

Model year 2010 changes and pricing

AU0320-09

Production for model year 2010 (MY10) begins in production week 22, 2009. For detailed information on the changes by model click the links at the bottom of the page.

An automatic start/stop function will be introduced on a variety of A3, A4 and A5 models as part of our raft of specification and price changes for model year 2010.

Automatic start/stop function

An automatic start/stop function will appear on the Audi range for the first time from MY10, delivering excellent CO2 and fuel consumption benefits and continuing the Vorsprung durch Technik philosophy.

Details of the models/engines that will be equipped with automatic start/stop function as standard from build week 22, 2009 and the benefits over current versions appear below.

Models to be fitted with automatic start/stop function as standard from week 22 production

Model	Engine	Transmission	New CO2 (g/km)	Benefit vs. previous version	
				CO2 (g/km)	Combined fuel consumption (mpg)
A3	1.4 TFSI	Manual	132	-7g/km	+2.5mpg
A3 Sportback	1.4 TFSI	Manual	134	-9g/km	+2.4mpg
A4 Saloon	2.0 TDI (120PS)	Manual	129	-5g/km	+2.3mpg
	2.0 TDI (143PS)	Manual	134	-5g/km	+1.1mpg
	2.0 TDI (170PS)	Manual	134	-5g/km	+1.1mpg
	2.0 TDI q (170PS)	Manual	149	-6g/km	+1.7mpg
	2.0 TFSI	Manual	149	-5g/km	+1.3mpg
	2.0 TFSI q	Manual	169	-3g/km	+0.5mpg
A4 Avant	2.0 TDI (120PS)	Manual	134	-7g/km	+2.1mpg
	2.0 TDI (143PS)	Manual	139	-4g/km	+1.1mpg
	2.0 TDI (170PS)	Manual	144	-5g/km	+1.0mpg
	2.0 TDI q (170 PS)	Manual	154	-6g/km	+3.1mpg
	2.0 TFSI	Manual	154	-5g/km	+1.3mpg
	2.0 TFSI q	Manual	169	-3g/km	+1.5mpg
A5 Coupe	2.0 TDI	Manual	134	-6g/km	+1.1mpg
	2.0 TDI q	Manual	149	-7g/km	+1.3mpg
	2.0 TFSI (180PS)	Manual	149	-5g/km	+1.3mpg
	2.0 TFSI (211PS)	Manual	149	-5g/km	+1.3mpg
	2.0 TFSI q (211PS)	Manual	169	-4g/km	+0.5mpg
A5 Cabriolet	2.0 TFSI	Manual	156	-3g/km	+0.7mpg

It is expected that more engines will receive this technology later in the year; details will be available nearer the time.

Efficiency technology overview

Automatic start/stop function

Stopping the engine when the car is stationary achieves a significant fuel saving and improvement in CO2 output.

Employing clever technology to ensure quick and reliable re-start behaviour, the new Audi start/stop engines stop and start when the driver operates the clutch. In the time it takes to engage a gear, the engine starts and reaches idle speed ready for the clutch to be released. Vehicles driven regularly in heavy urban traffic will benefit particularly in fuel savings.

Recuperation

Under normal braking, the kinetic energy of the car is dissipated as heat. Recuperation technology recycles a proportion of this wasted energy and stores it temporarily in the vehicle battery. When the car subsequently accelerates, this energy is used to reduce the load on the engine and provides further fuel and CO2 savings.

Energy-saving tips

With great savings made to the cars themselves, the driver remains the biggest influence on fuel consumption and CO2 output. With the next generation of Driver's Information System (DIS) – on cars fitted with automatic start/stop function – the gear-change indicator is made more prominent and energy-saving tips are given. The energy-saving tips provide information and show the driver simple, relevant ways to improve fuel consumption, for example to close windows or the sunroof if the air-conditioning is running, or to switch off the rear window heater if the screen has cleared. If the tips are followed, further fuel savings will be made.

MY10 pricing overview

All MY10 vehicles ordered from 9 April 2009 should be quoted at the new price.

