

## Media Information



FOR IMMEDIATE RELEASE  
DATE: Monday, December 3, 2007

AUDI OF AMERICA, INC.  
3800 Hamlin Road  
Auburn Hills, MI 48326  
Tel. 248/754-5000  
Fax. 248/754-6140  
[www.media.audiusa.com](http://www.media.audiusa.com)

CONTACT: Jeff Kuhlman  
(248) 754-5147  
[jeff.kuhlman@audi.com](mailto:jeff.kuhlman@audi.com)

Christian Bokich  
(248) 754-4729  
[christian.bokich@audi.com](mailto:christian.bokich@audi.com)

### **2008 AUDI A6 AND S6 MODELS: MID-SIZE LUXURY GETS MORE AGGRESSIVE**

AUBURN HILLS, Mich. – In model year 2008, Audi offers significant changes for the A6 model line. In all of its forms, the latest generation of the Audi A6 combines superior driving dynamics and sophisticated technology with exceptional comfort and equipment.

For 2008, the A6 models will receive the S line exterior treatment as standard equipment. This package includes a distinctive front grille with S line badge, S line front and rear bumpers and 18-inch five-arm quattro GmbH wheels with 245/40 R18 all-season tires. A6 quattro models can be equipped with an optional twin seven-spoke 19-inch alloy wheels with summer performance tires. There also is a new optional chrome finish 18-inch alloy wheel with summer performance tires.

Another key addition to the A6 and S6 in 2008 is an optional Audi lane assist feature. A camera located in front of the mirror housing monitors the vehicle's path and alerts drivers if they wander from their lane unintentionally. This is done with a slight vibration in the steering wheel, similar to driving over rumble strips commonly found on freeway shoulders.

(more)

Powerful engines with up to 10 cylinders and 435 horsepower, advanced transmission technologies, and a choice between quattro permanent all-wheel drive or FrontTrak front wheel drive make Audi's current A6 and S6 offerings unique in the segment. Such levels of technology have helped the A6 line achieve the highest worldwide sales in its class.

### **Timeless design infused with modern technology**

Already acknowledged as classic, the fundamental proportion of Audi's sports sedan with its low-slung windows and coupe-like roofline now comes with even greater strength and energy. The contours of the upswept shoulder line and the movement of the dynamic line above the side sills give the car's entire body a unique push in forward design. The distinctly curved dome on the middle of the engine compartment hood symbolizes the power and performance offered by the Audi A6 and S6. Seen from the front, the trapezoidal design of the single-frame radiator grille reveals clearly that the A6 represents the latest generation of Audi models.

The already classic proportions of the A6 Avant's silhouette, with its high shoulder line, narrow window area, coupe-like roofline and flat, sloping tail end, have been infused with a new degree of style. The profile of the A6 Avant rises gently, with a curved shoulder line and the powerful, sweeping motion of the dynamic line above the side sills and gives the entire car body a forward-moving, tapered appearance.

The S6 looks unmistakably even more athletic on the road. The most striking differences compared with the A6 are to be found at the front end. The eye-catching single-frame grille displays the S6 emblem, and its vertical aluminum-appearance struts are of a double design by way of further differentiation. There is an air inlet beneath the grille, and a spoiler lip at the front end of the car provides additional down force.

Another innovation in the S6 front bumper is a pioneering development in terms of both road safety and style: the separate LED daytime running lights, each of which

consists of five white LEDs, consume only a minimal amount of energy. When these light strips are switched on, the effect is utterly distinctive: they make it incredibly easy to identify the new Audi S6, and the low-down position of the daytime running lights gives the car a dynamically flat appearance.

To accommodate this concept, the front fog lights have been incorporated into the main headlights, the housings of which are tinted grey. Bi-Xenon adaptive headlights are provided as standard equipment. The rear light units incorporate LED brake lights as standard.

The trim strips along the lower edge of the doors have been made wider, to accentuate the “S” character, and they are painted in the body color. Other striking differentiating features are door sill trims bearing the S6 logo at all four doors, the rear spoiler integrated subtly into the luggage compartment lid (rather than merely added onto it), aluminum-appearance exterior mirrors, the V10 emblem at the front beneath the side turn indicators, and an S6 logo on the trunk lid. The vehicle’s tail end also displays a color-contrasting diffuser in the bumper, for turbulence-free air routing, and four ellipsoidal tailpipes in an exhaust system with notably sporty acoustics.

