

Product Strategy

Total distance: 30.2 km
Journey time: 0:27 hours
Vehicle: Audi A6

Distance in km	Destination	Description
0.0	Certainty	Congress centre
2.1	Invitations	Motorway
10.9	Temptations	Approach road
14.5	Fascination	Car park entrance
14.6	Exhilaration	Lower deck
14.8	Curiosity	Upper deck
15.4	Daydreams	Tunnel
18.5	Fantasies	Urban expressway
20.7	Exertion	Motorway
27.5	Privilege	Urban expressway
30.2	Passion	Link road

Tense expectation . . .

... tingling **certainty**. Wherever they happen to meet, he knows it's definitely worth it . . .

● km 0.0





... Attraction at very first sight. Tendency rising. Some **invitations** have lingering appeal ...

● km 2.1

Audi brand group

With visible kick: car brands are brought to life by the products themselves. A car must demonstrate at first glance whether it is tame or wild, staid or extravagant, leisurely or sporty. The promise that it radiates when stationary must be redeemed when it is on the move. But above all, a car must do one thing: it must fascinate. On every journey, in any weather, year after year.

Audi, SEAT and Lamborghini

A team with three clear strengths

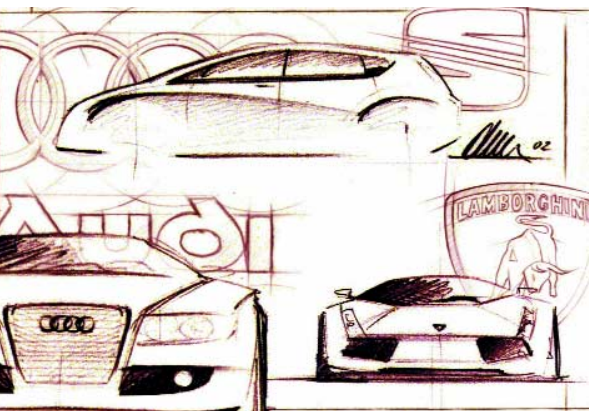
Audi is the lead brand of the sporty brand group. Through Audi, SEAT and Lamborghini have access to many years of top technical knowledge and to sales and marketing know-how. Both brands are able to tap into this resource of expertise that is unparalleled within the sphere of automotive competitors. Audi has accomplished the unique feat of becoming a recognised member of that elite circle of the world's best car manufacturers within just a few years.

However different Audi, SEAT and Lamborghini may appear to be in their present form, they are united by a strong bond comprising the strands sport, technology and design. The sports outlook is also reflected by the mentality of the employees: the urge "always to be better" is as much at home in Ingolstadt and Neckarsulm as it is in Martorell and Sant'Agata.

Every SEAT and every Lamborghini encapsulates Audi's wealth of expertise

The roles are clearly defined within the brand group. Lamborghini is the top sports brand. The Italian-built super sports cars with the raging bull in their emblem are the stuff that dreams are made of. Audi, with its three central values sportiness, sophistication and progressiveness, represents the core of the brand family. The strategic direction of the group is determined in Ingolstadt. Its range of products extends from the premium compact class to the luxury class.

SEAT interprets the notion of sportiness in its own highly charged way. SEAT is consequently able to address younger target groups and bring them closer to the Audi brand. The group's communication strategy aims to mobilise the trickle-down effect from Audi to SEAT. Audi is



Three brands under joint leadership: Audi, SEAT and Lamborghini



... What is attractiveness? A fragrance? A face? Some **temptations** just shouldn't be resisted ...

● km 10.9



The first product of the Audi brand group:
the SEAT ALTEA

moreover able to use specific skills and capacities at SEAT. The first visible evidence of the brand group's work was the ALTEA prototype, which was presented at the Frankfurt Motor Show.

Lofty ambitions for all brands

All three brands share the same ambitious standards of quality and reliability that Audi has embodied for many years.

Thanks to its composition, the Audi brand group is able to offer customers an extremely broad portfolio of sporty vehicles – with a range of prices and diversity that no competitor is able to emulate. By rigorously upholding the character of the individual brands, it is possible to continue enhancing the status of the cars by making intelligent use of shared modules.

This approach moreover ensures that the distinctive profiles of Audi, SEAT and Lamborghini are placed even more sharply in focus.

