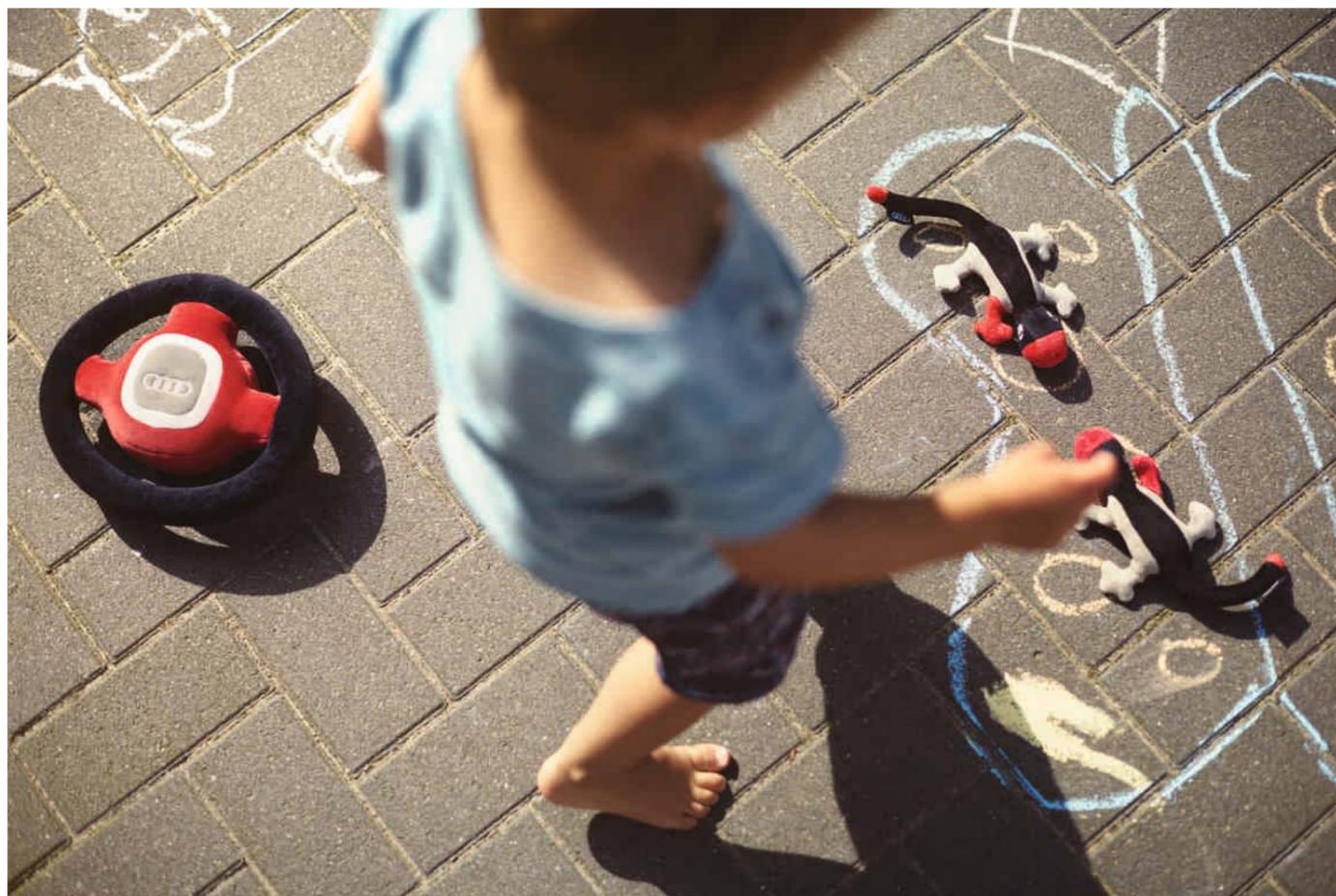
Starting young

Staying young at heart never hurt anyone.
It also helps us to create products
that make driving even more child-friendly.

In an Audi, everything must be taken into account. Including your children. Naturally, their safety is always of paramount importance to our developers. For this reason, the child seats from Audi Genuine Accessories are made to an impressively high quality standard, but also have a high-quality design. Just like our other children's products. Ensuring that even children never come up short at Audi.

