Unfold
your personality.

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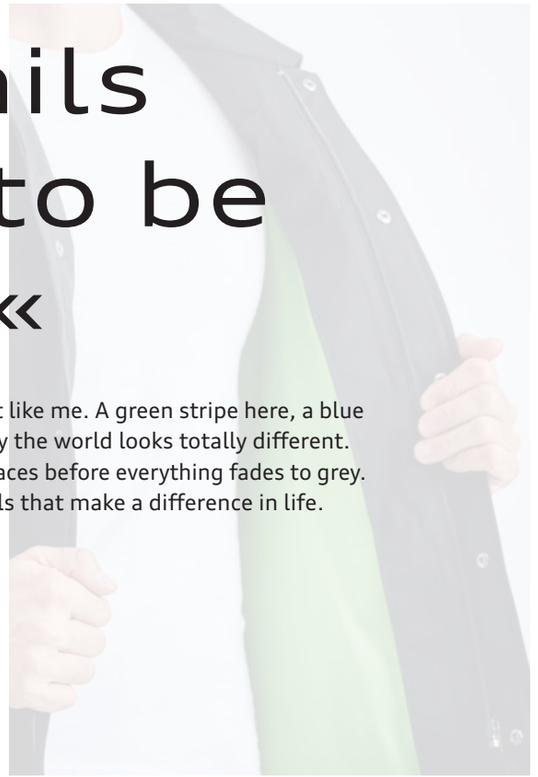
Audi exclusive

A customised vehicle for your unique personality.

Driving an Audi is about wanting something special. Audi exclusive gives you the opportunity to turn something special into something truly personal. On the following pages we'd like to demonstrate how closely Audi exclusive can cater to your individual preferences. How we turn your dream colour into a paint finish. A fascinating wood into an interior inlay. And a fine leather into your very own favourite seat.

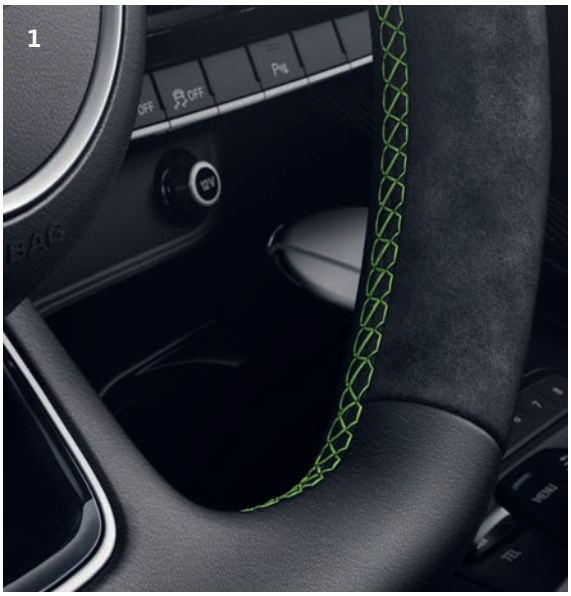
Stay individual. Stay exclusive.

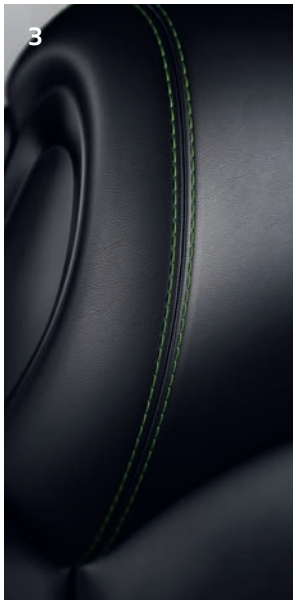


»Details have to be **loud.**«

Life is loud and colourful – just like me. A green stripe here, a blue pattern there and immediately the world looks totally different. I add highlights in the right places before everything fades to grey. In my opinion, it’s these details that make a difference in life.

