



Audi of America Communications

Jeff Kuhlman
Tel.: +1 703 364 7423
Mob.: +1 248 622 3703
E-Mail: jeff.kuhlman@audi.com

Christian Bokich
Tel.: +1 248 754 4729
Mob.: +1 248 890 1790
E-Mail: christian.bokich@audi.com

October 5, 2009

The 2010 Audi R8

United States Lineup:

Coupe:

R8 4.2 FSI (V8) manual and R tronic

R8 5.2 FSI (V10) manual and R tronic

Audi has forged its engineering through grueling competition at the world's most demanding motorsports venue – Le Mans. With a total of five Le Mans victories to its name and multiple podium finishes, the company understands the true meaning of performance in a way that few other manufacturers do. That truth has come to represent itself in the R8, a mid-engine sports car as sophisticated as it is powerful. New for 2010, a refined 5.2 FSI V10 engine joins the R8 lineup. With menacing, unmistakable styling and the unshakable performance of quattro all-wheel drive, the R8 represents the very edge of what is technically possible in a sports car today.

The Design: A Vision of Power

The 2010 Audi R8 is unlike anything else in the Audi portfolio. Hand assembled at a maximum of 20 cars per day, only the best and most experienced workers are chosen for series production. A wide, low stance is derived directly from the Audi motorsports program and helps to provide the R8 with its world-class handling. In fact, the R8 was

inspired not only by victorious Audi Le Mans racecars, it shared the very same design team. Two large bladed air inlets and aggressively slanted headlamps join the signature Audi single-frame grille, while the addition of LED daytime running lights creates a face that's both purposeful and refined.

In paying homage to Audi heritage and the company's many victories at Le Mans, a number of subtle styling elements are ever present:

- The xenon plus daytime running lights have a total of 24 LED diodes and the full LED headlights have 24 diodes per headlight assembly.
- There are 24 engine vents flanking the transparent engine cover.

With sides defined by large fender arches and unique sideblade wind deflectors, the R8 delivers a subtly exotic image. The R8 stands just 49.3 inches tall, striking a low-slung profile both sultry and determined. From this vantage, the R8 presents a cockpit thrust far toward the front of vehicle – Indicative of the mid-engine layout. The design allows for a near perfect weight balance with 56 percent of the weight over the rear tires.

From the rear, the remarkable road presence of the R8 could not be more apparent. Poised like a true supercar, the 2010 R8 is 75 inches wide, giving it a remarkably wide track. This results in excellent grip and cornering ability. A large, transparent rear hood reveals the longitudinally mounted engine, and LED tail lamps dominate the rear styling. Large exhaust exits and ventilation further point to the sporting prowess of the R8.

The Interior: Elegant and Precise

Audi engineers applied the same attention to detail to the sports car's interior. High quality leather covers well-bolstered and comfortable sports seats as well as a lightweight magnesium tri-spoke, flat bottom steering wheel. The driver-oriented dashboard houses a high-resolution display, while Multimedia Interface (MMI®) controls are located just below, poised at the fingertips. The performance-inspired speedometer and tachometer of the R8 are enclosed in teardrop bezels and provide the driver with

important information at the glance of an eye. With seating for two, there is no mistaking the intentions of this vehicle, yet the cockpit is still functional and spacious with room for two golf bags behind the seats.

The Engines: The Essence of Power

Available for the first time with two engine choices, the R8 now delivers buyers the option of a 4.2 FSI V8 engine or an even more powerful 5.2 FSI V10. Using the latest in Audi innovation to be both powerful and efficient, the 4.2 FSI V8 incorporates an aluminum intensive construction and high revving design with a maximum engine speed of 8,250 rpm. In the eight-cylinder 4.2 engine, the evolution of FSI gasoline direct injection technology has reached a new high. This technology also has enjoyed many triumphs in the Audi R8 race car. With the help of FSI direct injection, the R8 4.2 FSI produces an astonishing 420 horsepower and 317 lb-ft of torque. The R8 4.2 FSI is able to reach 60 mph from a standstill in just 4.4 seconds, powering on to a top speed of 187 mph.

Now those who demand the absolute highest level of power output may fit their R8 with the same 5.2 FSI V10 engine that is found in the competition R8 LMS GT3 class racecar. The 5.2-liter, 10-cylinder engine benefits from many of the same innovations found in the 4.2 FSI V8, while the addition of two extra cylinders produces substantial power gains. With a high compression ratio of 12.5:1, the R8 V10 FSI produces scarcely believable 525 horsepower and 391 lb-ft of torque. Despite the marked increase in power, the V10 only weighs 68 pounds more than the V8. The 5.2 FSI uses an aluminum block fortified with silicon crystals for added strength, as well as aluminum pistons and crankcase. Redline arrives at a stratospheric 8,700 rpm, meaning that each piston travels 88 feet *per second*. The result of this engineering is a 196 mph top speed. The R8 5.2 FSI accelerates from 0-60 mph in a scant 3.7 seconds.

The Transmissions: The Ultimate in Control

Two transmissions are available for the R8. For drivers who demand a classic sports car experience, a smooth-shifting six-speed manual gear box is available on both the R8 4.2 FSI and the R8 5.2 FSI. With a short throw, classically gated shifter and perfectly chosen gear ratios, the six-speed manual transmission is built to withstand power from either engine while still delivering the finesse that discerning sports car drivers demand.

