

Issue 5. 2007

# Audi Ireland News

The news magazine for Audi Drivers



Audi celebrates  
**40 Years in Ireland**

**Dear Audi Owner**

**This is a landmark year for Audi in Ireland as we celebrate its 40th anniversary on the Irish market.**



For four decades, the familiar Audi 'four rings' logo has been a leading marque on our motoring landscape.

Now established as one of the premier models in the luxury segment, Audi has enjoyed a long-standing reputation for quality amongst the many thousands of Irish owners who have been loyal to the brand since its arrival here in 1967. Principal amongst these is Audi's reputation for engineering excellence, superb design, reliability and driving pleasure, and high comfort values.

Throughout the year, the many events to which Audi gives support will be dedicated to the celebration of this important milestone. In these celebrations we will remember with appreciation the tremendous loyalty and support which we have received from all past and present Audi owners.

On behalf of the entire Audi team, here and in Germany, we thank you for your custom - support which has helped Audi to expand its market share and cement its top tier position in the Irish market.

A handwritten signature in black ink, written in a cursive style. The signature reads "Bob O'Carroll".

Chief Executive – Audi Ireland



# 40 years in Ireland

Audi celebrates



This year marks an important milestone in Audi's history in Ireland: Forty years ago, in 1967, the first Audi cars were launched on the Irish market.

With the arrival of Audi here, Irish motorists were introduced to a new luxury car manufacturer with a very specific brand ethos, 'Vosprung durch Technik'. The brand itself has roots that extend well back into motoring history and Audi's achievements in terms of technical innovation and advancement and indeed, in motor sport are undisputed and well respected.

Over the last forty years in this market, the brand has grown from strength to strength with a full Audi product range now being supported throughout Ireland by a progressive, independent dealer network. The numerous achievements over this time will be remembered in a programme that will unfold in the course of the coming year to mark their 40 years in Ireland. Not least of these will be the upcoming and exciting launches of the state-of-the-art Audi Sportscar, the R8, and the new A5 Coupé.

(L-R) a. TT Roadster  
b. R8 c. A5 Coupé

(Opposite) Audi models through the years

# Q7 shines at Audi Pretty Polly stakes

Entering its sixth year, the Group One Audi Pretty Polly Stakes is one of the prestige events in the Irish flat racing calendar.

It was fitting then that the all new Audi Q7 high performance sports utility vehicle took pride of place at the recent running of the 2006 Audi Pretty Polly Stakes held at The Curragh racecourse on the Saturday of Irish Derby weekend.

Every inch an Audi, the new Q7 comes standard with seven seats. Leading the line-up is a 3.0-litre, 233 bhp TDI version with tiptronic transmission and quattro permanent four wheel drive. A 4.2-litre petrol version is also available.

There to enjoy the event were Audi owners and their guests along with members of the motoring media and representatives of the Audi dealer organisation in Ireland.



a. Anne Boylan and Avril Brophy  
b. Winner of the Audi Pretty Polly Stakes, Alexander Goldrun  
c. (L-R) Jim Bolger (Trainer), Mrs. Marie O'Callaghan, Noel O'Callaghan (Owner) and Charlie Swan (Jockey)



(Opposite) Eva Hayes, winner of the Best Dressed Lady competition, pictured with the new Q7



## Audi link to Links' Ryder Cup ambulances

The long-standing association between Audi and the Links Golfing Society through Audi's sponsorship of the annual Audi Padraig Harrington Golf Classic was acknowledged by An Taoiseach Bertie Ahern TD when he praised the Links for their work in raising vital funds for medical research and patient care.

At an event held in the elegant surroundings of Dublin Castle, the highlight was the announcement that twenty new mini bus ambulances would be presented to twenty Irish charities. The ambulances were financed from funds raised at various charity golfing events held during the year of which the Audi Padraig Harrington Golf Classic was one.

Tied to the playing of the Ryder Cup, the idea was to purchase an ambulance for each of the 18 holes played at the K Club. Surplus funds enabled the Links to extend the number of ambulances bought to twenty, all of which were subsequently presented to the charities involved.



a. (L-R) John Hayes (Audi), Tony Kilduff (Cappagh Hospital), Padraig Harrington and An Taoiseach, Bertie Ahern  
b. Bob O'Callaghan with the Ryder Cup at MDL



## Audi sails on at Howth Yacht Club



Howth Yacht Club provided the perfect setting for Audi's sponsorship of the Audi Etchells National Championships. Held over three days in August, the event attracted an entry of 26 Etchells from Ireland, England, Scotland, USA and Sweden.

The Audi-sponsored championship consisted of eight races held under the guidance of principal race officer David Lovegrove.

This new event in the Audi sponsorship calendar attracted some of Ireland's and Europe's finest crews and many of the top boats in their class.