1 Steering wheel rim in Alcantara/leather, black with contrasting stitching in iguana green **2** Floor mat in black with edging in black, piping and contrasting stitching in iguana green **3** S sport seat in fine Nappa leather, black with contrasting stitching in iguana green **4** Customised paint finish in Java green, metallic





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»**Timelessness** comes from simplicity.«

I don’t need dazzling colours to express beauty. In fact, it’s more a form of simplicity that makes something special. That’s why I stay understated – and concentrate on the essentials. For me, that is the only way to create simple and timeless beauty.

1 Inlay in fine grain ash, natural noble grey; centre console in fine Nappa leather, jet grey with contrasting stitching in alabaster white
2 Door trim insert in Alcantara, jet grey **3** Customised paint finish in Amalfi white **4** Customised contour seat in perforated Valcona leather, jet grey with piping and contrasting stitching in alabaster white

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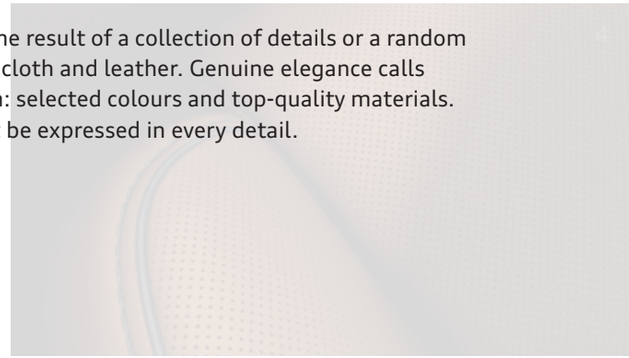
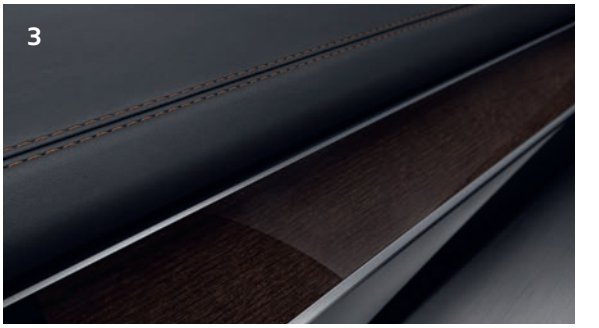
2 Door trim insert in Alcantara, jet grey **3** Customised paint finish in Amalfi white **4** Customised contour seat in perforated Valcona leather, jet grey with piping and contrasting stitching in alabaster white

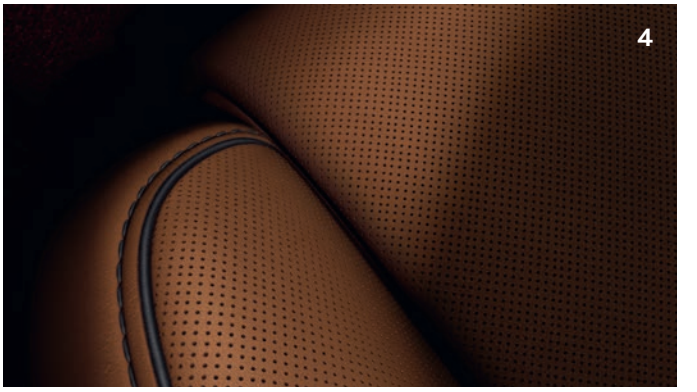
»**Elegance** has many facets.«

Elegance isn’t the result of a collection of details or a random combination of cloth and leather. Genuine elegance calls for coordination: selected colours and top-quality materials. Only then can it be expressed in every detail.



1 Seat belt in cognac; headlining in Alcantara, black **2** Customised paint finish in night blue, pearl effect
3 Instrument panel in fine Nappa leather, black with contrasting stitching in cognac, upper inlay in oak, sepia and lower inlay in matt brushed aluminium, dark **4** Comfort customised contour seat in perforated Valcona leather, cognac with piping and contrasting stitching in black





