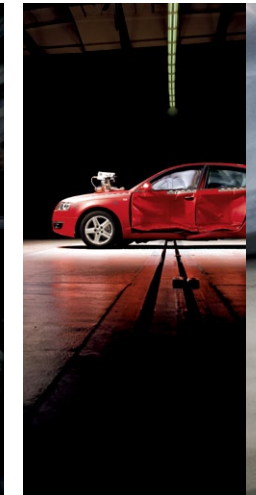
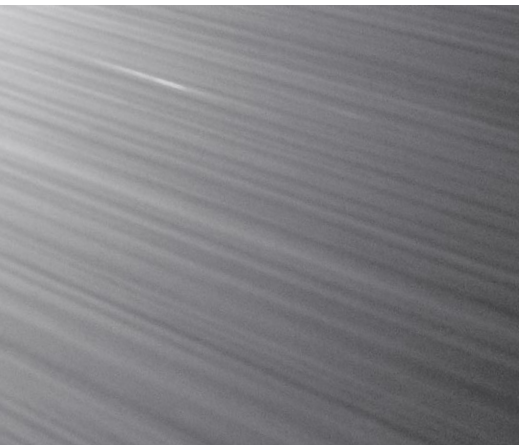




Q5



substance always wins the day



It takes more than hard work, dedication and vision to create the truly exceptional. It takes something intangible. Something you can't quite put your hands on. It's courage, guts, perseverance, passion and fierceness of focus all wrapped into one.

And it's this intangible characteristic that defines all of us at Audi. It's the driving force behind

every pencil line we draw, every calculation we make and every idea we deem not good enough.

It's why every inch and curve and angle has purpose. It's why we test our cars at the highest of speeds for hours on end so they can be driven on any surface and in any condition - rain, shine or white-out blizzard.

It's why substance always wins the day. It's why cutting a corner, even a weld seam in the trunk, would be sacrilegious. And it's why for us scrutiny is so deeply ingrained it's like the very act of breathing.

This is Truth in Engineering. And this is Audi.



Q5 Premium Plus



a badge doesn't define you
it represents you



Contents

▶ 6-19	The Q5 Experience
--------	-------------------

▶ 20	Performance
▶ 22	Safety
▶ 24	MMI®
▶ 26	quattro®
▶ 28	Audi drive select

▶ 30	Q5 Premium Premium Plus
▶ 34	Q5 Prestige Options
▶ 38	Q5 Packages Accessories
▶ 42	Wheels
▶ 46	Interior Colors
▶ 48	Exterior Colors
▶ 51	Specifications Configurations



Q5

express



Q5 Premium Plus

Widely acknowledged as the standard by which all other five-passenger crossovers are measured, the Audi Q5 leads this versatile category in design, luxury and utility. We're not the only ones who think so: *Car and Driver* and *Motor Trend* recently recognized the Q5. *Car and Driver* named it "Best in Test," and

Motor Trend hailed it as the winner in a crossover comparison test*. The Q5 may be a crossover, but its styling is more reminiscent of a coupe, without compromising interior space.

At the front of the Q5, the Singleframe® grille is flanked by the available adaptive, mercury-free

Audi xenon plus headlights with LED daytime running lights. The combination makes for an unmistakable approach.

Walk around to the side of the Q5 and you will notice a sporty and sophisticated profile. From the dramatic wheels set off by the rising edges of the fenders, to the graceful slope of the roof

accented by the striking aluminum roof rails, the Q5 stands apart.

From the rear, the wraparound tailgate blends functionality with style. Made of weight-saving aluminum, opening and closing is effortless. Meanwhile, the integrated LED taillights offer a signature look that others will follow.

* *Car and Driver*, July 2009, and *Motor Trend*, July 2009.





Q5 Prestige



nuance

Achieving a perfect balance between design and luxury as only Audi does, the Q5 delivers a rich and luxurious driving experience.

Going far beyond fulfilling the duties of a crossover, the Q5 offers standard luxury features, such as twelve-way, power-adjustable front seats and three-zone climate control. Stitched leather, specially harvested wood and the luster of polished aluminum create an interior environment that reflects your sense of style.

Just as the fine materials and craftsmanship are classic Audi, so is the interior layout. Preference is given to the driver, with every control, button and gauge conveniently

positioned in the driver-oriented cockpit, while available ventilated front seats ensure comfort no matter how long the journey is.

Passengers in the rear seating area enjoy the same attention to detail and luxury as those in the front seats. The split folding rear seats offer nearly 4" of forward/backward adjustment to allow a perfect balance between rear seat legroom and cargo capacity.

With standard wood inlays honed to tolerances of just 0.2 mm, attention to detail and craftsmanship are indicative of the Q5 interior. When you're surrounded by the finest materials and progressive design, driving is a remarkably indulgent experience.

complete

When inside the Q5, you experience uncompromising, class-leading functionality and technology.

Accessing the rear of the Q5 is easy thanks to the aluminum tailgate with available power function. With the rear seats folded flat, the cargo area is spacious, offering 57.3 cu. ft. of capacity for whatever the day may hold.

Rear seat passengers enjoy reclining leather seats as well as forward and backward adjustments for further cargo carrying customization.

Thoughtful conveniences abound in the Q5, such as storage solutions for your umbrella and groceries in the passenger footwell.

The available thermo cup holder offers the benefit of heating or cooling your beverage.

Since functionality is integral to the Q5, standard roof rails and crossbars, with an available assortment of cargo and storage attachments, offer an additional means of increasing your carrying capacity. When it comes to performance, luxury and utility, the Q5 is the complete package.





Q5 Prestige



choice



With the touch of a button, it's evident that advanced Audi technology is constantly working on your behalf in the Audi Q5.

Exclusive to Audi is the available 3G MMI® operating system. Designed for intuitive operation, the system allows you to customize and control key vehicle features via the control knob with joystick and 7" color screen. The system also integrates a powerful NVIDIA® graphics processor, which displays realistic 3D map graphics at the highest resolution and presentation quality.

Available Audi technology also helps you stay out of harm's way. Audi side assist offers blind spot detection, while the Audi parking system plus with rearview camera enables you to be more aware of your proximity to other objects when parking. Additionally, Audi adaptive headlights light your way around turns with steerable headlights that react to steering wheel inputs. Even your Q5 key offers special benefits. The Audi advanced key locks, unlocks and starts the Q5 without removing the key from your pocket or purse. The key even stores vital service data, such as mileage and vehicle information, which makes service appointments faster and more convenient.

In every way, luxury and technology have been intuitively integrated to create a thoroughly rewarding driving experience.

momentum

Progressive technology, performance and luxury are the foundation of your Q5 experience. Thanks to the legendary performance and superior all-wheel drive traction of quattro®, every rain-soaked and snow-covered road can be handled with confidence. quattro was ahead of its time when it was introduced 30 years ago, and it continues to be ahead of its time today.

Progress also means having the advanced technology of available Audi drive select to tailor the driving characteristics of your Q5 to your preference. The system offers 27 distinct driving configurations, which manage the adaptive suspension, dynamic steering and transmission shift characteristics based on your choice of Auto, Dynamic, Comfort or Individual modes.

Urban or off-road, the Q5 is more than capable virtually anywhere you're willing to venture.





Q5 Premium Plus





Q5 Premium Plus



adept

Accomplished handling defines the Q5 driving experience. quattro® delivers more than all-wheel traction; it creates confidence. With the latest generation of quattro, torque is distributed with a 40:60 split between the front and rear axles. The result is handling that feels more balanced and sportscar-like.

The five-link front suspension and the trapezoidal-link rear suspension offer a ride that is sporty and smooth. The large, ventilated front brake rotors help dissipate heat and work with the solid rear brake rotors to provide confidence-inspiring performance. Put it all together and you're ready to take off and explore.

- 1 quattro offers more than confidence in a variety of weather conditions; it also offers exceptional grip in any corner.
- 2 The aluminum suspension components reduce weight while providing responsive, precise handling.
- 3 Available 20" aluminum alloy wheels with summer performance tires* add a progressive, performance-oriented look to your Q5.
- 4 Ventilated disc brakes allow for consistent stopping power by dissipating heat buildup.
- 5 Servotronic® is speed-dependent power steering. The amount of assist provided is dictated by road speed, with the greatest amount of power assist at lower speeds – such as when parking the Q5 – making it easier to maneuver the car. At higher speeds, the level of power assist is reduced for more precise handling.

* See page 44 for important safety information regarding summer performance tires.



sixth sense

Safety is always at the forefront of Audi thinking and the Q5 is no exception. It integrates a number of the latest and most advanced safety

system technologies available. All of these systems work toward one goal: You and your passenger's safety.

