



Audi of America Communications

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The 2010 Audi A4, A4 Avant and S4

United States Lineup:

Sedan:

A4 2.0 TFSI FrontTrak multitronic (CVT)

A4 2.0 TFSI quattro manual or Tiptronic

S4 3.0 TFSI (supercharged V6) manual or S tronic with dual-clutch technology

Avant:

A4 Avant 2.0 TFSI Tiptronic quattro

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.

The 2010 Audi A4 is a benchmark of the mid-sized sedan segment and is the highest selling Audi vehicle in the lineup. With an array of fuel-efficient and powerful engines – including a new, 333 horsepower 3.0 TFSI V6 in the S4 – the A4 has the flexibility and power that buyers demand while also keeping an eye toward the environment. With a

full complement of suspension and engine technology derived directly from Audi's expertise in racing, the 2010 A4 presents an image as sporty as it is efficient and luxurious. The 2010 Audi A4 will arrive in dealer showrooms by fall of 2009.

The Design: Capitalizing on Success

With a progressive exterior and a purposeful stare, the 2010 A4 maintains its presence as an icon of automotive design. A taught musculature denoted by strong shoulders and a dramatically raked roofline have become synonymous with the Audi name, and the A4 showcases both of these characteristic traits. Innovations like LED accent lighting and a bold single-frame grille now are instantly recognized by the public and the competition alike.

The Interior: Open and Purposeful

With an interior designed to be spacious and inviting, the A4 continues to be driver oriented while still catering to passengers. From the driver's seat, it's immediately apparent the A4 shares DNA with the luxurious A8. The cockpit incorporates a center stack tilted slightly toward the pilot, and brilliant, easy to read gauges hint at an athletic nature.

Audi's long-standing commitment to craftsmanship and quality materials is obvious throughout the 2010 A4. Supportive seats are executed in high-quality leather, while brushed accents throughout the cabin draw the eye from one flowing surface to the next. With three interior colors to choose from, buyers are guaranteed an interior choice designed to please the individual palette.

The 2010 A4 offers an unparalleled array of cutting edge technology to make the driving experience both safer and more relaxed. The Audi parking system with available rear-view camera makes getting in and out of tight spaces easier than ever. Audi side assist alerts the driver of blind-spot dangers, while adaptive cruise control automatically accelerates or decelerates to keep pace with traffic.

A host of entertainment options makes the A4 perfectly suited for individuals who demand the most from their vehicles. The available Audi music interface ensures seamless iPod integration, channeling buyers' favorite music through an unrivalled 505-watt Bang & Olufsen 14-speaker sound system. Available hard-drive-based navigation with Sirius traffic data and a new-generation Multimedia Interface (MMI®) that is easier than ever to operate, make no destination beyond the driver's reach. These options are paired with a safety-enhancing Bluetooth-capable hands-free calling system,

The A4 continues to offer buyers more interior space than any of its direct competitors. Inside, occupants are treated to expansive legroom, thanks in part to an overall length of 15.4 feet. Buyers also can take advantage of the 60/40 folding rear seats to transport large baggage, including skis and snowboards. Despite the generous interior space, the A4 remains light on its feet thanks to an ever-present focus on lightweight, rigid body construction.

Going even further, the A4 Avant offers an even greater level of utility and convenience, with a remarkable 17.3 cubic feet of lading space – a figure that is unmatched by the competition. The cargo area is completely lined with velour carpeting, which is especially durable and stain resistant. Four lashing eyes in the floor are standard, as are two chrome hooks on the sides which can be adjusted indefinitely to secure the bulkiest baggage. Buyers also can opt for the convenience of closing the tailgate electronically.

The Engines: Powerful, Responsive and Efficient

In the A4, each powerplant benefits from direct-injection technology to increase efficiency and response. The 2.0 TFSI turbocharged four cylinder and the new 3.0 TFSI supercharged V6 both take advantage of forced induction to increase horsepower and torque without the burden of added fuel consumption.

