



The new Audi e-tron. All electric. All Audi.

With its stunning design and luxurious cabin, the Audi e-tron is everything you'd expect of an Audi, only powered entirely by electricity. Defined contours give it a distinctive presence. An elegant, spacious interior accommodates 5 passengers in complete luxury. 2 powerful electric motors propel it from 0-62mph in less than 6 seconds. Its battery offers a range of up to 241 miles on 1 charge, and an array of driver assistance systems provide a blend of technology, performance and practicality. It all comes together in the new e-tron; a car that's not just all electric. It's all Audi.



Image for illustrative purposes only.

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e-tron

The Audi e-tron comes with advanced technology as standard, including lane departure warning, Audi Pre-sense Front and Basic and a rear-view camera. Inside, dual touch screens and an Audi Virtual Cockpit form the nerve centre of the e-tron, from where you can operate the navigation that comes with integrated charging stations. 20" alloy wheels, LED headlights and contrast bumpers create road presence, whilst Twin leather upholstery and electric heated front seats ensure comfort behind the wheel.



Image includes optional Glacier white, metallic paint, virtual door mirrors, aluminium roof rails and Audi Matrix LED headlights.

e-tron

Key features that come as standard

Wheels

- ▶ 20" x 9.0J '5-arm dynamic' design, contrasting grey alloy wheels with 255/50 R20 tyres
- ▶ Anti-theft wheel bolts and wheel loosening detection
- ▶ Tool kit

Performance and suspension

- ▶ Adaptive air suspension – electronically controlled air suspension with continuously adaptive damping system for all 4 wheels. Working in combination with Audi Drive Select automatically regulates ride height and damping and includes self-levelling suspension and manual lift function
- ▶ quattro – variable all-wheel drive combined with the electric drive system enables drive forces to be distributed to the individual wheels quickly and as required
- ▶ Electric drive system with boost function – fully electric drive system with 2 electric motors, 1 on the front and 1 on the rear axle. The boost function offers a short-term increase in performance when the car is in 'S' mode
- ▶ 95kWh lithium-ion battery
- ▶ Progressive steering – enhances driving dynamics and ride comfort by regulating the steering according to the driving situation. With this technology, driving is significantly more agile under everyday conditions, while directional stability and precision are increased at high speeds and in demanding driving situations

- ▶ Audi Drive Select – features 7 modes (Auto, Comfort, Dynamic, Efficiency, allroad, Offroad and Individual). These modes allow the driver to electronically adjust the steering and drive characteristic
- ▶ Charging cable – 4.5m Type 2, Mode 3 charging cable, capable of charging speeds up to 11kW* for use at AC charging points including a home wallbox
- ▶ Compact e-tron charging system – consisting of a control unit and 4.5m Type 2, Mode 2 charging cable with a domestic and industrial plug. LEDs on the control unit indicate the level of charge
- ▶ AC and DC charging access point on the driver's side. Type 2 socket for AC charging and CCS socket for DC charging. You can monitor charging via the green flashing light on the charging access point or by using the myAudi app
- ▶ Second AC charging access point on the passenger side – enabling convenient charging on either side of the car. Both charging access points cannot be used at the same time

Lighting

- ▶ LED headlights with function on demand preparation – after buying the vehicle, you can purchase additional functions via myAudi or through the shop available in the vehicle's MMI with a contract term to suit you (e.g. monthly, yearly)^

Exterior equipment

- ▶ Body-coloured door mirrors, electrically adjustable, heated and folding with memory function
- ▶ High-gloss Pack – roof frame and window trims in aluminium
- ▶ Contrast finish bumpers in Manhattan grey†
- ▶ Power-operated tailgate

Seats

- ▶ Standard seats in Twin leather
- ▶ Electrically adjustable front seats with driver memory function
- ▶ 4-way electric lumbar support
- ▶ Heated front seats

Inlays

- ▶ Inlays in Graphite grey
- ▶ Operating buttons in black glass

Interior equipment

- ▶ 4-spoke leather multi-function steering wheel – with paddles
- ▶ Deluxe 2-zone electronic climate control including remote preconditioning, allowing you to heat or cool the car before you enter to the temperature you left it at. This can be programmed and activated via the MMI or the myAudi app
- ▶ Cloth headlining in Lunar silver
- ▶ LED Interior Lighting Pack – in addition to the standard interior lighting, the pack offers ambient LED lights in the following areas:
 - ▶ Front and rear door panels
 - ▶ Outer door handles
 - ▶ Front centre console
- ▶ Door sill trims with aluminium inlays
- ▶ Auto-dimming and frameless rear-view mirror
- ▶ Comfort front centre armrest
- ▶ Front and rear floor mats
- ▶ Sun visors with illuminated vanity mirrors
- ▶ Removable net partition – can be attached to the boot or used with the rear seat back in the upright position, 1 side folded down, or completely folded down

*A wallbox for home charging is required to reach full charging current and to optimise charging speeds – for more information speak to your local Audi Centre.

^Audi function on demand will be available late 2019, subject to change – for more information speak to your local Audi Centre.

†Typhoon grey contrast bumpers with Floret silver and Glacier white paint.

e-tron continued

Audio and communication

- ▶ MMI Navigation Plus with MMI Touch – includes the following:
 - ▶ 10.1” full HD touch screen colour display (top screen)
 - ▶ Second 8.6” full HD touch screen colour display that controls additional in-car features (bottom screen)
 - ▶ 3D city models with realistic building texture and road lane illustration for selected cities*
 - ▶ Country-specific information*
 - ▶ Online map updates*
 - ▶ Detailed route information inclusive of public charging points through the e-tron route planner*
 - ▶ Personal route assistance
 - ▶ Haptic touch
- ▶ Audi Virtual Cockpit – 12.3” high-resolution LCD display. The fully digital instrument cluster is customisable by the driver. All the functions and services are depicted using superb graphics with a 3D impression and detailed effects in brilliant clarity
- ▶ Audi Sound System:
 - ▶ 6-channel amplifier
 - ▶ 180 watt amplifying capacity
 - ▶ 10 loudspeakers including subwoofer
- ▶ Audi Music Interface – 2 USB ports with charge and data functions
- ▶ Audi Connect (36-month subscription)*
- ▶ Audi Connect Safety and Service (e-call)*
- ▶ Audi Smartphone Interface†
- ▶ DAB digital radio
- ▶ Audi Phone Box with wireless charging – the Audi Phone Box provides 2 Bluetooth connections, allowing 2 mobile phones to be connected to the vehicle simultaneously whilst improving reception quality with LTE support. Wireless charging is available by placing the phone within the centre console (with Qi-enabled compatible phones) or the phone can be charged via a USB port. For mobile phone, Bluetooth and software version compatibility, please visit your Audi Centre or www.audi.co.uk/phonecompatibility

Driver assistance

- ▶ Audi Pre-sense Front and Basic – monitors the traffic in front of the vehicle for potential collision hazards. The system provides multiple levels of driver support. The first is a warning signal, and the second a warning jerk caused by brief braking. Where necessary, actions are taken to help protect the driver and passengers if a potential collision is detected. Includes the following:
 - ▶ Seat belt tightening for front and rear
 - ▶ Closing the windows
 - ▶ Closing the panoramic sunroof (if fitted)
- ▶ Lane departure warning – helps, within the system limits, to prevent unintentional departure from the lane. When the system is active and operational, and if the driver has not turned on the indicator, the lane departure warning performs corrective steering interventions to prevent the vehicle traversing from the lane. The driver may select an additional steering wheel vibration as desired. Operating range from approximately 37mph to a maximum of 124mph^
- ▶ Cruise control system with speed limiter
- ▶ Parking System Plus with 360° display – acoustic and visual park assist system for the front and rear with the top display showing a graphical representation of the distance to any obstacle detected outside and within the driving path. This also shows the calculated path (steer-angle dependent), including guidelines. Measurement is via ultrasonic sensors concealed in the bumpers
- ▶ Rear-view camera – an image of the area behind the vehicle is shown on the MMI display, with dynamic display modes highlighting the calculated path (steer-angle dependent). The reversing camera is concealed in the handle strip of the luggage compartment lid
- ▶ Keyless go

Safety and security

- ▶ Anti-theft alarm
- ▶ Side airbags, front and rear, including head airbag system
- ▶ First aid kit with warning triangle
- ▶ ISOFIX child seat mounting with front passenger airbag deactivation
- ▶ ISOFIX child seat mounting for the outer rear seats and Top Tether for all rear seats

Vehicle driver assistance and safety systems are not a substitute for attentive driving. Drivers retain full responsibility for providing the necessary inputs for safe control of the vehicle. System descriptions within this pricelist are provided for information purposes only. System limitations and operational requirements apply. See manual for details.

*Available with Audi Connect – further information available on pages 34 and 35.

†Audi Smartphone Interface uses Apple CarPlay, which is available with iPhone 5 and above, or Android Auto, which is available with phones using Android 5.0 Lollipop or above and requires the download of the Android Auto app. Availability of applications differs by operating system and is dependent on approval by Apple or Google. An up-to-date list of approved apps is available on the relevant systems' websites. Permanent availability cannot be guaranteed as this is the responsibility of Apple and Google. Use of certain apps with Smartphone Interface will be subject to signal availability of the mobile network in your location and in-car usage may increase your mobile data usage. If using regularly, a mobile phone contract including an unlimited or high amount of data is recommended.