It's safe to say, you'll be comfortable

With these accessories, your children have an adventure – and you have peace of mind.



Audi plush steering wheel
Exclusive Audi design. 24 x 24 cm.
Includes squeaky horn.

Cuddly "Rob the Gecko"
Made from high-quality plush fabric.
Durable. Washable.



Audi baby seat I-SIZE
Suitable for children between 45 and 80 cm tall.
Use with the Audi I-SIZE base is recommended.
Can only be fitted on vehicle seats with ISOFIX anchor points.



Audi child seat I-SIZE
Suitable for children between 61 and 100 cm tall. Can only be used with the Audi I-SIZE base.
Can only be fitted on vehicle seats with ISOFIX anchor points.

Child seat underlay
Protects seats against dirt and potential imprints made by the child seats. With 2 practical storage pockets.
Fully compatible with all Audi child seats and ISOFIX connection.



Audi child seat youngster advanced
Suitable for children from 15 kg. Simple belt guide.
Adjustable height and width of the backrest.
With two handles, can also be used as a simple booster seat for children 22 kg and above.

**The more comfortable
your child is, the
more relaxed the whole
journey for everyone.**



Audi I-SIZE base
Fully revised according to the latest child seat standards in terms of safety, comfort and design. Only compatible with the Audi I-SIZE baby seat and the Audi I-SIZE child seat. Also suitable for fitting on vehicle seats with ISOFIX anchor points. All I-SIZE products can be installed in vehicles with I-SIZE labelling.

Comfort and protection

Fall in love again every day - with your Audi. Thanks to accessories from our comfort and safety range, your vehicle will continue to impress you just like the first time you met.

In its element

In your Audi, you might sometimes discover unusual locations. So that these leave no unusual traces on your car, Audi Genuine Accessories has developed a range of clever solutions.

You do not have to seek out the ocean floor to discover that the vehicle cover for outdoors is waterproof - our comfort and safety equipment ensures that your Audi has maximum protection, even under the most extreme conditions. After all, your driving enjoyment should not be spoiled by the elements. Added to this, Audi Genuine Accessories also help you to keep things tidy, and offer a range of novel ideas to make your Audi even more practical in everyday life - for example, a parking aid, range of care products, luggage compartment tray, and a safety harness for dogs to keep your four-legged friends safe. The high-quality products are optimally tailored to your vehicle and ensure added comfort for every journey.



Vehicle cover (for outdoor use)

Perfect fit, breathable and waterproof, with Audi logo.
Offers protection against environmental influences
such as dirt, dust, sunlight and rain.
Includes transport bag for easy storage.
Washable at 30 °C.

172 horses and one dog

What goes through the minds of our beloved four-legged friends when we take them on the motorway? Carola Baum has run a mobile dog school for ten years, and knows exactly how to make car journeys more enjoyable for your dog.



With a couple of simple tricks, driving with your dog can become a walk in the park.

At one of my recent dog training events, I was asked why a lot of dogs enjoy sticking their heads out of the window when they're in the car. I had to smile as, actually, there is no scientific explanation for why some dogs love the sensation of the air rushing past their noses. And, unfortunately, the truth is that not all dogs enjoy travelling by car. Of course, you'll know yourselves that a lot depends on your dog's mood as to whether they'd like to undertake a car journey. However, if you're uncertain, then some universal facts apply. If your dog happily climbs into the car and sits or lies down without drooling or whimpering, this is a good sign. In contrast, resistance to climbing in the car or sudden yapping, increased drooling and whimpering are clear indicators that the dog sees the car journey as a stressful event.

Based on many years of professional experience, I would say that the number of dogs who like to travel in the car, and the number for whom the car journey triggers no positive emotions, is roughly equal. It always depends on how the dog learns to travel by car. If a dog owner handles the dog sensitively, and gives it the opportunity to learn about travelling in the car, as well as climbing in and out of the car, and makes this a fun experience, they are far more able to transport the dog safely than if the dog has simply been thrown in the car and the boot lid closed. Your choice of destination is also an important factor. Dogs are often driven only to places such as dog-walking fields or the woods, where they can experience maximum freedom. When these dogs get into the car, even climbing in the car generates enormous excitement,

as they know where they are going and behave expectantly. This actually causes more stress than relaxation.