Advanced headlight technology is equally visible behind the clear-glass headlight covers. The A6 was the first Audi to feature powerful Bi-Xenon adaptive headlight technology, standard on the 4.2 and S6 – optional on the 3.2 and Avant – which helps the driver see around corners. The headlights follow the course of the road ahead as a function of steering angle and road speed to a maximum of 15 degrees, substantially improving the visibility. The driver sees upcoming bends more clearly and precisely and is able to detect possible obstacles at an earlier point in time. At night, the driver also can benefit from the “coming home and leaving home” lighting system. This system lights the exterior of the vehicle under the rear view mirrors in combination with the front fog lights and rear tail lights to provide a clear picture of the driver’s surroundings. It can be activated from the Multi Media Interface (MMI) and produces a significant improvement in active safety.

Another fascinating feature is programmable daytime running lights in conjunction with adaptive Bi-Xenon headlights. Consuming very little energy, the daytime running lights – LED lights on the S6 – offer the benefit of enhanced safety and visibility with virtually no additional fuel consumption and, as a result, no increase in CO<sub>2</sub> emissions.

Low-slung rear lights wrap distinctly around to the inside and characterize the rear end of the car. A chrome strip visually divides the luggage compartment lid horizontally, at the same time creating a striking union between the rear lights and the trunk. The very dynamic rear contour line provides an additional design cue at the back and marks the rear upper end of the trunk that now incorporates the S6 lip spoiler for 2008 on all A6 sedan models.

## **Interior**

The 2008 A6 and A6 Avant continue Audi's recognized interior design leadership in terms of material quality and fit and finish. A truly driver-focused cockpit envelops the driver and passengers with materials such as aluminum, leather and wood. The round temperature and fuel gauges are located in the corner of the teardrop-shaped surrounds, next to the large tachometer and speedometer. The four-spoke multifunction steering wheel is highlighted by its single-frame trapezoid centerpiece with the four Audi rings on the central airbag cap.

The luxurious interior of the S6 features specific highlights and distinguishing features. For instance, there is a new generation of sports seats. They have integral head restraints and pronounced lateral supports and are upholstered in Silk Nappa leather. The front seats are electrically adjustable in multiple directions as standard and include a lumbar support. A multi-stage heating function for both front seats is included as standard. The rear seats are equipped with L-shaped head restraints affording a better view to the rear. ISOFIX mountings for installing child seats on the outer rear seats are standard.

The three-spoke multifunction leather sports steering wheel with the S logo is a typical example of the hand-crafted character that Audi so often achieves in its attention to detail. It is trimmed in smooth leather and displays a color-contrasting double stitch with an exclusive seam pattern. The reach and height of the steering wheel can be power adjusted, including a programmable automatic entry and exit function. The shift paddles, which are mounted to the steering wheel, have an aluminum-look finish. The knob on the transmission selector lever is likewise finished in aluminum and trimmed with smooth leather.

The S6's standard trim inserts are in Grey Birch wood. Carbon Fiber is available as an option. The material on the instrument panel represents a further innovation in the S6: it correspondingly exhibits an anthracite-colored metallic surface characteristic. Anthracite also is the predominant color featured on the other sections of the instrument panel. The centre console, on the other hand, is in black.

The MMI control terminal, located behind the gearshift lever, is perfectly ergonomically aligned with its display exactly in the driver's line of vision, integrated beneath the top dashboard cover.

All of the car's occupants benefit from a higher standard of comfort and interior spaciousness. The wheelbase of the Audi A6 line is a spacious 111.9 inches. This means extra comfort and safety as well as additional legroom for the front passengers, plus extra knee room at the rear. The luggage capacity on the sedan is 15.9 cubic feet. The Avant model increases the A6's cargo volume to 34 cu.ft. with the seats in place and 63.9 cu.ft. with the rear seats folded.

The luggage compartment in the A6 Avant is as advanced as the rest of the vehicle. It employs two securing rails that are recessed into the floor. They are fitted with four sliding, adjustable, and lockable load-retaining lugs that can be used to secure items of almost any size. There is a removable telescoping arm and a retractable cargo strap, both of which can be adjusted and locked within the rails. Both of these items help to

separate and secure items in the cargo area. The load floor itself can be folded and locked in a variety of positions to divide the cargo area. Finally, there are several baggage hooks integrated into the trim, with a luggage net to one side.