^Where the law permits.

e-tron Launch Edition

The special Launch Edition adds even more allure to the already stylish e-tron. 21" alloy wheels, black styling details and full body-coloured bumpers give the car an immediate and dramatic presence. Many advanced features, such as Matrix LED headlights, come as standard; others include the unique virtual door mirrors, Adaptive Cruise Assist and Comfort remote preconditioning. And for an extra sense of light and spaciousness, there's a panoramic glass sunroof that displays the skies to all occupants.



Image includes optional Catalunya red, metallic paint and black roof rails. Standard wheel shown has a later start of production so lead times will be longer versus alternative wheels available to view on page 13.

e-tron Launch Edition

Specification in addition or replacement to e-tron

Wheels

- ▶ 21" x 9.0J '5-V-spoke star' design Audi Sport alloy wheels in platinum-look gloss with 265/45 R21 tyres

Lighting

- ▶ Audi Matrix LED headlights with LED rear lights and dynamic front and rear indicators
- ▶ Audi Beam – projects the e-tron logo on the ground using LEDs when front and rear doors are opened

Exterior equipment

- ▶ Body-coloured bumpers
- ▶ Black Styling Pack – black highlights on the exterior in the area of the Audi Singleframe, the window trims and the front and rear bumpers
- ▶ Privacy glass – dark-tinted rear and rear-side windows (from B-pillar backwards)
- ▶ Virtual door mirrors – a camera system to replace conventional door mirrors which projects the images directly onto the OLED touch displays in the interior. The driver can use the touch display with proximity sensors to adjust and improve the position of the field of view. Virtual door mirrors can be folded manually
- ▶ Panoramic glass sunroof

Seats

- ▶ Front Sport seats with Valcona leather

Interior equipment

- ▶ Illuminated door sill trims
- ▶ Electrically adjustable steering column – adjustable in height and reach with automatic entry and exit functions, also includes memory functionality for steering wheel adjustment
- ▶ Comfort remote preconditioning – in addition to standard AC preconditioning, you can activate seat heating and ventilation, steering wheel heating (if fitted) and window heating before your journey via the MMI or the myAudi app

Audio and communication

- ▶ Audi Virtual Cockpit Plus – provides 2 additional layouts to the standard virtual cockpit: 'e-tron' and 'Sport'

e-tron Launch Edition continued

Driver assistance

- ▶ Lane departure warning with emergency assist – helps, within the system limits, to prevent unintentional departure from the lane. When the system is active and operational, and if the driver has not given a turn signal, the lane departure warning performs corrective steering interventions to prevent the vehicle traversing the recognised lane boundary lines. Operating range from approximately 37mph to a maximum of 124mph.* The emergency assist detects, within system limits, when the driver is inactive. When this happens, it warns the driver visually, acoustically, and haptically. If no response is received, the system takes over vehicle guidance and brings it to an automatic standstill in its own lane, activating Audi Pre-sense Basic measures. An automatic emergency call is placed, if available
- ▶ Adaptive Cruise Assist – supports the driver when accelerating, braking, maintaining distances, and with steering in the range of 0–124mph.* Within the system limits, the system detects the lane markings, structures next to the road, vehicles in adjacent lanes and multiple vehicles ahead. The system will keep the vehicle in the centre of the lane and maintain speed and distance, or adjust the speed to the situation. This is all made possible by the radar sensor, laser scanner, front camera and ultrasonic sensors that permanently monitor the vehicle surroundings
- ▶ Collision assist – supports the driver's actions during an avoidance manoeuvre, reducing the likelihood of a collision or swerving off the road. The system provides additional steering torque and uses the vehicle sensors to calculate the optimum path of avoidance
- ▶ Turn assist – when turning at junctions, from the moment the turn indicators are activated, the turn assist system detects approaching vehicles and applies braking to help avoid a collision
- ▶ Camera-based traffic sign recognition – speed limit and traffic sign display via the Audi Virtual Cockpit detects speed limits (including temporary limits) and overtaking restrictions. Within system limits, driving conditions are also displayed when driving in wet conditions. Up to 3 traffic signs can be displayed in the Audi Virtual Cockpit at any one time
- ▶ Predictive efficiency assistant – the system uses navigation data (e.g. speed limits, traffic signs, road bends, junctions and roundabouts) to give the driver efficiency advice in the Audi Virtual Cockpit. In combination with Adaptive Cruise Assist, the system uses the route data and speed limits to adjust the desired speed and cornering accordingly. The system activates coasting mode or braking, which can help reduce range consumption and enhance ride comfort
- ▶ 360° camera – wide-angle lenses cover the close-range area around the vehicle. The driver can choose between different image representations in the touch screen, including a live 'bird's-eye view', a view of the front and rear wheels, front camera view or panoramic front and rear view. The 360° camera is activated when reverse gear is selected or via a button on the virtual switch panel
- ▶ Audi Side Assist – when activated, the system aids the driver when changing lanes. Audi Side Assist monitors the area behind the vehicle, informing the driver with a visual warning signal in the door mirror, if there is a vehicle in their blind spot or approaching quickly from behind. Corrective steering intervention can be performed in critical situations
- ▶ Audi Pre-sense Rear – monitors vehicles following from behind, and if a potential collision is detected, the driver is first warned visually via a flashing light. If a collision is unavoidable actions are taken, in line with Audi Pre-sense Basic, to protect the occupants
- ▶ Cross-traffic assist rear – warns the driver of traffic crossing behind their own vehicle when starting to reverse without having a clear view of the situation (e.g. perpendicular parking space with restricted view or narrow driveway). The system alerts the driver first visually and then acoustically via the MMI, and can apply a brake jolt if a potential collision is detected
- ▶ Exit warning – warns the driver of potential collisions with detected traffic approaching from the rear, when a door is opened whilst the vehicle is stationary. When the door release lever is pulled and another road user deemed critical is approaching, the warning strip in the door and the LED indicator on the door mirror on the affected side light up. Simultaneously, the door opening is delayed briefly

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*Where the law permits.

e-tron

Derivative	Battery	Power	Transmission	CO2 g/km*	RRP inc VAT**	Recommended OTR**
55 quattro	95kWh	408PS^	Automatic	0	£70,805	£71,490

e-tron Launch Edition




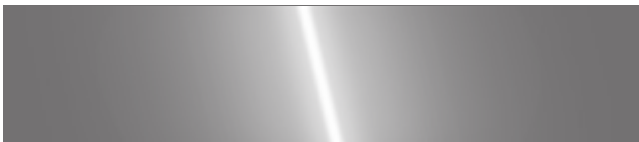



Derivative	Battery	Power	Transmission	CO2 g/km*	RRP inc VAT**	Recommended OTR**
55 quattro	95kWh	408PS^	Automatic	0	£81,555	£82,240

*These figures were obtained after the battery had been fully charged. The e-tron is a battery electric vehicle requiring mains electricity for charging. There is a new test for fuel consumption, CO2 and electric range figures (known as WLTP). Only compare fuel consumption, CO2 and electric range figures with other vehicles tested to the same technical procedures. These figures may not reflect real life driving results, which will depend upon a number of factors including the starting charge of the battery, options fitted, accessories fitted (post-registration), variations in weather, driving styles and vehicle load. Please see page 31 for the full technical data for this model. Data correct at time of publication.

**Recommended Retail Price (RRP) includes VAT at 20%, which may be subject to change. Please see page 33 for an explanation on Recommended On-The-Road (OTR) retail prices and VED rates. Price shown excludes Government grant. The application process for the Government grant is currently in progress for e-tron and at time of publication is not yet confirmed. For more information, please speak to your local Audi Centre.

^When boost function is activated.



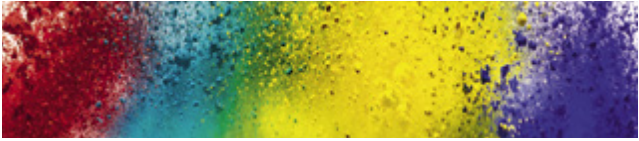
Paint

			e-tron	Launch Edition	Total RRP inc VAT ⁺
A2		Brilliant black, solid	●	●	£0
L5		Floret silver, metallic*	●	●	£750
0E		Mythos black, metallic	●	●	£750
2L		Typhoon grey, metallic	●	●	£750
H1		Manhattan grey, metallic	–	●	£750
2Y		Glacier white, metallic*	●	●	£750
7M		Siam beige, metallic	●	●	£750

Options are subject to availability and may extend time taken for delivery. Choice of options may affect range consumption data – please see page 31 for further information.
All the colour swatches on this page are matched as accurately as possible to the actual paint colours used. Audi UK cannot guarantee that colours shown are 100% accurate.
Visit your local Audi Centre for a more accurate colour swatch.
*Contrast bumper paint finish with Floret silver and Glacier white metallic paint is in Typhoon grey.
⁺Total RRP inc VAT – Recommended Retail Price including VAT which is calculated at 20%. This may alter to reflect any change in the applicable VAT rate.

