



Kommunikation Produkt und Technologie

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The new Audi A4 - Quotes from Audi Board Members

Prof. Rupert Stadler, Chairman of the Board of Management:

“Audi’s growth phase began with the market launch of the first A4 generation. In the past 20 years, we have increased our deliveries to customers well over four fold thanks to the consistently strong popularity of our midsize model.”

“The heart of Audi beats in the Audi A4. For decades, this top-seller has combined our brand’s most important technologies and innovations.”

“Beginning in November when the car is gradually launched on the markets, the new generation will provide stimulus for further growth.”

Prof. Dr. Ulrich Hackenberg, Member of the Board of Management for Technical Development:

“With the A4 we introduced the modular platform at Audi and in the Volkswagen Group from 2006 onwards; it has gone on to become one of the most important foundations for the Group’s commercial success.”

“The second-generation modular longitudinal platform enables us to offer technology from the full-size and luxury class in the A4 as well. The latest driver assistance and connectivity systems can therefore be transferred directly from the Q7 to the mid-range models.”

“We have new, efficient engines on board, and newly developed transmissions as well. The result is an increase in power output of up to 25 percent with savings of up to 21 percent on fuel consumption.”

“There’s no doubt that weight reduction is key to effectively cutting down CO₂ emissions, but the excellent aerodynamics, with a top-level drag coefficient of 0.23 for the sedan, also contribute significantly to reducing fuel consumption and emissions.”



Luca de Meo, Board Member for Sales and Marketing:

“Nearly one in five Audi models sold around the world is an A4. If all the A4s are added up starting with the first Audi 80 in 1972, we arrive at a total of around 12 million cars. That makes the A4 the highest selling Audi of all time.”

“The two most important strengths of the A4 are its sportiness and its efficiency. What appears at first to be a contradiction is in fact a very attractive package for the customer.”

“Our ultra models offer the customer outstanding efficiency with no compromise on everyday usability and equipment. A top mid-range sedan like the A4 2.0 TDI ultra consumes just 3.7 liters (*63.6 US mpg*) and produces 95 g/km (*152.9 g/mi*) CO₂ emissions – that’s a benchmark for the segment.