

Media Information



FOR IMMEDIATE RELEASE
DATE: Monday, December 3, 2007

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THE AUDI A4 AND S4: DESIGN, LUXURY, AND PERFORMANCE FOR 2008

AUBURN HILLS, Mich. – The 2008 Audi A4 represents a dynamic level of driving pleasure, superior technology, exciting styling and luxury that satisfies even the demands made in the premium sports class. The A4 and its performance sibling, the S4, represent Audi's contribution to the premium midsize segment. With its bold exterior treatment for 2008, award-winning interior, S4-derived steering and suspension components, and best-in-class crash protection, the A4 line offers a world-class driving experience unmatched by its competitors.

New to the A4 model line for 2008 is the addition of the S line package for the exterior as standard equipment. This enhancement adds aggressive front and rear fascias, side moldings, an integrated trunk spoiler, and S line badging to give the A4 a bolder look that emphasizes its performance.

Vehicle technology lives up to the promise made by its exterior styling, including multiple exterior packages made available for both the A4 and S4 since the vehicle's launch. Innovative and highly sophisticated technologies are an integral part of practically all vehicle areas and components: the optional Bi-Xenon headlights with pivoting dynamic adaptive light technology, continuously variable multitronic®

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transmission, quattro® all-wheel drive and the revolutionary FSI direct gasoline injection technology.

With so much style, performance, and technology imbued in the A4 line, the accolades it has received come as no surprise. In 2005, the A4/S4 won the “Auto Interior of the Year” award from *Ward’s*, it received a “Top Safety Pick” rating from the Insurance Institute for Highway Safety (IIHS) for occupant protection in 2006, 2007 and 2008, and it has been on the *Consumer Reports’* “Recommended” list for new vehicles since 2005.

Drivetrain

Two performance-oriented engines are available in the A4 sedan and Avant. The six-cylinder 3.2 FSI has all the features of an ultramodern engine: FSI gasoline direct injection with demand-controlled fuel supply, a variable intake manifold and continuous camshaft adjustment on both the intake and the exhaust side.

This V6 engine delivers 255 horsepower at 6,500 rpm. Its peak torque of 243 ft. lbs. is available at 3,250 rpm. More than 90 percent of the engine’s peak torque is available in the wide range between 1,900 and 5,900 rpm – a unique characteristic for a naturally aspirated V6. The A4 3.2 FSI quattro is available with a six-speed manual transmission or an optional six-speed automatic with Tiptronic®. The A4 3.2 FSI FrontTrak sedan comes standard with a continuously variable multitronic transmission.

FSI direct gas injection has confirmed its unique potential several times over in what must be the most challenging endurance test in the world: an engine with FSI direct injection powered the Le Mans-winning Audi R8 prototype race car.

The 2.0T FSI was the first engine to combine turbocharging with the FSI concept of gasoline direct injection. The 2.0T produces 200 hp from 5,100 to 6,000 rpm. The maximum torque of 207 ft. lbs. is available from just 1,800 up to 5,000 rpm. This four cylinder engine has more torque than some six cylinder offerings in competitors’ vehicles, a testament to the high power and efficiency created by FSI technology.

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Several transmissions are combined with the new 2.0T FSI. In the A4 sedan there are two front-wheel drive options: a six-speed manual and a continuously variable multitronic transmission; or two quattro versions with either a six-speed manual or Tiptronic automatic transmission. The A4 2.0T Avant comes with quattro all-wheel drive and a choice of the six-speed manual or six-speed Tiptronic automatic.

The S4's 4.2L V8 engine produces 340 hp and a mighty peak torque of 302 ft. lbs. In acceleration tests, the S4 sedan rips from 0 to 60 miles per hour in just 5.3 seconds with a six-speed manual transmission. A specially tuned exhaust announces the evidence of its power. All S4 models come equipped with Audi's signature quattro all-wheel drive.

The latest generation differential is standard on all S4 models equipped with a manual transmission. The new system has an asymmetrical torque split of 40/60 front/rear under normal driving conditions. This helps the S4 exhibit a more dynamic driving sensation. However, like all quattro-equipped cars, engine power still can be sent to the wheels with the most traction. Tiptronic-equipped S4 models retain a 50/50 torque split.

Audi design

Unmistakeably Audi, the A4/S4 sedan and Avant once again exhibit the brand's typical design features. Their sports character is visible immediately at first glance.

The ratio of the large, clearly shaped body surfaces to the flat, equally bold strip formed by the windows is significant. The discreetly rising shoulder line accentuates a powerful, dynamic stature, even when the car is stationary. Clear proportions, the gentle curve of the roof, the striking, visibly flared wheel arches: even its silhouette immediately identifies the A4 as a genuine Audi.