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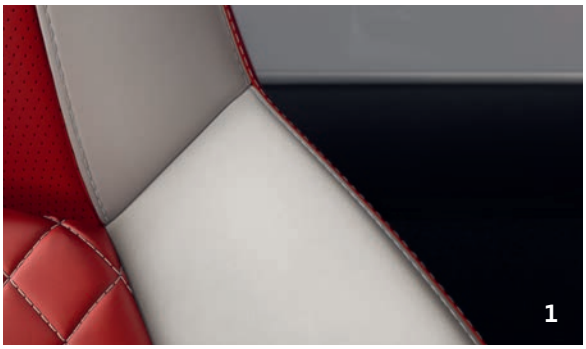
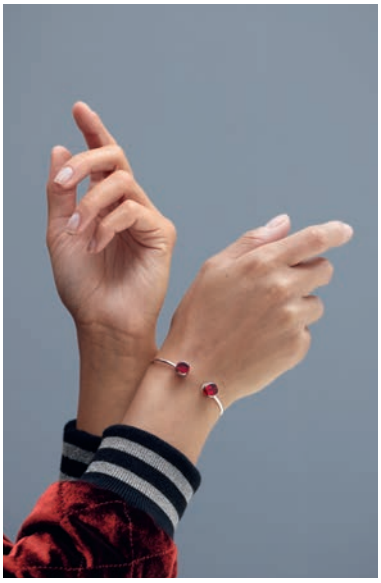
»Why not live for the **special things.**«

Others follow trends, I determine my own style. For me that means doing things according to my own taste: exotic, but harmonious. I don't care which colours are in at the moment. I simply paint my life with my own colours.

1 Sport seat in fine Nappa leather, crimson red/diamond silver with rhombus pattern and contrasting stitching in diamond silver **2** Customised paint finish in Nardo grey with sideblade in tango red, metallic **3** Headlining in Alcantara, black with rhombus pattern in diamond silver **4** Air vents painted in Suzuka grey, metallic; instrument panel in fine Nappa leather, black; monoposto in fine Nappa leather, crimson red with contrasting stitching in diamond silver





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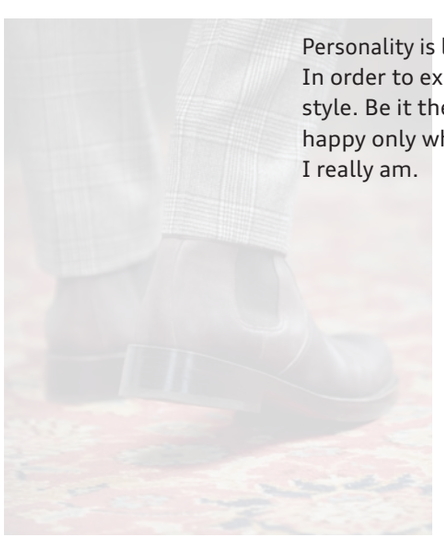
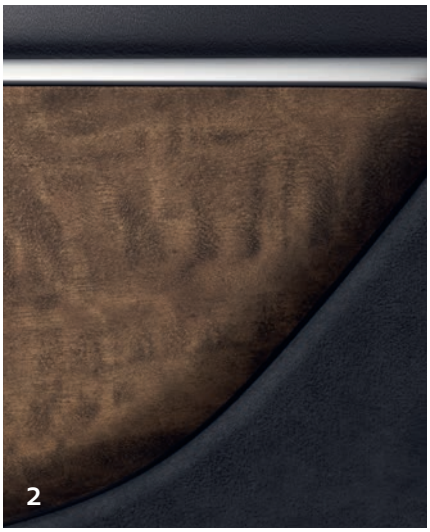
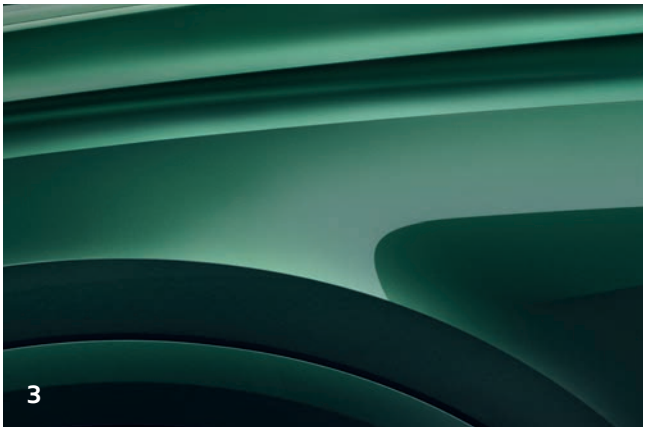
»**Personality** unfolds to form a complete picture.«

