

News release
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REDEFINED YOUR DRIVING EXPERIENCE WITH THE NEW AUDI A5 COUPE

- The award-winning A5 Coupe unites acclaimed progressive Audi styling with thrilling dynamic driving performance
- A5 Coupe does full justice to Audi's reputation for leading technology with its 2.0L TFSI engine, quattro system and S tronic gearbox
- The A5 Coupe is equipped with the Audi S line package and Bang & Olufsen sound system that makes every driving experience a delightful acoustic experience

Shah Alam, July 13, 2010 - If you believe that love at first sight doesn't exist, you may be inclined to change your mind when you set your sights on the new Audi A5 Coupe. Designed to captivate with just one glance, the A5 Coupe is a true expression of beauty poised to stir up emotions of every coupe lover in the market.

Dato' Sri Haji Mohd Khamil bin Jamil, Chairman of Euromobil Sdn Bhd, the sole distributor of Audi cars in Malaysia, unveiled the A5 Coupe at the Audi Glenmarie Centre today to members of the media.

"The A5 Coupe gives you a glimpse of Audi's vision of an expertly styled coupe with high performance potential. Clearly, it is a very desirable coupe with a design that takes Audi's progressive and stylish characteristics to new heights", said Dato' Sri.

The A5 Coupe adopts a design that is both iconic and cutting-edge. Setting unbeatable standards in its class, this model has an award-winning emotive design that marries sportiness with elegance and uncompromisingly superior performance. Naturally, these are classic Audi traits that are richly felt in the A5 Coupe.

On February 12, 2010, the German Design Council bestowed the "2010 Design Award of the Federal Republic of Germany" on the A5 Coupe, making it the fourth time that an Audi model has won the country's most prestigious official design award. Preceding winners were the Audi A4 Avant, the Audi A3, and the Audi A2. This coveted award recognizes outstanding achievements in the fields of product or communication design. Walter de Silva, who is now the Head of Design for the Volkswagen Group even claimed that the A5 Coupe was the most beautiful car he has ever designed.



Its expressive front face, precisely drawn lines and distinctive tail end emphasize the sporty silhouette of the car. Devotion to details is evidently found in the innovative styling of the headlights. The signature Audi precision and high-tech engineering are reflected in the daytime running lights comprising of 8 LEDs on each side. It is very clear that Audi has breathed new life into the concept of a classic two-door sports coupe by reinventing it in the progressive design language it is known for.

A coupe with a distinctly sporty desirable character requires a powerful and highly efficient engine. Hence, dynamic performance is supplied by the turbocharged 2.0 FSI engine with direct fuel injection system dispensing a rated power of 211 bhp and 350 Nm of torque that ensure intense acceleration at all times.

The A5 Coupe's engine power is completed with quattro four-wheel drive via the seven-speed S tronic (dual-clutch transmission) gearbox, thus providing unrivalled performance in its class.

Devotees of music will be delighted with the infotainment system of the A5 Coupe that features the Audi Symphony radio and the exquisite premium sound system supplied by world-renowned Danish audio specialist Bang & Olufsen. The system is made up of 14 speakers, 500 watts of music output, surround sound and active driving noise compensation.

The Audi A5 Coupe is priced at RM399,900.00 OTR without insurance.

The Audi network in Malaysia comprises 3S centres (sales, service and spare parts) in Glenmarie, Shah Alam, in Juru, Penang and in Johor Bahru. On March 18, 2010, Euromobil opened Audi Terminal, a new state-of-the-art showroom along Jalan Imbi, Kuala Lumpur. A new After Sales Service Center along Jalan Chan Sow Lin, Kuala Lumpur is now in operation since July 1, 2010.

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ABOUT EUROMOBIL

Euromobil Sdn Bhd, incorporated in 2002, is a wholly-owned subsidiary of Edaran Otomobil Nasional Berhad of the DRB-HICOM Group, and is today responsible for the sales, service and supply of genuine parts of Audi products in Malaysia.

ABOUT DRB-HICOM

DRB-HICOM is one of Malaysia's leading corporations, playing an integral role in the Automotive Manufacturing, Assembly and Distribution industry through its involvement in passenger cars and four-wheel drive vehicles market segment, the national truck project and the national motorcycle project, among others. Besides Automotive concerns, the Group's core businesses are in Services and Property & Infrastructure.

ABOUT AUDI

Audi is a manufacturer of exquisite cars – attractive, sophisticated and technically perfect. Our success stems from creativity, commitment and enthusiasm. The wishes and emotions of our customers are the guiding principle behind our approach. We strive to lead the way with our innovations, and to set new standards which substantiate our brand claim of "Vorsprung durch Technik".