Little wonder therefore that many regarded the link with Audi and its racing pedigree to be an appropriate one.

Following on from this successful event, Audi lent their support to the Irish Ladies team in the Nations Cup held in Cork. Pictured above are the team, Mary O'Loughlin, Katie Dwyer, Karena Knaggs, and Laura Fitzpatrick who were provided with an A6 Avant quattro for the duration of the event.

# Cabriolet Launch

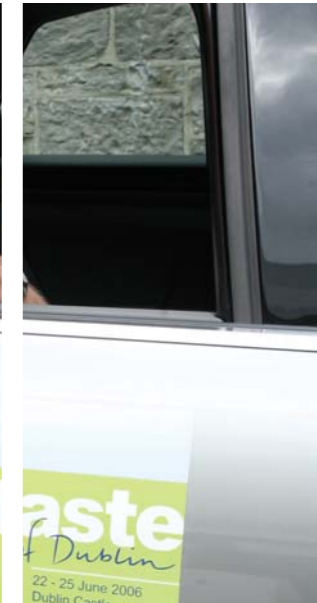
February saw the first Audi launch of 2006: the A4 Cabriolet being the latest model to join the ever growing Single Frame Grille family. So on a rather cold and wet February morning, Audi Ireland along with 40 members of Ireland's motoring press gathered at the Radisson SAS St. Helens Hotel in Dublin to experience the newly designed Cabriolet. Spirits were by no means dampened, however, with the motoring press delighted to be given the opportunity to test the Cabriolets fully automatic, electro-hydraulic hood which opens/closes in 20 seconds even when travelling at a speed of up to 30 km/h.



This newly restyled Cabriolet range allowed Audi to give the model a sportier feel. The new clear-glass front and rear lights, linked with the aluminium trim door sills, new seat coverings and steering wheel all add to the attractiveness of Audis new open-top.

These features along with the thirty-nine individual model variants (twenty-four petrol and fifteen diesel) powered by five engines (three petrol and two diesel), together with the launch of the new RS4 Cabriolet all aided in putting the A4 Cabriolet top of its segment in 2006.

# Audi on the menu at Taste of Dublin festival



Celebrity chef Gary Rhodes takes time off to sample a taste of Audi.

# Audi celebrates German Reunification Day

Audi was at the centre of celebrations to mark German Reunification Day which were held at the German Ambassador's Residence in Dublin.

Held on 3rd October each year, Reunification Day recalls that momentous occasion, following the collapse of the Berlin Wall in 1989, when East and West Germany came together to form the single nation we know today.

As Audi's contribution to the celebrations, a fleet of Audi cars were placed at the disposal of the Embassy for use as courtesy transport for guests attending the event.

John Hayes (Audi Sales Manager) pictured with German Ambassador, Christian Pauls.



Audi was on the menu for top celebrity chefs Gary Rhodes and Anthony Worrell Thompson during their visit to Dublin to take part in the very successful Taste of Dublin Festival held at Dublin Castle. As befits a prestige event of this kind, Audi was on hand to provide courtesy transfers for the celebrity guests who took part in the festival.

Pictured to the right are BBC Saturday Kitchen host, Antony Worrell Thompson and RTE presenter, Ryan Tubridy entertaining the audience at the event.



## Audi supports the Marie Keating Foundation

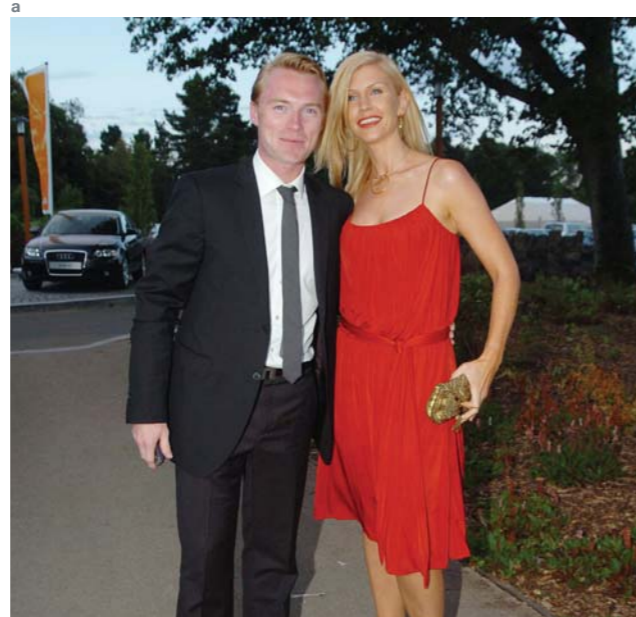
### Celebrity Golf Classic 24 July 2006

The Marie Keating Foundation in association with Audi hosted its 7th Annual Celebrity Golf Classic on Monday July 24th 2006 at the K Club. This popular event has become one of the most successful fundraising events in Ireland and last year, Audi were delighted to get involved. With a well known personality assigned to each 3-person team, it is always guaranteed to be a fun day out on the golf course. This year such celebrities as Gary Lineker, Ian Botham, Jodie Kidd and of course Ronan Keating were in attendance with Audi happily supplying a VIP courtesy transfer service during their stay.