However, during the actual preparations for a longer journey, you can actively contribute to lowering your dog's stress level by giving it a chance to watch you pack – preferably from a calm place and chewing on a bone. This makes a difference, even when packing and loading the car, as the dog perceives that these activities are happening with no panic or great excitement.





Before a long journey, give your dog a small portion of food so that its stomach is kept busy. Heavy meals should be avoided during the journey.



If your pet travels on the back seat, it is advisable to secure the dog with a safety harness for dogs. In this case, we also recommend the rear protective cover to ensure that the dog cannot slip off the seat and to protect the rear compartment.



As soon as the dog starts to become unsettled, take the next exit and have a break. Games during a break can be rewarded with small snacks.

Loading sill protective mat (pictured below)

Protects the bumpers, e.g. when transporting dogs. Secured to the fastening rings of the luggage compartment. Includes carrying strap.

Luggage compartment tray (pictured below)

Protects against marks from luggage items or pets. High-edged plastic liner. Robust. Easy to clean.



Partition grille for the luggage compartment

Separates the luggage compartment lengthways and crossways from the rest of the vehicle interior. Simple installation, no drilling required.

Rear protective cover (pictured below)

Provides extensive protection against dirt in the rear compartment. The versatile zip-fastening system allows the dog to enter and exit the vehicle easily. Durable surfaces, water-tight and washable.



Once the dog notices that you are not stressed and that this is a normal activity, it will mimic your behaviour. A family pet should always share everything and never be "thrown in the deep end" as the saying goes – especially when travelling.

From a legal perspective, a dog must always be secured during a car journey just as an object would be, so that it cannot harm anyone in the event of an accident. When travelling abroad, I also recommend that you read the information about your destination country on the ADAC website, as this may be different to the regulations at home.

This information will help you to better empathise with your dog's mood and understand its emotions before and after a car journey. To help your future journeys pass as pleasantly and quickly as possible for all vehicle occupants, refer to the following short checklist of "dos and don'ts" for driving with your dog:

Dos:

- 1 Keep the dog's safety harness near to the dog before a car journey. This builds trust.
- 2 Plan a long walk before you set off, so that the dog is tired at the start of the journey.
- 3 If the dog is strapped in on the back seat, the rear protective cover should be used to prevent the dog from slipping off the seat.
- 4 A partition is advisable to protect both the dog and people from high-stacked luggage in the luggage compartment.
- 5 If necessary, use a ramp to make it easier for your dog to climb in.
- 6 It is very important to drive carefully, especially with a dog on board.

Don'ts

- 1 Never let the dog jump around freely in the car.
- 2 Personally I disagree, but in traffic regulations, dogs are still classed as objects and must be secured accordingly. The safety harness for dogs is suitable for this.
- 3 Luggage should also be secured so that the dog cannot be injured by sharp or moving objects.
- 4 Both too much and too little space can cause the dog to become stressed. The available space must therefore be suitable for the size of the dog.
- 5 Never leave your dog alone in the car in summer. Even leaving the window slightly open is not enough.
- 6 Take care if your dog enjoys draughts. This may cause your dog to develop conjunctivitis or a cold.



Safety harness for dogs

Made from tear-resistant nylon. With rust-free stainless steel components. Specialist soft padding. Reflective strips in the chest area. Also suitable for use as a harness when walking.