Personality is like a mosaic: a work of art made up of many details. In order to express it to the full, you need a perfectly rounded style. Be it the parts of my suit or the interior of my car – I feel happy only when everything comes together and shows who I really am.



1 S sport seat plus in Valcona leather, black/Havana brown with rhombus pattern in black and contrasting stitching in Havana brown
2 Inlays in eucalyptus, natural amber; door trim insert in Alcantara, black **3** Customised paint finish in Goodwood green, pearl effect
4 Upper part of instrument panel in fine Nappa leather, black with contrasting stitching in Havana brown





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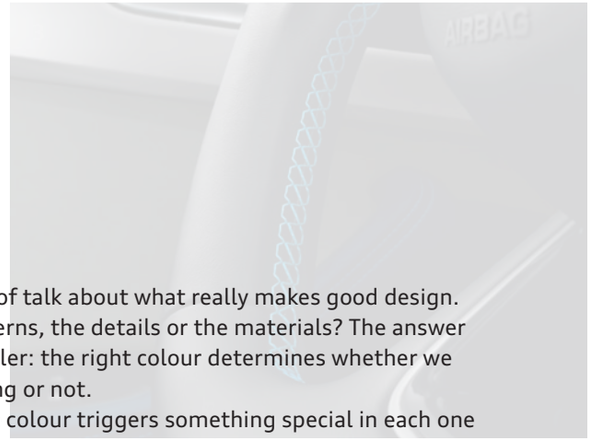
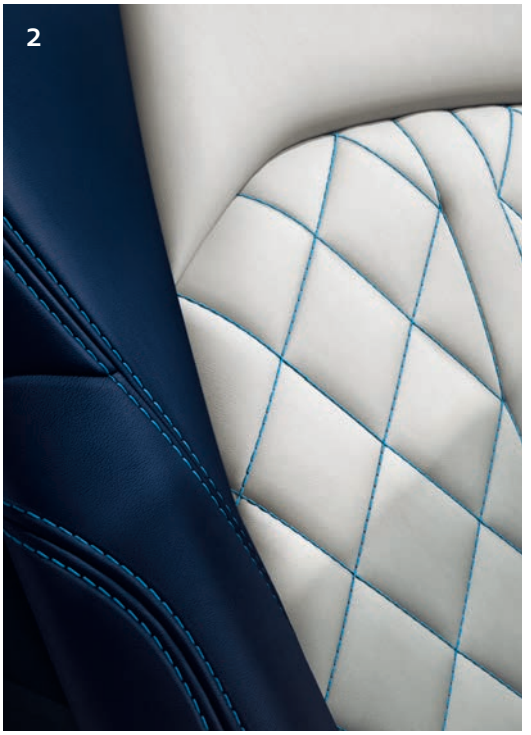
»Every person has a **colour** they find moving.«



There's a lot of talk about what really makes good design. Is it the patterns, the details or the materials? The answer is much simpler: the right colour determines whether we like something or not.
Our favourite colour triggers something special in each one of us. It reminds us of old times, of people or places that mean a lot to us. The shimmering colours of ice arouse a feeling of clarity within me. That's why I always have them with me wherever I go.

