New 2009 Audi A4 Quick Reference: USA Data (sedan and Avant)

VERSION DATE: March 25, 2008 (Post NY Auto Show)

INFO IS SUBJECT TO CHANGE

Summary

• All new B segment product is key to Audi of America’s growth in USA.
• A4 is the new standard in the B segment, bringing luxury attributes, dynamic performance, and efficiency in a prestigious and stylish package.
• Audi Drive Select (adjustable engine/throttle mapping, suspension dampening, and dynamic steering): this option is a benchmark in the segment and industry
• All-new 2.0L turbo 4-cylinder provides excellent acceleration and efficiency.
• A4 will continue to be offered in Sedan and Avant (wagon) body styles, both launching simultaneously in USA in Fall 2008.
• The all-new 2009 A4 sedan has been winning all comparison tests against BMW 3 series and Mercedes C class in European auto tests (including Germany).

Market

• The A4 sedan sells nearly 40,000 units annually in the USA.
• Key competitors are BMW 3-series and Mercedes-Benz C class.

Design

• Sporty proportions and muscular stance due to longer, wider, and lower dimensions
• Reduced front overhang adds to visual sportiness.
• Typical Audi interior design is modern and sophisticated, with clear attention to detail
• Drag coefficient reduced from 0.31 to 0.27

Dynamics

• New modular chassis architecture with longer wheelbase and wider track
• Extensive use of new ultra-high-strength steels increase rigidity of the body while also reducing weight (versus B7)
• Repositioned clutch / torque-converter for more forward position of front axle
  o Better agility and turn in
  o Better axle load distribution
  o Shorter front overhang
  o Longer wheelbase = more comfortable ride
• New front and rear suspension designs are mostly aluminum to reduce unsprung weight
• Repositioned steering rack, lower and closer to the wheel carriers for lower center of gravity and more direct steering control/feedback

Powertrain

• Sedan will be offered with 3.2 V6 and quattro all-wheel drive; and an all-new high-power 2.0 TFSI four cylinder. Both engines are available with a new Tiptronic fast-shifting 6-speed automatic transmission (*S tronic, aka “DSG” will not be offered*). A 6-speed manual transmission is available only on the 2.0 TFSI sedan.
• Avant will be offered with an all-new high-power 2.0 TFSI four cylinder mated to a new Tiptronic fast-shifting 6-speed automatic transmission, with rear-biased asymmetrical quattro all-wheel drive as standard equipment (*S tronic, aka “DSG” will not be offered*).
• 3.2L V6 specifications:
  o FSI direct injection
  o Audi Valvelift System (AVS) variable intake valve lift
  o 265hp – 243 lb-ft (3000-5000 rpm)
  o 0-60 mph in 6.3 seconds (USA estimated)
  o AVS uses lower cam for efficiency, higher cam for power; increases fuel
economy 5%
  o Reduced frictional losses compared to previous 3.2, which increases fuel
economy by 5%

• 2.0 TFSI 4-cyl specifications:
  o FSI direct injection
  o Audi Valvelift System (AVS) variable exhaust valve lift
  o 211 hp – 258 lb-ft (1,500-4,200 rpm)
  o 0-60 mph: To be announced
  o Fuel economy expected to be up to 15% improved (versus previous 2.0
  TFSI with 200 hp / 207 lb-ft of torque)

• quattro® AWD – latest generation with asymmetric rear-biased torque split (40% front / 60% rear under nominal conditions)

Innovations and available features
• MMI operating logic standard (with central display screen)
• Audi Drive Select – varies the engine, transmission, steering, and suspension
damping characteristics to suit the driver’s preferences
• Self-opening trunk lid
• Audi Intelligent Key – stores service information in the key
• Advanced Key keyless entry and starting
• Bluetooth hands-free telephone interface
• Bi-xenon headlamps with LED daytime running lights
• Audi Parking System rear with rearview camera
• Electromechanical parking brake
• DVD-based Navigation system with voice control
• Audi Side Assist lane change assistant
• Bang & Olufsen 505W 14-speaker sound system
• Tiptronic 6-speed automatic transmission with steering wheel shift paddles

Dimensions
• Interior is 20mm longer, rear knee room increased by 36mm, leg room,
headroom and shoulder room also increased.

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<th>LENGTH</th>
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</table>

Launch Timing and Pricing
• USA A4 goes on sale in Fall 2008 as a 2009 model year vehicle, with pricing
expected to be similar to the outgoing model (which is $28k to $38k).
• European A4 sedan is already on sale as of winter 2008.