### Pink Ribbon Ball 4 November 2006

Following on from the successful collaboration with the Golf Classic, Audi were then approached to get involved with the Marie Keating Foundation's Pink Ribbon Ball, now also an annual event. The 2006 ball took place at the Burlington Hotel on Saturday November 4th and as with the celebrity golf classic, the ball attracted a host of high profile supporters. For this event, Audi supplied an Audi A3 for their charity €1,000 mobile phone draw and VIP courtesy transfer for selected guests.

Without doubt this is a worthwhile cause: All monies raised at these events support the Foundation's three Mobile Cancer Information Units based in the Eastern, Western and Southern regions of Ireland. The three Mobile Cancer Information Units are in operation since May 2001, and to date the units have visited over 1,874 towns, villages and corporate sites in Ireland increasing breast cancer awareness by providing information to over 52,509 people. A staggering 2,836 women have been referred to their GP for further evaluation.



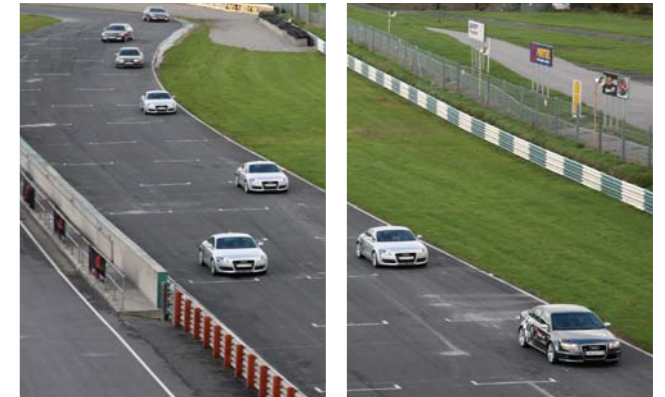
a. Ronan and Yvonne Keating pose for the cameras b. Gary Lineker and Ian Botham step out in style c. Celebrity model & golf fan, Jodie Kidd



## Audi Sportscar experience at Mondello Park

The sheer excitement, driving pleasure, advanced technology and leading edge engineering which one associates with Audi products were put on show in the month of October at the Audi Sportscar Experience which visited Mondello Park as part of its European tour.

Amongst those Audi owners and members of the motoring media invited to participate in the event was Irish Times Motoring Editor and Ireland's European Car of the Year jury member, Michael McAleer whose account of the event we reproduce in full.



News of the 2007 Audi Sportscar experience coming soon...



## Weather: Beaten

### Audi Sportscar experience at Mondello

Article from **The Irish Times Motors supplement**, dated **Wednesday November 1st 2006**.

*If it hadn't been an Audi, Michael McAleer, The Irish Times motoring editor, might have stayed indoors.*

Flood warnings filled the airwaves, leaden clouds filled the skies and the determined tapping of torrential rain on canvas resounded through the makeshift marquee at the side of Mondello racetrack.

As several people mentioned on the day, if it had been anyone else but Audi, we'd have been sent home by lunchtime. This was quattro weather.

Audi spends a great big dollop of their total marketing budget promoting its four-wheel-drive technology. So the Gods had deigned to offer up the perfect opportunity to put it to the test.

Lined up in the pitlane were a choice of Audi's high performance variants: the 5.2-litre 450bhp S8; the 5.2-litre 435bhp S6 Avant; the 4.2-litre 420bhp RS4; and the less dramatic but generally more eye-catching 3.2-litre 250bhp TT.

They were gathered here for the Audi sportscar experience, a week-long customer event that provided 32 participants per day with the chance to learn about the features of the range-topping models in the morning and then spend the afternoon testing them out during hot-laps on the track. We just popped along for the drive. First up for us were eight laps of the national track in the S8. At €137,600 it's not cheap, though it's surprisingly not the most expensive A8 derivative on sale; that honour goes to the 6-litre 12-cylinder version which starts at a bargain basement price of €169,300. Given that both have 450bhp on tap and the S8 has a marginally lighter engine, you do have to wonder why anyone would opt for the extra weight.

Yet on paper the 6-litre version has the equal of the S8. The A8 has always been one of the better executive cars when it came to driving fun, but it's not the first car - not even the 50th - that you would opt for to head around a partly-flooded racetrack.