1 Door trim insert in Alcantara, diamond silver; painted inlay in ice silver, metallic **2** S sport seat in fine Nappa leather, ocean blue/diamond silver with rhombus pattern and contrasting stitching in Alaska blue **3** Steering wheel rim in leather, black with contrasting stitching in Alaska blue **4** Customised paint finish in ice silver, metallic

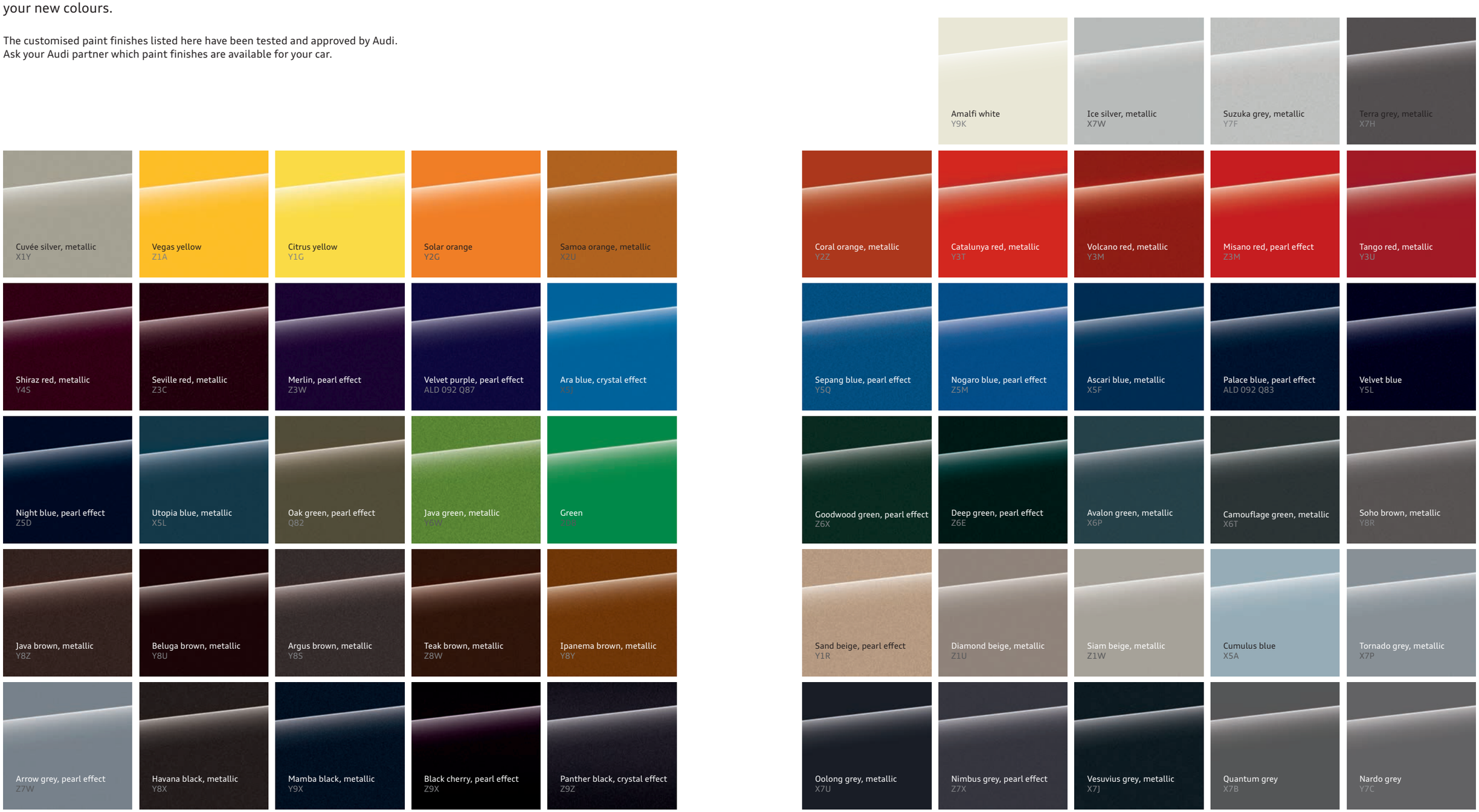


1 Door trim insert in Alcantara, diamond silver; painted inlay in ice silver, metallic **2** S sport seat in fine Nappa leather, ocean blue/diamond silver with rhombus pattern and contrasting stitching in Alaska blue **3** Steering wheel rim in leather, black with contrasting stitching in Alaska blue **4** Customised paint finish in ice silver, metallic

Exceed expectations.

