AUDI 5000.

Luxury and elegance at the leading edge of automotive technology.

In the country where they build some of the best cars in the world, there's a waiting list for the new large Audi.

In Germany, automotive magazines are even more widely read than in the United States. And consumers are highly aware of engineering advances and the design philosophy behind their cars. Competition in the luxury car class of the Audi 5000 is intense, and drivers can choose from a number of highly acclaimed cars.

The Audi 5E (the European designation for the Audi 5000) was introduced in German showrooms in 1977 amid glowing reports in leading magazines.

Demand for the car was immediate and intense. And even fourteen months later, in mid 1978, prospective owners were waiting up to six months for their cars.

When Audi 5000 arrived in the U.S., it won instant acclaim from drivers and driving journalists, alike.

From the outset, Audi 5000 was designed with close attention to the needs and desires of American drivers.

A highly efficient optional air conditioning system was incorporated in the basic design, rather than as an afterthought. Luxurious amenities abound in an interior that is designed to relax the driver and passengers. And a smooth operating, optional 3-speed automatic transmission is available.

Prior to its public introduction in the United States, a fleet of Audi 5000s was driven thousands of miles over American roads for a period of nine months. When the car was finally unveiled to the press and the public, the response was enthusiastic.

Road & Track called it "A promising blend of luxury, innovation and logic." From *Car & Driver** magazine: "The dominant trait of the new Audi is German engineering excellence—it's a showcase of technology ... American influence has boosted comfort to an area of major concern for the first time in a German car. As a result, the Audi 5000 is technically intriguing, a functional masterpiece and yet one of the most sumptuous sedans ever to leave Germany."

Equally impressive was the response from the driving public, itself.

Car & Driver editors, in the magazine's Annual Readers' Choice Poll, nominated the Audi 5000 as one of the most significant new imported cars for 1978. And readers of the magazine seconded the motion with enthusiasm."

Ferdinand Piëch designed six world championship sports cars. Then he turned his attention to something really challenging.

An interview with
Ferdinand Piëch,
Audi 5000 Project Director.

Sir, how long did you design racing cars?

Piëch: Ten years in all. I brought six cars from the drawing board to the race track, and all six went on to win world championships. It was all very exciting.

And you say designing a passenger car was more of a challenge?

Piëch: It was for me. A racing car can be designed to last for a few races only. But a passenger car obviously has to be designed to do much more and to last much longer. In addition to excellent performance and handling, I had to consider things like room, comfort and price.

What about price?

Piëch: The fact is, the Audi 5000 is the largest German luxury car you can buy for the money.

Well, you succeeded with price, but did that mean you had to compromise a lot?

Piëch: No, I don't think so. It was a question of eliminating unnecessary things. The greatest example of that is our five-cylinder engine. Five cylinders, because a four was too small for the weight of the car, and a six was too extreme. Designing the perfect engine for the vehicle can hardly be called making a compromise.

Your racing background? Did it come in handy?

Piëch: Yes, yes. Very much so. The way the Audi 5000 handles, for instance. The ride is not in the least bit mushy. Our suspension, our rack and pinion steering and our weight distribution have a lot to do with that. Which is why we suggest that people pick a rainy or snowy day to take a test drive. This car is at its best when the weather is at its worst.

Is it possible to build a car with a soft, mushy ride, and still retain great responsive handling?

Piëch: No, not at all. They are exactly opposite. Some people feel that a soft, mushy ride is luxurious. We, the engineers at Audi, do not. We think it's tiring because you seem to be correcting the car's handling so often. We believe that a truly luxurious car is one that does what you want it to do when you want it to do it. That's why we engineered the Audi 5000 to be so precise and responsive.