– = Not available ● = Available S = Standard

Paint continued

			e-tron	Launch Edition	Total RRP inc VAT ⁺
Y6		Catalunya red, metallic	•	•	£750
S1		Galaxy blue, metallic	•	•	£750
Q0		Audi exclusive*	•	•	£3,400






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*Certain options may restrict some exclusive colours. Please speak to your local Audi Centre for further information or visit your local Audi Centre for colour samples.

⁺Total RRP inc VAT – Recommended Retail Price including VAT which is calculated at 20%. This may alter to reflect any change in the applicable VAT rate.

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Wheels

			e-tron	Launch Edition	Total RRP inc VAT ⁺
F08		20" x 9.0J '5-arm dynamic' design, contrasting grey alloy wheels with 255/50 R20 tyres	S	–	£0
F51		21" x 9.0J '5-V-spoke star' design Audi Sport alloy wheels in platinum-look gloss with 265/45 R21 tyres Please note this wheel has a later start of production so will result in longer lead times	–	S	£0
42G		20" x 9.0J '5-arm' design alloy wheels with 255/50 R20 tyres	•	–	£0
F49		21" x 9.0J '15-spoke' design, contrasting grey alloy wheels with 265/45 R21 tyres Please note due to factory restrictions this wheel could result in a longer lead time	•	–	£950
F48		21" x 9.5J '5-arm turbine' design, contrasting grey alloy wheels with 265/45 R21 tyres	–	•	£0
3F1 1S1		Collapsible spare wheel and car jack	•	•	£300

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Lighting

		e-tron	Launch Edition	Total RRP inc VAT ⁺
PX6	<p>Audi Matrix LED headlights with LED rear lights and dynamic front and rear indicators</p> <p>Audi Matrix LED technology provides precise and higher-resolution illumination of the road whilst reducing the risk of dazzling other road users. Using information obtained from the vehicle’s sensors, camera and MMI Navigation, it identifies the appropriate lighting required. Using these sources, HD Matrix LED dips or fully extinguishes individual lighting diodes when vehicles are detected ahead. HD Matrix LED calculates the appropriate lighting required and automatically dips or turns off individual lighting diodes, creating corridors of light on either side of the vehicle or the object in front of it. Includes dynamic front and rear indicators which sweep from inside to out. This helps to clearly identify not only that the vehicle is turning, but in which direction. Also includes light animations when locking and unlocking the car</p>	•	S	£1,350

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Exterior equipment

		e-tron	Launch Edition	Total RRP inc VAT*
3FU	Panoramic glass sunroof Comprises of 2 sections, whereby the front glass section can be either tilted or slid open, and closed again electrically	•	S	£1,475
3S1	Aluminium roof rails	•	–	£425
3S2	Black roof rails	–	•	£425
PAF	Virtual door mirrors A camera system to replace conventional door mirrors which projects the images directly onto the OLED touch displays in the interior. The driver can use the touch display with proximity sensors to adjust and improve the position of the field of view. Virtual door mirrors can fold manually. Vehicle width is reduced by 149mm, compared with the standard mirrors. Only in combination with Audi Side Assist including Audi Pre-sense Rear, Cross-traffic assist rear and Exit warning (PCH) or City Assist Pack (PCM)	•	S	£1,250
GZ2	Power door closure Comfortable and secure door closure. Doors are automatically pulled into the lock when not fully latched	•	•	£675
QL5	Privacy glass	•	S	£475
VW0	Acoustic glazing Improved exterior noise insulation by double glazing	•	•	£525
PC3	Orange e-tron brake calipers	–	•	£425
1D2	Towbar ► Removable and lockable towbar ► Trailer stabilisation with Electronic Stabilisation Control (ESC) ► The integrated swivelling system socket allows electric devices in trailers or caravans to run while you are driving ► The 13-pin socket can be folded out of sight behind the bumper	•	•	£650

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Charging

		e-tron	Launch Edition	Total RRP inc VAT ⁺
NJ2	Wall-mounted bracket for compact e-tron charging system The wall-mounted bracket enables secure and convenient access to the compact e-tron charging system consisting of a control unit and Type 2, Mode 2 charging cable. The bracket can be locked to prevent theft. The plug is stored in the supplied plug holder which can also be installed separately to the bracket. Any excess vehicle cable can be stored within the bracket if required	•	•	£150

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– = Not available • = Available S = Standard

Front standard seats Q1A, 3L4

With electric adjustment of seat height, seat fore/aft position, seat rake and backrest angle and manual adjustment of headrest height and distance, as well as belt height. Electrical 4-way lumbar support and 2 memory slots for the electrically adjustable driver’s seat and the exterior mirrors.

		e-tron	Launch Edition	Total RRP inc VAT ⁺
N4M	Front standard seats with Twin leather A combination trim offering the comfort and style of leather without the higher cost. For maximum durability, real leather is applied in the following areas: seat centre panels on the front seats, driver’s seat bolster (entrance side only) and seat centre panels on the 2 rear seats. Leatherette trim is applied on the headrests, seat side bolsters, door trim inserts, centre armrest and middle rear seat	S	–	£0

Front standard seats colour choices		e-tron	Launch Edition
FZ	Black upholstery. Headlining in Lunar silver. Upper and lower dashboard in black. Carpet in black	●	–
YD	Pearl beige upholstery. Headlining in Lunar silver. Upper and lower dashboard in black. Carpet in black	●	–
ML	Okapi brown upholstery. Headlining in Lunar silver. Upper and lower dashboard in black. Carpet in black	●	–

Options are subject to availability and may extend time taken for delivery. Choice of options may affect range consumption data – please see page 31 for further information.
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– = Not available ● = Available S = Standard

Front Sport seats Q1D, 3L4

With electric adjustment of seat height, seat fore/aft position, seat rake and backrest angle and manual adjustment of headrest height and distance, as well as belt height. Prominent seat side bolsters for better lateral support when cornering, extending thigh support. Electrical 4-way lumbar support and 2 memory slots for the electrically adjustable driver’s seat and the exterior mirrors.

		e-tron	Launch Edition	Total RRP inc VAT ⁺
N5D	Front Sport seats with Valcona leather Seat centre panel, seat side bolsters, headrests, and front centre armrests in Valcona leather. Door trim inserts in Alcantara	•	S	£2,000

Front Sport seats colour choices		e-tron	Launch Edition
FZ	Black upholstery. Headlining in Lunar silver. Upper and lower dashboard in black. Carpet in black	•	•
ML	Okapi brown upholstery. Headlining in Lunar silver. Upper and lower dashboard in black. Carpet in black	•	•
UP	Metropolis grey upholstery. Headlining in Lunar silver. Upper dashboard in black and lower dashboard in grey. Carpet in black	•	•

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⁺Total RRP inc VAT – Recommended Retail Price including VAT which is calculated at 20%. This may alter to reflect any change in the applicable VAT rate.

– = Not available • = Available S = Standard

Front Contour Comfort seats PS8, PV6

With electric adjustment of seat height, seat fore/aft position, seat rake and backrest angle and manual adjustment of headrest height and distance, as well as belt height. Prominent seat side bolsters for better lateral support when cornering, extending thigh support. Provides support by matching the driver’s body contours. Electrical 4-way lumbar support and 2 memory slots for the electrically adjustable driver’s seat and front passenger seat, exterior mirrors and steering wheel. In addition, variable headrests with manual adjustment of height and clearance.





		e-tron	Launch Edition	Total RRP inc VAT ⁺
N5D	Front Contour Comfort seats with Valcona leather Seat centre panel, seat side bolsters, headrests, and front centre armrests in Valcona leather. Door trim inserts in Alcantara	–	•	£975

Front Contour Comfort seats colour choices		e-tron	Launch Edition
FZ	Black upholstery. Headlining in Lunar silver. Upper and lower dashboard in black. Carpet in black	–	•
ML	Okapi brown upholstery. Headlining in Lunar silver. Upper and lower dashboard in black. Carpet in black	–	•
YD	Pearl beige upholstery. Headlining in Lunar silver. Upper dashboard in black and lower dashboard in Pearl beige. Carpet in black	–	•

Options are subject to availability and may extend time taken for delivery. Choice of options may affect range consumption data – please see page 31 for further information.
⁺Total RRP inc VAT – Recommended Retail Price including VAT which is calculated at 20%. This may alter to reflect any change in the applicable VAT rate.

– = Not available • = Available S = Standard

Inlays

			e-tron	Launch Edition	Total RRP inc VAT*
5MA		Graphite grey For the dashboard	S	S	£0
5TG		Dark matt brushed aluminium For the dashboard	•	•	£425
5MB		Fine grain ash, Natural volcanic grey For the dashboard	•	•	£575
5MG		Walnut, Natural brown For the dashboard	•	•	£575

Options are subject to availability and may extend time taken for delivery. Choice of options may affect range consumption data – please see page 31 for further information. All the inlay swatches on this page are matched as accurately as possible to the actual inlay colours used. Audi UK cannot guarantee that colours shown are 100% accurate. Visit your local Audi Centre for a more accurate colour swatch.
*Total RRP inc VAT – Recommended Retail Price including VAT which is calculated at 20%. This may alter to reflect any change in the applicable VAT rate.