- 1 The Electronic Stabilization Program (ESP®) senses when the roof rail crossbars are in place and instantly alerts ESP to compensate for the vehicle's higher center of gravity.
- 2 The Q5 offers six standard airbags* including front and seat-mounted, side impact airbags for the driver and front seat passenger plus side curtain airbags for front and rear passengers. Rear side airbags are available as an option.
- 3 The brake-disc wiping feature helps keep brakes functioning optimally in wet conditions by gently pulsing the brakes, dissipating excess water.
- 4 Safety belt pre-tensioners are engaged when a collision is detected. Safety belts are retracted, creating a snug fit to help minimize injury.
- 5 Hill descent control is designed to help maintain a safe rate of descent by controlling engine speed and brakes.

* Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age.

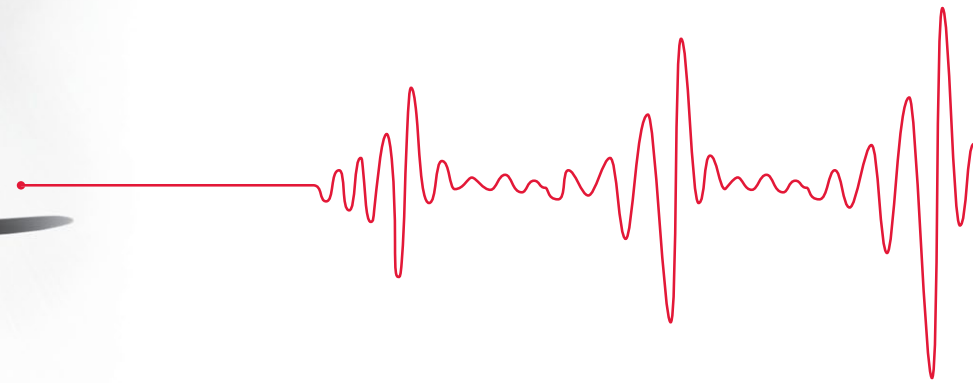




Q5 Premium Plus



performance fueled
by unconventional thinking



FSI®

Audi Fuel Stratified Injection, or FSI®, offers the benefits of increased performance and fuel efficiency. FSI direct injection delivers a precise amount of fuel directly into the engine cylinders, as opposed to the engine intake runners. This advanced process helps ensure a more complete combustion, thereby diminishing waste and increasing power.

Additionally, the specially designed piston heads compress the fuel-air mixture in a spiraling motion, creating the most efficient combustion possible. Making the most of

these technologies allows for greater efficiency in the combustion process.

By combining FSI and forced induction, such as a turbocharger, the 2.0T engine employs a variation of FSI called TFSI®. The principle and benefits are identical. TFSI equipped engines take advantage of significantly higher compression ratios and cylinder pressure, thus fully atomizing fuel and optimizing boost response. The compressor condenses the air flowing into the engine, allowing more air into the cylinder and therefore creating more power from each ignition. A forced induction engine

produces greater power than a similarly sized, normally aspirated engine, significantly improving the engine's power-to-weight ratio. Consequently, Audi is able to use smaller, more efficient engines and achieve similar power and performance results typically found in larger, less-fuel-efficient engines.

The beauty of FSI and TFSI is that they work at any RPM, maximizing efficiency and generating responsive and optimal power during all driving conditions.

Audi Valvelift System

Audi valvelift system helps elevate the performance characteristics of variable valve timing. The result is smooth power buildup, instantaneous throttle response and up to a 7 percent reduction in fuel consumption.

Audi valvelift system intelligently varies the valvelift and duration in response to engine load and power needs. Optimizing air management, Audi valvelift system helps create maximum torque across a broad range of RPM without sacrificing efficiency.

pulse



2.0 liter engine with 1984 cc of displacement

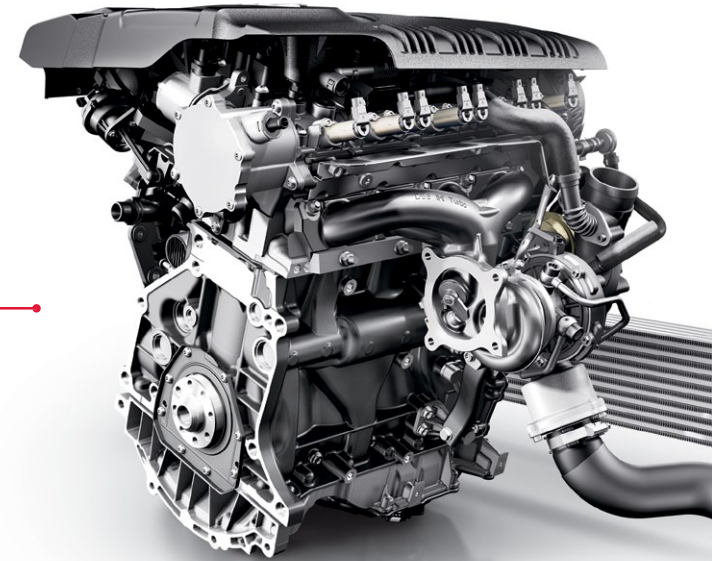
Maximum 211hp @ 4300 RPM

Maximum 258 lb-ft. of torque @ 1500 RPM

Specific power output of 105.5hp per liter of displacement

FSI® direct injection with up to 120 bar of pressure

Compression ratio of 9.6:1



2.0 TFSI®

The Audi 2.0 liter turbocharged DOHC engine was named one of Ward's "10 Best Engines™" for the fifth year in a row as well as "International Engine of the Year™" for the fifth time.

Years ahead of the competition, it combines Audi valvelift system, variable valve timing, TFSI® direct injection and turbocharging for more power and greater efficiency. The 2.0 TFSI was the first engine to combine gasoline direct injection with turbocharging in large-scale production. Producing 211hp and 258 lb-ft. of torque, it has been the engine of choice for more than 1.3 million Audi drivers worldwide.

3.2 FSI®

The Audi 3.2 liter V6 maintains the Audi commitment to performance. Developing 270hp and 243 lb-ft. of torque, the four-valve-per-cylinder, 3.2 liter engine offers silky-smooth, fuel-efficient and responsive performance thanks to the combination of FSI and Audi valvelift system. The use of aluminum for the block and cylinder head makes the 3.2 liter V6 lightweight, resulting in improved handling and even greater efficiency.



confidence

we've got your back, front, sides and top



Audi has always held firm the belief that prevention is the best safety feature of all. And the Audi Q5 offers an abundance of features designed to help keep you out of harm's way. For instance, the Electronic Stabilization Program (ESP*) helps keep the vehicle traveling in its intended direction by utilizing ABS, the traction control of ASR and the electronic brake force distribution of EBD.

Audi has implemented a number of ingenious features to help maximize braking effectiveness. In wet conditions, the brake disc wiping system gently pulses the brakes to help dissipate

water buildup. Keeping the discs as dry as possible helps promote the most effective braking. Additionally, the brake assist system is able to detect an attempt at full braking and apply full stopping power when required. The advantage is that braking distance is significantly reduced.

Inside, the Audi safety systems prepare for the worst once the brake assist system is engaged. The safety belt pre-tensioners are activated for all occupants, and lock the safety belts in place. This is intended to help keep passengers in the safest position in the event of a collision.

When prevention isn't enough, the combination of crumple zones and high-strength steel helps deliver a tremendous level of protection for the driver and passengers. Crumple zones, at the front and rear of the vehicle, are designed to dissipate the energy and force of a collision by deforming upon impact. The high-strength steel used in and around the occupant cell is designed to protect the integrity of the passenger compartment and those within it.

The six standard, second-generation airbags* provide an additional measure of safety. They include front-impact airbags for the driver and passenger and are designed to help protect the

head. Seat-mounted, side-impact airbags for the front seat occupants are designed to help protect the thorax in a collision. And the side-curtain airbags offer front and rear occupants head protection in the event of a side collision or rollover.

Reacting to rear collision forces, the head restraints help cradle the occupant's head in an effort to reduce the likelihood of a whiplash injury.

Everything comes together to reinforce our commitment to all-encompassing safety.



We have 30 years of experience in developing the world's most sophisticated all-wheel drive system. The result is quattro®. It helps maximize traction by automatically adjusting power to each wheel, making the car feel planted – regardless of conditions. Combine ESP and race-bred braking technology, and you'll feel a level of confidence you've never experienced before.