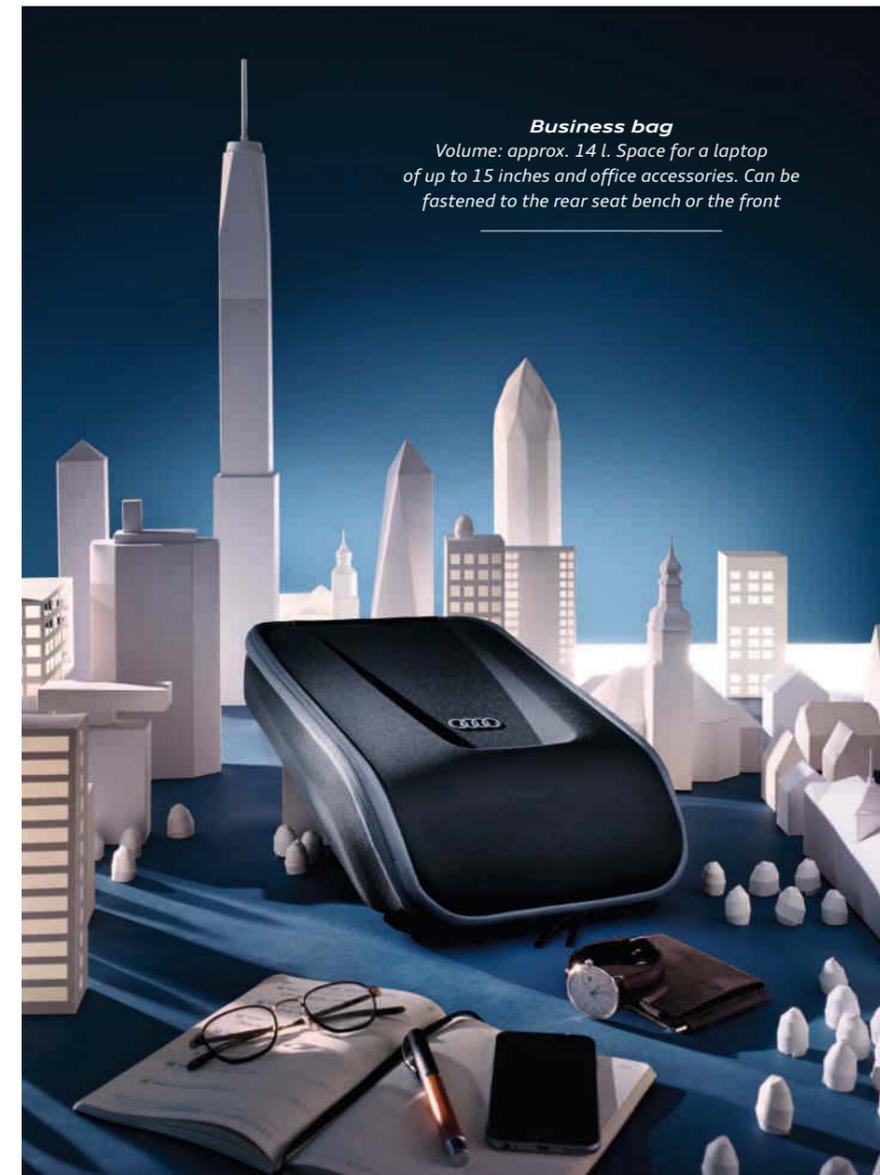


Organisation is half the journey

Even when on the road, tidiness makes us more relaxed, and gives us space to see what is important – and thanks to Audi Genuine Accessories bags and boxes, it can also be particularly stylish.



Luggage compartment box (foldable)
Volume: up to 32 l. in black polyester. Can be spread out as luggage compartment inlay. Washable.



Business bag
Volume: approx. 14 l. Space for a laptop of up to 15 inches and office accessories. Can be fastened to the rear seat bench or the front

They say that chaos breeds creativity – but a tidy environment does have advantages. After all, if you spend less time looking for things, you have more time for the finer things in life. And your journey will be much less stressful.

An elegant solution to know where everything is even when you're on the road: the attractive Audi Genuine Accessories bags. These fit seamlessly into the vehicle interior – and are suitable for a wide range of purposes: whether for business, or a day trip to the country. Tidiness might not be everything in life. But when travelling and on business trips, it is a handy companion.



Rear seat bag
Volume: approx. 27 l. With various inside mesh pockets and additional storage compartment. Secured using the 3-point belt. Non-slip base.



Rear seat box
Volume: approx. 12 l. Fastened using the three-point seat belt. Includes a mesh pocket and internal drawstrings on the interior.

Seat back pocket
Volume: approx. 11 l. Additional storage options in high-quality Audi design with various practical inserts. Fastens to the backrest of the front seat. The handles also enable it to be used outside the vehicle.



Keep it tidy

Long life brings with it a host of benefits. It saves time, money and the odd cell of grey matter. And the best part: We can do something about it ourselves. By looking after the things that are important to us.



Luggage compartment shell
Protects the luggage compartment floor against dirt.
With surrounding edge and non-slip pattern.



Gecko air freshener
Releases a pleasant scent in the vehicle. Attaches to the air blower.
No risk of leakage, as it does not contain any liquids.

