

## New 2009 Audi Q7 FSI and TDI Quick Reference: USA Data

**VERSION DATE: March 31, 2009**

### **INFO IS SUBJECT TO CHANGES AND UPDATES PRIOR TO LAUNCH**

#### *FSI Summary*

- Audi FSI direct injection gasoline technology was born in the R8 Le Mans-winning sports car found on racetracks from 2000-2005, with its first U.S. application in the **2005** A6 3.2 FSI V6 sedan launched late in the 2004 calendar year. Using many of the same principles as TDI clean diesel technology, its high compression ratios allow for more power and torque with better fuel economy while increasing performance levels from previous engine generations. Audi Q7's 3.6 FSI V6 engine and its 4.2 FSI V8 engines complement the TDI clean diesel engine joining the Audi Q7 family in April 2009.

#### *TDI Clean Diesel Summary*

- Audi TDI clean diesel is clean, quiet, efficient, and fast. Customers buy this technology because it saves them time and adds convenience because of its city/highway range, all in a very clean and high-tech manner.
- Audi TDI clean diesel engines are held to the same emissions standards as gasoline engines in the U.S., and they offer the advantage of **25%** better fuel economy than V6 gasoline engines of similar displacement. Audi recommends premium gasoline fuel for FSI direct injection engines, with similar pricing for **ultra** low sulfur **diesel** fuel available in the U.S.
- With 25 mpg highway and more than 600 highway miles of range, Audi has chosen the Audi Q7 to launch its diesel technology to demonstrate the best qualities of fuel efficiency and technology in a vehicle segment that is not known for these attributes.
- Audi has been preparing the U.S. market for TDI clean diesel by racing the R10 TDI LMP1 prototype for the past three seasons within the American Le Mans series, with proven and equally consistent victories for all three competing years at the famed 24 Hours of Le Mans endurance race. The 650 hp and 800 lb-ft of torque within the R10 TDI is proof of Audi endurance, reliability, performance, and high levels of technology. Audi has always used the futuristic and high-potential GTL (gas-to-liquid) clean diesel fuel and has experimented with BTL (biomass-to-liquid) fuel in the 2008 24 Hours of Le Mans endurance race. The new R15 TDI sports car with a V10 TDI clean engine won its maiden competition at the March 2009 12 Hours of Sebring endurance race. Preparations are well underway for its first 24 Hours of Le Mans racing debut in June 2009.
- Audi TDI clean diesel development since 1989: output up 100%, torque up 70%, cleaner by 95%, and particulates reduced by 98%.

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#### Market

- Key competitors are BMW X5 xDrive30i, xDrive35d, and xDrive48i and Mercedes GL320 BlueTEC, GL450, and GL550.

#### Why TDI clean diesel in the United States in 2009 with the new Audi Q7 TDI?

- Audi has achieved Bin5/ULEV (**ultra low emissions vehicle**) II 50-state status. Audi clean diesel is measured on the same emissions basis as gasoline-based engines, but with **25%** better fuel efficiency.
- Advantages include very American driving aspects such as long range with more than 600 highway miles between fueling stops for a convenient lifestyle, off-the-line power/torque, smooth and quiet ride.
- When comparing diesel fuel prices 1:1 to Audi-recommended Super unleaded gasoline, the price differential will pay for itself over a few years time, and even sooner if resale value, **and the Alternative Motor Vehicle credit** is taken into consideration.
- Clean diesel is progressive, in line with Audi worldwide brand values, with its high tech and futuristic and high-potential high levels of technology being available now.

## Design

- Sporty coupe-like roofline and dynamic sill line divide vehicle into a sporty looking upper section and a sturdy / substantial lower section.
- One-piece wraparound tailgate made of aluminum with dynamic S-joint; unique to Audi.
- Striking single-frame grille is a symbol of power and presence.
- Typical Audi interior design is modern and sophisticated, with clear attention to detail; 14 cupholders, including 1 liter bottle holders in each door; up to 28 rear seat configurations possible.
- 5-star crash test ratings from NHTSA NCAP; "Top Safety Pick" from IIHS.
- Interior design was developed with the U.S. in mind, with ample storage room, numerous cupholders, and overall spaciousness.
- 3.0 TDI V6 clean diesel advantages include superior packaging over competitors, with AdBlue filling area secured next to fuel filling area within exterior fuel door (not **in** the interior).

## Dynamics

- S line package option provides up to 21-inch wheels with 295/35 tires.
- Six-piston front and four-piston rear brakes provide ample stopping power.
- Turbocharger optimized for US market, with torque peak arriving sooner than current EU model.
- Clean, fun-to-drive, responsible, with excellent range that fits the U.S. Audi customer profile.