For the first time on an Audi Avant, an optional power tailgate opens and closes at the push of a button. The power opening process also can be initiated remotely by pressing a button on the car key. The tailgate opening height also is programmable.

### **Drivetrain**

The 2008 Audi A6 model line up offers three engine choices fitted in longitudinal arrangement – all engines share a level of power and torque that is outstanding in this segment of the market:

- 4.2 liter FSI V8 with 350 hp and 325 ft. lbs. torque
- 3.2 liter FSI V6 with 255 hp and 243 ft. lbs. torque
- 5.2 liter FSI V10 with 435 hp and 398 ft. lbs. of torque

The A6 3.2, A6 3.2 quattro, and A6 Avant all come standard with the V6 engine. A6 4.2 quattro models come standard with the FSI V8 engine, and the S6 has the 5.2 V10 FSI engine.

All of these engines come from Audi's V-configuration engine family with a 90° cylinder angle and a distance of 90 millimeters (3.54") between the cylinders. They are both compact in design and feature a variable intake manifold for better torque at low rpms and continuous inlet camshaft control.

## **Engines**

All three engines feature Audi's FSI direct injection technology. Direct injection delivers more dynamic engine response with higher torque and power output and lower fuel consumption. The main factor contributing to these improvements is how fuel is delivered. Fuel is not injected into the intake port but rather directly into the combustion chamber. The injector, which is supplied by a single-piston pump and common rail fuel line, is on the side of the cylinder head and controls the injection time to within thousandths of a second, at injection pressures of up to 1600 psi.

Other exciting features of the FSI engines are on-demand fuel supply, four-valve technology, and a variable intake manifold and infinitely variable camshaft adjustment which gives the driver a dynamic and powerful reaction to every movement of the accelerator. All this equals muscular torque and a high standard of fuel efficiency.

## **Transmission**

The improved fuel economy and dynamic performance offered by the Audi A6 family also result from the advanced transmission choices: a six-speed Tiptronic automatic transmission with quattro all-wheel drive or a multitronic CVT transmission with its unique "shift-without-lift" power delivery. Audi's impressive multitronic CVT – standard on A6 3.2 FrontTrak – uses a variator, a set of pulleys and a chain link belt of vanadium-hardened steel to change gear ratios constantly. Without gears, there is a constant balance of ideal power being transferred from the engine to the wheels in a shift-less operation resulting in improved performance and fuel economy. Both transmissions allow for manual gear selection if the driver chooses.

Audi's renowned quattro all-wheel drive system comes standard on A6 Avant, A6 3.2 quattro sedan, A6 4.2 quattro, and S6 models. A typical feature of all high-performance Audi vehicles, quattro models come with a torsion center differential that distributes engine torque in a straightforward but very effective flow of power to the

front and rear axles. This makes a significant contribution to the driving dynamics and superior safety, even in extreme situations so typical of quattro drive.

The power split in the S6 is 40 percent to the front wheels and 60 percent to the rear. This slight bias in favor of the rear has been chosen to place even greater emphasis on the car's sporty, dynamic character.

### **Driving dynamics and motoring comfort**

Audi's dynamic suspension featured on the A6 is likewise based on sporting, proven technology: the enhanced four-link front suspension and the self-tracking trapezoidal-link rear suspension are adopted from the Audi A8.

The result is a standard of dynamic driving behavior beyond comparison. Like the A8, the A6 is a sporty and dynamic car, benefiting from speed-dependent Servotronic® and supplementing the precise handling of the new A6 by even more sensitive steering precision

Optional on the A6 4.2 and A6 Avant models is an adaptive air suspension system. Using MMI, the driver can choose between three different ride settings: comfort, dynamic, or automatic. There also is a lift mode to assist the A6 in avoiding taller objects in its path. The system lowers and raises the vehicle, depending on speed, to help increase high-speed stability and reduce fuel consumption.

As a reflection of its explicitly sporty character, the suspension settings of the S6 have been made firmer, even compared with the A6 sports suspension, and at the same time they assure a high standard of comfort for long-distance driving. The Audi S6 always is noticeably more agile. Driving stability and traction have been further optimized specifically for the high performance standards of the Audi S6.