The design elements, however, are even more eye-catching, especially at the front end: the striking single-frame grille and clear-glass headlights with their sweeping bottom edge and inward taper give the Audi A4 and S4 an aggressive face.

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The front-end styling deliberately echoes design elements of the Audi Nuvolari quattro concept car, thus emphasizing that this model also belongs to the same family as the other Audi models.

A clearly crafted horizontal light-refracting edge gives the bumpers additional shape. No less eye-catching at the rear end are the exhaust tailpipes, which are a clear indication of the capabilities of A4 model engines.

All S4 models have sporty accents that hint at their power and performance. Vibrant exterior colors and distinctive S4 exterior mirror housings add a sporting look. S4 nomenclature on the trunk lid and instrument cluster, an integrated trunk rear spoiler (sedan) and aluminum roof rails on the S4 Avant, and quad exhaust pipes add finishing touches to the exterior of the S4.

The S4 sedan has an optional Exterior sport package from quattro GmbH (U.S.A. only, sedan-only) to further enhance the S4's visual distinction, while adding a more aggressive appearance over the standard S4. The Exterior sport package includes DTM-inspired front and rear bumpers, carbon fiber front lip and rear trunk lid spoilers, and diffuser and side scoops integrated into the rear bumper.

Interior

“The perfect tailor-made suit” is a metaphor frequently used to describe vehicle interiors. But this image will come to the mind of anyone getting behind the characteristic wheel of the Audi A4, with its hallmark feature of the single-frame element at the center. This, after all, is a car that unites two apparent opposites to produce an amazing synthesis of exceptional ergonomics and subjective comfort.

On the other hand, the A4's finely crafted cockpit is characterized by lines extending a long way into the door trim and center console areas, which quite literally appear to embrace the driver. This “wrap around” effect, to use the designers' technical term, is

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accentuated further by the A4's high waistline. This feature is something that many customers value highly, not the least of which is because of the remarkable sense of security that it imparts.

The architecture of the dashboard and center console also provides scope for positioning a wide range of instruments and controls high up; in other words, ideally within the driver's field of vision. This is an ergonomic strategy that is adapted to every aircraft cockpit for very good reasons.

The lines of the driving area create a lively interplay of distinctly rounded, tangible shapes and graphically clear edges and notches.

This area is thereby divided into clearly defined zones. They can be distinguished at a glance – a worthwhile ergonomic bonus that speeds up intuitive access to the individual information units and function groups. The locating process involves both visual and tactile senses: groups of controls and displays also can be identified by the materials used.

The most important controls for the occupants' well-being are located in the center console: dual automatic climate control, audio system, and the optional navigation system. Available only in the United States and Canada is a specially designed center console with dual cup holders with size adjustable tabs and an extra 12-volt power outlet.

There is more room than average for luggage in the A4 sedan with a capacity of 13.4 cu. ft. The smooth-floored luggage compartment is well-equipped for tackling challenging transport tasks. With a large distance between the wheel arches, there is plenty of room for even bulky loads. Both the sedan and Avant have a standard 60/40 split folding rear seat, which is optional on all other luxury segment competitors.

Furthermore, both front seats are equipped with standard storage spaces under the seat. This is yet another feature exclusive to A4 and S4 among its competitors. The A4/S4 Avant's load area combines an exclusive atmosphere with optimum utility and

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variability. This synthesis of successful interior design and multifunction sets new standards.

By design, the A4/S4 Avant's load area offers a full range of ingenious details such as chrome-plated load-securing lugs, a storage compartment behind a cover in the left side panel, an easily accessible 12V power socket in the side panel and an active light in the tailgate that also illuminates the area behind the vehicle.

The dynamic chassis

In the A4 sedan and Avant, dynamics, comfort, easy handling, and active safety are at the very highest level. Agility and ride comfort are equally impressive.

This road behavior is the result of extensive modifications in the area of elastokinematics as well as to the spring and shock absorber settings.

The A4 and S4 have a four-link front suspension and the highly complex self-tracking trapezoidal-link rear suspension. Both consist primarily of light-alloy components resulting in a low unsprung mass.

On the four-link front suspension layout, each wheel is located by four aluminum control arms. Large-volume rubber components are used as the damper mounts on the suspension. This helps to effectively isolate the shock absorbers acoustically.

Several mounts, as well as the considerably stiffer track rods on the front suspension, have been adopted from the high-performance S4. The mounts for the control arm originate from the Audi A6.

Together with the new shock absorber settings, the suspension results in a particularly sensitive response to steering movements and even more precise feedback from the road. In other words, extreme dynamic behavior is isolated almost completely from front-wheel-drive influences.

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The trapezoidal-link rear suspension makes for top-quality ride comfort in all models, coupled with dynamic behavior that will amaze the driver of many competing models.

This design is notable for its low weight as well as its outstanding space efficiency. The compact design permits a low load-area floor in all versions, coupled with a generous load-area width.

