

CONFIDENTIAL

Audi of America, Inc.

Date: September 14, 2010

To: Certified R8 Dealer and Service R8 Dealer
General Managers and Sales Managers

From: Mark Ramsey - Department Manager, Product Launch & Strategy

Subject: Model Year 2012 Audi R8 GT Product & Launch Information



The R8 GT is a breathtaking example of the best in Audi design and engineering. This limited production vehicle – currently in the final phases of testing and nearing production – will be officially unveiled at the 2010 Paris Auto Show at the end of this month. The U.S. public debut of the R8 GT is planned for the North American International Auto Show in Detroit in early January 2011.

Inspired by the Audi R8 LMS GT3 racecar, the R8 GT is a very limited production vehicle that is more powerful, lighter and faster than the highly acclaimed R8 5.2 (V10) FSI quattro Coupe that was introduced in mid-2009 in the U.S. The R8 GT receives substantial exterior modifications aimed to enhance high-speed handling and is powered by a modified 5.2-liter V10 FSI engine that produces 560 hp (35 more hp than the R8 5.2 FSI) and is mated to the R tronic sequential manual transmission. Extensive use of carbon fiber body parts in the R8 GT results in reducing vehicle weight by approximately 100 kilograms (220 lbs.) from the R8 5.2 FSI quattro Coupe (final U.S. spec vehicle weight is pending). The added power and reduced weight results in an improved acceleration of 3.6 seconds 0-62 mph and a top speed of 199 mph (compared to 3.9 seconds and 196 mph top speed for the R8 5.2 FSI quattro). The estimated base price for R8 GT is not final, however is anticipated to be less than \$225,000. Additional vehicle information and images are included in the following pages.

Total worldwide R8 GT volume is 333 units, with 90 units slated for sale in the U.S. While Audi of America is pleased that the U.S. market was successful in securing a high production share, unfortunately such a limited total volume cannot adequately satisfy dealer or customer demand for this unique vehicle. Audi of America will allocate standard dealer production allocation for the R8 GT based on previous R8 sales performance. **Those dealers receiving an R8 GT production allocation will be notified as such within the next several weeks.**

Despite the relatively small volume of R8 GT vehicles destined for the U.S. market, we hope all Audi R8 dealers will view favorably the excitement and interest that the R8 GT will bring to the R8 model line specifically and to the Audi brand in general in the United States.

Please reference the attachment for further details.