The R8 also is available with one of the most technologically advanced gearboxes available today, the R Tronic six-speed transmission. Capable of blindingly fast gear changes in 0.1 seconds, the R Tronic delivers a near-uninterrupted flow of power from either engine. Precise shift paddles mounted behind the sport steering wheel allow the driver to quickly and accurately choose gears. The versatile R tronic transmission also offers "Sport" and Automatic modes.

Safety: Enhanced Features

The Audi focus on superior engineering does not stop at the engine and drivetrain. Each R8 comes equipped with the latest in Audi life-saving technology. The lightweight Audi Space Frame (ASF) is made almost entirely of aluminum, with the exception of one item made from an even more exotic material, magnesium. The entire frame weighs just 463 pounds, making it lighter than most motorcycles. Thanks to the Audi space frame concept, this light weight is achieved along with superior strength and rigidity. An exceptionally rigid skeleton protects the cabin in the event of a collision. Large crumple zones are built to direct crash energy down and away from occupants, and the seats are designed to minimize injury from a rear impact. The driver and passenger are protected by front, side, head, chest and knee air bags. In the event of a collision, the R8 automatically shuts off the vehicle fuel system and battery to minimize the likelihood of a fire and unlocks the doors to prevent entrapment.

More from Audi: Options

The 2010 Audi R8 is available in two models: the R8 4.2 FSI and the R8 5.2 FSI. In either trim, the R8 uses Audi magnetic ride – a continuously variable suspension damping system built to provide a duality in ride control, being both comfortable and sport-oriented. The driver may choose between “Normal” and “Sport” modes to define the driving experience. Electronic Stability Protection®, Anti-Slip Regulation and Electronic Differential Lock are also standard.

Outside, tone-on-tone sideblades and a retractable rear spoiler join Audi xenon plus headlights and LED daytime running lights to give the R8 4.2 a distinctive exotic flair. Large quad chrome exhaust tips hint to the power of the R8 4.2 FSI engine, while dual oval pipes speak to the 5.2 FSI. A full LED headlight system that is standard on the R8 5.2 and optional on the R8 4.2 also is the world’s first 100 percent LED automotive execution, which includes high-beam, low-beam, turn-signals and daytime running lights. LED rear brake lights and turn signals also are standard, as are rain-sensing windshield wipers.

Occupants are treated to Alcantara and leather-clad 10-way adjustable seats in the R8 4.2 FSI and full Fine Nappa leather seats in the R8 5.2 FSI, both of which are also three-step heated. The flat-bottom, three-spoke steering wheel tilts and telescopes and houses controls for the infotainment system. Automatic climate control joins a central locking system and one-touch up/down power windows as standard equipment. A driver information system inside the instrument cluster indicates outside temperature, gear position, tire pressure information and vehicle speed, and includes a five-function trip computer along with a lap timer. Electronic cruise control, HomeLink® universal garage door opener and Bluetooth® hands-free mobile phone interface offer additional convenience. Finally, the R8 4.2 FSI comes standard with a radio concert sound system with seven speakers, SIRIUS® Satellite Radio, auxiliary input and MP3 capability.

Aside from the unmatched performance of the 5.2-liter V10, the R8 5.2 FSI enjoys much of the same equipment found on the R8 4.2 FSI – with a few changes. The R8 5.2 FSI comes standard with a specifically tuned suspension to handle the added power from the 10-cylinder engine and offers even higher performance. Outside, unique 19-inch wheels, Aluminum Optic engine cover vents, flared rocker panels and flared tone-on-tone sideblades distinguish the car from its brother. In addition, high gloss black front/rear air inlets, single-frame with black high gloss and chrome accents, flared sideblades, flared rocker panels, enlarged rear diffuser, oval exhaust pipes, and “V10” instrument cluster all contribute to this differentiation. One of the most innovative changes comes courtesy of the Sydney Opera House-inspired LED headlamps. The R8 5.2 FSI is the first vehicle in the world to use LED lighting for all headlight functions, including high and low beams, daytime running lights and turn signals. The lamps emit a color temperature of 6,000 degrees Kelvin, close to that of daylight. Power folding, auto-dimming heated-side view mirrors are standard.

Inside the R8 5.2 FSI, occupants are treated to Fine Nappa leather seats. A red trim line accents the instrument cluster and gear shift knob, and color matched leather adorns the R8 5.2-specific door pulls and door inserts. In place of the standard seven-speaker stereo system, the R8 5.2 FSI benefits from a 12-speaker Bang & Olufsen® Sound System. The Audi Navigation plus system with real-time traffic also is standard equipment and includes a 6.5-inch LCD display and two SD® card slots for external media and five language settings. A standard storage package provides a net on the back of each seat and a luggage net on the rear storage shelf. The R8 5.2 FSI also enjoys Audi hill hold assist, a system that prevents vehicles from rolling backward at a stop. An advanced parking system also is standard and includes a rearview camera and front and rear parking sensors.

Warranty

The Audi R8 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. and its 270 dealers offer a full line of German-engineered luxury vehicles. The Audi line-up is one of the freshest in the industry with 23 models, including 12 models launched during model years 2008 and 2009. Audi is among the most successful luxury automotive brands globally. In selling one million vehicles worldwide in 2008, AUDI AG recorded its 13th consecutive record year for sales growth. Visit www.audiusa.com or www.audiusanews.com for more information regarding Audi vehicle and business issues.

###