Uncompromising, extreme, Italian

2003 was the year of the Gallardo at Lamborghini. For the first time in many years, the Italian brand now has two product lines to offer. What is more, the Gallardo gives the company access to a much broader group of customers than its ultra-exclusive "large" model, the Murciélago. After five years of ownership by Audi, Lamborghini can take pride in having rediscovered the primeval nature of the brand, all the while enhancing its aura of sophistication. The response of customers and the media worldwide resoundingly confirms this.

The Gallardo is a poised four-wheel-drive two-seater with a 368 kW (500 bhp) engine: a thoroughbred driving machine designed to awaken the true spirit of Lamborghini every day, whatever the weather – extreme acceleration, extreme cornering speeds. On top of all these qualities, it has an aluminium space frame developed together with Audi specialists at Neckarsulm. As well as this sporty lightweight structure, the high-tech credentials are exemplified by the V10 engine which Lamborghini engineers helped to develop, refine and give its special "bite".

The production start-up of the Gallardo was a real challenge to the company, which grew to 762 employees by the end of 2003. After all, Lamborghini's production volume more than trebled between 2002 and 2003.



... **Fascination.** Heart and mind in total harmony – the perfect blend. Perceptible magic . . .

● km 14.5

Customer analyses reveal that the Gallardo appeals in particular to drivers who have previously preferred other brands. Almost three-quarters of Gallardo customers are new additions to Lamborghini's exclusive list of customers.

The new R-GT celebrated its debut at the Frankfurt Motor Show. This is a version of the Murciélago modified for tough competition racing. Lamborghini will consequently once again be cutting an impressive figure on race-tracks worldwide.



A super sports car with aluminium body:
the Lamborghini Gallardo

2003 also marked the 40th anniversary of the company. The limited-edition Murciélago will provide an exclusive group of customers with a lifelong reminder of how Ferruccio Lamborghini yielded to his penchant for fast cars in 1963 and set out to compete with the established manufacturers.

Fit for the future

Audi is channelling considerable effort into building on its strong market position in China. The brand has enjoyed the reputation as the pioneer of China's burgeoning premium market since 1998. Its position as market leader is now to be consolidated by further extending the range available, flexibly increasing the local production capacity and building up a premium sales system. Many years of experience, the confidence of its Chinese counterparts and a knowledge of the specific demands of this emerging market constitute the basis of Audi's success in the world's most populous country. With around 2.3 million newly registered vehicles, the Chinese car market expanded by almost 70 percent compared with the previous year.

Audi also placed the spotlight on cost management within the company in 2003. The recent exchange rate situation has heightened awareness of the cost items throughout the entire export-oriented car industry. In Audi's case, about one third of new cars are sold outside the euro-zone, with the tendency if anything rising. The challenge is therefore to enhance the efficiency of the entire company in order to keep improving product substance and product quality.

The year of the Audi A3

Around seven years on, it can safely be said that the "invention" of the Audi A3 was an accomplished feat of planning. And a bold one, at that: when the first Audi A3 was unveiled in 1996, many from within the car trade doubted whether there was any future in a "premium compact segment" of the market.



... In his mind he's already with her. The A6 quickens in response. Unbridled exhilaration...

● km 14.6



The second-generation Audi A3: even more sporty and dynamic

Today, with over one million A3 models having been built, any lingering doubts have long since evaporated. The second-generation A3 that Audi presented at the Geneva Motor Show in 2003 easily outstripped the sales performance of its predecessor in the first nine months after its launch. Around 120,000 of the new A3 were dispatched from the factory halls in 2003, within the space of just nine months. The palpably more dynamic presence of the new model, its outstanding handling and fascinating engines have not gone unnoticed by the public. The top-of-the-range model is the version with a 3.2-litre, six-cylinder engine and the innovative Direct Shift Gearbox (DSG). 250 horsepower (184 kW), quattro drive and the gearbox that shifts without interrupting the power flow introduce a level of

dynamism into the A3 that was previously unknown in this segment. The sporty emphasis of the A3 is naturally also apparent in the smaller petrol and TDI engines.

An S model open to the skies

The Audi S4 met with a very positive response from customers and the media. The A4 Cabriolet clearly exceeded the company's sales expectations in its very first full year in production. It was consequently only logical to create an S version of this open-top four-seater. Audi decided to unveil this model at the Frankfurt Motor Show.

