

Audi of America, Inc.



Date: December 17, 2012  
To: Audi Dealers, General Managers, Sales Managers and Service Managers  
From: Julia Olree, Manager, Product Launch  
Subject: **Audi Start-Stop-System**

Dear Audi Dealers,

At Audi of America, we are committed to introducing new technology to further enhance the customer driving experience. One such technology, the Audi start-stop-system, debuted recently on several MY13 models including the A8 4.0T, A8 3.0T, A7, A6 3.0T and Q5 3.0T. The start-stop-system is a highly effective engine management program designed to lower fuel consumption as well as CO<sub>2</sub> emissions by shutting off the engine while drivers wait at a traffic signal or during certain stop-and-go driving. As a nice side benefit, our Audi drivers will be able to enjoy newfound tranquility and even more appreciation of our sound systems.

Audi of America, Inc.  
2200 Ferdinand Porsche Dr.  
Herndon, VA 20171  
+1 703 364 7000  
[www.audiusa.com](http://www.audiusa.com)

The purpose of this communication is to outline a recent improvement to the start-stop-system as well as new information and retail sales process suggestions to help you and your customers realize the benefits and convenient operation of this technology.

Included within start-stop is the Vehicle Departure Deactivation feature that is designed to immediately shut off the ignition if the start-stop-system has turned off the engine under certain conditions. This safeguard prevents the vehicle from moving unintentionally or wasting fuel if the driver is not seated, wearing a safety belt and maintaining control of the vehicle.

Audi recognizes this comprehensive technology may take additional experience and learning-aides to appreciate. Therefore, we have prepared information material to support dealer personnel when explaining this important technology feature to customers and to address questions that may arise.

A shipment of the start-stop technology guide (images shown below) will be delivered to all dealers within two weeks. Additionally as you are aware, vehicles equipped with start-stop technology arrive at dealers with a yellow velum sticker located on the start-stop button directing customers to the location of the information guide. Each vehicle will be supplied with the guide that can be found in the glove box, **which has been revised to reflect recent start-stop-system improvements detailed on the next page.** The velum sticker is intended to supplement the guide and should be removed only by the customer after taking vehicle delivery.

Vehicles that have been retailed or that have arrived at your dealer prior to mid-November, 2012 included a more comprehensive Vehicle Departure Deactivation which shut-off the ignition in all cases when the driver unfastened the seatbelt and opened the door, regardless of the start-stop-system being “on” or “off”. Beginning mid-November, 2012 software updates were implemented to allow Vehicle Departure Deactivation to only engage with start-stop “on” and the engine off. Note the software change is available for previously-retailed vehicles through **Technical Service Bulletin (TSB) 2031850**.

Dealer sales personnel are strongly urged to both explain and demonstrate the start-stop feature to customers during the test drive or, no later than retail delivery. The start-stop technology guide serves as a useful resource for both dealer personnel and customers.



### Audi Start-Stop Guide

- Start-Stop System
- Electronic Parking Brake

**IMPORTANT:** This guide must be used in conjunction with your local laws and regulations. Always refer to your local laws and regulations. Please refer to your Dealer's Manual for complete information and warnings.

### Start-Stop-System

This advanced Audi technology is designed to help save fuel and reduce CO<sub>2</sub> emissions at the same time. It shuts off the engine when you stop at traffic lights or during other stop-and-go driving. When the system shuts off the engine, the Start-Stop System will automatically restart the engine when you press the accelerator pedal or when you shift the gear selector into Drive. The engine will restart automatically when you press the accelerator pedal or when you shift the gear selector into Drive. The engine will restart automatically when you press the accelerator pedal or when you shift the gear selector into Drive.

### Ensure proper vehicle shutdown

When not used, Start-Stop shuts off the engine whenever you stop the vehicle and the stopping conditions are met. Vehicle shutdown may appear to be off, only the engine is turned off. The ignition and other systems such as air conditioning, radio and navigation are still on. To ensure proper shutdown, you must press the Start-Stop button when you stop the vehicle. When you press the Start-Stop button, the engine will restart automatically when you press the accelerator pedal or when you shift the gear selector into Drive.

### How to maximize the Start-Stop-System and Electronic Parking Brake convenience in typical driving situations

Situation	Start-Stop-System and Electronic Parking Brake response	Tip/Action
Normal traffic to keep moving during a full stop or work at a quick stop	Start-Stop System will engage when you press the accelerator pedal or when you shift the gear selector into Drive.	Press the Start-Stop button on and the vehicle's engine is off at the moment, unfastening the safety belt and opening the driver's door will immediately shut the vehicle's ignition off.
Full stop at a traffic light or stop	Start-Stop System will engage when you press the accelerator pedal or when you shift the gear selector into Drive.	When the vehicle is fully stopped, the engine and ignition will automatically be shut off at the moment. Press the Start-Stop button on and the vehicle's engine is off at the moment, unfastening the safety belt and opening the driver's door will immediately shut the vehicle's ignition off.
Full stop at a traffic light or stop	Start-Stop System will engage when you press the accelerator pedal or when you shift the gear selector into Drive.	When the vehicle is fully stopped, the engine and ignition will automatically be shut off at the moment. Press the Start-Stop button on and the vehicle's engine is off at the moment, unfastening the safety belt and opening the driver's door will immediately shut the vehicle's ignition off.

### Restarting the vehicle

Quick Start System: Press the Start-Stop button on and the vehicle's engine is off at the moment, unfastening the safety belt and opening the driver's door will immediately shut the vehicle's ignition off.

### Helpful Tips

Start-Stop is designed to operate at an optimal level when the engine is engaged. However, there are conditions and situations when Start-Stop might not operate, such as:

- When parking, the system may remain on even when the engine has turned off. Press the Start-Stop button on and the vehicle's engine is off at the moment, unfastening the safety belt and opening the driver's door will immediately shut the vehicle's ignition off.
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### Quick Reference

Start-Stop is designed to operate at an optimal level when the engine is engaged. However, there are conditions and situations when Start-Stop might not operate, such as:

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Within the next few years, analysts predict well over half of U.S. motor vehicles will be equipped with a start-stop system and this is already the case in Europe. Audi is at the forefront of this new technology, but like other new vehicle technologies, adoption may not take place immediately without proper education materials or dealer support.

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Thank you for your role in promoting usage of this important new technology designed to keep Audi a leader in fuel efficiency while defining the premium driving experience.