You don’t get a second chance to make a first impression. Seize this one and choose your own personal exterior paint finish from the wide range of Audi exclusive colours. We look forward to your inspired ideas and your new colours.

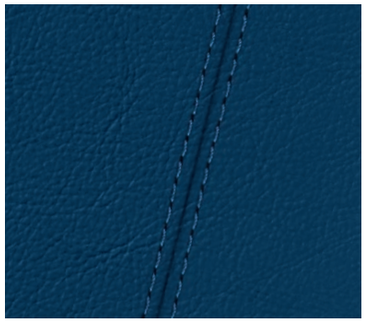
The customised paint finishes listed here have been tested and approved by Audi.
Ask your Audi partner which paint finishes are available for your car.



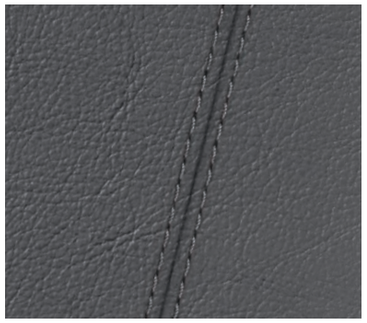
Audi exclusive main colours for leather

Diamond silver

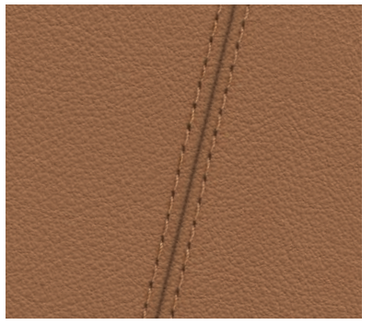
Alabaster white



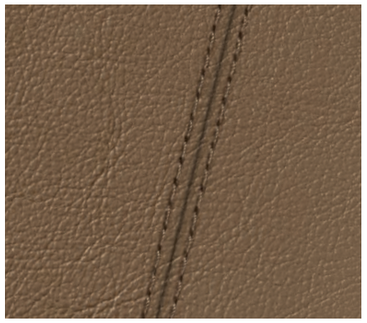
Ocean blue



Jet grey



Cognac



Havana brown

Crimson red

Black

Perceptively personal.

Audi exclusive offers you high-quality leather grades in a wide range of colours. From elegant diamond silver and sporty crimson red to black with contrasting stitching in powerful accent colours, we have something to suit every taste. Round off the interior with colour-coordinated items such as carpet, floor mats or seat belts.

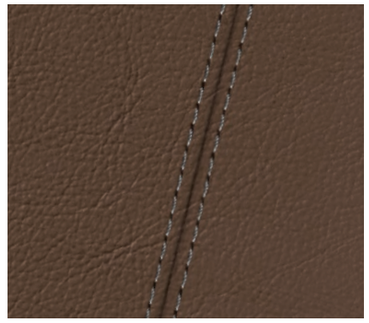
Ask your Audi partner which colours and materials are available for your car.

Audi exclusive additional colours for fine Nappa leather

For upper part of instrument panel, controls and door rail as well as the corresponding stitching.
Further colours can be selected from the Audi exclusive main colours for leather.

