

# Sportier and more connected than before: The all-new Audi A4

 By [Naresh Maharaj](#)

24 Feb 2021

I had the pleasure of testing the vastly improved Audi A4. At the outset, the 'darling' and core product of the Audi brand delighted me. Yes, it took a few years to be refreshed but the all-new Audi is now sportier and more intelligent than its predecessors. Start it up, engage the Drive gear and it just glides away ever so smoothly and silently.



Photo credit: Naresh Maharaj

The new Audi A4 is the brand's first model to usher in fully integrated connectivity functions with Audi Connect, thereby enabling safety and service; security and convenience as well real-time infotainment functions to the driving experience.

The engine options now come with a mild-hybrid system (MHEV) which allows for efficiency and comfort from broad-based electrification.

## Exterior design: looking sharp

The midsize model is dynamic and sophisticated thanks to the sportier design highlights. The single-frame grille is now broader and flatter; horizontal lines emphasise the width at the front and rear.



Photo credit: Naresh Maharaj

The side view is defined by the distinctive slight bulges above the fenders. LED headlights now come standard in the Audi A4 and are available in different variations. The front and back indicator lights flow with each 'blink'.

## **Cool, calm and collected**

In the calmly styled interior of the Audi A4, the horizontal lines also convey the overall impression. In the centre of the instrument panel, slightly tilted toward the driver, is the large and new MMI touch display, the control centre for the new operating system.

Interior customisation to standard seating is available in a variety of leather/leatherette colour combinations. While ambient LED interior lighting is standard, the contour/ambient lighting package adds highlights to the interior in the dark for a very premium finish and is included as part of the technology package.

## **Cutting edge**

With its new MMI system, the highly connected Audi A4 offers a user experience similar to a contemporary smartphone. The high-resolution display measures 10.1 inches. Its graphics are clean and straight forward and facilitates ease of use.



Photo credit: Naresh Maharaj

The MMI search is based on free text input and returns hits rapidly. Audi smartphone interface - which enables Apple CarPlay and Android Auto - is also standard on all models within the range.

## Audi Connect

Audi connect takes the comfort, enjoyment and safety of driving the new Audi A4 to a whole new level. The technology focuses on integrating the structures that use online connectivity with the vehicle, to provide real-time information and multiple digital functions.

Engines

Audi will be offering the A4 model line with three turbocharged engines in South Africa. Their power outputs range from 110kW to 260kW – from the Audi A4 35 TFSI up to the Audi S4 TFSI.

Two engine variants (A4 35 TFSI and 40 TFSI) will feature a mild-hybrid system (MHEV) based on 12 volts, which reduces fuel consumption whilst improving comfort. This broad-based electrification makes an important contribution to achieving positive fuel consumption.

## Verdict

It was a real pleasure to drive the all-new Audi A4. Not only from a ride comfort point of view but once strapped into the

driver's seat, it was really plain sailing.

Both the urban and highway commutes were typical Audi. This combination of advanced design, new technology, an efficient and connected driving experience, makes the product improvement on the Audi A4 quite a substantial package in the premium B-sedan segment.



Photo credit: Naresh Maharaj

Electrification with mild hybrid technology enhances comfort and drive efficiency. The new Audi A4 impresses immensely and will be a serious challenger in the medium-sized sedan category.

### **The model range is priced as follows:**

- Audi A4 35 TFSI S Tronic - R644,000
- Audi A4 35 TFSI Advanced S Tronic - R663,000
- Audi A4 40 TFSI S Tronic - R681,500
- Audi A4 40 TFSI Advanced S Tronic - R700,500
- Audi A4 40 TFSI S line S Tronic - R726,500
- Audi S4 TFSI 260kW Quattro Tiptronic - R944,500

All models come standard with the five-year/100,000km Audi Freeway plan, inclusive of all taxes.

### **ABOUT NARESH MAHARAJ**

Naresh Maharaj is a petrol head who loves cars and writing about them. He is also a Member of the SA Guild of Motoring Journalists. Naresh is also an international sports correspondent and an acclaimed corporate MC and voice-over artist. Naresh is a sports/news producer for community radio stations and also an award-winning sports journalist. Contact Naresh on [nmaharaj321@gmail.com](mailto:nmaharaj321@gmail.com)

- Family fun with the new Suzuki XL6 - 30 Aug 2023
- Driven: The new Chery Tiggo 8 Pro - 28 Aug 2023
- Launched: The Suzuki Fronx - 25 Aug 2023
- Tested: Volvo XC60 T8 Recharge - 22 Aug 2023
- The new Opel Grandland. It's grander! - 18 Aug 2023

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>