Yet here we were, wipers at full tilt. Inside, it's bedecked in the sort of luxury finish one would expect from a car of its price, including a Bang and Olufsen stereo with a dinner-plate sized speaker dominating the rear parcel shelf that would put any modified car fan to shame. The sound quality is superb and it's the first hint that the S8 is about much more than simply raw power.

First corner, down to second gear and it's only at the extreme of the apex that the car starts to hint at a slide on the sodden track. It's only a hint mind, for everything stays in line and though our right foot stays on the power, the car steadily pulls through and into the next left-hander. The only limit to the grip seems to be coming from our own head: the car seems to be pushing us on to go faster into the bends but our brain keeps telling us that it's suicidal to do so. When we do put our trust in the Audi over our own logic, it doesn't let us down.

Audi's expertise in four-wheel-drive really comes into its own in these conditions and despite its size and two-tonne weight, the S8 manages somehow to remain nimble and agile, surprisingly so even in tighter corners. Of course, a car this size is at its best on the long straights and faster corners, but the 60/40 split of power between front and rear wheels keeps to the sporting theme.

Audi has made much of the Lamborghini link to the S6 and S8. That's been a marketing mistake, for if that is what wins you over then you are probably set for disappointment. The initial criticism of both cars in the motoring press has centred on these cars not meeting the hype.

The rebored 5.2-litre engine is the same unit that features in the Gallardo, but here it offers 450bhp - 435bhp in the S6 - compared to the 520bhp in the Lamborghini. It's worthwhile not getting caught up in the statistics of course, for the real difference is in the very ethos of these sports saloons compared to outright sports cars. Audi has realised that most owners are not looking for the level of raw power Lamborghini is offering - if they were then they wouldn't opt for such large saloons.

Instead, most owners will be seeking out the sort of performance that devours hundred kilometre stretches of unrestricted German autobahn in a single bite; Continental mile munchers that get you comfortably from Bonn to Berlin without a visit to the airport.

The S8 - and to a lesser degree the S6 - are a blend of high performance and comfort. They don't wow you with their performance and they don't outrun their rivals, such as the Mercedes S55 AMG or the more passionate BMW M5. Instead performance is just one part of the recipe, where limousine comfort and ride quality are just as relevant to owners. It's just a pity the marketing departments didn't pick up on this nuance before they made so much of the Lamborghini links.

Handling remains direct if still a little lacking in feel on the wet track, but it's the traction that won us over to its charms. The transfer of power between engine and wheel, particularly in such inclement conditions, is truly impressive. Even in the most treacherous corners and at times when our speeds in such conditions would normally warrant a quick visit to the bodyshop, this great big luxury saloon managed to tuck into the apexes and challenge not only the laws of physics but also a few principles of chemistry as well.

Somehow wet rubber and pools of water were mixing to form some sort of glue that stuck the car to the track. When either of these two large family cars did step out of line, it was more because the limitations of our driving ability had been exceeded.

The S8 is not the ultimate sporting saloon. It doesn't catapult you into the horizon. Nor does it bury you into the headrests as you accelerate. It's more refined than that, and perhaps that will disappoint some. If it does, then it's really because they should have been looking somewhere else. What they may have been looking for is an RS4. For all the impressive metal on show at Mondello, this remains the most mouthwatering of the lot. At €104,130 for the saloon version, it's not a cheap proposition, but it's the most entertaining by far.

Audi sets its stall out as a rival to BMW and while the M5 has the beating of all its performance cars so far, the RS4 is the car that finally leaves the Bavarians - and its direct competitor the M3 - in the shade.

From the moment you wrap your fingers around the chiselled curves of the S-line steering wheel, you know you're in for a treat. With 420bhp on tap but a significant weight advantage over the S8 and S6, it offers a far more passionate package.

In the longer faster corners - and despite the slippy track - you get the impression that the rear of the car ends a couple of inches behind the base of your spine. There's no question that it's the most nimble and energetic in the pack. Even in these atrocious conditions it stuck to its line with so much enthusiasm you'd confidently think it could conquer a vertical wall without falling off.

