



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).
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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
 - Better agility and turn in
 - Better axle load distribution
 - Shorter front overhang
 - 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:
 - FSI direct injection
 - Audi Valvelift System (AVS) variable intake valve lift
 - 265hp – 243 lb-ft (3000-5000 rpm)
 - 0-60 mph in 6.3 seconds (USA estimated)
 - AVS uses lower cam for efficiency, higher cam for power; increases fuel economy 5%
 - Reduced frictional losses compared to previous 3.2, which increases fuel economy by 5%
- 2.0 TFSI 4-cyl specifications:
 - FSI direct injection
 - Audi Valvelift System (AVS) variable exhaust valve lift
 - 211 hp – 258 lb-ft (1,500-4,200 rpm)
 - 0-60 mph: To be announced
 - 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.

(inches)	LENGTH	WIDTH	HEIGHT	WHEELBASE
AUDI A4 (B8)	185.2	71.9	56.2	110.6
AUDI A4 (B7)	180.6	69.8	56.2	104.0
BMW 3-SERIES	178.0	71.5	55.9	108.7
M-B C CLASS	180.4	69.7	57.0	108.7

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.