- ▶ The roof rack detection system is directly linked to the ESP control unit. When the crossbars are installed, a signal is sent that adjusts driving dynamic-relevant parameters, accommodating the vehicle's higher center of gravity. When the crossbars are not installed, the ESP program operates normally, allowing for more enthusiastic driving.
- ▶ quattro helps increase your margin of safety by helping you maintain maximum traction in a variety of weather conditions.
- ▶ ESP helps ensure your vehicle maintains the intended direction of travel by continuously adjusting a number of drivetrain variables.
- ▶ Four-wheel disc brakes with brake disc wiping offer optimal braking in all kinds of weather.

*Airbags are supplemental restraints only and will not deploy in all crash circumstances. Always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age. This is a dramatization and does not depict what will happen in an accident. All bags will not inflate in real world accidents and if multiple bags deploy they will be in various stages of inflating/deflating and will never all be inflated at the same time.

connected

customizing nearly every aspect
of your driving experience

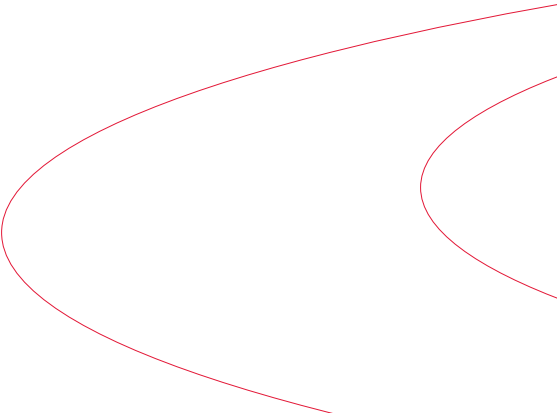
■ Car Setup

The personalization of your vehicle settings can be managed through the MMI® system, enabling you to set your preference for daytime running lights settings, central locking features, the audio system, date and time format, and windshield wiper settings, as well as monitor your service intervals. Individual preferences are all accessed, modified and stored via MMI.

When equipped with Audi drive select, the MMI system enables you to choose your preferred settings for ride comfort and handling.

■ Media

Managing your entertainment options with the MMI system is effortless. With a simple push of a button, MMI allows you to select among the radio tuner, CD/DVD player, AMI or the integrated hard drive. The 40-GB hard drive includes 10-GB of reserved space for your personal music files. For additional music storage capacity, the Audi MMI Navigation plus system also offers two slots that can each accommodate 32-GB SD cards. Using the control knob, the media source menu and music options are easily viewed on the high-resolution MMI screen. Once a selection is made, the track name is displayed.



The easy-to-use MMI® (Multi Media Interface) operating system allows you to access various vehicle systems, such as navigation, radio, telephone, voice activation and car setup, to optimize your driving experience. Two major components make the system intuitive.

First, the MMI control knob with integrated joystick, located near the shift lever, allows you to navigate various system functions easily

without diverting your eyes from the road. Secondly, voice control offers an additional method to interface with the MMI system. By simply speaking the desired command, the system recognizes the driver's instructions. In both cases, system inputs, selections and options are displayed on the high-resolution MMI screen.

Audi was the first manufacturer to use an automotive-grade NVIDIA® chip in the navigation

system that offers high-quality on-screen graphics. The result is smooth, zoom-in and zoom-out functionality and crisp, 3D graphics of buildings and topography for easier navigation.

At its core, the MMI system has a central media and communications computer that controls the navigation functions, the Bluetooth® mobile phone preparation, voice control, and media with integral DVD drive and a 40-GB hard drive.

When equipped with the Audi music interface (AMI), an iPod® and other mobile media players can be accessed via the MMI system for easy music selection.

From music to navigation and more, the MMI system is your pathway to truly personalizing your driving experience.



Radio

In addition to offering analog, HD Radio™ Technology and SIRIUS® Satellite Radio tuning, MMI allows you to tune the receiver by scrolling through your preset radio stations; adjust the audio settings, and customize the listening experience by tailoring the speaker output. You can also preview what's playing on SIRIUS Satellite Radio stations without changing the station you're currently listening to.

Voice Control

Building on the convenience of the MMI system, voice control allows you to operate the main functions, such as telephone and directory, with voice commands. The navigation system is also voice-enabled, allowing for town and street names to be spoken as a navigation destination without having to spell them out letter by letter. The same capability exists for the telephone feature.

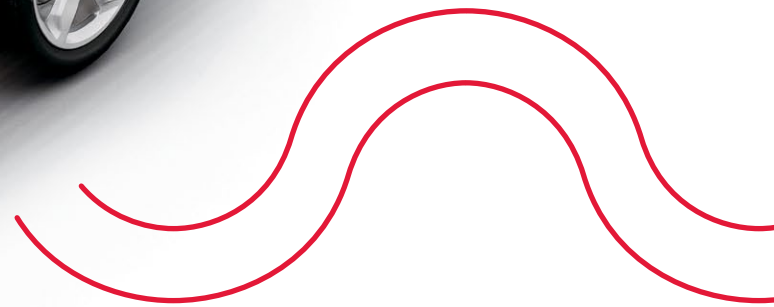
Telephone

The MMI system offers integrated Bluetooth technology to support more than one Bluetooth-compatible mobile phone. The system allows the driver or passengers to seamlessly switch among the supported phones and their listings as well as the contacts stored in the MMI system.

3D Navigation

The map displayed on the MMI screen is shown in a three-dimensional topographical format. For added convenience, a large number of cities are displayed in a detailed, three-dimensional format, visually articulating building and road specifics for easier readability.





awe

get ready, this is where
it becomes visceral



The concept is ingenious, the solution brilliant. Often imitated, nothing drives like quattro®, the world's most innovative all-wheel drive system. It's a technology that we've been developing for 30 years. And the competition? They're just now beginning to realize what we've known for three decades.

For you, quattro means unmatched traction and confidence in less-than-ideal driving conditions and unequaled performance all other times.

Permanent all-wheel drive systems are not created equal. And they certainly don't perform that way either. quattro is essentially a mechanical system devised around a torque-sensing self-locking center differential that shifts torque instantaneously to where it's needed. This means quattro is adjusting power between front and rear axles more than 100 times a second, ensuring torque is delivered to the wheels where traction exists.

In normal driving situations, quattro distributes the power between each axle by sending 40 percent to the front wheels and 60 percent to the rear wheels, enhancing the driving dynamics while maintaining optimum control. Constantly assessing grip, quattro ensures the best possible combination of traction and handling, regardless of the road conditions.

What you experience behind the wheel is confidence-inspiring handling. Curves are relished. Rain and snow are greeted with relative indifference. And every drive is an experience in performance bliss.



With 27 available vehicle handling and performance combinations, Audi drive select is another example of Audi progressive technology.

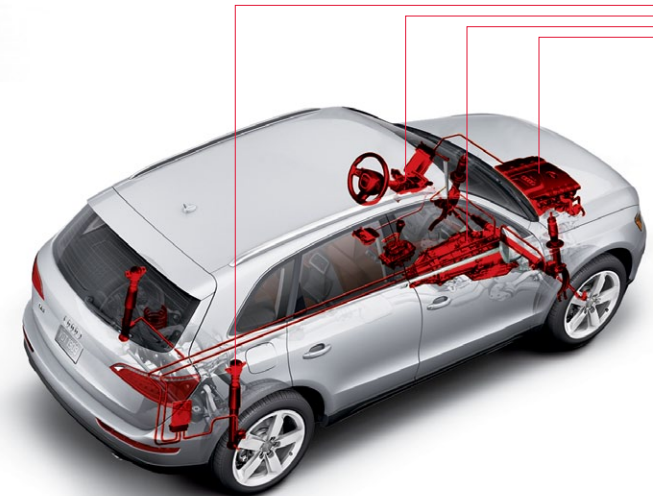
Whether you prefer the smooth, luxurious ride of Comfort mode or the more direct and firmer responses of Dynamic mode, Audi drive select allows you to tailor the vehicle to your liking. With the simple press of a button, one of the three preset configurations can be selected. Choose Comfort, Auto or Dynamic mode, and Audi drive select manages the adaptive suspension, dynamic steering, transmission shift characteristics and throttle response.

Comfort mode creates a more pliant ride by reducing the stiffness of the suspension, adjusting the throttle for smoother off-the-line acceleration and promoting earlier transmission upshifts while reducing steering resistance. Comfort mode is ideal for casual in-town driving, poor road surfaces or anytime the driver desires a more relaxed and comfortable ride.

By selecting Dynamic mode, Audi drive select accommodates more spirited driving by allowing later transmission upshifts at higher RPMs, thereby capitalizing on the available engine power. Dynamic mode also stiffens the suspension, tightens the steering and makes the engine's throttle response more crisp. All of this adds up to a more visceral driving experience that will have you looking for the next sweeping bend in the road.