**Continued overleaf**

## Audi Sportscar experience at Mondello

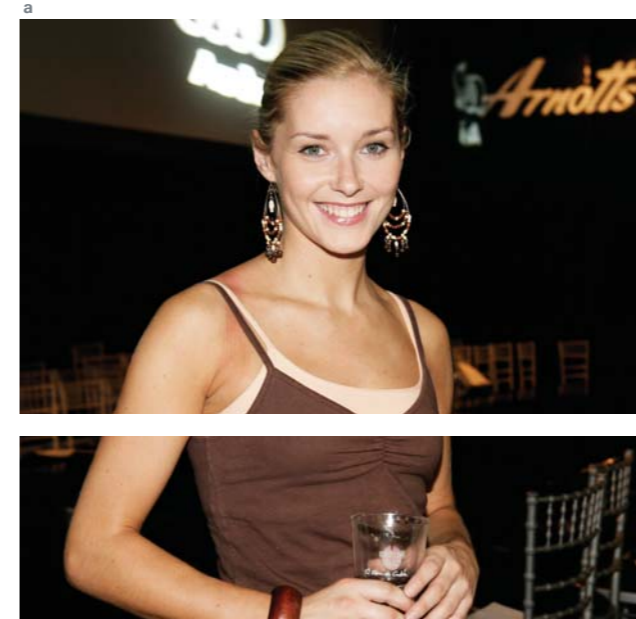


Inside it offers all the levels of comfort and refinement one needs, though obviously lacking the limousine feel of the S8. The most enticing trait of the RS4 is that it doesn't require you to sacrifice everyday comfort yet makes no compromise on power. For that reason it's the best car Audi has to offer so far - with the qualifier only there because of the as yet unknown potential of the new R8. For those lucky enough to be able to choose, the choice is clear: S8 is limousine luxury with long distance mile-munching ability; the S6 is the mid-range model that's more refined than competitors like the M5 - perhaps a little too refined and as a result less fun; and the RS4 is simply phenomenal.

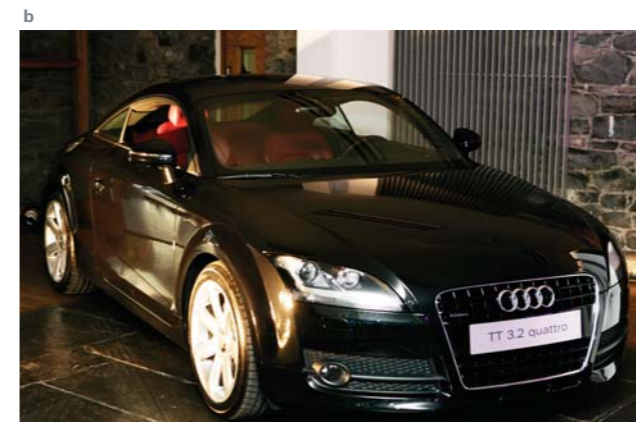
As for those shopping around for more affordable Audis, the one lesson to be learnt from our track day was that quattro technology should not simply be considered in terms of snow and ice. In the wet roads of Ireland, this sort of traction has real definable advantages over regular two-wheel drive. We certainly wouldn't have ventured out on the track without it.

**Written by Michael McAleer, this article first appeared in The Irish Times weekly Motors supplement (published every Wednesday)**

## Audi in fashion with Arnotts



a. Derbhala Lennon enjoying the Style b. The all new TT 3.2 quattro



Audi once again was the chosen partner of Irish fashion emporium Arnotts for the unveiling of their much anticipated Autumn Winter 2006 collection on Tuesday 5th September 2006. It also proved to be one of the very first outings for the newly revamped Audi TT, whose sleek, shiny, black physique was the perfect backdrop to the style on the runway. Indeed, judging by the gasps it received from the crowd, the new look TT was certainly a big hit with the fashionistas. The show which was held in the atmospheric Distillery Building at Smithfield was showcasing new labels to the store including Parisian women's wear labels, Tara Jarmon, Maje and Stella Forest, all of which were extremely well received by the crowd.

This invite only event had marked a change in direction for the Store which previously had held much larger shows in the RDS with audiences of over 800 in attendance. This time, the more exclusive event commenced with a champagne and canapé reception before all guests were treated to a glamorous but very modern fashion extravaganza. Afterwards, the celebrations continued with cocktails and more delicious nibbles being served, fuelling the party goes well into the night.

## New TT Coupé fuelled up and ready to go!

Establishing its presence on the Irish market is the new, second generation Audi TT Coupé.

Boasting added dynamic appeal, the new TT retains all of its visual appeal. Viewed from the front, the now familiar Audi single-frame grille is the defining element. Large air inlets and more sharply cut headlights give it a greater expressiveness.

From the rear, wide wheel arches, restyled light cluster, powerful exhaust tailpipes and a centrally positioned fog light all echo the world of motor sport. Barely visible is an electrically operated rear spoiler which extends automatically when the car reaches 120km/h to improve down force on the rear axle. It retracts automatically when speed drops below 80km/h.

Slightly longer, wider and higher than its predecessor with a longer, roomier interior and extra front/rear shoulder width, the new TT comes with a host of new features that includes a restyled instrument cluster, new trim, lower fitting sports seats and a steering wheel flattened at the bottom as in the Audi RS4.

