

News

drive / New models, new technology
and company news

2010

Audi beauty queens.

This poll finished with an outright winner: Audi. With some 50 car brands to choose from in the 2010 Design Trophy poll, over one in four readers of German motoring magazine *Auto Zeitung* cast their votes for the four rings as the "marque with the most beautiful cars." Readers also had their say about fifty different models. The R8 Spyder, which won the "most beautiful convertible" title, was placed third overall. The Audi A5 Sportback ranked directly behind it.



A1

Audi trains the spotlight on A1 show cars at Wörthersee.

The biggest lake in Austria's state of Carinthia is also the warmest of the Alpine lakes. Once every year, it turns into a Mecca for all VW and Audi enthusiasts. Once again this May, thousands of pistonheads made their pilgrimage to Wörthersee to celebrate their favorite car marque. Audi again rose to the occasion, treating its fans to seven Audi A1 show cars—created especially for the event—which illustrated (with a wink and a smile) how customization can be taken to its natural conclusion. For instance, there was one A1 car designed in homage to the original Urquattro, another with a 30s hot-rod look and one kitted out like an Austrian traffic police car. To ensure that the next generation of Audi-philes don't miss out on the Audi A1 show car fun, each version was also on hand as a Bobby Car.

Audi tv For everything you could wish to know about the Wörthersee event, go to www.audi.tv.

Ingolstadt introduces the Audi A1 engines.

In future, a choice of four engine options will power the Audi A1 on the streets. The choice of gasoline-fueled versions is between a 1.2 TFSI(1) with five-speed manual transmission and 86 horsepower and a 1.4 TFSI(2) with seven-speed S tronic® and 122 horsepower. Two diesel powerplants, each with a 1.6-liter displacement, round out the range. The smaller of the pair generates 90 horsepower(3), while the larger option has 105 horsepower(4) of thrust. All four engines are highly efficient. The 1.2 TFSI only sips a mere 5.1 liters of fuel per 100 kilometers and emits 118 grams of CO2 per kilometer. But out of the quartet, it's the smaller of the two 1.6 TDI plants that takes top honors for thriftiness, with consumption of 3.8 liters per 100 kilometers and 99 grams of CO2 emissions per kilometer.

www.audi.com/a1

The figures stated were determined in accordance with stipulated measuring methods, fuel consumption urban/extra-urban/combined (in l/100 km): (1) 6.2/4.4/5.1; (2) 6.5/4.6/5.3; (4) 4.7/3.5/3.9; CO2 emissions combined (in g/km): (1) 118, (2) 122, (3) the Audi A1 1.6 TDI (90 hp) is not yet on sale, (4) 103. Preliminary consumption and emission figures: combined fuel consumption: 3.8 l/100 km; CO2 emissions combined 99 g/km.



4

Audi A8 L W12 makes its marque at the 2010 Beijing Auto Show.

Traditionally considered the four rings' flagship saloon, the Audi A8 L W12 quattro thrilled an audience of Chinese automotive experts when it was unveiled at its world premiere at the Beijing International Automotive Exhibition. Visitors were particularly impressed by the combination of size and dynamism. The L in the model name stands for "long version," which translates as an additional 130 millimeters in both the length and wheelbase. Despite its stately appearance, the new Audi A8 L W12 accelerates from zero to 100 kilometers per hour in 4.9 seconds, with a governed top speed of 250 kilometers per hour. These impressive figures are possible thanks in part to the aluminum Space Frame (ASF®) body, which weighs some 40 percent less than a steel equivalent. The Audi A8 L W12 left a lasting impression in the Beijing exhibition halls. It's set to take to the streets at the end of the year.

www.audi.com/a8

A8 L W12



48°46'59.1"N 11°24'51.8"E

Audi MMI® Navigation plus with Google Earth.

When at the end of the year the Bluetooth car phone with UMTS technology is available for the Audi MMI Navigation plus, a whole new range of infotainment features will literally "come online" in the Audi A1. One of these will be getting your bearings using Google Earth images. The popular Google application allows you to find your way using real aerial photographs. Naturally,



being able to select information relating to the maps is part and parcel of the program. Plus, the Audi A1 can use its UMTS module to turn the car into a WLAN hotspot so that all passengers with hand-held devices can access the Internet.

www.audi.com/a1

Audi A1 gets BOSE Surround Sound with illuminated woofers.

The BOSE Surround Sound in the new Audi A1 provides pleasure for the ear and eye. Aside from superior sound, drivers are in for another special treat. Two woofers have been fitted with LED light guides that subtly illuminate the car's interior. A white corona shines indirectly from the contours of the BOSE woofer bezel. The dramatic result is that the speakers appear to be floating. The Audi A1 with BOSE Surround Sound represents a first in infotainment for the four rings.

www.audi.com/a1



Photos: AUDI AG

2

100.000

Visions of mobility in tomorrow's cities.

Six architecture studios and six ideas for the future of mobility in the urban environment—but which is best? Conferred for the first time this year, the Audi Urban Future Award will determine that and recognize the achievement with €100,000—the biggest purse for an architecture competition in Germany. The aim of the competition is to highlight and promote sustainable new paths to the future. From now on, the Audi Urban Future Award will be bestowed every two years. Starting August 26, Audi will showcase submissions to the first edition for a month at the International Architecture Exhibition within the Venice Biennale.

www.audi-urban-future-award.com



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