– = Not available • = Available S = Standard

Interior equipment

		e-tron	Launch Edition	Total RRP inc VAT*
QE1	Storage and Luggage Pack ▶ 2 cupholders in the rear centre armrest ▶ Storage space lining in the spare wheel well ▶ Side nets in the luggage compartment ▶ Luggage net	•	•	£125
9AQ	4-zone deluxe automatic climate control In addition to 2-zone deluxe automatic air conditioning: ▶ Air-conditioning controls with touch operation ▶ Temperature setting and air distribution in rear can be adjusted separately ▶ Air outlets in the B-pillar ▶ Efficient, zoned air conditioning is possible through occupant detection The integrated standard heat pump efficiently utilises lost heat from the electric drive components to heat the interior. The energy saved aids additional range	•	•	£825
GA2	Comfort remote preconditioning In addition to standard remote preconditioning, you can also program and activate heating or cooling to your desired temperature and seat heating and ventilation, steering wheel heating (if fitted) and window heating before your journey via the MMI or the myAudi app	•	S	£100
2V9	Air Quality Pack Ionisation to help improve air quality with 2 high-quality scents and 4 different intensities available. Only in combination with 4-zone deluxe automatic climate control (9AQ)	•	•	£425
QQ2	Extended LED Interior Lighting Pack – multi-coloured Content changes and colour adjustments in addition to the LED Interior Lighting Pack. Includes the following: ▶ Front door pockets ▶ Front/rear door contour lighting ▶ Front/rear ambient cloth grid lighting of doors ▶ Ambient lighting of front centre console ▶ Contour lighting of front centre console ▶ Contour lighting of the instrument panel including light graphic and illuminated e-tron badge 6 predefined colour profiles with an additional interactive and custom colour profile. The interactive colour profile is controlled by the Audi Drive Select mode, with a choice of 30 available colours for the individual colour profile	•	•	£275
7HF	Twin Leather Pack Includes leather to match the selected interior trim on the upper dashboard and artificial leather on the door armrests and lower centre console	•	•	£900

Options are subject to availability and may extend time taken for delivery. Choice of options may affect range consumption data – please see page 31 for further information.
 *Total RRP inc VAT – Recommended Retail Price including VAT which is calculated at 20%. This may alter to reflect any change in the applicable VAT rate.

– = Not available • = Available S = Standard

Interior equipment continued

		e-tron	Launch Edition	Total RRP inc VAT*
4D3	Seat ventilation in the front To maximise seat comfort in hot weather, the climate function option provides active ventilation for the driver and front passenger's seats and backrest centre sections. 3 different cooling intensities are available and can be selected via the climate control panel. To allow for the ventilation, the seat centre panels are perforated. Not available with Front Sport seats (Q1D). Only in combination with Front Contour Comfort seats (PS8) on Launch Edition	•	•	£800
4D8	Front seat ventilation with massage function To maximise comfort, the massage seats come with 10 pneumatic cushions in 3 intensities and include 7 massage programs: Wave, Tap, Stretch, Recovery, Shoulder, Empower and Revitalise. The massage function can be selected and controlled via the multi-function button on the seat or the MMI touch screen. Only in combination with Front Contour Comfort seats (PS8)	–	•	£1,550
2C7	Electrically adjustable steering column Adjustable in height and reach with automatic entry and exit functions, includes memory functionality for steering wheel adjustment	•	S	£425
6SJ	Reversible mat Variable folding luggage compartment mat which can be folded in multiple ways. At full length, folds out to cover the luggage compartment, even with the rear seats folded down	•	•	£150
2ZM	Heated 4-spoke leather multi-function steering wheel Not available in combination with Tour Pack (PCN)	•	–	£200
4A4	Heated front and rear seats Heated seats, backrest centre panels and backrest side bolsters that can be individually adjusted via the air-conditioning controls. Can also be controlled separately for outer rear seats. Only in combination with 4-zone deluxe automatic climate control (9AQ)	•	•	£400

Options are subject to availability and may extend time taken for delivery. Choice of options may affect range consumption data – please see page 31 for further information.
 *Total RRP inc VAT – Recommended Retail Price including VAT which is calculated at 20%. This may alter to reflect any change in the applicable VAT rate.

– = Not available • = Available S = Standard

Comfort and Sound Pack

A pack that adds value by combining some of our most popular options – designed to offer convenience, as well as enhance your driving comfort, and sound experience.

Bang & Olufsen Premium Sound System

- ▶ Sound reproduction via 16 loudspeakers, including 3D sound speakers, centre speaker and subwoofer, 15-channel amplifier with a total output of 705 watts
- ▶ Spatial sound reproduction thanks to the 3D sound feature for the front seats. This is generated by additional full-range loudspeakers in the A-pillar, the midrange speakers, and the Fraunhofer Symphoria® technology. The 3D sound can be generated from all sources. This creates an exceptionally authentic 3D surround experience, giving occupants a first-row concert hall experience

Multi-coloured Extended LED Interior Lighting Pack

Coloured ambient lighting in the following areas is included in addition to the LED Interior Lighting Pack:

- ▶ Front and rear door pockets
- ▶ Front and rear door contour lighting
- ▶ Ambient contour lighting of front centre console
- ▶ Contour lighting, including illuminated quattro logo in the dashboard passenger side
- ▶ Ambient lighting of dashboard

6 predefined colour profiles with an additional interactive and custom colour profile. The interactive colour profile is controlled by the Audi Drive Select mode, with a choice of 30 available colours for the individual colour profile

Advanced key

Access and authorisation system that works through automatic data exchange between key and vehicle, allowing the driver to keep the car key in their pocket or bag at all times. To unlock and open, simply lift the exterior door handle or hold down the convenience key. The luggage compartment lid can also be opened when the vehicle is locked

360° camera

Wide-angle lenses cover the close-range area around the vehicle. The driver can choose between different image representations in the touch screen, including a live ‘bird’s-eye view’, a view of the front and rear wheels, front camera view or panoramic front and rear view. The 360° camera is activated when reverse gear is selected or via a button on the virtual switch panel

		e-tron	Launch Edition	Total RRP inc VAT*
WB3	Comfort and Sound Pack	•	–	£1,895
		–	•	£1,450

Options are subject to availability and may extend time taken for delivery. Choice of options may affect range consumption data – please see page 31 for further information.
 *Total RRP inc VAT – Recommended Retail Price including VAT which is calculated at 20%. This may alter to reflect any change in the applicable VAT rate.

Technology Audio and communication

		e-tron	Launch Edition	Total RRP inc VAT ⁺
9VS	Bang & Olufsen Premium Sound System ► Sound reproduction via 16 loudspeakers including 3D sound speakers, centre speaker and subwoofer, 15-channel amplifier with a total output of 705 watts ► Spatial sound reproduction thanks to the 3D sound feature for the front seats. This is generated by additional full-range loudspeakers in the A-pillar, the mid-range speakers, and the Fraunhofer Symphoria® technology. The 3D sound can be generated from all sources. This creates an exceptionally authentic 3D surround experience, giving occupants a first-row concert hall experience	•	•	£800
UF8	Audi Music Interface in the rear 2 USB ports with charge and data functions and 2 additional ports in the front	•	•	£175

Options are subject to availability and may extend time taken for delivery. Choice of options may affect range consumption data – please see page 31 for further information.
⁺Total RRP inc VAT – Recommended Retail Price including VAT which is calculated at 20%. This may alter to reflect any change in the applicable VAT rate.

– = Not available • = Available S = Standard

Tour Pack

With busier roads than ever, Audi technology can keep an extra eye out. This pack brings together the driver assistance systems that support long-distance driving, especially when driving in congestion and varying average speed limit zones. As well as helping you to drive more efficiently, the pack also includes advanced safety systems, especially when driving in congestion and varying average speed limit zones. As well as helping you to drive more efficiently, the pack also includes advanced safety systems.