The trapezoidal links and wheel carriers on the A4 also originate from the S4, a car whose suspension has demonstrated its all-round superiority in numerous individual and comparative tests conducted by the trade press. However, several mounts and the shock absorbers, which are considerably larger than on the previous model, were adopted again from the A6.

Thanks to the precision work that has gone into modifying the rear suspension set-up, the dynamic qualities of this basic structure are demonstrated even more effectively. This all adds up to agility and excellent directional stability, outstanding straight-line running and a high level of comfort without any disturbing movements of the body.

The S4 has its own sport suspension setting, including stiffer shocks and springs, stronger stabilizer bars in the front and rear, and a ride height lowered by 30 mm compared to the Audi A4. The aluminum-intensive design yields low unsprung mass, which nets a sophisticated maximum ride comfort for driver and passengers, while still providing sports car-like handling ability.

The Audi A4/S4 sedan and Avant models come standard with hydraulic rack-and-pinion steering featuring speed-dependent power assistance, Servotronic®. The development goal here was to provide the highest conceivable standard of sporty steering precision and improved steering comfort.

The refined Servotronic system enables the driver to maneuver into parking spaces with a minimum of steering effort and maximum accuracy, and it also provides a clear response

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from the road at higher speeds. The system offers a high level of sensitivity around the straight-ahead position and even more comfortable initial response behavior.

All Audi A4/S4 models come with an electronic stabilization program. This system comprises ABS brakes with Electronic Brake-pressure Distribution (EBD) and hydraulic brake assist that automatically increases brake power when the driver applies the brakes in an emergency. The traction control system (ASR) interacts with the electronic differential lock (EDL) to provide efficient yaw control as the foundation for enhanced safety.

The system has been developed to an even higher standard in terms of both electronics and hydraulics. Advanced pressure control ensures precise intervention of the ESP stabilization functions in accordance with the given situation, particularly when the car is understeering. In the event of excessive understeer, all four wheels apply brake pressure if necessary so that the vehicle can be returned to its original course.

Yet another feature is the brake disc wiping function. This function helps to keep the brake discs largely dry on wet roads even when the driver does not apply the brakes for a relatively long time. To provide this effect, the brake linings are pressed against the discs under low hydraulic pressure at regular intervals, helping to ensure even more spontaneous brake response under wet conditions, too. This process goes unnoticed by the driver.

Safety

The new Audi A4 remains faithful to the manufacturer's best tradition of safety. After all, its predecessor was one of the very best in its class in this respect. A rigid body structure and meticulously calculated deformation properties, in conjunction with ultra-modern restraint systems – such as the new two-stage front airbags – and outstanding technical concepts such as the Sideguard[®] head-level airbag system, create an outstanding level of occupant safety. All of this technology helped the A4 to achieve a “Top Safety Pick” rating from the IIHS for its occupant protection in both frontal and side impact

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crash tests. The A4 was the first car in the mid-size luxury segment to receive a “Top Safety Pick” rating.

In the event of a collision, the car's occupants are effectively protected by the robust structure of the body with predefined deformation and a highly stable passenger cell. The structure also has been improved regarding side crash impact. And in conjunction with seat belt tensioners and belt-force limiters, the full-size front airbags, front side airbags and the Sideguard head airbag system offer the driver and passengers a high level of protection.

Active safety benefits from an electronic stability program complete with hydraulic brake assist, anti-lock brake system (ABS), electronic brake-pressure distribution EBD, the traction control system ASR and the electronic differential lock EDL.

In addition to the large-area front airbags, the occupants are protected by several side airbag systems. In the event of a side impact, remote sensors transmit signals that are compared with those from the sensor in the central airbag control unit.

An extensive system of crash sensors ensures that the airbags are ignited at exactly the right moment. In addition to the upfront sensors, the triggering system comprises several remote satellite sensors at the sides of the vehicle.

All Audi A4/S4 sedan/Avant models have provisions for mounting LATCH-capable (Lower Anchors and Tethers for Children) child seats on the outer positions of the rear seat.

Standard is Audi's tire pressure monitoring system. The system monitors the tire pressure and temperature of each individual wheel. In the event of a loss of pressure, it informs the driver optically and acoustically via the display in the instrument cluster.

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The system also adapts to minor changes in temperature and pressure caused by intense sunshine, hot air coming from the engine or unusual weight distribution of the car, thus avoiding a false alarm.

Equipment

The new Audi A4/S4 is well positioned in the midsize luxury segment. It offers a range of standard equipment with quality and comfort attributes that are the benchmark in the premium class. Subtle touches like seat belt height adjustment and retractable hooks in the cargo area are not available in other cars in this segment, but all come standard in the A4 and S4 models. Shift paddles also are standard on all A4/S4 automatic transmission models.