Market research indicated that the proportion of S models will be higher for the Cabriolet than for any other model in the Audi range. The biggest market for this 253 kW (344 bhp) car will be North America.



The makings of a classic: the S4 Cabriolet



... combined with **curiosity**. On the journey back he wants to savour its sheer power anew ...

● km 14.8

The power of eight cylinders

Audi deliberately kicked off the launch of the new A8 with the large eight-cylinder engine versions, the 4.2 and 3.7-litre petrol engines. Customers were so captivated by these engines and the entire A8 concept that the A8 became the most successful eight-cylinder luxury saloon in Europe at a stroke.

Audi launched the world's most powerful passenger-car eight-cylinder diesel engine in the guise of the A8 4.0 TDI. In conjunction with quattro drive and the lightweight design of the Audi Space Frame, this is a luxury saloon where you will need to look inside the engine compartment to discover that it is really a diesel. Its road performance belies this fact, though its low fuel consumption and immense torque of 650 Newton-metres do provide a strong hint.

New lustre for the four rings

Amid the cut-and-thrust of the car market, the Audi brand has always been capable of producing a few surprises. By skilfully blending sophistication with customer-centred innovations, it has succeeded within the space of around a decade in becoming a fully-fledged member of the elite club of the world's best car manufacturers.

Comparable examples of such a rapid ascent are extremely rare. Audi has moreover managed to give its brand image a new, sporty finesse within little more than one year. The brand with the four rings has been able to reposition itself in relation to its competitors, thereby further enhancing its own appeal. Its consistently high sales figures at a time when markets remain flat are visible evidence of this.

A perception of the Audi brand as simultaneously ultra-dynamic and sophisticated is one of the strategic objectives of the company. "Sporty" applies not simply to the character of a particular vehicle, but refers rather to the reorientation and expansion of the entire product range. Notions such as sensuality and emotion play a key part.

The standard-bearers of the company's new direction in 2003 were the three concept studies Pikes Peak quattro, Nuvolari quattro and Le Mans quattro, which elicited a resoundingly positive response from visitors to the motor shows in Detroit, Geneva and Frankfurt. They point the way forward for Audi: powerful, dynamic, captivating and innovative. All three are interpretations of Audi's refined design principles, which emphasise in particular the sensuous styling and the modified radiator grille – the single frame.



The most sporty saloon in its class: the new Audi A8



... Evening falls across the city. Cones of light illuminate the dusk. Time for **daydreams** ...

● km 15.4

Audi Pikes Peak quattro

The star of Detroit 2003 bears a name that conjures up Audi's illustrious tradition of motor sport: an Audi quattro won the renowned hill-climb up Pikes Peak in the Rocky Mountains three times in succession. That was back in the eighties. The Audi Pikes Peak quattro, vintage 2003, combines the virtues of a saloon, an Avant, a van and a sport utility vehicle. This imposing six-seater is powered by a 368 kW (500 bhp) biturbo eight-cylinder engine – and, like all the study cars unveiled in 2003, it is ready for the road.

Audi Nuvolari quattro

Together with the new Audi A3, the Nuvolari concept study was probably the most fascinating attraction at the 2003 Geneva Motor Show: a spacious Gran Turismo combining elegance and dynamism. A study car that has the makings of a modern classic. A sports tourer that also reveals a predisposition for the avant-garde. The Nuvolari quattro's V10 engine develops an enormous 441 kW (600 bhp). The name of this study vehicle pays tribute to one of the most illustrious drivers of Auto Union's racing cars in the nineteen-thirties: Tazio Nuvolari, whom many historians of motor racing consider to be the best driver of his time.



The new Audi face with the single-frame radiator grille

Audi Le Mans quattro

Over some 80 years of the Le Mans 24 Hours, only very few brands have succeeded in notching up three wins in succession. Audi accomplished this hat trick in 2000, 2001 and 2002, then proceeded to unveil the Audi Le Mans quattro study at the Frankfurt Motor Show in 2003. The study car has everything that a purebred sports car needs: a 449 kW (610 bhp) mid engine, ideal weight distribution, Audi Space Frame body and of course quattro drive.