Adaptive Cruise Assist

Supports the driver when accelerating, braking, maintaining distances, and with steering in the range of 0–124mph.* Within the system limits, the system detects the lane markings, structures next to the road, vehicles in adjacent lanes and multiple vehicles ahead. The system can be adjusted in single and 5mph increments between 19mph and 124mph.* The system will keep the vehicle in the centre of the lane and maintain speed and distance, or adjust the speed to the situation. This is all made possible by the radar sensor, laser scanner, front camera and ultrasonic sensors that permanently monitor the vehicle surroundings. Using information such as speed restrictions, the MMI Navigation Plus with MMI Touch uses the data from the predictive efficiency assistant to control speed even when there are no vehicles ahead, encouraging economical driving

Predictive efficiency assistant

The system uses navigation data (e.g. speed limits, traffic signs, road bends, junctions and roundabouts) to give the driver efficiency advice in the Audi Virtual Cockpit. In combination with Adaptive Cruise Assist, the system uses the route data and speed limits to adjust the desired speed and cornering accordingly. The system activates coasting mode or braking, which can help reduce range consumption and enhance ride comfort

Camera-based traffic sign recognition

Speed limit and traffic sign display via the Audi Virtual Cockpit detects speed limits (including temporary limits) and overtaking restrictions. Within system limits, driving conditions are also displayed when driving in wet conditions. Up to 3 traffic signs can be displayed in the Audi Virtual Cockpit at any one time

Collision avoidance assistant

Supports the driver’s actions during an avoidance manoeuvre, reducing the likelihood of a collision or of swerving off the road. The system provides additional steering torque and uses the vehicle sensors to calculate the optimum path of avoidance

Turn assist

When turning at junctions, from the moment the turn indicators are activated, the turn assist system detects approaching vehicles and applies braking to help avoid a collision

Lane departure warning with emergency assist

Helps, within the system limits, to prevent unintentional departure from the lane. When the system is active and operational, and if the driver has not turned on the indicator, the lane departure warning performs corrective steering interventions to prevent the vehicle traversing from the lane. The driver may select an additional steering wheel vibration as desired. Operating range from approximately 37mph to a maximum of 124mph.* The emergency assist detects, within system limits, when the driver is inactive. When this happens, it warns the driver visually, acoustically, and haptically. If no response is received, the system takes over vehicle guidance and brings it to an automatic standstill in its own lane. This activates Audi Pre-sense Basic protective measures and prepares the vehicles for occupant rescue. An automatic emergency call is placed, if available

		e-tron	Launch Edition	Total RRP inc VAT ⁺
PCN 6I6	Tour Pack Not available in combination with Heated 4-spoke leather multi-function steering wheel (2ZM)	•	S	£1,950

Options are subject to availability and may extend time taken for delivery. Choice of options may affect range consumption data – please see page 31 for further information. Vehicle driver assistance and safety systems are not a substitute for attentive driving. Drivers retain full responsibility for providing the necessary inputs for safe control of the vehicle. System descriptions within this pricelist are provided for information purposes only. System limitations and operational requirements apply. See manual for details.

*Where the law permits.

⁺Total RRP inc VAT – Recommended Retail Price including VAT which is calculated at 20%. This may alter to reflect any change in the applicable VAT rate.

City Assist Pack

Like your sixth sense on the road ahead, this pack brings together a suite of highly advanced systems – smart technologies that can detect, and even step in when necessary, to help prevent a collision.

Audi Side Assist

When activated, the system aids the driver when changing lanes. Audi Side Assist monitors the area behind the vehicle informing the driver with a visual warning signal in the door mirror, if there is a vehicle in their blind spot or approaching quickly from behind. In the event of the driver starting a lane change with a warning in effect, the warning LED will flash 4 times. In combination with the departure warning, corrective steering intervention can be performed in critical situations

Audi Pre-sense Rear

Monitors vehicles following from behind, and if a potential collision is detected, the driver is first warned visually via a flashing light. If a collision is unavoidable actions are taken, in line with Audi Pre-sense Basic, to protect the occupants

Cross-traffic assist front

Within system limits, warns the driver of traffic crossing in front or to the side of the vehicle, using vehicle sensors. The system first alerts the driver visually and then acoustically via the MMI. A brake jolt is applied if a potential collision is detected. The system can also assist the driver at crossings and exits with poor visibility, and warn against a possible collision with oncoming traffic detected from the side

Cross-traffic assist rear

Warns the driver of traffic crossing behind their own vehicle when starting to reverse without having a clear view of the situation (e.g. perpendicular parking space with restricted view or narrow driveway). The system alerts the driver first visually and then acoustically via the MMI, and can apply a brake jolt if a potential collision is detected

Exit warning

Warns the driver of potential collisions with detected traffic approaching from the rear, when a door is opened whilst the vehicle is stationary. When the door release lever is pulled and another road user deemed critical is approaching, the warning strip in the door and the LED indicator on the door mirror on the affected side light up. Simultaneously, the door opening is delayed briefly

		e-tron	Launch Edition	Total RRP inc VAT ⁺
PCM	City Assist Pack Only in combination with 360° camera (PCZ) or Park assist (7X5)	•	–	£1,125

Options are subject to availability and may extend time taken for delivery. Choice of options may affect range consumption data – please see page 31 for further information.
Vehicle driver assistance and safety systems are not a substitute for attentive driving. Drivers retain full responsibility for providing the necessary inputs for safe control of the vehicle.
System descriptions within this pricelist are provided for information purposes only. System limitations and operational requirements apply. See manual for details.
⁺Total RRP inc VAT – Recommended Retail Price including VAT which is calculated at 20%. This may alter to reflect any change in the applicable VAT rate.

Technology Driver assistance

		e-tron	Launch Edition	Total RRP inc VAT*
PCZ	360° camera Wide-angle lenses cover the close-range area around the vehicle. The driver can choose between different image representations in the touch screen, including a live 'bird's-eye view', a view of the front and rear wheels, front camera view or panoramic front and rear view. The 360° camera is activated when reverse gear is selected or via a button on the virtual switch panel	•	S	£725
PCH	Audi Side Assist including Audi Pre-sense Rear, Cross-traffic assist rear and Exit warning	•	S	£625
KS1	Head-up display Projects warning messages or driving-related information from assistance systems and the navigation system, in full colour, onto the windscreen in the driver's direct field of vision, giving the driver quicker access to information. The multi-coloured display is height-adjustable and can be read with minimal distraction from the road	•	•	£1,450
4X4	Rear side airbags and illuminated seat belt buckles Rear side airbags for the outer rear seats, incorporated into the seat backrests; supplements the impact protection of the standard front side airbags and head airbag system. Illuminated seat belt buckles increase the convenience and comfort for the occupants at night-time by highlighting the position of the buckles	•	•	£475
9R1	Night vision assistant Assists the driver when driving at night by displaying a thermal image of the surroundings. People and large wild animals are highlighted in yellow in the Audi Virtual Cockpit. If the system determines, from their position, that there is a potential risk, the marking changes to red, a warning triangle appears, and a warning tone is emitted. Warning can also be shown in the Head-up display, if ordered. In combination with Audi Matrix LED headlights, the highlighted figure is also illuminated with 3 successive brief flashes of the headlight. The system comes on automatically in darkness, if low beam is enabled or the lights are in auto mode	•	•	£2,200
7X5	Park assist Searches for suitable parking spaces along the road by means of ultrasonic sensors, calculates the ideal parking path and performs the steering action virtually automatically. The system can support the driver with: ▶ Parallel parking in reverse ▶ Exiting a parallel parking space, driving forwards ▶ Bay parking, both in reverse and forwards Steering is performed by the vehicle, with the driver responsible for acceleration, gear changes and application of brakes. Not available in combination with Comfort and Sound Pack (WB3)	•	–	£400

Options are subject to availability and may extend time taken for delivery. Choice of options may affect range consumption data – please see page 31 for further information.
 Vehicle driver assistance and safety systems are not a substitute for attentive driving. Drivers retain full responsibility for providing the necessary inputs for safe control of the vehicle.
 System descriptions within this pricelist are provided for information purposes only. System limitations and operational requirements apply. See manual for details.
 *Total RRP inc VAT – Recommended Retail Price including VAT which is calculated at 20%. This may alter to reflect any change in the applicable VAT rate.

– = Not available • = Available S = Standard

Audi warranty

All new Audi models come with a 3-year warranty as standard, and you can choose to extend this to a 4 or 5-year warranty* for a one-off cost. What’s more, if you decide to sell your Audi before the warranty expires, it will be fully transferred to the new owner. Warranty terms and conditions apply. Please see www.audi.co.uk/warrantyterms for further details. The e-tron battery comes with an 8-year or up to 100,00 miles warranty.

		e-tron	Launch Edition	Total RRP inc VAT [†]
–	Audi warranty , covering you for unlimited mileage in the first 2 years of ownership, and up to 60,000 miles in the third year. Transferable between owners [^]	S	S	£0
EA6	Audi warranty , covering you for up to 4 years or 75,000 miles, whichever comes sooner. Cover includes a 2-year unlimited-mileage warranty, and up to 75,000 miles in the third and fourth years. Transferable between owners [^]	•	•	£650
EA9	Audi warranty , covering you for up to 5 years or 90,000 miles, whichever comes sooner. Cover includes a 2-year unlimited-mileage warranty, and up to 90,000 miles in the third, fourth and fifth years. Transferable between owners [^]	•	•	£1,675

*3-year warranty consists of a 2-year unlimited-mileage warranty and a third-year warranty with a 60,000-mile limitation. 4-year warranty consists of a 2-year unlimited-mileage warranty and 2 further years’ coverage with a 75,000-mile limitation. 5-year warranty consists of a 2-year unlimited-mileage warranty and 3 further years’ coverage with a 90,000-mile limitation.

[^]Only available before registration of your Audi e-tron. Please speak to your Audi Centre for full details.

[†]Total RRP inc VAT – Recommended Retail Price including VAT which is calculated at 20%. This may alter to reflect any change in the applicable VAT rate.