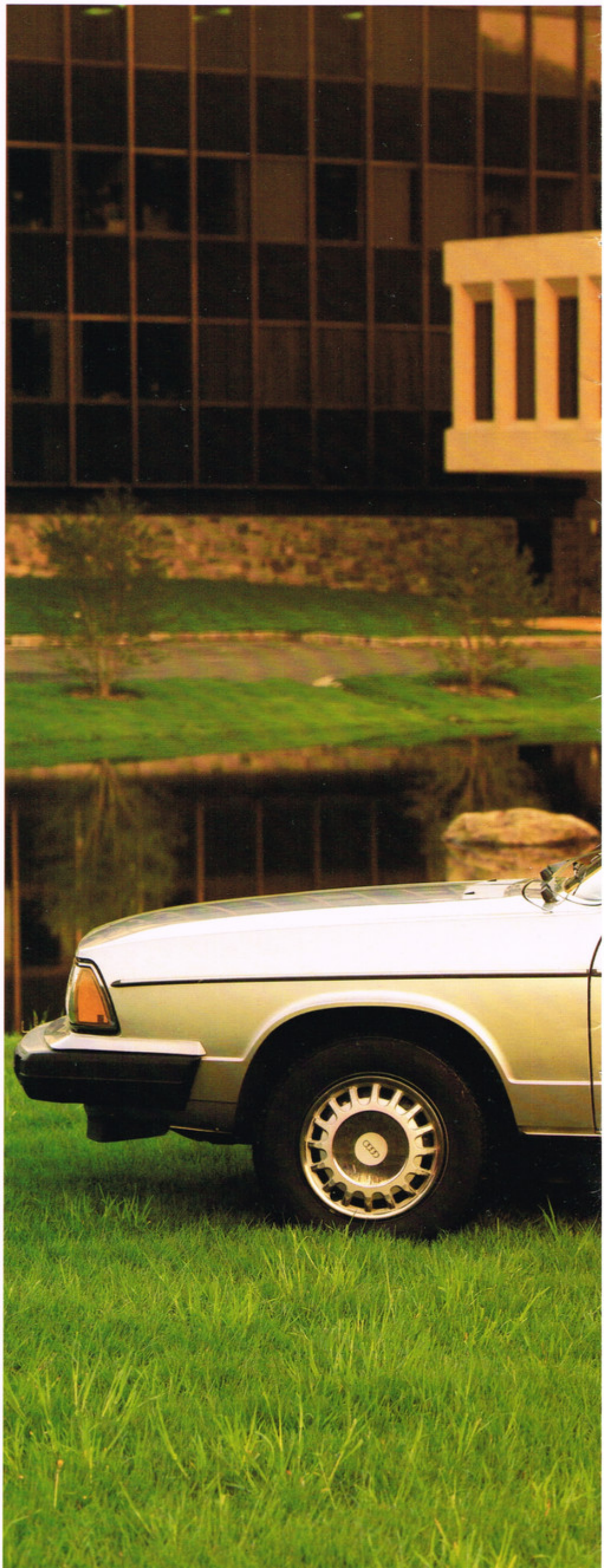
What do you think of American cars?

Piëch: Like everything else, there are good things and bad things. The good things we tried to incorporate in the Audi 5000. More comfort. More room. To be quiet. To give it cruise control as standard equipment. And you can order a powerful American type air conditioning system for your places like Florida.

Quickly, what would you say to convince Americans to buy an Audi 5000.

Piëch: I would say they can now buy a European car that was designed with American needs in mind. What we have tried to build is the one car that's the best of both worlds. I hope that doesn't sound, ah, what do you say ... corny?

Ferdinand Piëch, Audi 5000
Project Director.



Five cylinders. The logical alternative.

Audi 5000 embodies the ideal characteristics of the modern luxury car — light weight, economical to operate, yet with performance characteristics normally associated with larger, more powerful cars. In designing this innovative car, the most difficult decision facing Audi engineers was the choice of an engine.

A four-cylinder power plant held out the promise of light weight and economy. A six offered more power and quieter performance. The question was how to achieve all of these characteristics in a single engine.

The answer, they determined, was to develop the first successful five-cylinder gasoline engine.

A favorable ratio of power to weight.

Audi engineers calculated that a five-cylinder engine would provide ample power, yet generate less vibration than a four. And, of course,

five cylinders would mean less weight and fewer moving parts than a six.

After four years of intensive development, what looked attractive in theory proved successful in practice. The new five-cylinder engine that evolved from their efforts more than lived up to their expectations.

Minimizing vibration.

In designing the engine from the ground up, Audi engineers were able to merge efficiency like that of a four with smoothness and performance like a six.

Every important new feature of modern engine technology was incorporated. The shape of the combustion chamber, the helical inlet ports, and the pre-heating system — every detail in the five-cylinder engine bespeaks an advanced, efficient design.

Reliability through simplicity.

In conventional engines, items under continual stress — particularly fan belts, intermediate shafts, and hose connections — account for many of the problems encountered by drivers. In the Audi 5000, a number of these routine inconveniences have been "engineered out" by eliminating the parts or reducing their number.

The water pump, for example, is integrated into the cylinder block. The oil pump and distributor are driven directly by the crankshaft or camshaft. The spur belt that drives the camshaft also drives the water pump.

All of these contribute towards reducing the number of moving parts, simplifying the design, and removing potential trouble spots, thus enhancing engine reliability.

Fuel injection for smoother performance, easier starting and efficient use of fuel.