While on the subject of quattro: Audi's successful four-wheel-drive principle has unleashed a veritable torrent of imitation concepts by the car industry in recent years. For Audi, quattro always means high agility, outstanding road-holding and increased safety reserves. This is why all three Audi concept studies unveiled last year use quattro drive as their basis.



... and **fantasies** without horizons. Another dynamic change of gear. A challenge like this . . .

● km 18.5

The new Audi A6

Leading the way in design and performance

The new Audi A6 signals the advent of a vehicle that enhances the core characteristics of the full-size class with traits borrowed from the luxury segment. In terms of design, performance and sophistication, it redefines the benchmark in its class.

The A6 shows its strengths – even when standing

The dynamic styling of the coupé-like shape of the new Audi A6 is one of its most eye-catching features. The trapezoidal single-frame radiator grille symbolises the forces that are unleashed once the A6 sets off. The sporty impression is

accentuated by bumpers painted in the body colour as standard and the dynamic appearance of the rear spoiler that provides extra road grip at high speeds. All models are moreover equipped with a dual-branch exhaust system. Its mere outward appearance highlights the intention of the A6 to occupy top spot in its class.

More spacious and safer

The new A6 has grown overall. Larger vehicle dimensions, a wider track and a longer wheelbase provide the occupants with further enhanced ride comfort of the highest calibre. The luggage compartment on the new A6 is now for the first time equally voluminous on the front-wheel-drive and quattro models. There is now more leg room and shoulder room inside. This not only improves the sense of space, but also enhances passive protection for the passengers.

Active safety benefits from the latest generation of the electronic stabilisation program ESP, including brake assist, and electronic brake-force distribution EBD. The standard safety equipment in addition includes active head restraints at the front, fog lights and a light and rain sensor. The use of daytime driving lights in conjunction with xenon plus headlights is a world first for this vehicle category. As an option, this system can be extended by the “adaptive light” dynamic headlights which pivot the beams into a bend in accordance with the steering angle and road speed.

The new A6 incorporates extensive safety equipment, thus affording abundant protective potential for the driver and passengers alike.



The new Audi A6 will appear on the roads from April



... merits a cool head. He really savours the **exertion**. Makes the very most of it. Metre by metre ...

● km 20.7

Outward evidence of inner values

The interior design of the Audi A6 conveys clear sports appeal and ergonomic perfection in an utterly new light. The ergonomically arranged instrument panel integrates the driver perfectly into the cockpit.

Only choice materials are used for the interior. There are fine leathers and inlays in wood or aluminium to choose from, providing every customer with ample scope for customising their vehicle. Sophistication extends to the standard specification of the new Audi A6, too. Its calibre is of a standard that can by no means be taken for granted even in the luxury class. For example, the use of the electromechanical parking brake as featured on the A8 renders the handbrake lever superfluous. The centre console accommodates the controls for the standard-fit Multi Media Interface "MMI basic", which comes complete with a 6.5-inch monochrome monitor, integrated radio and CD player.

Stylish differentiation

Over and above the standard specification, the new Audi A6 is available with a wide range of optional elements. Unmistakable one-off configurations can be created to reflect the individual customer's preferences. The possibilities range from the extensive selection of paint finishes to exclusive leathers and trims for the interior. In the area of infotainment, there is the MMI as used on the A8 with a 7-inch colour monitor that can for instance be extended by a navigation system with DVD and BOSE surround sound.



Design and performance – the new Audi A6 sets the standard

Perfection in handling

The new Audi A6 sets the standard not just in terms of design and equipment. The body, the robust structure of which had already been widely acknowledged on the previous version, has been further improved thanks to systematically refined joining techniques and cutting-edge lightweight design technology. The result is an increase in torsional rigidity of over 35 percent, which is particularly evident in the handling characteristics.

The suspension of the new Audi A6 uses sports technology: the refined four-link front suspension is paired with the self-tracking trapezoidal-link rear suspension adopted from the Audi A8 – a combination used on both front-wheel-drive and quattro versions. Together with servotronic as standard and the excellent value



... Glinting asphalt. The engine's rich hum. Her favourite song on the radio. It's his **privilege...**

● km 27.5

for negative rear-end lift, the new A6 offers unrivalled handling and reliable directional stability all the way up the speed range.