– = Not available • = Available S = Standard

Audi e-tron Service

While there are fewer moving parts and no engine oil to change, servicing the e-tron requires a bespoke maintenance programme to keep it in best working order. For your convenience, we have packaged the major service milestones together, which can be purchased in advance. Depending on the cover you need, we have 4 Service Plan packages* for you to choose from. Monthly payment options are available. Please speak to your local Audi Centre for further details.

		e-tron	Launch Edition	Total RRP inc VAT ⁺
EW1	Service Plan Level 1 2 years, 18,000 miles Essential servicing that has your basic needs covered. Ideal for low-mileage drivers. <ul style="list-style-type: none"> ▶ 1 service with inspection covering: high voltage and battery components including all leads, cooling lines for damage and leaks ▶ 1 pollen filter change ▶ 1 brake fluid change 	•	•	£415
EW2	Service Plan Level 2 4 years, 36,000 miles Keeping you covered for longer with 2 essential services included. <ul style="list-style-type: none"> ▶ 2 services with inspections covering: high voltage and battery components including all leads, cooling lines for damage and leaks ▶ 2 pollen filter changes ▶ 2 brake fluid changes 	•	•	£799
EW3	Service Plan Level 3 4 years, 36,000 miles 2 essential services included plus the added convenience of 2 MOTs for additional peace of mind. <ul style="list-style-type: none"> ▶ 2 services with inspections covering: high voltage and battery components including all leads, cooling lines for damage and leaks ▶ 2 MOTs (available in year 3 and 4 of ownership) ▶ 2 pollen filter changes ▶ 2 brake fluid changes 	•	•	£899
EW4	Service Plan Level 4 4 years, 36,000 miles All the benefits of 2 services with regular maintenance items included. <ul style="list-style-type: none"> ▶ 2 services with inspections covering: high voltage and battery components including all leads, cooling lines for damage and leaks ▶ 2 MOTs (available in year 3 and 4 of ownership) ▶ 2 pollen filter changes ▶ 2 brake fluid changes ▶ 2 air conditioning services ▶ 2 set of wiper replacements 	•	•	£1,385

*Audi Service Plan packages administered by Audi Financial Services.

– = Not available • = Available S = Standard

Financing your Audi

A range of finance plans designed to suit you

At Audi, we offer a range of ways to finance your new Audi – with most finance agreements, you just need to choose your annual mileage and the length of the term, then pay an initial deposit which could be as little as 1 monthly payment.* For more details, visit www.audi.co.uk/finance or speak to your local Audi Centre.

Solutions Personal Contract Plan

A flexible finance plan designed to give you a number of options, making it ideal if you want to change your car more regularly. At the end of the agreement, you have 3 choices:

1. Exchange the car for a new Audi.
2. Pay the option to purchase fee and optional final payment, then take full ownership of the car.
3. Simply return the car to Audi (fees may be payable).

Hire Purchase

If you know you'd like to keep your Audi, Hire Purchase could be right for you. And as you're making your payments with a view to owning the car, there's no restriction on how many miles you can drive each year.

Contract Hire

If you don't want to own your Audi, Contract Hire could be a great option. You can add a service, maintenance and tyres plan and, for VAT-registered businesses, an element of the VAT on rentals may be recoverable.† Once you have selected your Audi, all you need to do is choose how long you want to hire it for and your annual mileage per year. With Contract Hire, you pay an initial rental payment followed by monthly rental payments during your agreement. Once your agreement ends, you simply hand the car back (subject to fair wear and tear and excess mileage charges).

Online Finance Calculators

Use our online Finance Calculator to get a personalised quote that suits you. Simply visit the Finance and Offers section on www.audi.co.uk and you can choose between our Solutions Personal Contract Plan and Contract Hire calculators and see what you can expect to pay for your new Audi.

Buy my Audi

Visit Buy my Audi, bma.audi.co.uk, where you can easily search for new Audis within your budget, reserve and apply for finance, all in 1 place.

Audi Insurance

Start enjoying your new car from day 1 with our complimentary 5-day insurance.† Call us on 0345 877 6236, give us a few details, and you can drive away as soon as you take delivery of your new Audi. If you are eligible, we will also provide you with an annual quotation giving you the option to purchase 12 months of cover.

Audi Car Insurance includes many features and benefits as standard, including a guarantee that your vehicle will be repaired by Audi Trained Technicians, in Audi Approved Repairers, using only Audi Genuine Parts. For an annual insurance quote call 0345 246 4030.

Telephone lines are open Monday to Friday 8am-8pm and Saturday 9am-5pm. For details of our full range of insurance products, visit www.insurewithaudi.co.uk

*An offer of finance depends on certain conditions. Finance subject to status. Available to 18s and over. Terms and conditions apply. Audi Financial Services.

†This is subject to a 50% block where there is any element to private use of a motor car. The above note is intended as a summary of the principles of VAT and tax in this complex area. It is not intended to be and should not be construed as constituting tax advice and we make no representations, warranties or guarantees, whether express or implied, that the content is accurate, complete or up-to-date. Volkswagen Financial Services (UK) Limited cannot be held liable in any way for any reliance upon this document, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable. For specific tax advice relating to your particular set of circumstances, you should contact your own HMRC officer or your usual VAT/tax advisers.

^Subject to eligibility. Audi Car Insurance is underwritten by U K Insurance Limited, Registered Office: The Wharf, Neville Street, Leeds LS1 4AZ. Registered in England and Wales No. 1179980. U K Insurance Limited is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority (FCA) and the Prudential Regulation Authority. Calls may be recorded. Audi Financial Services is a trading name of Volkswagen Financial Services (UK) Limited (VWFS UK), registered in England and Wales No. 2835230 (registered office: Brunswick Court, Yeomans Drive, Blakelands, Milton Keynes MK14 5LR). Volkswagen Insurance Service (Great Britain) Ltd is an appointed representative of VWFS UK. VWFS UK is authorised and regulated by the FCA, registration number 311988. Authorisation details for both organisations can be checked on the Financial Services Register by visiting www.fca.org.uk VWFS UK and U K Insurance Limited are not part of the same corporate group.

e-tron technical data

The CO2 data below is NEDC equivalent data from WLTP testing and will be used for taxation purposes for your vehicle.

	e-tron 55 quattro	Launch Edition 55 quattro
Transmission	Automatic	Automatic
Battery	Lithium-ion 95kWh	Lithium-ion 95kWh
Max. power ¹ without/with boost, kW	265/300	265/300
Max. power ¹ without/with boost, PS	360/408	360/408
Performance		
Max. torque without/with boost, Nm	561/664	561/664
0–62mph acceleration without/with boost, seconds	6.6/5.7	6.6/5.7
Top speed, mph	124	124
WLTP combined range, miles ⁵	241	227
WLTP city range, miles ⁵	268	253
WLTP consumption kWh/62 miles (100km) ⁵	24.2	25.5
Weight		
Unladen weight, ² kg	2490	2490
Gross weight limit, kg	3130	3130
Further information		
Roof load limit/nose weight, kg	75, 80	75, 80
Max. trailer load unbraked, ³ kg	750	750
Max. trailer load with 12%/8% gradient, ³ kg	1800	1800
ABI insurance group 1–50 ⁴	50E	50E