Keep your Audi as good as new.



Care products
Tailored to the high-quality Audi materials.
Suitable for use on either the vehicle interior or exterior,
depending on the product.

Floor mats (pictured: for the Audi TT)
Available in a choice of rubber, textile or all-weather material.
Durable. Easy to clean. Protection against moisture and heavy
soiling. Made from 100% recyclable plastic.
Fastened to the dedicated fastening points.



Sun protection system
Made-to-measure. Offers virtually complete sun protection.
Easy to fit. Easy to store.



A1

*A more individual approach to life.
Discover tailor-made ideas for various lifestyle products
and accessories that will inspire you to new challenges.*



A3

*To your destination – and beyond.
Exceed your own expectations –
day after day. The accessory solutions for
your Audi A3 help you along the way.*



Model highlights

Discover how to make your own statement. With tailor-made
and exclusive accessories for all Audi models.

A4

Made-to-measure. And yet highly versatile.
Do you love variety? Look no further than the custom and tailor-made accessories for both saloon and Avant models. The choice is yours.



A5

Carpe diem. Anytime, anywhere.
Your time is valuable – so why not enjoy the hours you spend driving even more?
Tailor-made accessories await you.



A6

Sporty. Elegant. And entirely to your own taste.
Combine sportiness and elegance like never before – and use individual accessories to add a personal touch to your Audi A6.





A8

**Once you know all the paths,
you can follow your own.**

Once you have discovered tailor-made solutions, you can leave the standard behind. Rediscover your own standard – with bespoke accessories for your Audi A8.



A7

Set new goals.

Even when you have reached a lot of destinations, continue to be inspired every day – the versatile range of Audi Genuine Accessories is with you every mile of the way.



TT

More than just a vehicle.

Character. Individuality. Sophistication. These strong characteristics describe both the Audi TT and its matching accessories.



Q2

Simply #untaggable.

Your Audi Q2 and you go together – but not in any category.
Design your life on the road just the way you like it: smart,
self-aware and with accessories that do not fit in anyone's box.



Q3

Mobility as an attitude to life.

Whether on a short trip or longer journey – with the Q3, make
your everyday routine into your special way of life. With custom
accessory solutions from Audi Genuine Accessories.





Q7

No limit to true greatness.
Performance, innovative technologies, high-end materials – your Audi Q7 has it all. And more. With Audi Genuine Accessories, you can take a giant leap forwards.

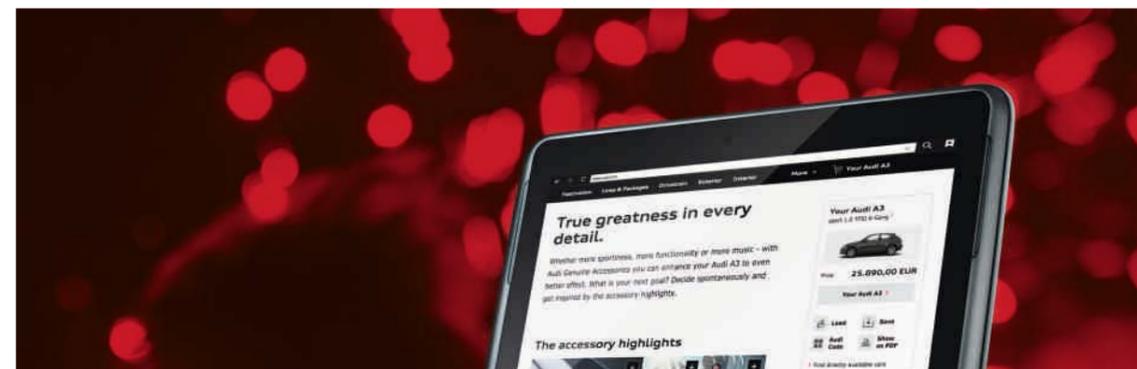


Looking for even more accessories? With pleasure

You can experience the world of your Audi at www.audi.com. Enjoy your journey of discovery.