The 2.0 TFSI continues to deliver an impressive 211 horsepower and 258 lb-ft of torque, numbers that are thanks in no small part to Audi's innovative direct-injection fuel system. Gasoline is injected into the engine's combustion chamber at the high pressure of 2,175 psi, which ensures a fine spray pattern for a more efficient burn. The seamless power delivery of the water-cooled turbocharger with Audi Valvelift System allows the 2.0 TFSI to develop peak torque from just 1,500 rpm. The result is a driving experience that rewards buyers with an instant rush of power at nearly any engine speed.

The 2010 Audi S4 is powered by an all-new, all-aluminum 3.0 TFSI supercharged V6 engine with 333 hp and 325 lb-ft of torque. Despite these remarkable figures, the S4 is able to achieve 28 mpg on the highway, a remarkable 27 percent improvement over the previous S4. With an immediately responsive drive-by-wire throttle system, the 3.0 TFSI offers an immediate connection from driver input to a resulting surge of acceleration.

Drivetrain Options: Efficient and Communicative

The 2010 A4 is available with the buyer's choice of three transmissions. A Multitronic continuously variable transmission is available on the A4 FrontTrak, while quattro equipped vehicles can be optioned with either a six-speed manual gearbox or a Tiptronic six-speed automatic transmission. More than a standard automatic transmission, Tiptronic allows the driver to manually select the ideal gear, with nearly imperceptible shifts. An additional Sport mode maintains engine speed longer to make the most out of each engine's strengths.

The 2010 S4 now is available with Audi's brilliant seven-speed S tronic dual-clutch transmission, which allows the driver to enjoy the power from the 3.0 TFSI supercharged V6 in nearly uninterrupted bursts – thereby providing the perfect marriage of speed and comfort. The system works using dual clutches and twin input shafts, that permit the computer to “predict” which gear the driver intends to use and prep the gear for action before it is selected.

Also available on the S4 is quattro with Sport Rear Differential. It gives the S4 a new level of road holding ability by actively controlling the distribution of torque between the two rear wheels, effectively overdriving the outside wheel in corners. This “forces” the

front end of the vehicle into the corner, thus eliminating understeer and creating more attainable excitement for the driver. In addition, the Sport Rear Differential works with ESP during accident avoidance maneuvers to keep the S4 stable and composed in emergencies.

Suspension: The Source of Control

While the smooth ride quality and athletic driving feel of the 2010 Audi A4 are enhanced by an incredibly rigid body design and the extensive use of lightweight materials. The advanced suspension is the real star of the show. The A4 2.0T comes standard with an advanced five-link front suspension with upper and lower control arms and anti-roll bar. In the rear, an independent trapezoidal suspension with an anti-roll bar helps provide the world-class handling characteristics that buyers have come to associate with the Audi name. Each individual link is crafted from high-quality aluminum to reduce the weight at each wheel, and a strong crossmember also is made of the metal to enhance rigidity without sacrificing the A4's light weight.

The 2010 A4 offers extremely precise steering, thanks in part to a steering box located lower and further forward than other comparable models. The effect is noticeable immediately, giving the A4 a light and agile dimension. The innovative engineering combines with Audi dynamic steering to vary the ratio depending on vehicle speed. This equates to a more balanced system that offers a quicker lock-to-lock feedback at low speeds and stable cornering when the vehicle is traveling faster.

Uncompromising Safety: The Ultimate Protection

Safety is as key to the Audi name as the company's multiple Le Mans victories, and to that end, the 2010 A4 comes armed with a number of advanced features designed to keep occupants out of harm's way. The rigid body of the A4 is built of ultra-high strength steel using state of the industry manufacturing processes. With components joined by traditional spot welding as well as new structural bonding techniques, the A4 has a body structure designed to absorb and deflect crash energy away from occupants.

Thanks to information gathered by the Audi Accident Research Unit, the A4 also hosts a gamut of life-saving technologies. For example, the steering column can deform toward the front of the car by more than three inches to protect the driver. An array of sensors detects exactly how far the front seats are from the dashboard, allowing the A4 to actively tension seatbelts to prevent occupants from injury when an air bag inflates. Adjustable headrests also provide ample whiplash protection in the event of a rear collision.

The 2010 A4 incorporates seat-mounted side-impact air bags, front air bags for the passenger and driver, as well as expansive side-curtain air bags. Onboard air bag sensors can detect the severity of a crash and inflate accordingly, which results in a lower injury rate from airbag deployment.