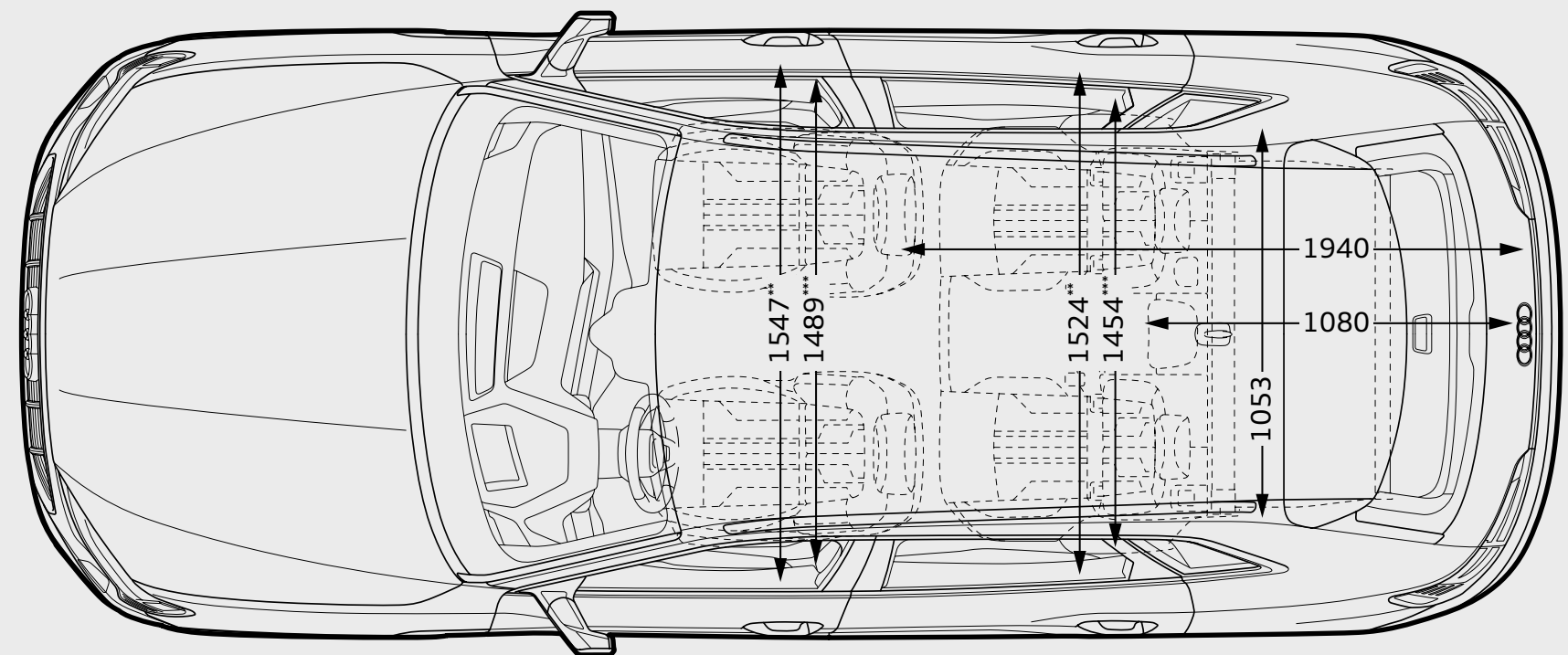
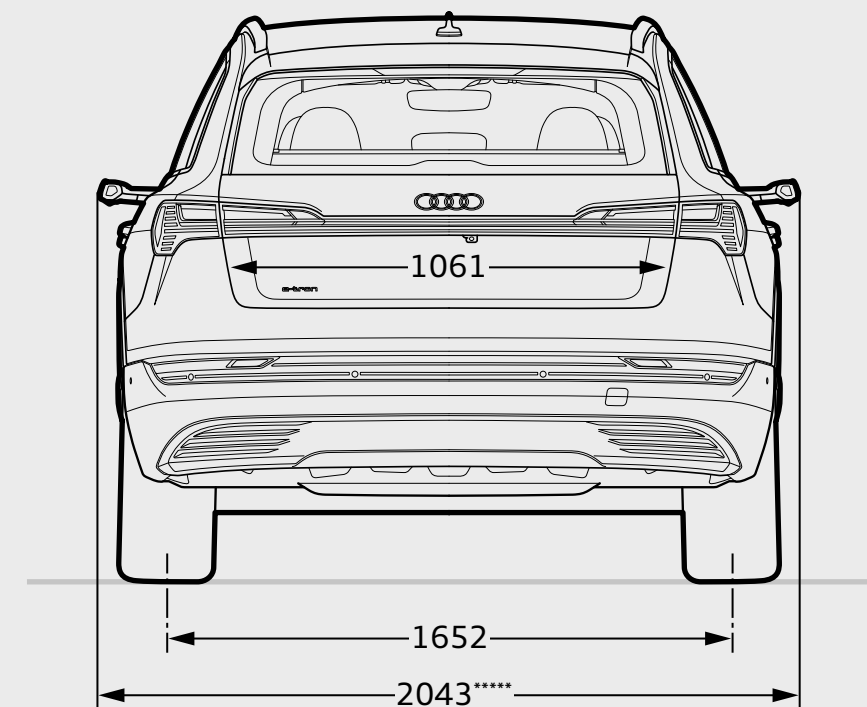
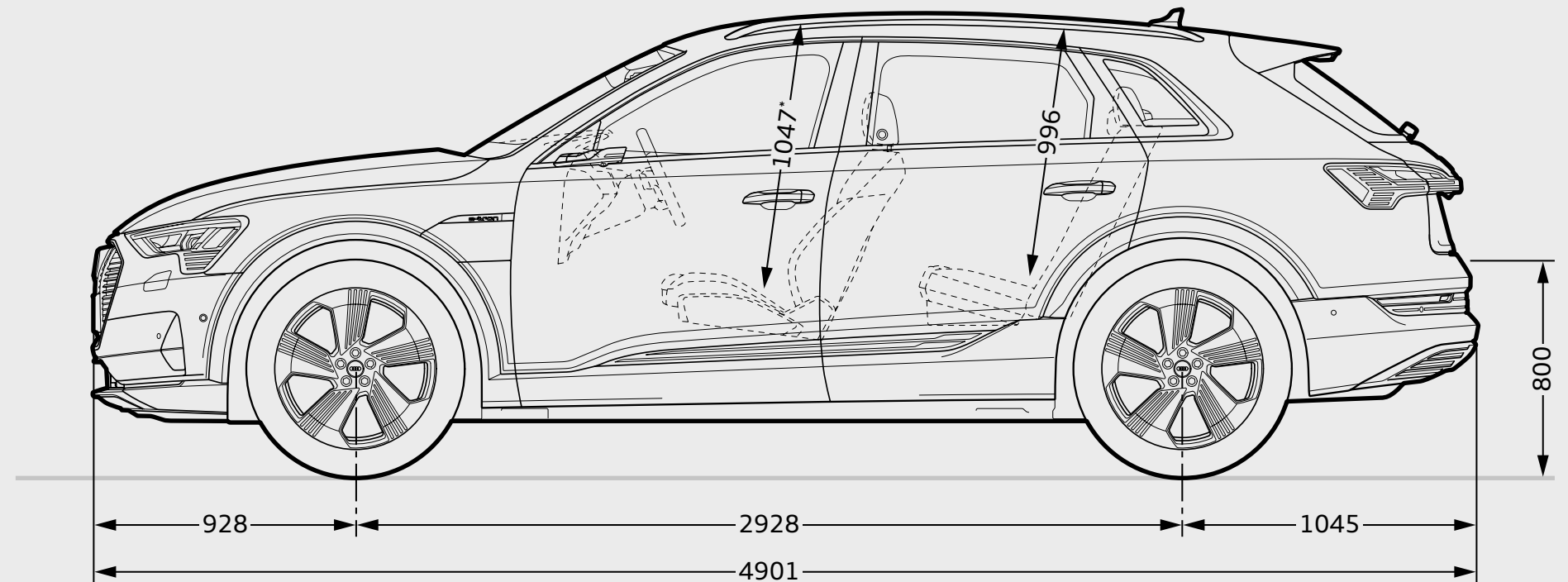
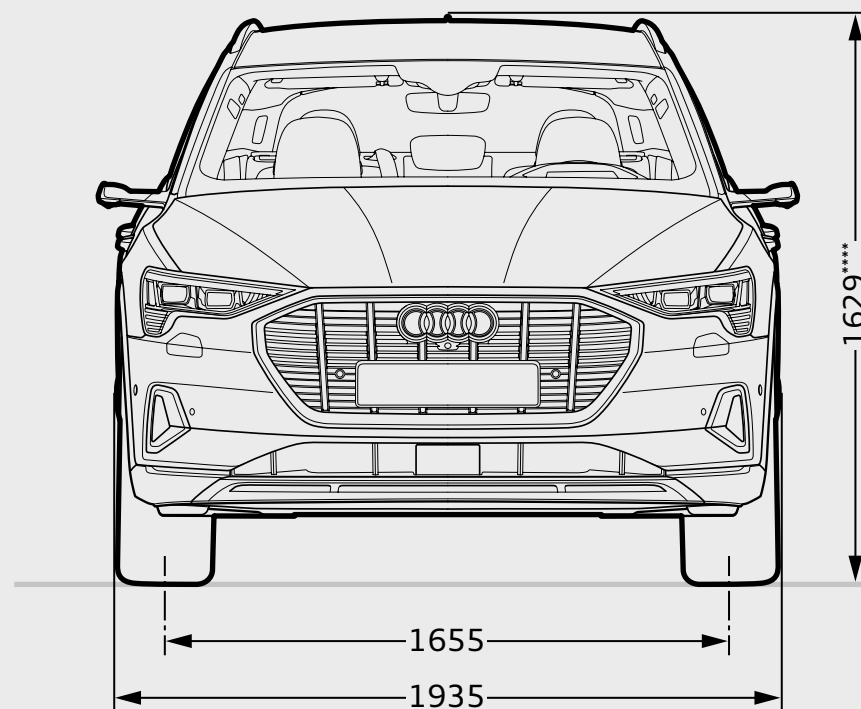
	e-tron 55 quattro	Launch Edition 55 quattro
NEDC equivalent CO2 emissions, ⁵ g/km	0	0
Benefit in kind 2018/2019 tax year (BIK)%	13%	13%
WLTP Fuel consumption, ⁵ mpg (l/100km) Combined	N/A	N/A

¹The given value was obtained in accordance with the specified measurement procedure (the respective current version of the Directive 80/1269/EEC). The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower) and kW. To convert to brake horsepower, divide the PS figure by 1.0139. ²Vehicle's unladen weight without driver calculated in accordance with the current version of Directive (80/1268/EEC). The fitting of additional equipment may increase the vehicle's unladen weight and drag coefficient, whereupon the potential carrying capacity and top speed will be correspondingly reduced. ³The engine's power output always goes down with increasing altitude. At 1,000m above sea level, and for every additional 1,000m, deduct 10% from the weight of the outfit (trailer load limit + gross weight of the towing vehicle). ⁴Highest insurance group rating shown. Group may be lower dependent on trim level. Please visit www.thatcham.org/abigrouprating for details. ⁵These figures were obtained after the battery had been fully charged. The Audi e-tron is a battery electric vehicle requiring mains electricity for charging. There is a new test for fuel consumption, CO2 and electric range figures (known as WLTP). The electric range shown was achieved using the new test procedure. Figures shown are for comparability purposes. Only compare fuel consumption, CO2 and electric range figures with other vehicles tested to the same technical procedures. These figures may not reflect real life driving results, which will depend upon a number of factors including the starting charge of the battery, options fitted, accessories fitted (post-registration), variations in weather, driving styles and vehicle load.

e-tron dimensions

All the measurements you need

See the exact dimensions of the Audi e-tron, so you can check everything – from whether the car fits your garage to whether your luggage fits the boot.