No wonder it has become one of the world's most iconic automobiles. The new Audi TT - fuelled up and ready to go!

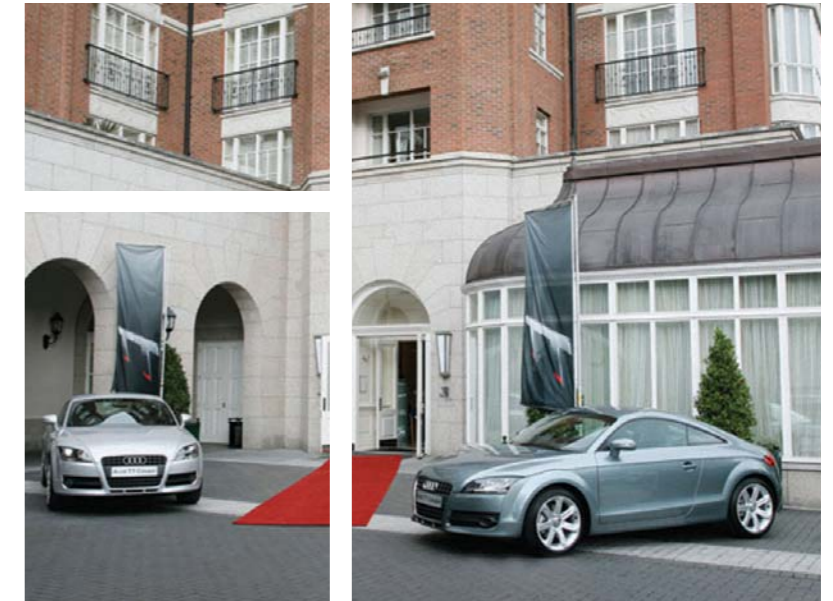


## TT launch at the Ice Bar

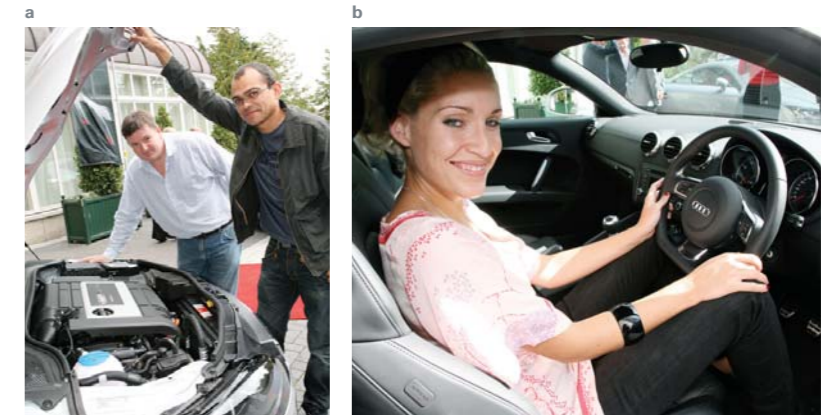
Thursday 28th September saw Audi Ireland celebrate the launch of the second-generation TT Coupé in the Ice Bar at the Four Seasons Hotel. Over five hundred current TT owners and members of the TT Lounge were invited to join the Audi Ireland team in this exclusive celebration.

Those who were available to attend were treated to a truly enjoyable afternoon in the Ice Bar where they could sample a unique TT cocktail (specially created for this event) and dine on freshly created foods from around the world. DJ Mo Kelly was also on hand to entertain the guests throughout the day; her eclectic mix of tunes fusing perfectly with the pure energy and dynamism of the new TT.

Needless to say, all eyes were really on the main attraction - the newly unveiled and stylishly sleek TT - and as expected, no-one was left disappointed!



a. Some TT fans check out the new model b. DJ Mo Kelly takes a break



## AUDI TT Auction @ the Colours of Barretstown Ball

The annual Barretstown Ball is one of the highlights of the autumn social season but more importantly raises much needed funds for the worthy charity. This in turn helps many children with serious illnesses regain some of the magic of childhood when they stay at the beautiful and magical Castle. Audi stepped in to support this event, which was held on Friday October 20th in the Pavilion at Leopardstown, by supplying a brand new Audi TT for the charity auction. The fabulous silver TT created much interest and excitement and in the end went to the highest bidder, Ms. Helen Creedon (pictured to the right with Audi Sales Manager John Hayes).



## quattro Cup 2006



The winning team being presented with their trophy by Bob O'Callaghan (far left) at the National Final in Royal Dublin



Pictured at the World Final (L-R): Louise MacMahon (Audi), Aine & James Fitzgerald, James & Olga McDermott and Gill Kavanagh (Audi)

2006 brought with it another exciting Audi quattro Cup competition. Again with over 80,000 participants worldwide this competition is now regarded as one of the most popular series for amateur golfers.