In Auto mode, Audi drive select adapts the vehicle dynamics according to driver inputs. In normal, around-town driving, the system behaves similar to how it does in Comfort mode, offering a comfortable and pliant experience. When the road opens up and the driving gets exciting, Audi drive select stiffens the suspension, tightens the steering and allows for upshifts to happen at higher RPMs. Auto mode is ideal for all-around driving and when there's a mixture of driving environments.

Adding to the versatility of Audi drive select, the Individual mode allows for personalized settings for throttle response, transmission shift characteristics, suspension and steering dynamics. Setting up the variables is intuitive and simple via the MMI® system. With the Individual mode managing 27 personalized variations, you can configure the vehicle's driving dynamics according to your precise preferences.



versatile

your Audi, your way



Engine

Audi drive select adjusts the engine's throttle response to ensure acceleration is smooth in Comfort mode, spirited in Dynamic mode and senses your driving style in Auto mode, responding and adjusting accordingly.

Transmission

Similar to altering the acceleration characteristics, Audi drive select adjusts the shift points of the transmission according to the mode selected. In Dynamic mode, Audi drive select allows the transmission to upshift later, accessing the increase in horsepower at higher RPM. In Comfort mode, Audi drive select programs the transmission to shift earlier at lower RPM, resulting in a more luxurious driving experience.

Suspension

Pliant and smooth or firm and precise? Depending on the chosen Audi drive select mode, the suspension responds as desired. Thanks to a unique algorithm for each mode, the response to road imperfections, speed, cornering and overall suspension travel is tailored individually for the Comfort, Auto and Dynamic settings.

Servotronic® Steering

Servotronic® is speed-dependent power steering in which the amount of power assist provided is dictated by road speed, providing even more comfort and convenience for the driver. The amount of power assist is greatest at low speeds, making it easier to maneuver the car. At higher speeds, an electronic-sensing system gradually reduces the level of power assist, creating a more dynamic steering sensation. Audi drive select enhances Servotronic steering by also varying the steering ratio according to vehicle speed. Therefore, during in-town driving, the steering is light and direct, but firmer and more precise at higher speeds.

Q5 2.0T Premium



Q5 2.0T Premium

- ¹ **Wood decorative inlays** | The genuine wood decorative inlays in the dash, center console and door panels underscore the refined touch of luxury to the vehicle's interior.
- ² **Leather seating surfaces** | High-quality leather complements the vehicle seat design while enhancing the overall interior style.
- ³ **LED taillights** | LED lights are superior to conventional bulbs, thanks to faster activation speeds. In addition, they can last an entire vehicle lifetime and consume up to 50 percent less energy while adding a signature look to your Audi.
- ⁴ **Power-adjustable, heated exterior mirrors with integrated LED turn signals** | Powerful and efficient LED turn indicator lamps are artfully incorporated into the sculpted mirror housing, complementing the modern and fluid design of the vehicle. The exterior mirrors are electronically adjustable and heated to help prevent fogging.
- ⁵ **18" ten-spoke V design wheels with 235/60 all-season tires** | The refined 18" wheels add a luxurious look, while the all-season tires offer year-round performance.
- ⁶ **Three-zone automatic climate control** | The driver, front passenger and rear passenger can select and control their desired level of heating or cooling via the center console.
- ⁷ **Rain/light sensor** | As an enhanced level of convenience and safety, an embedded sensor detects the level of light and automatically turns on the headlights if needed. The rain sensor offers the same convenience in wet conditions by automatically adjusting the rate of the wiper sweep to the rainfall.
- ⁸ **Twelve-way power front seats with lumbar support** | The power front seats allow the driver and passenger to electronically adjust the seats' forward/backward position, height, angle of seat cushion, seatback and lumbar support.
- ⁹ **Audi concert radio with SIRIUS® Satellite Radio** | This stereo system integrates 180 watts of power, MP3 capability, a CD player, an SD card slot and auxiliary input for easy access to a variety of music devices. Aside from exceptional sound quality, the system also features the Radio Data System (RDS), which displays several types of FM radio information as well as commercial-free music, talk and more. Includes a free three-month trial subscription to the SIRIUS® Satellite Radio network.

Features listed are standard on the 2.0T Premium model unless otherwise noted.

+ FEATURE NOT SHOWN

Q5 2.0T | 3.2 Premium Plus



Q5 2.0T Premium



Q5 2.0T | 3.2 Premium Plus

6 Panorama sunroof | The two-panel Panorama sunroof produces a unique, light-filled driving experience. The rear panel is fixed, while the front can be tilted and opened. The mesh wind deflector provides excellent aero acoustics while the large two-piece panorama sunroof offers an unobstructed view overhead. When you want less light, a power sunshade is available to help dim the cabin.

7 Audi xenon plus headlights with LED daytime running lights | The signature LED daytime running lights and high-intensity headlights not only add a distinct look to the vehicle, they also help improve visibility while using half of the energy of conventional bulbs.

8 S line® exterior | Standard on the Q5 3.2, the S line® exterior features S line badging, the iconic Audi Singleframe® grille with vertical chrome accents, S line specific front and rear bumpers, S line interior doorsills and retractable, high-pressure headlight washers. [3.2 only]

9 19" five-arm wheels with 235/55 all-season tires | The sophisticated 19" wheels with all-season tires offer year-round performance. [Standard on 3.2, optional on 2.0T]

+ Power tailgate | The tailgate conveniently opens and closes with the touch of a button. The desired opening height can be programmed to your preference.

+ Audi music interface | This connective technology offers intelligent integration with the iPod® and the iPhone®. Any iPod Generation 4 and higher may be connected through the glove box, providing full iPod controls on the MMI® screen. This feature allows connection of a USB flash drive or a conventional auxiliary audio input as well.

+ Auto-dimming interior mirror with compass and heated, power-folding auto-dimming exterior mirrors | The rearview mirror with compass and exterior mirrors recognize bright beams behind the car and darken the mirror automatically. In addition to being electronically adjustable, the power-folding exterior mirrors feature helps protect the mirrors by collapsing them inward to fit in tight spaces. Exterior mirrors are heated to help prevent fogging.

+ Heated, twelve-way, power front seats with driver memory | The six-level heated, twelve-way, power front seats, including four-way lumbar support, allow the driver and passenger to electronically adjust the seats' forward/backward position, height, and angle of seat cushion and seatback. Driver memory stores two settings.

+ Bluetooth® mobile phone preparation | The advanced technology of the Audi Q5 allows you to conveniently access your Bluetooth®-enabled phone's features via the MMI operating system, allowing for easy, intuitive, hands-free communication. For specific compatibility and operation instructions, refer to audiusa.com/bluetooth or contact your local Audi dealer for the latest listing of compatible phones.

+ HomeLink® | HomeLink® is integrated into the overhead controls and uses a simple three-button system to control garage doors, gates and even lights in your home.

Features listed are standard on the Premium Plus model unless otherwise noted.

+ FEATURE NOT SHOWN



Q5 3.2 Prestige

1



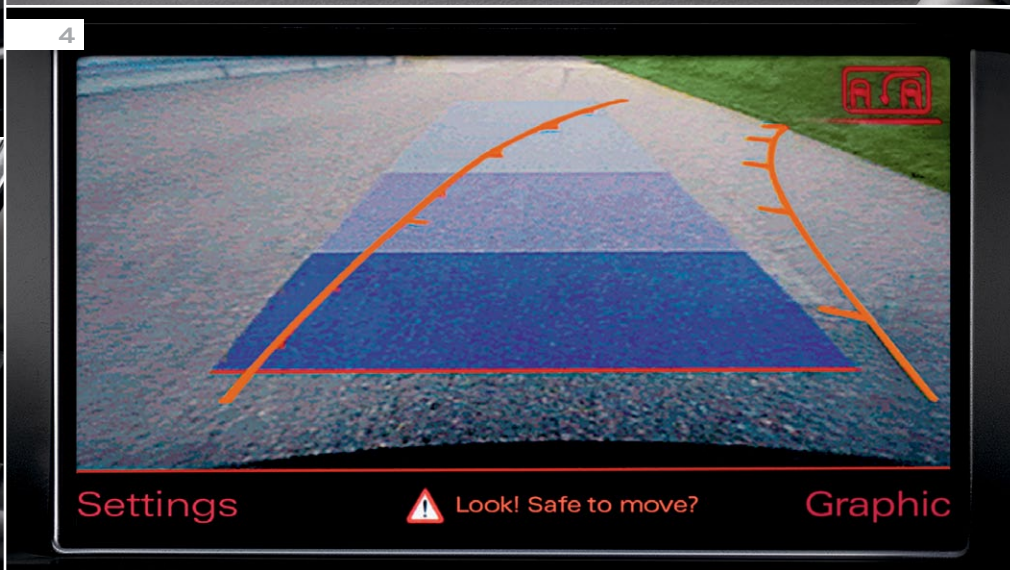
2



3



4



Q5 3.2 Prestige

Q5 Options

Audi MMI® Navigation plus | Audi MMI® Navigation plus features a 7" full-color LCD screen and MMI control logic. The Q5 comes equipped with the latest generation of MMI, powered by a 40-GB hard drive and an NVIDIA® processor to enhance graphics. This generation MMI offers a color driver information system, real-time traffic, 3D topography graphics that include the buildings in many cities and the crystal clear digital AM and FM sound of HD Radio™ Technology with over 1,000 new stations. Also included is voice control for navigation and telephone functions.

