Different / way of thinking.

A body line that takes up the design of the first Audi TT Coupé—and consistently refines it. A statement. Shaped by pure design. Crisp edges indicate strength of character. Powerfully staged. With striking air inlets. The new three-dimensional design of the Singleframe is integrated elegantly in the horizontal front end. The Audi rings on the bonnet. A position that indicates its sports car genes and immediately sets your pulse racing. Numerous details round off the appearance. Take the tank cap in aluminium design with visible screw thread. Streamlined. Sporty. A tribute to its predecessors. Yet still a completely new creation.
Future /

Audi virtual cockpit. High-tech at the highest level. Premiered in the new Audi TT. The driver determines how the instrument cluster—a high-resolution LCD screen—presents information: either as classic round dials or through futuristic full-screen views. Driver-focused. Innovation. Progressive. Easy to switch via the multifunction steering wheel. For a quick change of context. A clear statement of the technological benchmark in the new Audi TT Coupé.

starts here. /
Focus on the essentials.

The interior of the new Audi TT Coupé: remarkably expressive. Because it combines design, sportiness and maximum comfort. Personalize it, by way of coloured interior elements on the centre console, for instance, or seats and vents in turbine design. Convincing and top class, just like the optional S sport seats - available for the first time in the new Audi TT Coupé. Plus innovative and intuitive air-conditioning controls in the dashboard. All with the aim of concentrating at all times on the most important thing: driving.
Standards

redefined.

The new Audi TT. An icon returns.

To see the Audi TT Coupé in action, just scan this QR code using your smartphone (connection costs depend on mobile phone contract). Or follow this link in your browser: www.audi.com/ttcoupefilm
The world is constantly changing. Technology is advancing at an ever faster pace. And in the process, more and more opportunities are opening up to you – nowhere more so than in the field of mobility. We are playing an instrumental role in shaping this progress with Vorsprung durch Technik. Striving to provide you with technology that enriches your life. Making sure that we don’t just satisfy your expectations of mobility both today and in the future, but continue to surpass them.

… durch Technik.
Lightweight expertise
Less weight. More savings, power and endurance. Audi lightweight technology combines innovative materials such as aluminium and magnesium, intelligent design principles and resource-saving manufacturing processes into an overall concept.

Aerodynamics
Less drag, more efficiency. Thanks to the consistently refined shaping of the vehicle’s lines, its underbody and spoiler edges – in order to achieve the best possible coefficient of aerodynamic drag – combined with optimised front and rear axle profiles, the new Audi TT achieves considerably more fuel savings and reduced rolling resistance.

Transmission expertise
Improved efficiency thanks to improved transmission ratios. A higher torque output makes longer ratios possible, especially in higher gears. For powerful torque in the low engine speed range which reduces consumption – yet has no adverse effects on driving performance and responsiveness.

Recuperation
Braking that leads to even more efficient driving. With brake energy recovery (re recuperation). Part of the kinetic energy produced while braking and coasting is temporarily stored in the vehicle’s battery and then used when accelerating. Depending on the driving cycle, this can save up to 3% of fuel.

Engine expertise
Powerfully and efficiently driven. By Audi ultra with efficiency technologies in the engine sector.

Audi ultra
Perfectly combined.
The future of efficient technologies.

Building an Audi is an extremely complicated business. And yet a simple principle applies for all models: all vehicle components interlock precisely in order to produce emission-reducing synergies. What started in accordance with this principle at the end of the 1980s with Audi lightweight construction and the revolutionary Audi Space Frame (ASF®) is now known as the reversal of the weight spiral: every lightweight component has an impact on other components, which can in turn be made smaller. In this way, existing forms and materials are continuously being improved with regard to their functionality, the lowest possible weight and their production process. With the goal of building vehicles that are even more efficient and make more sparing use of resources. At the same time, more and more efficiency technologies are being built into an Audi. These include recuperation and the start-stop system. Not to mention progressive, efficient high-tech engines. For greater driving dynamics, high responsiveness, more efficient combustion and lower CO₂ emissions.

All this is known as Audi ultra. Today and in the future – towards CO₂-reduced mobility.
Have the rear completely under control, thanks to permanent distribution of the drive force to all four wheels. The rear axle is actively controlled via a hydraulic modulator clutch. Always on the situation demands, always safe, reallyudy with rear wheel spin. Experience handling stability, dynamics and agility as never before and conquer the effects of rear and understeer with quattro. Feel increased traction and superior propulsion power. Climb any road, and always keep your eye out on where you’re heading. It doesn’t get better than any other surface, for a fascinating experience that sticks to the road and in your mind.