This annual event for Audi Ireland saw in excess of 1,000 amateur golfers contest in the nation-wide event. The winners from each of the eight qualifying rounds once again gathered at the impressive Royal Dublin Golf Club to determine who the 2006 Audi Ireland quattro Cup champions would be. The title went to James McDermott and his playing partner James Fitzgerald of Kilkenny and Gowran Golf Club respectively, with an impressive 45 points.

Our national finalists went forward to represent Ireland in the World Final, which this year returned to Europe, and was held in London's famous golf resort The Grove.

Audi quattro Cup Finalists competing from over 40 different nations were faced with big challenges over the tournament as they played a venue, where only a week previous to the contest, had seen professional golfers, such as Tiger Woods, Ian Poulter and Adam Scott compete in the American Express World Golf Championship. The tees, fairways and greens were described as "incredibly manicured" by Ernie Els, hence, Audi quattro Cup golfers really got to experience the course at its best. With its increasing popularity on the amateur scene this year saw some 700 tournaments organised by Audi throughout May to August. Congratulations to Teresa Humbert and Pablo Centurion of Paraguay who were the 2006 winners.

Quattro Cup participants and guests were treated to golf clinics from European PGA professional and protégé of Nick Faldo, Nick Dougherty and the World Trick Shot Champion, Geoff Swain.

## Audi Padraig Harrington Golf Classic plays its part in supporting worthy causes



The annual Audi Padraig Harrington Golf Classic has become one of the premier fundraising events in the Links Golfing Society calendar.

As reported elsewhere in this edition of Audi News, the financial support which this event raises for worthy causes has been instrumental in helping the Links Golfing Society to equip twenty Irish charities with new mini bus ambulances for use in transporting patients.

As ever, the 2006 event was played in the splendid and challenging surroundings of The K Club where participants enjoyed the opportunity to test their golfing skills on the course that would later play host the Ryder Cup.



a. The winning team led by Ken Doherty being presented their prizes b. Padraig Harrington with (L-R) Audi team members Irene Heffernan, Gill Kavanagh, Louise MacMahon and Avril Brophy



## Audi toast to Triple Crown success

Part of the celebrations surrounding Ireland's home-based rugby internationals is the pre-match hospitality enjoyed by Audi owners.

At these receptions, Audi customers get the chance to mingle and partake of some light refreshments as guests of their Audi main dealer before moving on to the main event. Pictured are some of the guests who enjoyed themselves prior to cheering Ireland to victory in the 2006 Triple Crown series.



Rugby fans enjoy the Audi reception

## Concert to celebrate Mozart's birth supported by Audi

On November 6th 2006, Dublin's National Concert Hall was the venue for a concert performance of some of Mozart's greatest choral masterpieces performed by the Orchestra of St. Cecilia and under the direction of conductor Kenneth Montgomery.

The gala concert, in association with Audi, was held to mark the 250th anniversary of the composer's birth and was part of the continuing programme of sponsorship which has existed between Audi and the Orchestra over recent years. For lovers of music, theatre and the arts, it provided yet another example of Audi's increasing support for the visual and performing arts.



Huntly and Monika Lauder with Lyndsay Armstrong (Orchestra of St. Cecilia) and John Hayes (Audi)

## Celebrity transfers



### Lang Lang

As part of the International Concert Season, world renowned pianist Lang Lang was the guest star of the Philharmonic Orchestra when they played to a sold out audience at the National Concert Hall on 15th November. The celebrated 24 year old Chinese musician, who is considered by many as the greatest concert pianist of his generation, is also a global Audi ambassador. Fitting then that Audi Ireland provided the talented Lang Lang with a chauffeur driven Audi A8 for the duration of his stay.

### Jamie Callum

Audi Ireland was happy to offer its services to popular jazz star Jamie Callum when he was in Ireland during 2006. Currently involved with Audi UK, Jamie chose to travel across Ireland in style and how better to do that than in an Audi A8.



### Elton John

For many years now Elton John has had a strong affiliation with the Audi brand. It was therefore only fitting that he be transferred in a premium-class Audi when he was in Ireland for his much anticipated concert in Dublin's Point Theatre in May of 2006.

### Miss World

Miss World, Tatiana Kucharova of the Czech Republic, was in Ireland in November to help raise awareness and funds for The Heartbeat Trust. The Have a Heart Ball was held in the Mansion House on Saturday 25th November with the purpose of raising in excess of €200,000 to provide funding for heart failure services and research activities carried out by the St. Vincent's University Hospital Heart Failure research team.

Several Audi dealers proved that they too had their heart in the right place when they came out in support of this event. Not only did they provide a TT for auction at the event but also ensured that Miss World was transferred to the ball in suitable style.