Audi advanced key | With this advanced keyless entry system, your vehicle can be locked or unlocked and started without removing the key from a pocket or purse. When the key is present, doors can be unlocked, the steering wheel can be released and the vehicle can be turned on without inserting the key into the ignition.

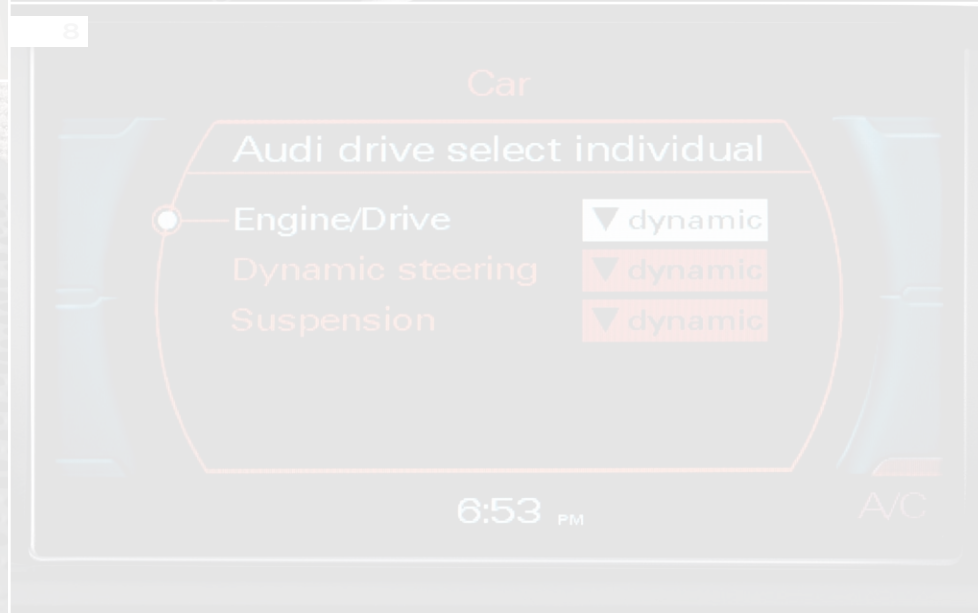
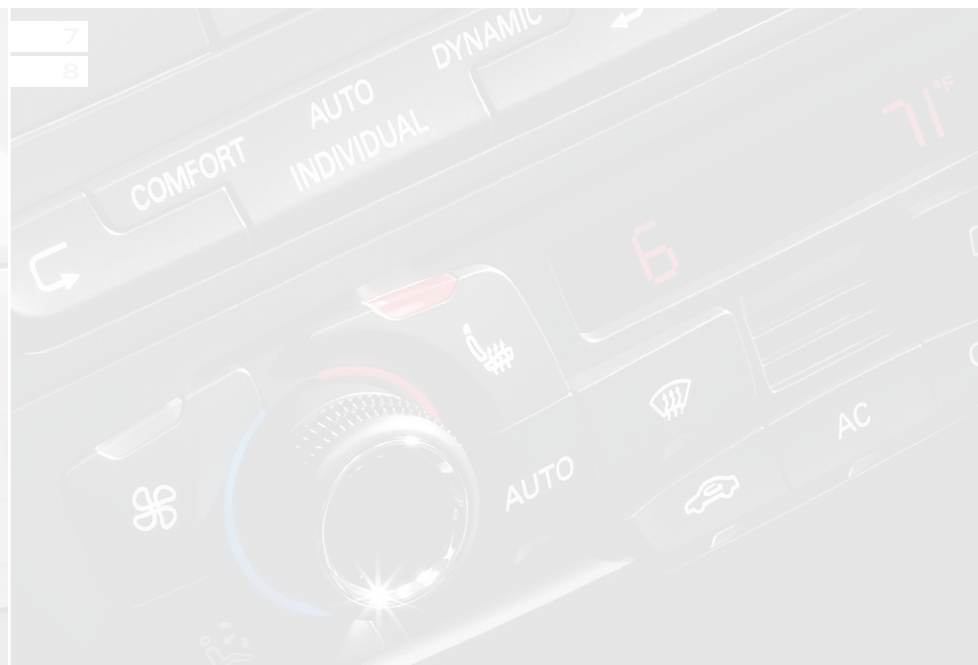
Audi side assist | Active at speeds over 19 MPH, Audi side assist helps monitor blind spots and fast-approaching vehicles at a range of 150 ft. When a vehicle is present within the monitored area, the system warns you via LED lights in the exterior mirrors.

Audi parking system plus | This safety-enhancing system integrates a rearview camera for real-time viewing of the rear parking area while front and rear ultrasonic parking sensors measure the distance to the nearest object and audibly warn you when the distance becomes unsafe.

Audi adaptive lights | Utilizing input from the steering wheel and speed of the vehicle, Audi adaptive headlights pivot up to 15 degrees to allow you to see ahead in the dark by lighting up corners more effectively.

Bang & Olufsen® Sound System | The 14 speakers and 505 digitally amplified watts with surround sound reproduction fill the interior of the vehicle with crisp, premium sound. Microphone-based noise compensation ensures optimum sound under varying road conditions and speeds.

Thermo cup holder | The specially designed thermo heated/cooled cup holder helps maintain the desired temperature of your beverage.



Features listed are standard on the 3.2 Prestige model unless otherwise noted.

+ FEATURE NOT SHOWN

Q5 3.2 Prestige



Q5 Options

5 **Panorama sunroof** | The two-panel Panorama sunroof produces a unique, light-filled driving experience. The rear panel is fixed, while the front can be tilted and opened. The mesh wind deflector provides excellent aero acoustics while the large two-piece Panorama sunroof offers an unobstructed view overhead. When you want less light, a power sunshade is available to help dim the cabin. [Premium only]

6 **Bang & Olufsen® Sound System** | The 14 speakers and 505 digitally amplified watts with surround sound reproduction fill the interior of the vehicle with crisp, premium sound. Microphone-based noise compensation ensures optimum sound under varying road conditions and speeds. [Premium Plus only]

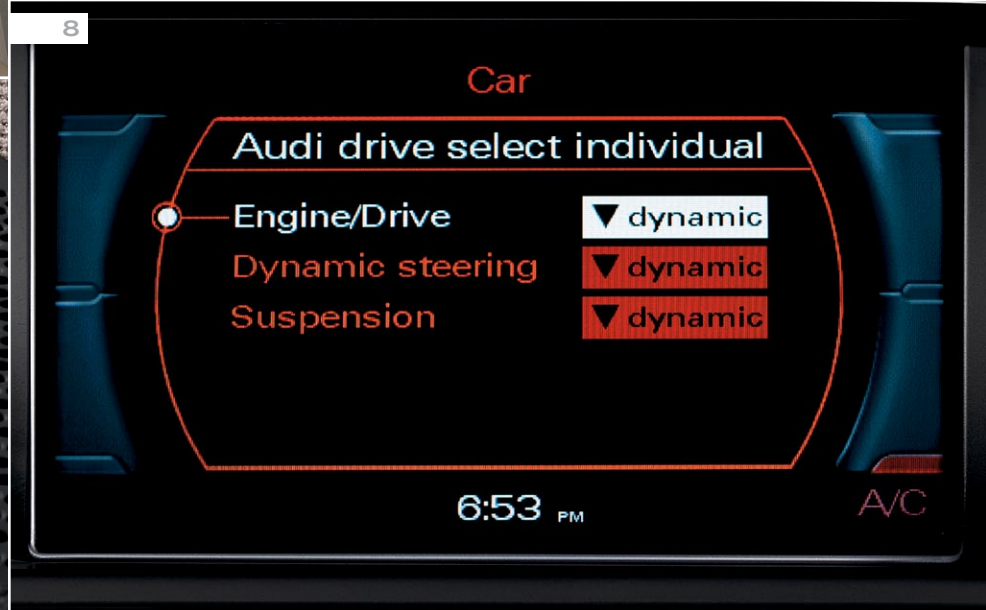
7 **Heated front seats** | With a convenient touch of a button, the multilevel seat-heating system warms the entire surface of the seat. [Premium only]