Q5

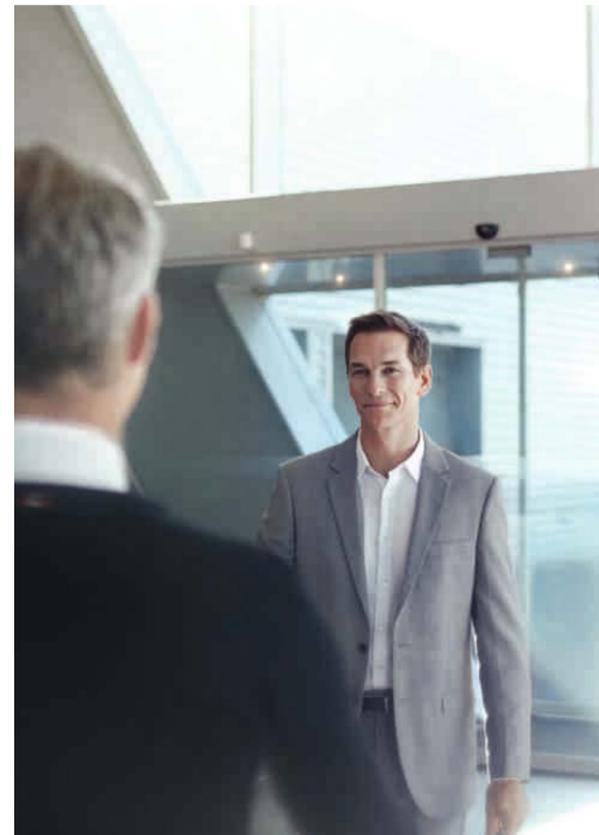
Flexibility is one of our greatest strengths.
Drivers of the Audi Q5 benefit from its adaptability. Particularly if you want to create a sporty design all of your own.





So what are you heading for?

Audi Service. Afterwards, everything is possible.



Afterwards, everything is possible

Be inspired
by Audi Service.

At Audi Service, you can rest assured that experts are looking after your Audi. We install only high-quality Audi Genuine Parts designed for the optimum fit, meaning you can fully rely on your vehicle once again. Experience new enthusiasm for your Audi – and discover new opportunities. Whether unusual travel destinations, leisure activities that you have always wanted to try, or anything else you can imagine: After an Audi Service appointment, you are immediately one step closer to achieving those unfulfilled dreams and ideas. So what are you going to do?



Get inspired.
www.audi.com/service

Connection costs vary according to your mobile phone contract

General legal information

Ask your Audi Partner about suitability for your model and restrictions.

The prices quoted here exclude installation costs and are recommended retail prices including VAT. For details regarding the necessary installation times, please contact your Audi partner. Subject to change.

Individual images may show variations in colour, shape and material. Information regarding the scope of delivery, appearance, dimensions and weights of accessory items is correct at the time of printing. This information is specific to the German market. Subject to change.

For more information about the official fuel consumption figures and the official, specific CO₂ emissions of new passenger cars, please consult the document entitled "Guidelines on fuel

consumption, CO₂ emissions and electric power consumption of new passenger cars". This document is available for free from all dealers and from DAT Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).

Information about the Audi connect service

With Audi Genuine Accessories, you have the option of extending your access to Audi connect infotainment services or reactivating them at any date in the future once the initial three-month free usage period has expired.¹ Audi connect infotainment services include the following: Navigation with Google Earth™² and Google Street View™², point of interest (POI) search with voice control, destination entry via myAudi or Google Maps™, traffic information online, fuel prices, parking information, flight information, travel information, weather, online news (individual), access to Twitter and messages.

¹Details of technical requirements, availability and usage, as well as legal information, can be obtained from your Audi partner or by visiting www.audi.com/connect.

²Google and the Google logo are registered trademarks of Google Inc.

³Destination entry via Google Maps requires a Google account.

Information regarding wheels:

Aluminium wheels with a high-gloss turned or milled finish, and polished or partly polished aluminium wheels must not be used in the event of wintry road conditions. Due to the manufacturing process, the rim surfaces do not possess sufficient anti-corrosion protection and are at risk of long-term damage due to road salt or similar materials. Please note that not all cast aluminium wheels are available as optional equipment ex works; some are only available as a retrofit solution from your Audi partner.

AUDI AG

Auto-Union-Strasse 1
85045 Ingolstadt, Germany
www.audi.com
As at: January 2017

Printed in Germany
792/5100.00.18