## Latest arrivals

reveal Audi qualities

These are but some of the hallmarks of the latest Audi models that have recently arrived in Ireland.

Photographed is the new three-door S3, A6 allroad quattro and the powerful RS4 models all of which were new to the Irish market in 2006.

Crafted from the attractively-styled A3 with its distinctive single frame grille, the S3 has a distinctly sporty look. Equipped with quattro permanent four wheel drive, the S3 is powered by a 2.0-litre TFSI, 265 bhp four cylinder petrol engine which combines direct injection and turbocharger technology.

An unrivalled all-rounder equally at home on smooth tarmac and rough terrain, the A6 allroad quattro combines go-anywhere quattro permanent four-wheel drive capability with a dynamic driving performance that is pure Audi. Popular with those whose lifestyles have a distinctly off-road dimension, the pioneering allroad quattro is a rugged off-roader housed within an elegant and sophisticated body.

Another new arrival was the RS4. Not for the faint hearted, the RS4 is a full blooded derivative of the popular A4 injected with leading edge sports car performance and race track handling characteristics. Not surprisingly then that the RS4 beat the competition when awarded 'Best New Car in Ireland' by New Car Guide (previously Car Buyers Guide) for 2007.



a. S3  
b. A6 allroad quattro  
c. RS4

## New Audi line-up

for 2007



a. TT roadster b. R8. c. A5 Coupé



Leading the range of new Audis to watch for during the year is the new, second generation drop top TT Roadster.

Retaining all of the features that made the TT Roadster an iconic car amongst fans of the open top motoring, the new TT Roadster comes with a host of new features that include a fully automated hands free roof operation with improved sound insulation.

Two models will be available initially - a 3.2-litre, 250 bhp V6 model with quattro permanent four-wheel drive and a 2.0-litre, 200 bhp TFSI version which blends turbo charging with petrol direct injection technology.

Later in the year, two exciting new models are set to capture the attention of Irish motorists.

First up will be the superb new Audi R8, a car built to take your breath away. In developing the R8, Audi's designers have pushed the boundaries of racing technology, futuristic construction and luxury refinement to deliver a genuine masterpiece.

Low and wide, the R8 crouches on the road, waiting for just one thing: the driver's command to spring into action. Its features include a centrally-mounted, high-revving V8 petrol engine, Audi Space Frame (ASF) construction, front and rear double wishbone suspension and the stability of quattro four-wheel-drive. Initial engine available will be a 4.2-litre V8 engine. This will be followed later by a 5.2 -litre V10 version.

Another newcomer that underlines Audi's sporting heritage and trend-setting design is the attractive new Audi A5 Coupé. Based on the Nuvolari concept car and built on the A4 platform, the all new Audi A5 Coupé is a real eye-catcher.

The new A5 Coupé will be one of the most attractive models in the Audi line-up. Entering the Audi range as a true competitor in the luxury sports coupé market, the A5 Coupé will arrive on the market initially powered by 3.2 FSI and 3.0 TDI engines.

# Competition

**Win a VIP Day at The Curragh Racecourse for you and a guest courtesy of Audi for the exciting 2007 Audi Pretty Polly Stakes, the Group One curtain raiser to Ireland's Derby Festival weekend.**

The Audi Pretty Polly Stakes ranks as one of the most exciting events on the Irish Racing calendar. We invite readers of Audi Ireland News to participate in this competition for which the prize is a VIP Day for the winner and a guest at this great sporting event which takes place on Saturday, 30th June 2007.

You will be brought to / from The Curragh in a chauffeur-driven Audi where you will join your hosts for lunch and hospitality in the Audi Pavillion on the Infield.



a. Aoife Coogan and Andrea Roche b. Congratulations to Dominic & Maureen Timpson from Cork, winners from the 2006 issue of Audi News. Pictured is Maureen Timpson and Jennifer Doyle.

To enter, all you need do is answer the following three questions the answers to which can be found in articles published elsewhere in Audi News, complete the enclosed form and post your entry to Audi News, No. 1 Northumberland Road, Ballsbridge, Dublin 4.

1. Where were the Audi Etchells National championships held in August of last year?

2. What new Audi models do you expect to see launched in the Irish Market during 2007?

3. For the TT launch at the Ice Bar in the Four Seasons, who provided the music?

Prize will go to the first correct entry drawn. Terms and Conditions apply. Winner will be notified by letter and have his/her name published in the next edition of Audi News. The decision of the judges will be final in all matters. All Audi personnel and Audi dealer personnel are ineligible to enter this competition.

**Closing date for receipt of entries:  
May 20th 2007**

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Are you an Audi owner? \_\_\_\_\_

Which model? \_\_\_\_\_



