



Audi of America Communications

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Audi announces the first vehicle to infrastructure (V2I) service - the new Traffic light information system

- **New Traffic light information system communicates with municipal traffic signals to inform the driver when traffic lights turn from red to green.**
- **Traffic light information system is first step in vehicle to infrastructure (V2I) integration, set to launch in select smart cities this fall in the U.S.**
- **System will be available on select 2017 Audi Q7, A4 and A4 allroad® models with Audi connect®.**

Herndon, Virginia August 15, 2016 – Audi of America in conjunction with Traffic Technology Services (TTS) will be launching the first V2I technology called Traffic light information that will be arriving on select 2017 Audi Q7, A4 and A4 allroad® models this fall.

“Continuous innovation in connected car services and advanced driver assistance systems that enrich and improve the customer experience is at the core of the Audi brand and our collective future,” said Scott Keogh, President, Audi of America.

Traffic light information, an Audi connect PRIME feature, 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. The link between vehicle and infrastructure is routed via the on-board LTE data connection and Traffic Technology Services, Inc. servers.

While waiting at a connected traffic light, the driver information system in the instrument cluster, as well as the head-up-display (if equipped), indicates the time remaining until the signal changes to green.

“This feature represents Audi’s first step in vehicle-to-infrastructure integration,” said Pom Malhotra, General Manager, Connected Vehicles. “In the future we could envision this technology integrated



into vehicle navigation, start / stop functionality and can even be used to help improve traffic flow in municipalities. These improvements could lead to better overall efficiency and shorter commuting times. ”

Audi of America will begin to roll out the new Traffic light information as part of its suite of Audi connect PRIME services later this fall in select smart cities and metropolitan areas across the country through 2017 and beyond. The feature is available on 2017 Audi Q7, A4 and A4 allroad® models built after JUNE 1st, 2016.

Traffic light information is the latest in a line of pioneering connected car innovations by Audi. In 2010, Audi was first the manufacturer to offer a broadband enabled vehicle. Since then, Audi connect® has continued to expanded on its industry-leading services and capabilities. In 2014, Audi was the first manufacture to offer 4G/LTE Broadband connectivity. Strategic partnerships and a 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.

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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.

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