With quattro®.
Concentrated.

The innovative, fully digital instrument cluster displays the respective information flexibly and according to requirements. Map representation, Audi connect services, radio/media information and much more besides – with clear graphics and intuitive menu structure.

Classical

High-resolution, razor sharp. The large round instruments for speed and engine speed are emphasised with this display variant. The space between them is used for additional information.

Progressive

When you switch to the small display of the round instruments, the 12.3-inch colour display is turned into a vast stage. The navigation map, for example, is displayed as a 3D terrain model in full width and impressive brilliance.

Focused.

Extraordinarily clear. The new instrument cluster: brilliantly designed, brilliant resolution and representation. Unparalleled innovation, and smarter right from the word go. It can be used to control all functions and MMI services. From onboard computer to navigation. This is pioneering technology. The LCD screen has pride of place in the dashboard. At an optimum viewing height for the driver. There is a choice of two display variants: classical or progressive. Switch conveniently using the TT sport leather steering wheel with multifunction. Simply impressive. Further proof of Vorsprung durch Technik.
Audi magnetic ride
The regulation of the damping forces based on the driving situation can be set between comfortable and sporty.

quattro®
The permanent all-wheel drive system distributes the drive forces to each individual wheel according to the driving situation for extra traction and dynamic performance.

Stronic®
The sporty, efficient dual-clutch transmission allows you to switch gears with lightning speed without any perceptible loss in propulsion power.

Electromechanical power steering
Through the speed-sensitive steering assistance, the power steering concept ensures precise steering feel even at high speeds, helps you to countersteer and makes light work of parking.

Audi drive select
Audi drive select lets you adapt the driving characteristics of your Audi to your requirements. At the push of a button. Sportier, more comfortable, more balanced or more economical. It's entirely up to you.

Progressive steering
Enhanced driving dynamics due to a more direct steering ratio as well as increased driving comfort in everyday driving conditions due to reduced steering effort. The progressive steering provides you with direct steering feel without any loss of precision. The variable power steering assistance based on the steering angle.

Get in. Buckle up. Start the engine. Wherever you're heading, enthralling driving dynamics will power you there. For as you know, the world is your oyster once you get behind the wheel of your Audi. You decide the direction. The driving style. The pace. And you enjoy the satisfaction of knowing you have plenty in reserve. More than enough to get the very best from every drive.
Wherever you’re heading, peace of mind will be your constant companion.

With the assistance systems in your Audi.

Each drive is different. Yet they all have one thing in common: the feeling of being protected that you get from every Audi. All driver assistance systems in your Audi help you during your journey and guarantee even greater comfort when you’re on the road. Get to know the most important driver assistance systems.

- **Audi active lane assist** helps you to keep in lane by means of gentle steering intervention when lane boundary markings are detected.
- **Audi side assist** monitors traffic behind the vehicle and helps you when changing lanes.
- **Camera-based recognition of traffic signs** recognises traffic signs for overtaking bans, speed limits as well as temporary speed limit displays and informs you via automatic display in the Audi virtual cockpit.
- **Secondary collision brake assist** prevents the vehicle rolling away uncontrolled after an accident in certain situations and can avoid secondary collisions in these cases.

**Assistance systems**

- **Park assist** helps you to manoeuvre into parallel and perpendicular parking spaces as well as out of parallel parking spaces again with a virtually automatic steering process.
- **Audi Matrix LED headlights** track the road ahead and illuminate it according to the situation with their innovative LED layout for even greater safety.
- **Parking system plus** provides a proper overview for parking and manoeuvring by showing visual displays of the vehicle’s surroundings.

Please note: The systems work only within system limits and assist the driver. However, the driver remains responsible for driving the vehicle and is required to be attentive at all times.
Navigation
With MMI navigation plus with MMI touch you can let yourself be guided to your destinations with even greater ease by the 3D map view and 3-dimensional display of places of interest and landmark buildings.

Audi connect
Use all the optional services supported by Audi connect with MMI navigation plus with MMI touch – quickly and easily. The intuitive operation of the MMI makes accessing internet-based functions remarkably straightforward.

Car
Control and alter driver assistance systems, vehicle settings as well as climate control and service functions quickly and easily.