Options: Engineered to Please

Buyers may choose from the A4 2.0T Premium, A4 2.0T Premium Plus and the A4 2.0T Prestige. The A4 2.0T Premium comes standard with Electronic Stabilization Program (ESP®), four-wheel anti-lock brakes with Electronic Brake-pressure Distribution (EBD®) and Brake Assist, an emergency braking system that can increase brake force dramatically.

A tire pressure monitoring system keeps the driver aware of vehicle conditions, and Servotronic power steering varies the amount of steering assistance depending on vehicle speed. A number of external options, including heated windshield washer nozzles and external mirrors, prepare the A4 2.0T Premium for any weather.

Standard interior options like an attractive four-spoke leather-wrapped steering wheel with audio controls, a tilt/telescopic steering column and a power locking system continue to make the A4 2.0T Premium a leader. Power windows with one-touch up and down function add a level of convenience, as does automatic climate control and cruise control. An Audi Concert System with SIRIUS satellite radio, single-disc CD player, auxiliary input and an SD slot for external media fills the cabin with 10-speaker stereo sound.

The A4 2.0T Premium Plus adds six-step heated front seats, Audi music interface iPod integration, Bluetooth hands-free phone interface and a HomeLink® garage door opener to the array of equipment on the A4 2.0T Premium. A driver information system with five-function trip computer, outside temperature, digital vehicle speed and radio/phone/navigation display also is standard. A three-zone climate control system is standard on the A4 2.0T Premium Plus, as are rain-sensing windshield wipers and automatic headlights. Outside, the car can be differentiated from other option packages by additional chrome trim and self-leveling Audi xenon plus headlights with LED daytime running lights.

In Prestige trim, the A4 2.0T enjoys auto dimming mirrors with memory function, advanced key keyless start, stop and entry, as well as a memory function for the driver seat. Audi MMI® Navigation plus also is standard and is an updated third generation system with hard drive navigation and voice control. Finally, an industry-leading Bang & Olufsen sound system with 14 speakers and 505 watts of power replaces the Audi Concert System found on the A4 2.0T Premium.

The S4 is available in two equipment packages, the S4 Premium Plus and S4 Prestige. The S4 Premium Plus enjoys the same equipment as the A4 2.0T Premium Plus, with a few changes. A new S4 Sport Suspension calibration gives the sedan a sharper edge on track or on the road, and quad exhaust ports help to distinguish the S4 from its tamer brothers. Inside, a three-spoke steering wheel with audio controls replaces the four-spoke unit on the A4, and shift-paddles are standard if the buyer has opted for the S tronic dual clutch transmission. New Alcantara leather seats with extendable thigh bolsters replace the units found in the A4. The S4 Premium Plus also benefits from ventilated rear disc brakes, and for buyers looking for the utmost in luxury, the 2010 S4 Prestige adds the same comprehensive level of equipment as the A4 2.0T Prestige.

The 2010 Audi A4 also is available with a number of driver convenience packages designed to make the Audi ownership experience a pleasure. Among those are a Bluetooth®/Homelink® package that features a simple hands-free system and easy garage entrance. The Navigation Plus package includes a hard-drive-based navigation system with center display, voice control, third-generation MMI and rear-view camera with rear park sensors. A driver assist package also is available and includes parking sensors as well as Audi side assist to alert the driver of objects in a blind spot.

For the more sport-minded buyer, Audi offers both an 18-inch and a 19-inch sport package for the A4 that includes new, unique wheels, summer tires, and attractive and supportive seats. A stiffer suspension and steering wheel mounted paddle shifters are part of the equation, adding an extra level of driving flair to the already capable A4. Even more exhilarating is the return of Audi Drive Select, a system capable of adjusting a number of performance parameters on the fly to create a more precise driving experience. These include dynamic steering, suspension, and drivetrain settings. Finally, an ingenious new Sport Rear Differential may be added to the A4 and S4, which shuffles torque between the two rear wheels, thus “forcing” the nose into the corner and eliminating understeer.

Warranty

The Audi A4 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.

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