8 **Audi drive select** | Exclusive to Audi, this system provides advanced control of the vehicle's adaptive suspension, dynamic steering, transmission shift characteristics and engine response. The system offers 27 distinct driving configurations, where drivers can configure vehicle drive characteristics exactly to their liking with the choice of Comfort, Auto, Dynamic or Individual settings. [Prestige only]

9 **Audi music interface** | This connective technology offers intelligent integration with the iPod® and the iPhone®. Any iPod Generation 4 and higher may be connected through the glove box, providing full iPod controls on the MMI® screen. This feature allows connection of a USB flash drive or a conventional auxiliary audio input as well. [Premium only]

10 **Audi adaptive cruise control with Audi braking guard** | This system enhances conventional cruise control by monitoring the distance to the vehicle ahead via radar sensors. The system automatically reduces or resumes speed to maintain the safe distance selected by the driver. [Prestige only]

11 **Natural Fine Grain Ash wood inlay with matte finish** | The Natural Fine Grain Ash wood inlays in the dash, center console and door panels enhance the already sophisticated interior. [3.2 only]



Q5 Packages



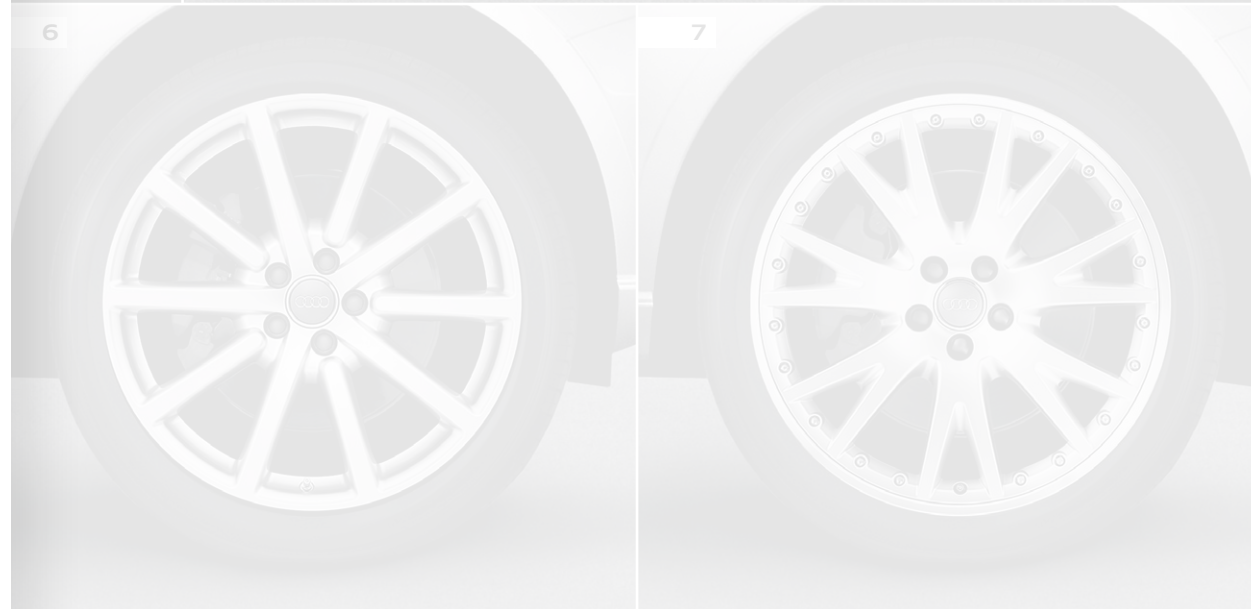
Q5 Packages

¹ **S line® Package** | Adding to the already remarkable look of your Audi Q5, this package includes 20" S line® five-tri-spoke wheels or the optional 20" S line ten-spoke chrome wheels, both equipped with 255/45 summer performance tires: Inside, the Brushed Aluminum decorative inlays extend across the center console, doors and dashboard, and when matched with the unique black headliner, add a sleek look to the vehicle. Exclusive S line touches continue throughout the interior with a perforated-leather-wrapped, three-spoke, multifunction steering wheel with shift paddles and shift knob. [3.2 only]

² **Audi MMI® Navigation plus Package** | Audi MMI® Navigation plus Package features a 7" full-color LCD screen and MMI control logic. The Q5 comes equipped with the latest generation of MMI, powered by a 40-GB hard drive and an NVIDIA® processor to enhance graphics. This generation MMI offers HD Radio™ Technology and a color driver information system, real-time traffic and 3D topography graphics that include the buildings in many cities. Audi MMI Navigation plus is also equipped with two SD card slots for your MP3 music, voice control for navigation and telephone functions, as well as Audi parking system plus with rearview camera, front and rear parking sensors. [Premium Plus only]

⁴ **Luxury Package** | This option includes a leather instrument panel top and door armrests, as well as ventilated Milano leather front seats to help ensure luxurious comfort and surroundings at all times. [Prestige only]

Q5 Accessories



* See page 44 for important safety information regarding summer performance tires.

Q5 Packages



Q5 Accessories

³ Luggage basket | This attachment forms a basket to hold luggage securely in place. [Must be used in combination with the base carrier bars, which are sold separately]

⁴ Umbrella case | This umbrella holder conveniently stores a pocket umbrella and is easily accessible. Fits on the passenger side of the center console.

⁵ Running boards | These stainless steel running boards make a strong style statement and also make it easier to step in and out of your Audi Q5. Rubber pads help reduce the risk of slipping.

⁶ 20" ten-spoke wheels | These alloy wheels feature a stunning Polished Silver color alongside their bold, aggressive design. These wheels are specially engineered to meet the strict tolerances of every Audi wheel.

⁷ 20" seven-V-spoke wheels | These alloy wheels feature a sporty, distinctive design. These wheels are specially engineered to meet the strict tolerances of every Audi wheel.

^{*} 20" ten-spoke Anthracite wheels | These alloy wheels feature high-gloss Silver spokes and Anthracite rim interiors for an eye-catching design. These wheels are specially engineered to meet the strict tolerances of every Audi wheel.

^{*} Ski and snowboard racks | These racks are held securely in place by rubber-cushioned aluminum bars. Our smaller standard attachment holds up to two snowboards or four skis. A larger deluxe attachment holds up to four snowboards or six skis. [Must be used in combination with the base carrier bars, which are sold separately]

^{*} Rear partitions | There are two partition options that allow you to divide the cargo area for maximum flexibility. A partition that runs behind the front seats and a longitudinal partition are available. Sold separately.

^{*} Splash guards | Protect the finish of your Audi Q5 with custom-fitted front and rear splash guards. Made of long-life, crack-resistant rubber.

^{*} Accessory case | This case helps keep the vehicle neat and organized by providing storage for small, loose items. Fits on the passenger side of the center console.

^{*} Towing hitch | This towing kit is designed specifically for the Audi Q5. The maximum load carrying capacity is 4400 lbs.

^{*} Premium textile floor mats | These precision-fit mats are made of long-life fabric to help protect the interior of your Audi Q5 from the elements. Skid-resistant. Available in black. Set of four mats.

^{*} Rubber floor mats | These trim-profile, embossed rubber mats help extend the life of your carpet by providing all-around protection from dirt and debris. Available in black, in sets of two, for the front and the rear.