## Powertrain

- 3.6 FSI V6 specifications:
  - FSI direct injection technology
  - 280 hp / 266 lb-ft
  - 0-60 in 8.2 seconds
  - Fuel economy: 14/20 city/highway, 16 mpg combined
- 3.0 TDI V6 clean diesel with 50-state specifications joins the U.S. Audi Q7 lineup in April 2009:
  - TDI clean diesel technology and Bin 5 federal and ULEV II California emissions rating
  - U.S. version: 225 hp / 406 lb-ft
  - 0-60 mph in 8.5 seconds (USA estimated)
  - Range: over 600 miles per tank (25mpg x 26.4 gal tank = 660 miles)
  - Common rail engine design for smooth and quiet operation, injection pressure up to 2,000 BAR / 29,001 psi = the weight of an SUV within the size of a fingernail
  - Piezo injectors can be varied and optimized almost at will, reducing emissions, and acoustic benefits of the engine (especially at low engine speeds)
  - Variable turbine geometry generates 23.2 lbs of boost (1.6 BAR), with its vanes powered by an electric servo motor to improve propulsive power at low speeds
  - Engine block made from a high strength vermicular graphite iron, and cylinder heads made from aluminum, which weights 15% less than traditional cast iron
  - Quickstart heater plugs are adapted to extremely cold temperatures, heating up to 1800°F within 2 seconds of starting engine
  - AdBlue tanks can be refilled under normal Audi U.S. maintenance cycles
  - AdBlue tanks do not compromise the ability to carry a collapsible spare wheel (same as Audi Q7 gasoline models)
  - Fuel economy: 17/25 city/highway, 20 mpg combined
- 4.2 FSI V8 specifications
  - FSI direct injection technology
  - 350 hp / 325 lb-ft
  - 0-60 in 7.1 seconds
  - Fuel economy: 13/18 city/highway; 15 mpg combined
- quattro® AWD – latest generation with asymmetric rear-biased torque split (42% front / 58% rear under nominal conditions)

Innovations and available features

- Advanced Key keyless entry and starting
- Bluetooth hands-free telephone interface
- Audi Music Interface – iPod adapter
- Audi parking system advanced w/ rearview camera (includes front & rear acoustic sensors)
- 6,600 lbs. towing capacity with available towing package
- Audi side assist blind spot detection system (activates at 19 mph)
- Bang and Olufsen 1001 watts / 14 speaker Advanced sound system
- Four zone climate control
- Heated front & rear seats, and steering wheel
- Audi adaptive air suspension (height & damping adjustment)
- Audi adaptive cruise control (0-90 mph, can bring car to a complete stop)

Dimensions

(inches)	LENGTH	WIDTH	HEIGHT	WHEELBASE
AUDI Q7	200.2"	78.1"	68.4"	118.2"
BMW X5	191.1"	76.1"	69.5"	115.5"
MB GL	200.6"	75.6"	72.4"	121.1"
Acura MDX	190.7"	78.5"	68.2"	108.3"
Porsche Cayenne	188.9"	75.9"	66.9"	112.4"
Volvo XC90	189.3"	74.7"	70.2"	112.6"
VW Touareg	187.2"	75.9"	68.0"	112.4"

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## 2009 Audi A3

### Quick Reference: USA Data

**VERSION DATE: March 3, 2009**

### INFO IS SUBJECT TO CHANGE

#### *Key Summary Points*

- The Audi A3 was freshened for 2009MY (original U.S. launch was May 2005)
  - The Audi A3 now adds quattro all-wheel drive as an option in its version 2.0 TFSI setup, combined with the innovative S tronic dual-clutch transmission
  - Diesel 2.0L TDI model launches in Fall 2009 with more than 40 mpg highway
  - Audi Magnetic Ride option enhances ride/handling competence
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#### Market

- Key competitors are Mini Cooper/Cooper S, Volvo C30 and S40, and BMW 1-series

#### Design

- Audi signature LED daytime running lights with available optional bi-xenon lights
- Unique tail lights with LED light guides
- Enhanced exterior and interior design, new wheel program
- Versatile interior design, providing unmatched utility for urban environments

#### Dynamics

- Optional Audi Magnetic Ride, also used in Audi TT since Spring 2007, adds to handling capabilities
- Speed-sensitive electromechanical power steering
- High rigidity due to the use of tailored blanks for adapting steel grade and thickness to the material stresses

#### Powertrain

- 2.0 TFSI direct injection engine with manual or S tronic (dual-clutch automatic)
  - Stats: 200 hp, 207 lb-ft torque
    - Manual front-wheel drive – 0-60 7.1s; 21/30 city/hwy
    - S tronic front-wheel drive – 0-60 6.9s; 22/28 city/hwy
    - S tronic quattro permanent all-wheel drive (new) – 0-60 6.7s; 21/28 city/hwy
- 2.0 TDI clean diesel with S tronic and front wheel drive
  - Stats: 140 hp / 236 lb-ft torque
    - S tronic front-wheel drive - 0-60 TBD: over 40 mpg expected
    - 50 state legal clean diesel technology
- 3.2 V6 engine with quattro permanent all-wheel drive with S tronic
  - Stats: 250 hp, 236 lb-ft – 0-60 6.1s; 18/25 city/hwy

## Standard Equipment Changes with 2009 A3 for USA

- Hill-hold assist – now standard on 2.0T manual (already standard on S tronic models)
- Sirius satellite radio - now standard on all
- Leather seating surfaces - now standard on all
- Flexmetallic interior trim - replaces Matte interior trim on 2.0
- Leather steering wheel - now standard
- Aux audio input – standard on all
- 3.2 only: Standard Bluetooth, Bi-xenon headlamps with LED DRL, and Open Sky
- 3.2 only: Standard Concert CD radio, Sport Suspension, Sport Seats

## Launch Timing and Pricing

- USA Audi A3 went on sale third quarter 2008 as a 2009 model year vehicle. It is built in Ingolstadt, Bavaria, Germany.
- USA Audi A3 2.0 TDI goes on sale in late 2009 as a 2010 model year vehicle.