



2010 Audi A4 sedan and Avant

Quick Reference: USA Data

VERSION DATE: Sept 10, 2009

INFO IS SUBJECT TO CHANGE

Key Summary Points

- The A4 is key to Audi of America's growth in the USA.
 - 2.0 TFSI turbo 4-cylinder provides best-in-class fuel economy while also posting better 0-60 mph and torque statistics than 6-cylinder competition (A4 2.0T quattro versus BMW 328xi, Mercedes-Benz C300 4Matic, and Lexus IS250 AWD).
 - A4 brings the latest luxury attributes, dimensions, dynamic performance, and efficiency in a prestigious and stylish package.
 - Audi Drive Select (adjustable engine/throttle mapping, suspension damping, and dynamic steering): this option is a benchmark in the segment and industry.
 - A4 continues to be offered in Sedan and Avant (wagon) body styles.
 - Audi is the first car company in the U.S. to sell 100 percent of its gasoline engines with FSI direct injection technology beginning with model year 2010. In 2000, Audi began racing with FSI direct injection technology in the R8 FSI prototype race car at Le Mans and the American Le Mans Series. Since this technology became available for U.S. consumers in late 2004 with the introduction of the 2005 A6 3.2 FSI, the list of Audi vehicles with FSI direct injection technology has continued to grow.
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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

- Longer, wider, and lower dimensions = sportier/muscular stance
- Reduced front overhang adds to visual sportiness
- Interior design is modern and sophisticated
- Drag coefficient reduced from 0.31 to 0.27 (for sedan, versus previous generation)

Dynamics

- Modular Longitudinal Chassis architecture with longer wheelbase and wider track
- Extensive use of new ultra-high-strength steels increases 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 and Avant are offered with a high-power 2.0 TFSI four cylinder engine, mated to a fast-shifting Tiptronic 6-speed automatic transmission and quattro® all-wheel drive.
- Sedan also is available with a 6-speed manual transmission with quattro all-wheel drive and a front-wheel drive variant with Audi's renowned multitronic CVT.
- 2.0 TFSI 4-cyl specifications:
 - FSI direct injection with turbocharger
 - Audi Valvelift System (AVS) variable exhaust valve lift
 - 211 hp – 258 lb-ft (1,500-4,200 rpm)
 - 0-60 mph: 6.4 quattro man sedan; 6.6 quattro auto; 7.1 front-drive for multitronic CVT sedan
 - Class-leading fuel economy, torque, and performance versus competing models from BMW, Mercedes-Benz, and Lexus
- quattro® AWD – 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
- Hard-drive-based Navigation system with third generation MMI, voice control, and SIRIUS traffic
- 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

2010 Fuel Economy by body style

A4 2.0 TFSI sedan front wheel drive multitronic (CVT): **23/30 city/highway; 25 combined**

A4 2.0 TFSI sedan quattro manual 6-speed: **22/30 city/highway; 25 combined**

A4 2.0 TFSI sedan quattro Tiptronic: **21/27 city/highway; 23 combined**

A4 2.0 TFSI Avant quattro Tiptronic: **21/27 city/highway; 23 combined**

Equipment changes for 2010 A4:

- Navigation models (10% of A4's mix) now get 3rd generation MMI with SIRIUS traffic
- LED taillights on Premium Plus and Prestige models
- Bluetooth and HomeLink now packaged together as option on Premium model
- Premium Plus now includes Concert 1 CD radio instead of Symphony 6 CD radio (same unit, just different number of CDs)
- Bang & Olufsen premium audio system now available as option on Premium Plus
- Prestige now includes Navigation (third generation MMI) and Voice Control
- Prestige no longer includes Side Assist. This is now an optional package with Rear Park Sensors and camera.
- S line wheel changes to 7 double spoke (formerly 5 tri-spoke).

Launch Timing

- USA A4 went on sale in Fall 2008 as a 2009 model year vehicle. 2010 models go on sale in late summer 2009. The A4 is built in Ingolstadt, Germany, along with the A3, A5/S5 Coupe, and Audi Q5 models.

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