The basic characteristic of the A6 suspension is its constantly active response with precisely defined self-steering behaviour and unequivocal agility. At the same time, the new Audi A6 always upholds the standards of a luxury-class saloon in terms of vibrational and suspension comfort.

Driving force

There will be an attractive range of engines available for the new Audi A6 right from its market launch at the end of April 2004. Customers have four high-performance engines to choose from, all of them meeting the stringent EU4 exhaust emission standards and offering an attractive selection of outputs and torques.

The V6 3.0 TDI features the latest-generation common rail fuel injection system with piezo injectors. This system is capable of injecting the fuel at pressures of up to 1,600 bar. This makes the engine run even more quietly, while boosting its output. The impressive 450 Newton-metres of torque, which the engine actually develops at barely more than idle speed, assures ample low-end power.

Of the range of petrol engines, the new V6 2.4 developing 130 kW (177 bhp) constitutes a comfort-oriented entry-level engine. The latest FSI technology from the world of motor racing has been incorporated into the design of the powerful

V6 3.2 FSI petrol engine with an output of 188 kW (255 bhp). This engine exhibits a peak-torque range reminiscent of a TDI engine and thus offers a superbly sporty power characteristic. At the top end of the range, there is a 4.2-litre, eight-cylinder engine developing 246 kW (335 bhp).

Depending on which engine is chosen, there is a choice of a six-speed manual gearbox and a six-speed tiptronic automatic transmission. The multitronic continuously variable automatic transmission will become available at a later date. The tiptronic transmission and quattro permanent four-wheel drive are standard equipment in conjunction with the ultra-high-torque V8 4.2 and V6 3.0 TDI engines. The tiptronic transmission can also be operated via shift paddles on the steering wheel if desired.

With its thrilling characteristics, the destiny of the new Audi A6 is already clear: it will lead the way through its design and performance.



... He gently increases pressure on the accelerator pedal. There it is, routine imbued with **passion.**

● km 30.2

Technology

Total distance: 467.8 km

Journey time: 4:29 hours

Vehicle: 12-cylinder Audi A8 L

Distance in km	Destination	Description
100.7	Urge	Tunnel
102.9	Ambition	Urban expressway
232.1	Stature	By-pass
435.8	Safety	Motorway
467.8	Success	Group HQ

He is accustomed to . . .

... being in the leading pack. The **urge** to get ahead is his defining trait. Always and everywhere ...

● km 100.7



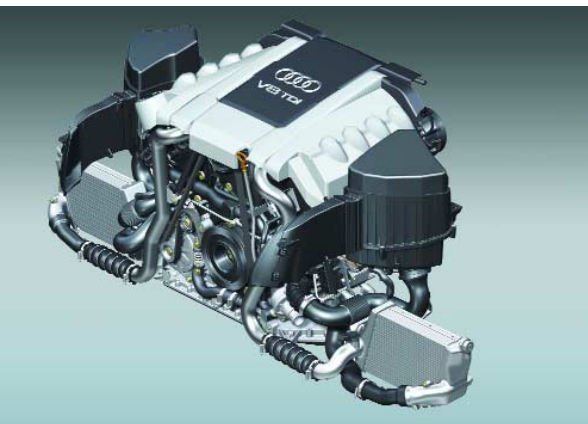


... The conviction of being good: the natural **ambition** of a winner. Shifting up to sixth gear ...

● km 102.9

A unique blend of many individual strengths

Finding a unique blend of technical strengths is the Audi philosophy when developing pioneering components and models. This is illustrated by two examples: the new V8 TDI engine and the LED lighting technology that is now finding its way into Audi's production models.



4.0-litre V8 TDI biturbo engine with two intercoolers

The new V8 TDI engine

Another landmark achievement in diesel technology for Audi

Substantial torque, high performance, and outstanding acceleration and pulling power: all characteristics of a top athlete.

Audi has repeatedly restated its pioneering role in the development of ultra-efficient, high-performance TDI engines since as far back as 1989.

The latest remarkable example is the new 4.0-litre V8 TDI, which is used in the A8. It lends this lightweight luxury saloon the attributes of a top athlete. Moderate fuel consumption and plentiful refinement also make the A8 4.0 TDI quattro the ideal companion for long journeys.