Phone
Make phone calls safely and easily using the hands-free facility: simply select the number to dial from your contacts in the MMI or enter the number intuitively via the optional MMI touch.

MMI® touch
Operate the individual components of the Multi Media Interface (MMI) even more easily using the MMI touch. The touch function integrated in the rotary/push-button can also be controlled by means of handwriting recognition and, like a smartphone, with multi-touch gestures. 2 function keys are all you need for selections in the basic menu and the context-based options. Two toggle switches provide direct access to the phone, navigation/map, media or radio.

Media
Display the covers of your music collection on all available media sources such as jukebox, inserted SD cards, Audi music interface, CDs or DVDs.

Sport leather steering wheel with multifunction
Keep everything under control. The Audi virtual cockpit and numerous MMI functions can be operated ergonomically from the TT sport leather steering wheel with multifunction fitted as standard.

The MMI® – intelligent, individual, intuitive.
Streamlined. Simple. Logical. The world of mobile infotainment completely redefined: the Multi Media Interface (MMI). Phoning, navigating or surfing the internet via the optionally available Audi connect: all highly intuitive, highly functional and highly convenient – not least thanks to voice control and brilliant representation via the Audi virtual cockpit in the new Audi TT. While MMI touch or the optional MMI navigation plus with MMI touch, everything will be child’s play for you.
Audi TT Coupé

The Audi TFSI engines offer outstanding efficiency and improved performance whilst at the same time retaining their dynamism. The 2.0 TFSI quattro in the new Audi TT, for example, has a power output of 169 kW, enabling the car to accelerate from 0 to 100 km/h in 5.3 seconds and reach a top speed of 250 km/h.

* Also available with quattro permanent all-wheel drive.

**The vehicle is not yet homologated.
Discover the world of Audi.

**The fascination of Audi can be experienced in many different ways. Audi City in London, for example, gives you digital access to all models at their actual size and in real time. And of course it always worth visiting one of the Audi museums. At the Audi museum mobile in Ingolstadt, history and high-tech go hand in hand. A total of 130 historic exhibits and state-of-the-art forms of presentation make for a thrilling symbiosis. Plus, Audi driving experience allows you to test the exceptional and sustainable qualities of current Audi models. Here, your driving experience is combined with valuable learning effects. This is ensured by a team of specially trained and highly qualified instructors who provide practical tips to help you optimise your driving skills. All this can now also be enjoyed at the recently opened Audi driving experience center in Neuburg, near Ingolstadt. Facilities here include a circuit of up to 3.4 kilometres that features challenging combinations of bends, a 30,000 m² dynamic driving area and an offroad section where Q models can be put through their paces.**

Choosing an Audi means choosing a brand that offers more. More individuality. More exclusivity. More fascination. Information on all the topics mentioned above can be found on our website: www.audi.com.

**Motorsport is a driving force behind the brand. For years Audi has been among the champions in various racing series, for instance the 24 Hours of Le Mans or the DTM German Touring Car Masters. The values that are crucial in many different areas of sport are also central ones for Audi: precision, passion and technology. No coincidence then that Audi has been sponsoring sporting events for many years. In the world of winter sports, for example, Audi has been the main sponsor of the German Ski Association (DSV) for almost three decades and has also partnered 14 other national alpine teams. In football, we support national and international teams. And Audi is also a partner for the German Olympic Sports Confederation.**

**Team spirit**

Mahleplett is a striking force behind the latest. For years Audi has been among the main sponsors of the Formula 1 series, for instance the 56 Hours of Nürburgring (NordSachsen) or the 24 Hours of Le Mans. The programs that are central in many different areas of sport are also central ones for Audi: precision, passion and technology. No coincidence then that Audi has been sponsoring sporting events for many years. In the world of winter sports, for example, Audi has been the main sponsor of the German Ski Association (DSV) for almost three decades and has also partnered 14 other national alpine teams. In football, we support national and international teams. And Audi is also a partner for the German Olympic Sports Confederation.

Choosing an Audi means choosing a brand that offers more. More individuality. More exclusivity. More fascination.**

The models and equipment versions illustrated and described in this brochure and some of the services listed are not available in all countries. Some of the cars illustrated are equipped with optional features for which an extra charge is made. Details concerning the delivery specifications, appearance, performance, dimensions and weights, fuel consumption and running costs of the vehicle were correct to the best of our knowledge at the time of going to press. Deviations from the colours and shapes shown in the illustrations may occur. No liability is accepted for errors and printing errors.