Dimensions in millimetres. Optional equipment may affect dimensions.
Dimensions were measured with vehicle at unladen weight. Turning circle approx. 13.3m.
*Maximum headroom. **Elbow room width. ***Shoulder room width. ****Height including roof aerial.
*****Width including mirrors shown is for virtual door mirrors; width including standard mirrors is 2192mm.
†Measured by the VDA standard test method using 200 x 100 x 50mm blocks.

e-tron model luggage compartment capacity:†
660l (rear seats up) or 1725l (rear seats folded down).

Important information

Welcome to Audi

Audi customer care

Every new Audi includes these reassuring features as standard:

- ▶ 3-year Audi warranty (unlimited mileage in the first 2 years, with a full mechanical and electrical warranty up to 60,000 miles in the third year)
- ▶ A 3-year paint warranty
- ▶ A 12-year anti-corrosion warranty
- ▶ 3-year UK roadside assistance and recovery
- ▶ 3-year accessories warranty on any accessories purchased with your car (2-year warranty if purchased separately from your new Audi)*
- ▶ Battery warranty – 8 years or 100,000 miles

You also have the option when ordering your new car of choosing a 4-year or 5-year Audi warranty. Speak to a member of the sales team for more information.

Warranty terms and conditions apply. Please see www.audi.co.uk/warrantyterms for further details.

Information in this pricelist

We've done all we can to make the prices, specifications, technical details and all other information you see in this pricelist accurate at the time of publication. However, as our products are constantly being updated, we recommend checking the details with your Audi Centre.

We reserve the right to change prices or specification at any time. All prices shown in this guide include VAT which is currently charged at 20%.

Delivery charges and number plates are not included in the Total RRP inc VAT vehicle price.

Delivery charge	£504.99
Number plate	£20.00
VAT	£105.01
Total	£630.00

Recommended On-The-Road (OTR) prices include the delivery and number plate charges above, Road Fund Licence (which may vary depending on model/transmission – see table for details) and first registration fee at £55.00.

The images featured in this pricelist are for illustrative purposes only. They may feature left-hand drive vehicles and include equipment that is not UK specification.

*Excludes Road Angel products.

CO₂ emissions-based Vehicle Excise Duty

Vehicle Excise Duty (Road Fund Licence) is based upon the amount of Carbon Dioxide (CO₂) a vehicle emits, measured in grams per kilometre (g/km). First-year VED rates apply to the first year of ownership. Standard VED rates apply thereafter.

Vehicles registered on or after 1 April 2018

Electric	First year rate	Standard rate^ (second year onwards)
A – 0g/km	£0	£310

Vehicle Excise Duty (VED) rates correct at time of publication, but these may alter to reflect any change in the applicable VED rate.
^Applicable to vehicles with a list price exceeding £40,000 (including factory-installed options, delivery charge, number plates and VAT) will pay £310 for a 5-year period. After the 5-year period, only the standard rate will apply. If the vehicle is below £40,000, the standard rate from the second year for a 5-year period would be £0.

Important information continued

Audi tax-free sales

If you are entitled to purchase a vehicle free of VAT, normally through military or diplomatic privilege, please contact your local Audi Centre for full details. Should you have any difficulty obtaining the information you require, please call 0870 241 5663.

Audi Connect Terms and Conditions

The Audi Connect Online Services (“Connect Services”) are provided by Audi AG, and are included as standard in certain models within the Audi range of vehicles and are also available within some optional packs, such as the Audi Technology Pack. Audi AG is a company within our corporate group.

The Connect Services include:

- ▶ Audi Connect Infotainment Services (“Infotainment Services”); and
- ▶ Audi Connect ‘Safety and Service’ Services (comprising myService and myCarManager) (“Safety and Service”).

Some services require additional activation steps. In order to enjoy these services customers must register, accept the terms and conditions and follow the activation steps instructed on myAudi (please visit <https://login.audi.com>).

Some services also require the download of the myAudi app on a compatible phone or tablet (always check latest phone and software compatibility).

Whilst correct at the time of publication, the content and scope of the Connect Services offered may vary from time to time. Features vary by model. Audi AG may add, change, replace or remove individual services or features at any time during your subscription for the Connect Services.

Enhancements in vehicle technology, information technology and web-based services sometimes require the Connect Services to be adapted and enhanced in line with new forms of technology or changes in user behaviour. In this context, Audi AG reserves the right at any time to enhance, reduce or change the functional scope of the Connect Services in a manner that it considers is reasonable for the customer.

For full details of the specific Connect Services on your vehicle, together with complete and up-to-date terms and conditions for those Connect Services, please visit www.audi.co.uk/connectterms

Audi Connect Infotainment Services

Audi Connect Online Infotainment Services (“Infotainment Services”) are provided via a SIM card embedded in the vehicle.

The Infotainment Services enable access to certain search, social media and other online services provided by third parties. Features vary by model. Permanent availability cannot be guaranteed as this is the responsibility of the relevant third party provider.

Infotainment Services are available only within the range of the selected mobile phone network operated by Audi AG’s chosen mobile phone provider (which may change from time to time) and where there is mobile reception, including an active data connection.

Data is unlimited. There are no additional charges for data roaming within the EU (although availability of these services is limited to certain countries). You will not, however, be able to use the embedded SIM to provide Wi-Fi hotspot services or to tether any other device to the embedded SIM. Should you wish to create a Wi-Fi hotspot we recommend you purchase Wi-Fi data packs via myAudi (link: <https://login.audi.com>). Any Wi-Fi data packs purchased via myAudi will remain with the vehicle upon sale of the vehicle and no refunds will be provided.

If you insert an external SIM card into the card slot (e.g. so as to enable Wi-Fi hotspot services), then all Infotainment Services data connections will be made via this SIM card (and not the Audi embedded SIM card) and all related data costs incurred may be charged to the customer by the provider of the plan associated with the external SIM card.

You may not use the Connect Services and the embedded SIM for any purpose other than the provision or receipt of services in accordance with these terms.

For vehicles which have hazard alert and traffic sign information features, the vehicle sensors will be transmitting information to Audi AG. This information includes, but is not limited to, vehicle location, speed signs, areas where a risk of skidding, breakdown, accident and/or reduced visibility has been identified. The data is transmitted to Audi AG and shared with other Audi vehicles with hazard alert and traffic sign information features. The data is transmitted anonymously and does not identify an individual vehicle. Such data is only held for the purpose of warning drivers of potential road hazards and change of speed signs.

The subscription is activated from the point of vehicle registration. Should you wish to continue to use the Connect Services after your subscription expires, please consult your local Audi Centre for details (including the latest subscription fees). Charges will apply upon renewal.

Important information continued

Audi Connect Safety and Service

Audi Connect Online Safety and Service (“Safety and Service”) is available on certain models and is provided via a SIM card embedded in the vehicle.

Safety and Service features are available only within the range of the selected mobile phone network operated by Audi AG’s chosen mobile phone provider (which may change from time to time) and where there is mobile reception, including an active data connection.

You may not use the Connect Services and the embedded SIM for any purpose other than the provision or receipt of services in accordance with these terms.

Safety and Service comprises:

- 1) myService; and
- 2) myCarManager.

For full details of the features of Safety and Service, please visit www.audi.co.uk/connectterms

MMI Navigation Plus – online map updates and myAudi Special Destinations

The map version delivered with vehicles with MMI Navigation Plus can be updated free of charge for the first 5 updates after vehicle delivery (which are generally issued at intervals of 6 months). The current navigation data can be downloaded from the myAudi platform at www.audi.com/myaudi and embedded in the vehicle via SD card. In conjunction with Audi Connect Infotainment Services, the update can be carried out online in the vehicle (subject to mobile reception and an active data connection). For further navigation updates, it is possible to purchase new navigation data maps from your local Audi Centre at extra cost – please contact them for details.

With myAudi Special Destinations, you can download your favourite POI lists available on the internet (such as favourite restaurants) and have these displayed on your navigation map. In order to enjoy this service, customers must register, accept the terms and conditions and follow the instructions given on myAudi. Please visit <https://login.audi.com/login>

Audi Vorsprung durch Technik

Audi UK
Customer Services
Selectapost 29
Sheffield
S97 3FG
0800 699 888
www.audi.co.uk

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