The most powerful V8 diesel engine in the world

The new model represents the addition of a further sporty version to Audi's range. The V8 TDI engine in the Audi A8 is currently the highest-powered, highest-torque V8 diesel engine in any production saloon car, developing 202 kW (275 bhp) and 650 Newton-metres of torque. Its peak torque of 650 Newton-metres, which is achieved from engine speeds of 1,800 to 2,500 rpm, offers a quality of traction across the entire road-speed range that can otherwise only be experienced in sports cars.

The 4.0-litre V8 TDI biturbo with two intercoolers is a further representative of Audi's new family of V-engines, which already includes the 4.2-litre petrol versions in the Audi S4 and Audi allroad quattro 4.2. One significant new feature of the V-engines is that there is a chain drive for the camshafts and auxiliaries instead of a toothed belt.



... The resolve to show true **stature**. Leading with style and on merit. Meticulous and cultured ...

● km 232.1

Compact design and improved valve control for exceptional refinement

Other technical highlights of the 4.0-litre V8 TDI include its very compact dimensions and low weight. The engine measures just 516 millimetres in length, and it weighs in at only 270 kilograms. These notable figures are attributable to the compact chain drive and the newly developed engine block. The latter is made from vermicular graphite cast iron, a material that exhibits twice the strength of conventional grey cast iron yet weighs around 15 percent less.

In conjunction with the virtually play-free camshaft drive, the new valve control with roller cam followers is able to demonstrate its advantages: it reduces the level of mechanical noise generated by the valve gear and is instrumental to the V8 TDI's impressive refinement. The rigid design of the engine block and the unit's effective encapsulation also help to lessen the sound emitted by the eight-cylinder engine.

More efficient combustion with new common rail technology

A second-generation common rail system takes charge of mixture preparation in the V8. The injection pressure has been increased to 1,600 bar. This, in conjunction with the solenoid-valve injectors with 7-hole nozzles, results in even finer atomisation of the fuel and consequently in extra-efficient combustion. The advantages are twofold: extra power and torque, coupled with lower fuel consumption and emissions.

Higher output but lower consumption

The economical way in which the V8 generates its power is just as impressive as its power and torque curves. In the Audi A8 4.0 TDI quattro, this engine version achieves an overall consumption of just 9.6 litres of diesel per 100 kilometres for the EU driving cycle. Despite having 37 kW (50 bhp) more power and despite the higher weight of the vehicle, this figure actually undercuts the consumption of its predecessor, the A8 3.3 TDI quattro. The 4.0-litre V8 TDI thus makes the Audi A8 the perfect long-distance vehicle: one tankful of fuel will be sufficient for significantly more than 900 kilometres.



Audi A8 with 4.0-litre V8 TDI engine



... Just like his A8. Indicating to pull out to overtake. Accelerating. **Safely** moving into the fast lane ...

● km 435.8

Ultramodern LED lighting technology in series production

LED headlights as standard on the new A8 L 6.0 quattro

LED headlights are not only brighter, but moreover use less energy than conventional bulb-type headlights. And LEDs have a much longer operating life – much longer, in fact, than the average life of a vehicle. This promises to render the task of changing a bulb a thing of the past. These advantages can already be exploited: the Audi A8 L 6.0 quattro is the first car in the world to be equipped with LED daytime driving lights.

Pioneering technology

The letters LED stand for “light-emitting diode”, a technology that has until now only been used for applications where low levels of light were

required, for example indicator lights or the car’s rear lights. Audi is opening a new chapter in the annals of technology by introducing these high-intensity, high-performance LED headlights.

Audi first unveiled this innovative technology on the much-acclaimed concept studies exhibited in 2003: on the Audi Pikes Peak quattro in the form of fog lights, and on the Audi Nuvolari quattro and Audi Le Mans quattro in the headlights.