Model	Price change	Comments
A3/A3 Sportback	£345 (+2.0%)	Applies to all models except 1.9 TDIe which remains at model year 2009 price
A3 Cabriolet	£0	No price change
TT Coupe/Roadster	£0	No price change
TT RS	£0	No price change
A4 Saloon	£505 (+2.1%)	-
S4 Saloon	£0	No price change
A4 Avant	£530 (+2.1%)	Premium from Saloon to Avant is now back to £1,150
S4 Avant	£25	Premium from Saloon to Avant is now back to £1,150

A4 allroad	£0	No price change
A5/S5 Coupe	£0	No price change
A5 Cabriolet	£0	No price change
A6 Saloon/Avant 4 cyl. 6 cyl.	+£140. +£600 - £700	Varies by engine. 1.0% on average. Please check P&S guide.
A6 allroad	+£600 - £700	Varies by engine. 1.8% on average. Please check P&S guide.
Q5	£0	No price change.
Q7	£0	No price change.
A8	+£0 - £1,210	Varies by engine. 2.0% on average. Please check P&S guide.
R8	£0	No price change

Price and specification guides

All relevant price and specification guides (pdf format), updated with MY10 pricing and product changes will be available on Desktop and the Audi UK website in the week starting 6 April 2009.

Ordering details

2009 model year vehicles will be available to order until close of business on Thursday 9 April. Customer-tagged vehicles ordered up to this time will be built as a 2009 model year vehicle wherever possible. If 2009 production volumes are not full on specific model lines at this time, the 2009 model year will remain open until all available production has been used.

If the order is placed before close of business on Thursday 9 April but no further production is available, the order will be built as a MY10 car but will retain the 2009 model year price. Where necessary, specifications will be changed by Audi UK to the nearest MY10 equivalent, where no equivalent specification is available; the Centre will be contacted to confirm any action taken. If the Audi Centre changes the specification, the vehicle will be priced as a MY10 vehicle.

Any outstanding Fleet quotations for 2009 model year vehicles will become void after Thursday 9 April and will need to be re-quoted for a MY10 vehicle.

Unless 2009 model year production volumes are still available, MY10 vehicles will open for ordering on Friday 10 April. Details of which models will be released as MY10 will be communicated in the Production and Supply bulletin on Thursday 9 April.

A4, A4 allroad and S4 range – MY10 product changes

Standard equipment - A4/S4 Saloon and Avant

Please be aware of the following standard equipment enhancements

New standard equipment	Change to	Models affected
Servotronic speed-related power-assisted steering	Standard	2.0 TDI (120PS, 143PS, 170PS) 1.8 TFSI (120PS, 160PS)
Tow bar preparation (allows easier retrofit of accessory tow bar)	Standard	All A4 and S4 models
Rear LED lights (in combination with Xenon headlights)	S line	A4 S line and non S line with optional Adaptive light
ESP - with electronic limited slip differential on the front axle	Standard	All front wheel drive A4's
Automatic start/stop function for greater fuel and CO2 efficiency. Comprising: <ul style="list-style-type: none"> • Recuperation for optimal energy utilisation. • Energy saving tips feature in Driver's Information System; including gearshift indicator. 	Standard	2.0 TDI manual/2.0 TFSI manual
New door mirror design	Standard	All A4 models

There are no changes to A4 allroad standard specification.

Optional equipment - A4, A4 allroad and S4 range

Status	Option code	Option description	Availability	RRP (inc VAT)	Comments
New	N2E	'Atrium' cloth (only with sports seats)	SE models	No charge	Replaces 'Empore' cloth
New	GH2	Audi quattro sports differential (must be combined with Audi drive select with dynamic steering or the full package)	3.0 TDI q 3.2 FSI q S4 q	£460	Not available on A4 allroad
New	9ZX	Mobile telephone preparation - Bluetooth interface	All A4 models	£250	-
New	PNG/ 8T1/	Technology package – HDD satellite navigation	A4 SE, S line and S4	£1,955	Replaces (PNA) DVD satellite navigation

	UF7	system with MMI 3G – High, Audi Music Interface and cruise control			system
New	PNG/8T4/UF7	Technology package – HDD satellite navigation system with MMI 3G – High , Audi Music Interface and adaptive cruise control (only available on six-cylinder models)	A4 SE, S line and S4	£2,845	Replaces (PNA) DVD satellite navigation system
New	7HB	Leather package - includes leather-covered armrest on door panel for front and rear	A4 SE, S line, A4 allroad and S4	£195	-
New	4ZM	Black styling package	A4 SE, S line and S4	£345	Not available on allroad
New	CN	Cinnamon leather	All A4 models	Dependent on upholstery	Replaces Mustang brown
Change	8N7	High beam assist	All A4 models	£110	Now available in combination with halogen lights
Deleted	N5F	‘Empore’ Cloth	SE models	-	-
Deleted	PNA	DVD satellite navigation system	A4 SE, S line and S4	-	-
Deleted	CP	Mustang Brown leather	All A4 models	-	-