+ FEATURE NOT SHOWN



Q5 Wheels

1



2



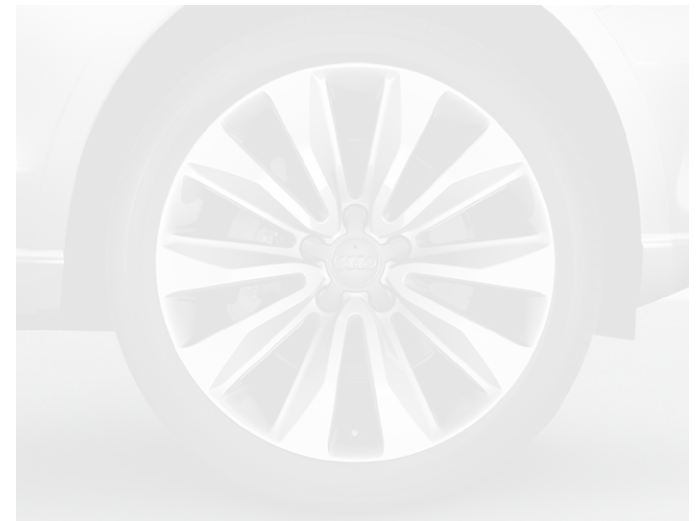
Q5 Wheels

¹ **18" ten-spoke V design wheels with 235/60 all-season tires** | The refined 18" wheels add a luxurious feel, while the all-season tires offer year-round performance. [2.0T Premium, 2.0T Premium Plus]

² **19" five-arm wheels with 235/55 all-season tires** | Striking and dynamic, these 19" wheels underscore the sculpted contours of the Q5 and come equipped with all-season tires. [Standard on 3.2 Premium Plus and 3.2 Prestige, Optional on 2.0T Premium Plus]



Q5 Wheels



Q5 Wheels

1



2



Q5 Wheels

³ **20" S line® five-tri-spoke wheels with 255/45 summer performance tires*** | The 20" S line® wheels offer an aggressive look while the summer performance tires provide enhanced handling performance. [Option on S line Package only]

⁴ **20" S line ten-spoke chrome wheels with 255/45 summer performance tires*** | The stylish 20" S line chrome wheels offer sophistication and superior handling with summer performance tires. [Option on 3.2 only]

* Summer performance tires are designed for optimum performance and handling in warm climates. They are not suitable for cold, snowy or icy weather conditions. If you drive under those circumstances, you should equip your vehicle with all-season or winter tires, which offer better traction under those conditions. We suggest you use the recommended winter or all-season tires specified for your car or their equivalent. These summer performance tires also have a lower aspect ratio that aids performance and handling. However, in order to avoid tire, rim or vehicle damage, it is important that the inflation pressure is regularly checked and maintained at recommended levels. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces, or upon encountering road debris or obstacles. Please also remember in making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than other choices. Finally, these tires may wear more quickly than other choices. For more information on all of these topics, please consult the owner's manual, your local dealer or call 1-800-FOR-AUDI.

3



4



Q5 Interior Seating | Decorative Inlay

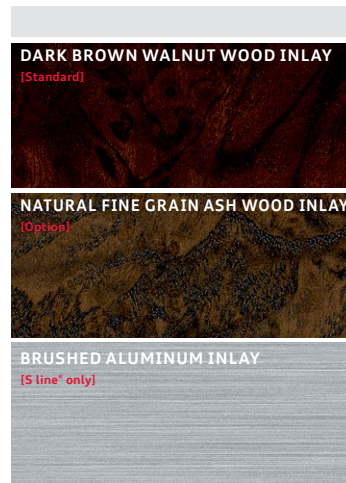
CINNAMON BROWN LEATHER | DARK BROWN WALNUT WOOD INLAY



CARDAMOM BEIGE LEATHER | DARK BROWN WALNUT WOOD INLAY



DECORATIVE INLAY OPTIONS



* Optional inlay shown

LIGHT GRAY LEATHER | NATURAL FINE GRAIN ASH WOOD INLAY*



BLACK LEATHER | BRUSHED ALUMINUM INLAY [S line® only]



Q5 Make yours.



Q5 Quartz Gray METALLIC*



Q5 Deep Sea Blue PEARL EFFECT*



- 1 | Cinnamon Brown
- 2 | Cardamom Beige
- 3 | Light Gray
- 4 | Black

* Additional charge



Q5 Meteor Gray PEARL EFFECT*



Q5 Teak Brown METALLIC*



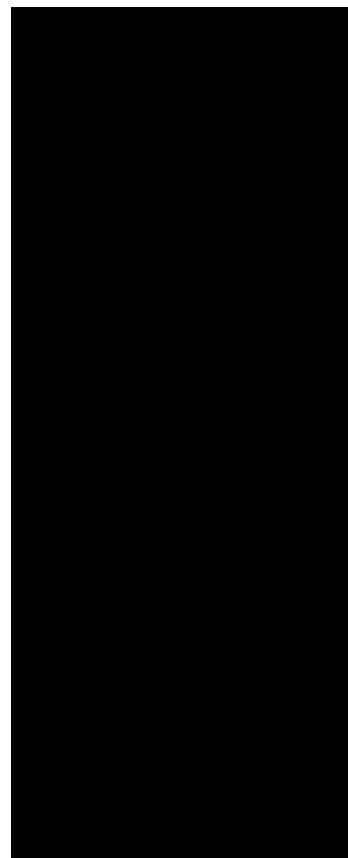
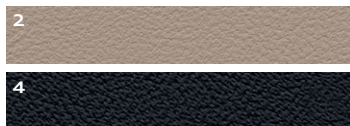
Q5 Ice Silver METALLIC*



Q5 Ibis White



Q5 Brilliant Black





Q5 Premium Plus

Q5 Specifications | Configurations

Chassis Technical	Q5 2.0T	Q5 3.2
Five-link front suspension with upper and lower control arms and stabilizer bar	S	S
Independent trapezoidal-link rear suspension with rigid subframe and stabilizer bar	S	S
Servotronic® speed-sensitive power steering – varies assistance based on vehicle speed	S	S
quattro® permanent all-wheel drive system utilizing torque-sensing center differential – 40:60 rear-biased torque split	S	S
Eight-speed Tiptronic® automatic transmission with sport and manual shift programs	S	-
Six-speed Tiptronic automatic transmission with sport and manual shift programs	-	S
Trailer hitch preparation with 4400 lbs. maximum towing capacity	S	S
Fully galvanized steel unibody with multistep anti-corrosion protection – aluminum hood and tailgate	S	S

Safety Security	Q5 2.0T	Q5 3.2
Driver and front passenger advanced dual-stage airbag ¹ supplemental restraints	S	S
Driver and front passenger seat-mounted side thorax airbag ¹ supplemental restraints	S	S
Rear side airbags ¹ for outboard seating positions	0	0
Sideguard® head curtain airbags ¹ with rollover sensor for both rows of outboard seating positions	S	S
Front passenger occupant detection for airbag ¹ supplemental restraints	S	S
Front three-point safety belts with automatic pre-tensioning and force limiters; height adjustable for front seating positions	S	S
Rear three-point safety belts with automatic pre-tensioning for outboard seating positions	S	S
Safety belt reminder for driver and front passenger	S	S
Lower Anchors and Tethers for CHildren (LATCH) in rear seats	S	S
Pinch protection for passenger compartment windows	S	S
Central locking system with selective unlock feature	S	S
Impact protection – including reinforced high-strength steel/aluminum crossmembers, reinforced bumpers and rigid occupant cell	S	S
Tire pressure monitoring system	S	S
Electronic Stabilization Program (ESP®) with rollover mitigation and crossbar detection system	S	S
Anti-lock Brake System (ABS) with Electronic Brake-pressure Distribution (EBD)	S	S
Electronic Differential Lock (EDL)	S	S
Anti-Slip Regulation (ASR)	S	S
Electronic Parking Brake (EPB)	S	S
Audi hill descent control	S	S
Reflectors in rear of all doors	S	S
Anti-theft vehicle alarm system with immobilizer	S	S

0	Option	S	Standard
---	--------	---	----------

The table above represents the standard equipment on the 2.0T Premium model and the 3.2 Premium Plus model. Many popular options are combined and available on the 2.0T Premium Plus and 3.2 Prestige models. Please see the package contents in this brochure for complete details.

Exterior	Q5 2.0T	Q5 3.2
Singleframe* grille with choice of front license plate holder or filler panel with two chrome strips	S	S
S line* exterior [3.2 only]	-	S
LED turn signals in mirror housings	S	S
Chrome trim around exterior windows	S	S
Aluminum roofrails with crossbars	S	S
Stainless steel trunk edge trim and doorsills	O	S
Dual exhaust pipes, one left, one right	S	S
Halogen headlights with integrated high and low beams	S	-
Audi xenon plus headlights with automatic self-leveling and integrated LED daytime running lights	O	S
Audi adaptive headlights	-	O
Headlight washers	-	S
Full LED taillights [including brake, directional and running lights]	S	S
Front and rear foglights	S	S
Heated windshield wiper nozzles	S	S
Power-adjustable heated side mirrors	S	S
Power-folding, auto-dimming and heated exterior mirrors with memory function	O	S
Privacy glass	S	S
Power tailgate	O	S
Interior	Q5 2.0T	Q5 3.2
Leather-wrapped, four-spoke, multifunction steering wheel with controls for audio volume, Bluetooth* phone and audio seek functions	S	S
Leather-wrapped, three-spoke, multifunction, sport steering wheel with shift paddles and controls for audio volume, Bluetooth* phone and audio seek functions	-	O
Backlit instrument cluster with brightness control	S	S
Interior lights in overhead console with front map lights	S	S
Red ambient LED lighting in headliner for front center console illumination	S	S
Front and rear floor mats	S	S
Genuine wood decorative inlays [Dark Brown Walnut]	S	S
Brushed Aluminum decorative inlays	-	O
Tilt and telescopic manually adjustable steering column	S	S
Folding front center armrest with adjustable height	S	S
Storage nets in backs of front seats	S	S
Dual front sun visors with lighted vanity mirror for driver and front passenger	S	S
Interior trunk release on driver's door	S	S
Leather seating surfaces	S	S
Ventilated front seats	-	O
Twelve-way power front seats with four-way power lumbar adjustment	S	S