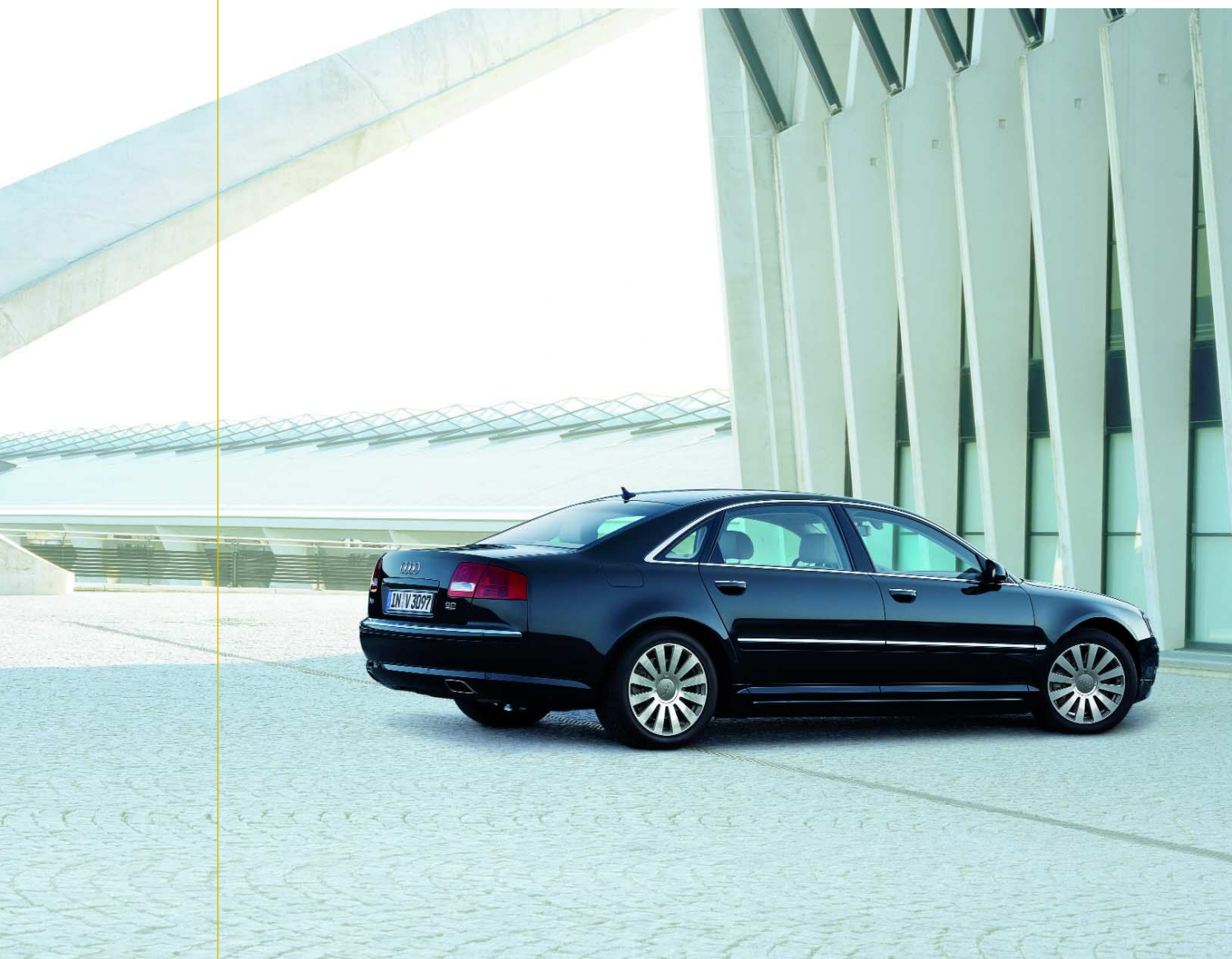
LEDs also offer clear advantages when it comes to vehicle design: because they require less installation space than other light sources, being only half as deep as conventional headlights, they give the designers greater freedom for the design of the vehicle’s front end.

Innovative solution for dynamic adaptive lights

That is not all, because LED technology harbours yet further potential for the future. For example in the field of adaptive headlights, which appeared for the first time on volume-built Audi vehicles in the guise of Audi adaptive light and are now available on the A8. LEDs can in future be used as the light source for dynamic adaptive headlights, circumventing the need for any moving parts. By means of software-controlled activation of additional compact lighting elements, the width, direction and intensity of the light cone can be specifically adapted in line with road speed and steering angle. This brings clear safety benefits for the driver.



Headlights in the Audi A8 L 6.0 quattro with LED daytime driving lights



... Savouring **SUCCESS** with all the senses. Every day anew. He's now reached today's destination.

● km 467.8