Baikal blue

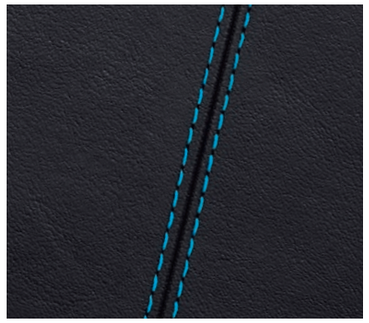
Granite grey



Habano brown

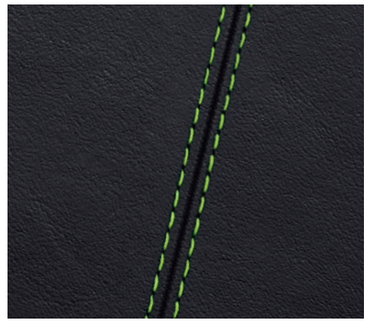
Audi exclusive accent colours

For edging, piping and stitching

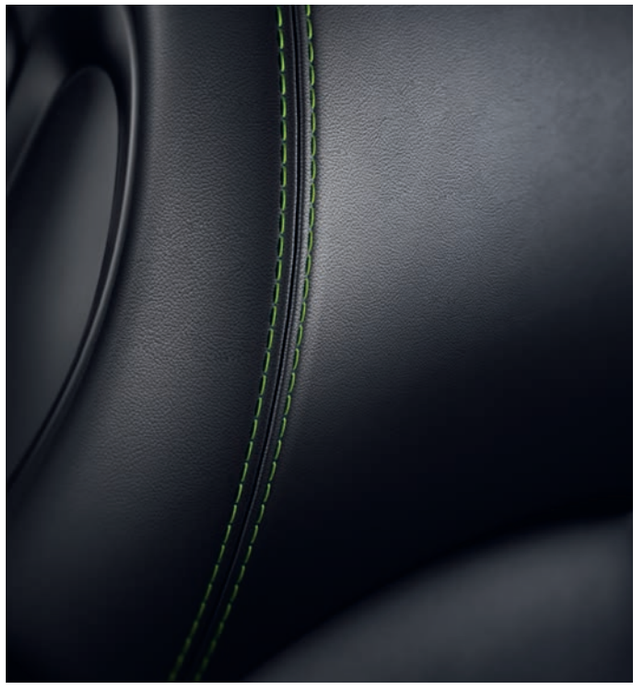


Alaska blue

Calendula yellow



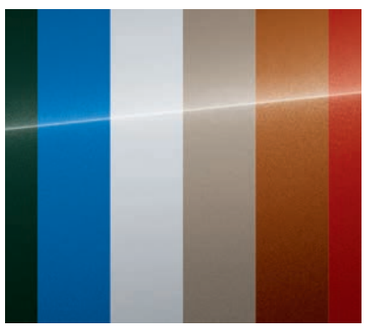
Iguana green



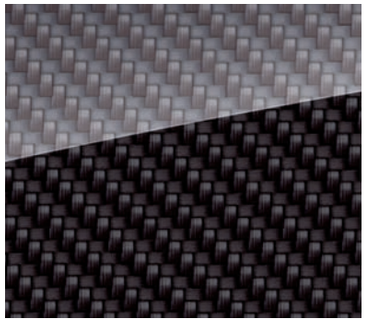
A special touch.

Every Audi has its very own character – and the inlays in the interior bring it out even more distinctly. Why not opt for the warm and smooth oak, sepia. Or succumb to the fascination of open-pored fine grain ash, natural noble grey, where the texture of the wood can still be felt. Or choose to make a personal statement with painted inlays.

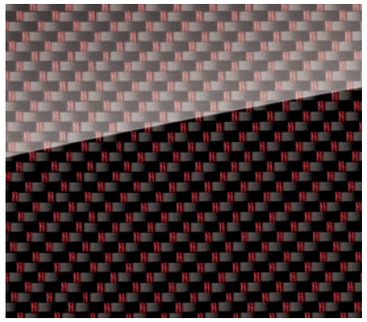
Ask your Audi partner which inlays are available for your car.



Painted



Carbon twill

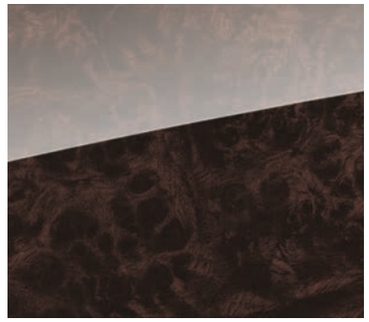


Carbon Atlas, crimson red

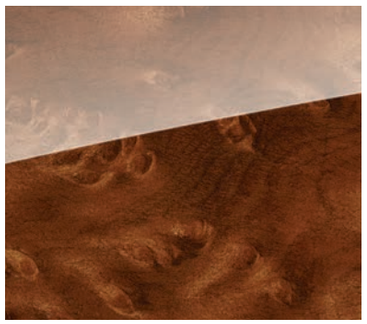
Piano finish, black
Piano finish look, black