Interior <small>[CONTINUED]</small>	Q5 2.0T	Q5 3.2
Memory for driver seat adjustment and exterior mirrors	O	S
Six-step heated front seats	O	S
Second-row bench seat, 40/20/40 split with load through, sliding and reclining	S	S
Panorama sunroof [two-panel, with power sunshade]	O	S
Three-zone automatic climate control	S	S
Electric rear window defogger with automatic timed shut-off feature	S	S
Power windows with one-touch up/down operation and pinch protection	S	S
Auto-dimming interior mirror with compass	O	S

Infotainment Technology	Q5 2.0T	Q5 3.2
Audi concert system with single CD player with MP3 playback capability, AM/FM radio, auxiliary input jack, SD card slot for MP3 files and speed-dependent volume control	S	S
SIRIUS* Satellite Radio with three-month trial subscription	S	S
HD Radio™ Technology	O	O
Audi music interface with iPod® and iPhone® integration	O	S
Bang & Olufsen® Sound System – 505 watt audio system with 14 speakers and ten-channel amplifier	O	O
Audi Navigation plus* with 3rd generation MMI® operating system, hard-drive navigation, single CD/DVD player, HD Radio Technology, two SD card slots for MP3 files, and SIRIUS Satellite radio	O	O
Voice control for navigation, directory and telephone	O	O
Bluetooth* preparation for mobile phone	O	S
Driver information system – trip computer, outside temperature, radio/telephone/navigation display, Auto-Check, open door/deck lid indicator	S	S
Electronic cruise control	S	S
Adaptive cruise control with Audi braking guard	-	O
HomeLink® garage door opener	O	S
Automatic headlights controlled by light sensor, “coming home” and “leaving home” functions	S	S
Rain sensor for automatic windshield wipers	S	S
Power central locking system with radio-operated key fob remote control for doors, deck lid and fuel door	S	S
Audi advanced key – keyless start, stop and entry	-	O

* Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age.

* Your Audi vehicle is equipped with a phone preparation utilizing Bluetooth interface to enable hands-free functionality [compatible mobile phones sold separately]. You will need a Bluetooth-enabled mobile phone in order to utilize this function. Not all Bluetooth-enabled mobile phone models are compatible with Audi phone preparation. Visit audiusa.com/bluetooth, or contact your local Audi dealer for the latest listing of compatible phones. Audi recommends use of the Audi phone cradle [sold separately] with your mobile phone while operating this vehicle.

* Audi Navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle's electrical system, and existing wireless and satellite technologies, must be available and operating properly for the system to function. The system is designed to provide you with suggested routes in locating addresses, destination and other points of interest. Changes in street names, construction zones, traffic flow, points of interest and other road system changes are beyond the control of Audi of America, Inc. Complete detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible; therefore, you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgement in determining whether or not to follow a suggested Audi Navigation plus route. Periodically, the mapping is updated, and a new DVD will be required in order to maintain the latest navigation information available to us. These will be available for purchase from time to time at an additional cost. Consult your dealer or call 1-800-FOR-AUDI for details.

Q5 Model Configurations

2.0 TFSI® with eight-speed Tiptronic® transmission and quattro® all-wheel drive

Power and Performance

+ 2.0 liter turbocharged with intercooler, DOHC in-line four-cylinder gasoline engine with FSI direct injection and Audi valvelift system

+ Horsepower: 211hp @ 4300-6000 RPM

+ Torque: 258 lb.-ft. @ 1500-4200 RPM

+ 0-60 MPH in seconds: 7.1

+ Top track speed*: 130 MPH

+ Fuel economy estimates, city/highway†: N/A

+ Cargo capacity: 29.1 second row cu. ft.
57.3 seat down cu. ft.

3.2 liter FSI® with six-speed Tiptronic transmission and quattro all-wheel drive

Power and Performance

+ 3.2 liter DOHC V6 gasoline engine with FSI direct injection and Audi valvelift system

+ Horsepower: 270hp @ 6500 RPM

+ Torque: 243 lb.-ft. @ 3000 RPM

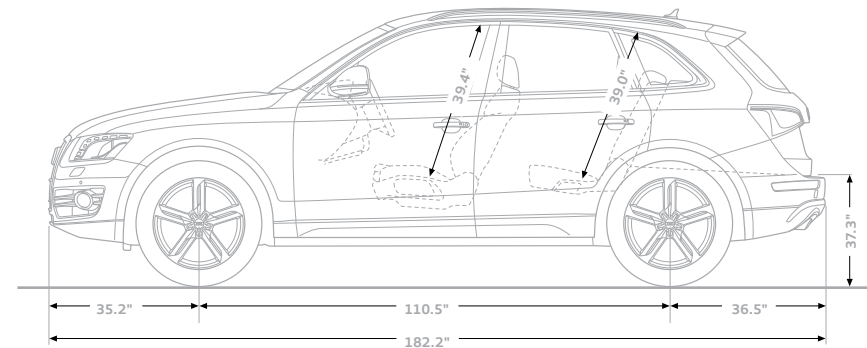
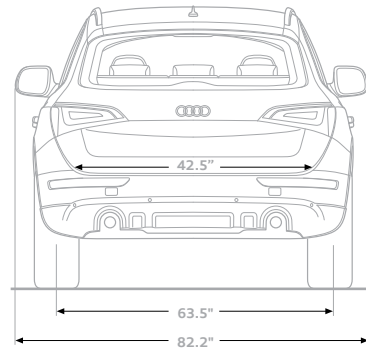
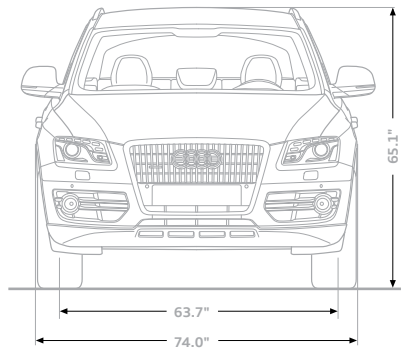
+ 0-60 MPH in seconds: 6.7

+ Top track speed*: 130 MPH

+ Fuel economy estimates, city/highway†: N/A

+ Cargo capacity: 29.1 second row cu. ft.
57.3 seat down cu. ft.

Q5 Dimensions



* Top track speed for Q5 electronically limited to 130 MPH in the U.S. Obey all local speed and traffic laws. † EPA fuel economy estimate not available at the time of printing.

2011 | Q5

Audi of America

Audiusa.com

Facebook.com/Audi

BR-Q5-10-1800US

Note: A word about this brochure. Audi of America, Inc. believes the specifications in this brochure to be correct at the time of printing. However, specifications, standard equipment, options, and colors are subject to change without notice. Some equipment may be unavailable when your vehicle is built. Please ask your dealer for advice concerning current availability of standard and optional equipment, and your dealer will verify that your vehicle will include the equipment you ordered. Vehicles in this brochure are shown with optional equipment. See your dealer for complete details on the new-vehicle limited warranty, twelve-year limited warranty against corrosion perforation, and Audi 24/7 Roadside Assistance. [Roadside assistance coverage provided by Road America in the U.S. Certain conditions apply; see your dealer for details.] Tires supplied by various manufacturers. "Truth in Engineering" is a registered trademark of Audi of America, Inc. "Audi," "quattro," all model names, "MMI," "FSI," "Singleframe," the Singleframe grille design, and the four rings logo are registered trademarks of Audi AG. "Tiptronic" is a registered trademark of Dr. Ing h.c. F. Porsche AG. "HomeLink" is a registered trademark of Prince Corporation, Holland, Michigan. "SIRIUS" is a registered trademark of SIRIUS Satellite Radio, Inc. "Bang & Olufsen" is a registered trademark of the Bang & Olufsen Group. "NVIDIA" is a registered trademark of NVIDIA Corporation. "Bluetooth" is a registered trademark of Bluetooth SIG. "iPod" and "iPhone" are registered trademarks of Apple Computer, Inc. HD Radio" and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation.

©2010 Audi of America, Inc.