The Audi S6 comes standard with 19-inch cast aluminum wheels of a five-arm wing design. The 265/35 R19 summer performance tires further differentiate the S6 from other A6 models.

The brake system assures supreme braking performance and decelerates the car quickly, even under high loads. Its four large ventilated discs include two on the front wheels measuring 15.2 inches in diameter and two at the rear that measure 13 inches. The front brake discs are 1.4 inches thick, and the rear brake discs are 0.9 inches. The brake calipers are painted black, and the front calipers are adorned with a titanium grey supporting plate with an S-specific S6 emblem.

## **Safety**

The A6 comes with a long list of standard safety equipment. Active safety components include the latest generation of ESP, brake assist and Electronic Brake-pressure Distribution (EBD).

In the event of a collision, the car's occupants are protected by the robust body structure that has a predefined deformation and highly stable passenger cabin. In conjunction with the seat belts, front and side airbags as well as the Sideguard™ head curtain airbag system, the driver and passengers are provided with superior safety and protection. The two full-size front airbags are activated in two stages, depending on the severity of an accident.

All of this technology helped the A6 to achieve a "Top Safety Pick" rating from the Insurance Institute for Highway Safety (IIHS) for its occupant protection in both frontal and side impact crash tests.

## **Equipment**

The Audi A6 comes with a high level of standard equipment right from the start. Customers will appreciate and enjoy the premium standard wood decorative inlays and the quality and finish of interior materials such as aluminum surrounds and leather seating surfaces.

New for 2008 is the addition of headlight washers and SIRIUS<sup>®</sup> Satellite Radio.

The advanced MMI (standard on the A6 4.2 and S6) with its seven-inch color display, a fully integrated DSP sound system and an optional BOSE<sup>®</sup> Surround Sound system, shines above the competition. Other standard features include the electromechanical parking brake, a tire pressure monitoring system and a light and rain sensor to add a sense of comfort and security. All A6 models in the range are equipped with automatic climate control with enhanced output and optimized noise control, featuring indirect ventilation and B-pillar outlets, and air quality, humidity, and sun angle sensors.

Drivers of the A6 4.2 and S6 have an even higher level of standard equipment with amenities such as a sunroof, standard heated front seats with memory function, HomeLink<sup>®</sup>, and BOSE Surround Sound.

Available Adaptive Cruise Control keeps the A6 and S6 at a driver-programmed distance away from the vehicle ahead. A wood and leather segmented multifunction steering wheel with shift paddles and a coordinating wood shift knob can be chosen as well on A6. Audi's optional advanced key system incorporates an electronic pulse transmitter that sends a signal to a proximity sensor in the door for authentication. Following approval, the system unlocks the doors as soon as the driver or passenger pulls the door handle.

Using the keyless entry feature, the driver also is able to release the steering and ignition electronically through wireless remote control before setting out. A simple touch of the starter button on the center console starts the engine.

MMI can be upgraded further with a DVD navigation system and a new Color Driver Information Center (part of the Technology package on S6).

All Audi A6 models come standard with the Bluetooth® interface for mobile telephones, which can be operated through the multifunction steering wheel or the MMI system. An optional voice recognition system can control the Bluetooth interface, as well as the CD player, radio and navigation system.

### **Warranty**

The Audi A6 and S6 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., currently offers a line of luxury vehicles that includes the Audi A3 sport compact; the sporty A4 and S4 sedan, Avant, and Cabriolet models; the high-performance RS 4 sports sedan and Cabriolet; the all-new S5 coupe with a 354-horsepower engine; the A6 sedan and Avant; the V10-powered high-performance S6 sedan; the newly updated flagship A8 and S8 luxury sedans available with 8, 10, and 12 cylinders; the Audi Q7 performance SUV; the all-new for 2008 TT Coupe and Roadster models; and the all-aluminum R8 mid-engine supercar, one of the most exclusive

sportscars in the world. Audi's 270 dealers sold 90,116 vehicles in the United States during 2006. Information regarding the Audi brand and products can be found at [www.audiusa.com](http://www.audiusa.com), and information for media can be found at [www.media.audiusa.com](http://www.media.audiusa.com).

# # #

*"quattro" is a registered trademark of AUDI AG.  
"multitronic" and "Sideguard" are trademarks of Audi AG.  
All other trademarks used in this document are the property of their respective owners.*