Aluminium/Beaufort wood, black

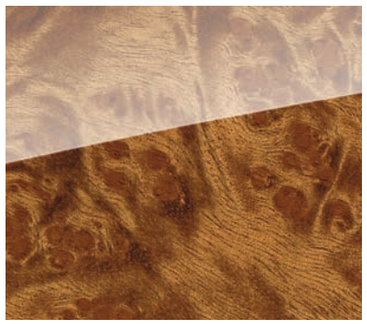
Oak, sepia



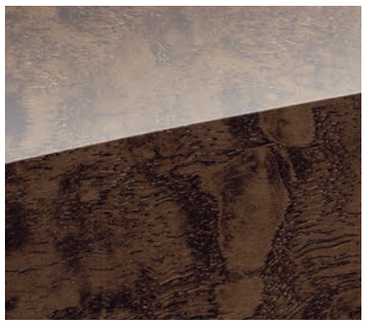
Fine grain myrtle, nutmeg brown



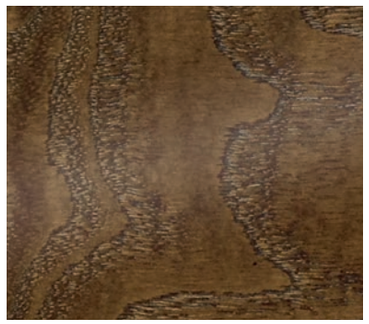
Vavona, bronze



Modrone, gold

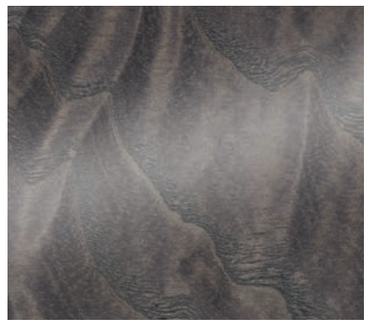


Fine grain ash, nougat



Fine grain ash, natural nougat

Eucalyptus, natural amber



Fine grain ash, natural noble grey

Audi exclusive optional equipment illustrated

Page 7:
Customised paint finish in Java green, metallic
Fine Nappa leather upholstery and trim, black with contrasting stitching in iguana green
Controls in Alcantara/leather, black with contrasting stitching in iguana green
Floor mats in black with edging in black, piping and contrasting stitching in iguana green

Page 9:
Customised paint finish in Amalfi white
Valcona leather upholstery and trim, jet grey with contrasting stitching in alabaster white
Piping for customised contour seats in alabaster white
Upper and lower interior elements in leather, black/jet grey with contrasting stitching in alabaster white
Inlays in fine grain ash, natural noble grey

Page 11:
Customised paint finish in night blue, pearl effect
Valcona leather upholstery and trim (package 4), black/cognac with contrasting stitching and piping in black
Inlays in oak, sepia
Seat belts in cognac

Page 13:
Customised paint finish in Nardo grey with sideblades in tango red, metallic
Fine Nappa full-leather upholstery and trim, crimson red/diamond silver with rhombus pattern and contrasting stitching in diamond silver
Headlining in Alcantara, black with rhombus pattern in diamond silver
Painted air vents in Suzuka grey, metallic

Page 15:
Customised paint finish in Goodwood green, pearl effect
Valcona leather upholstery and trim, black/Havana brown with rhombus pattern in black and contrasting stitching in Havana brown
Interior elements in leather, black/Havana brown with contrasting stitching in Havana brown/black
Inlays in eucalyptus, natural amber

Page 17:
Customised paint finish in ice silver, metallic
Fine Nappa leather upholstery and trim, ocean blue/diamond silver with rhombus pattern and contrasting stitching in Alaska blue
Extended leather equipment and trim in ocean blue with contrasting stitching in Alaska blue
Controls in leather, black with contrasting stitching in Alaska blue
Painted inlays in ice silver, metallic

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