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Audi launches first Vehicle-to-Infrastructure (V2I) technology in the U.S. starting in Las Vegas

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- **Audi is the first manufacturer to launch V2I technology in the U.S. in select 2017 Audi A4, Q7 and allroad® models in Las Vegas, NV**
- **Traffic Light Information is the first step in connecting a vehicle to its surrounding infrastructure**
- **Las Vegas, NV continues its leadership in smart city technology by being the first city to connect traffic signal network to vehicles.**

Herndon, Virginia, December 6, 2016 – Audi launches Traffic Light Information the first Vehicle-to-Infrastructure technology in the U.S.

“The launch of this technology is another in a long list of firsts for Audi that have positioned us as the industry leader in connectivity solutions.” said Audi of America President Scott Keogh. “V2I applications and services like Traffic Light Information are essential components as we continue to move toward an autonomous future. We applaud the innovative approach of Las Vegas in working with us on V2I as well as on our various piloted driving demonstrations over the past years.”

Traffic Light Information, an Audi connect PRIME feature, is available on select 2017 Audi A4, Q7 & allroad® models, and enables the car to communicate with the infrastructure in select cities and metropolitan areas across the U.S. The car receives real-time signal information from the advanced traffic management system that monitors traffic lights via the on-board 4G LTE data connection.

When approaching a connected traffic light, Traffic Light Information displays the time remaining until the signal changes to green in the driver instrument cluster, as well as the head-up-display (if equipped). Providing the driver with this additional information helps reduce stress and allows the driver to relax knowing approximately how much time remains before the changing of the light.

This “time-to-green” feature will be the first feature to leverage the Audi Traffic Light Information service. In the future, it may be possible to integrate information from these advanced traffic management systems into vehicle start/stop features, navigation systems to optimize routing, and predictive services such as presenting the driver with a speed recommendation designed to maximize the number of green lights one can make in sequence. All of these services would be designed to either improve efficiency, drive time or traffic management.



Traffic Light Information is launching this December in the U.S. beginning with Las Vegas, NV and will be available to customers with select Audi A4, Q7 and A4 allroad® models (manufactured after June 1, 2016) equipped with an active Audi connect® PRIME subscription. Continued expansion to additional cities across the U.S. is ongoing as we work with municipalities to prepare their infrastructure for V2I connectivity. Audi has partnered with Traffic Technology Services (TTS) to facilitate the transfer of traffic light data to Audi vehicles.

The contribution Audi is making in the connected infrastructure will enrich the experience for Audi owners first, then ultimately for all drivers as other manufacturers begin to integrate this technology into their vehicles. In the future smart cities will be able to use this technology to better understand traffic patterns and could adapt traffic signal behavior to reduce congestion and improve traffic flow.

“The Regional Transportation Commission of Southern Nevada (RTC) is proud to be the first in the nation to connect our traffic signal network to vehicles through our collaboration with Audi,” said Tina Quigley, RTC General Manager. “This vehicle to infrastructure technology will help reduce congestion and enhance mobility on our already crowded roadways. Beyond the glitz and glamour of the Las Vegas Strip, Southern Nevada continues to lead the way in transportation technology creating smart cities and communities for our residents and visitors.”

Nevada issued autonomous vehicle licenses for Audi to drive from California to Las Vegas three years ago and now Las Vegas is the first city to go live with V2I integration. The integration of this technology further demonstrates that Las Vegas is the model for smart cities of the future.

Traffic Light Information is the latest in a line of pioneering connected car innovations by Audi. In 2010, Audi was the first manufacturer to offer a mobile connectivity enabled vehicle. Since then, Audi connect® has continued to expand on its industry-leading services and capabilities. In 2014, Audi was the first manufacturer to offer 4G LTE connectivity in the Audi A3 model line. Strategic partnerships and proprietary scalable infotainment architecture has allowed Audi to continuously offer our customers the latest in mobile connectivity solutions.

For more information, please visit www.audiusa.com

About Audi:

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands globally. The Audi Group delivered over 1,800,000 vehicles to customers globally in 2015, and broke all-time company sales records for the 6th straight year in the U.S. Through 2019, AUDI AG plans to invest about 24 billion euros - 70 percent of the investment will flow into the development of new models and technologies. Visit www.audiusa.com or www.audiusa.com/newsroom for more information regarding Audi vehicles and business topics.

Always obey speed and traffic laws. The feature is not a substitute for safe and attentive driving. See Owner’s Manual for further details, and important limitations.

Traffic Light Information is not a substitute for attentive driving. Always pay careful attention to the road and obey all speed and traffic laws. Requires compatible traffic infrastructure which is not available in all areas. Not available on vehicles built prior to June 1, 2016. See Owner’s Manual for further details, and important limitations.

Connect PRIME services are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. Trial or paid subscription required. Connect PRIME services require vehicle cellular connectivity and availability of vehicle GPS signal; certain services collect location information, see Terms of Service for information about



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