Equipment highlights for 2008 include standard Bluetooth[®] and SIRIUS[®] Satellite Radio on S4 models and an optional iPod integration kit for A4 and S4 models. S4 models also have a new RS 4-style 18-inch alloy wheel available as an option.

The A4 model line has an available interior S line package. The interior S line package consists of S line scripted door sills, brushed aluminum trim, a three spoke steering wheel with perforated leather and red/black/silver stitching, and S line badge.

For owners who want even more distinction for their A4 S line model, there is the Titanium package. This package is available on S line-equipped A4 models and features a black front grille, black side window moldings, titanium-colored 15-spoke 18" wheels, black interior headliner, piano black interior trim, and black roof rails (Avant models only).

The interior also satisfies virtually every design requirement. Brown Walnut and Vavona wood inlays are standard on A4 3.2, optional on 2.0 T. Aluminum-optic inlays for the center console are standard on 2.0 T. A wood-segmented steering wheel and shift knob are available on all A4 sedan/Avant models (U.S. only) and add yet another luxurious touch to the A4.

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The optional Audi Navigation Plus system, which uses a DVD-based drive, helps the driver find the fastest route from A to B. Operation follows the same clear logic as the Audi MMI™, familiar from the A8 and A6.

The 6.5-inch color display shows the map and the visual route description, while the driver information system translates the corresponding directions into pictograms and adds information on directions, distances and arrival time.

Two slots for SD® memory cards can be found behind the flip-down LCD screen. MP3 music files stored on the cards can be played through the audio system. The Audi Navigation Plus system offered on all A4-based vehicles is unique in the marketplace as it offers both menu and spoken route guidance in five different languages (English/French/Spanish/Italian/German).

The standard A4/S4 audio systems also offer the ideal combination of convenience and equipment options for every customer:

- New generation of the Audi Symphony radio
- In-dash six-disc changer (in glovebox if Audi Navigation Plus is ordered)
- 10-speaker sound system
- Satellite radio preparation standard, visible via roof antenna
- SIRIUS® Satellite Radio as factory option (standard on A4 3.2 and S4) or dealer installed receiver

The optional BOSE® Premium Sound System with AudioPilot™ noise compensation provides a concert hall atmosphere in the A4.

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Warranty

The Audi A4 and S4 will be backed by a new vehicle limited warranty that includes:

- Four-year/50,000 mile limited new vehicle warranty
- 12-year limited warranty against corrosion perforation
- 24-hour Roadside Assistance for four years

About Audi of America

Audi of America, Inc., currently offers a line of luxury vehicles that includes the Audi A3 sport compact; the sporty A4 and S4 sedan, Avant, and Cabriolet models; the high-performance RS 4 sports sedan and Cabriolet; the all-new S5 coupe with a 354-horsepower engine; the A6 sedan and Avant; the V10-powered high-performance S6 sedan; the newly updated flagship A8 and S8 luxury sedans available with 8, 10, and 12 cylinders; the Audi Q7 performance SUV; the all-new for 2008 TT Coupe and Roadster models; and the all-aluminum R8 mid-engine supercar, one of the most exclusive sportscars in the world. Audi's 270 dealers sold 90,116 vehicles in the United States during 2006. Information regarding the Audi brand and products can be found at www.audiusa.com, and information for media can be found at www.media.audiusa.com.

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The Audi A4 model line-up for North America

A4 2.0 T FSI TWO-LITER TURBO FSI 4-CYLINDER ENGINE 200 HP

Manual

A4 2.0 T FSI	Sedan 6-speed manual	FrontTrak
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A4 2.0 T FSI quattro	Sedan 6-speed manual	quattro
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A4 2.0 T FSI quattro	Avant 6-speed manual	quattro
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Automatic (Tiptronic quattro or multitronic FrontTrak)

A4 2.0 T FSI	Sedan 6-speed multitronic	CVT - FrontTrak
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A4 2.0 T FSI quattro	Sedan 6-speed Tiptronic	quattro
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A4 2.0 T FSI quattro	Avant 6-speed Tiptronic	quattro
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A4 3.2 SIX-CYLINDER ENGINE 255 HP

Manual

A4 3.2 quattro	Sedan 6-speed manual	quattro
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A4 3.2 quattro	Avant 6-speed manual	quattro
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Tiptronic

A4 3.2 quattro	Sedan 6-speed tiptronic	quattro
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A4 3.2 quattro	Avant 6-speed tiptronic	quattro
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multitronic

A4 3.2	Sedan multitronic	CVT - FrontTrak
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S4 EIGHT-CYLINDER ENGINE 340 HP

Manual

S4	Sedan 6-speed manual	quattro
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S4	Avant 6-speed manual	quattro
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Tiptronic

S4	Sedan 6-speed Tiptronic	quattro
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S4	Avant 6-speed Tiptronic	quattro
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