Eliminating the carburetor, the five-cylinder engine utilizes thoroughly tested, highly reliable CIS (Continuous Injection System) fuel injection.

Systems like this one are found in some of the most expensive luxury cars produced in Germany.

One reason CIS is so dependable is that it has fewer moving parts than earlier systems. In operation, an airflow sensor connected to a hydraulic valve mechanically controls injection quantities. The system is ideally suited to easy startups and quick response in cold winter weather.

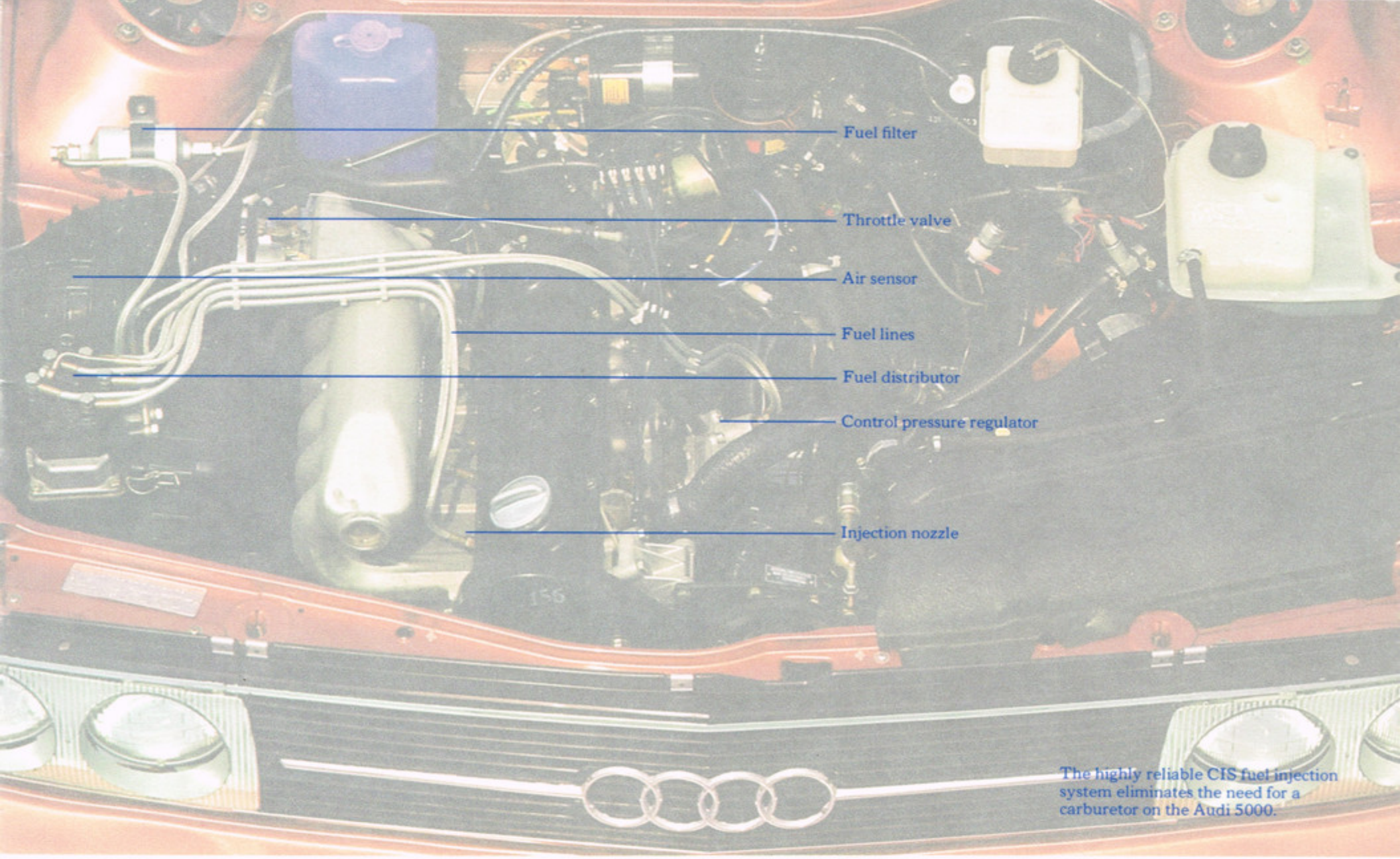
Some manufacturers assume that if you can afford a luxury car, you can also afford poor gas mileage.

Audi makes no such assumption.

CIS fuel injection is noted for its highly accurate metering, which results in clean exhaust emissions and efficient use of fuel. Coupled with the relatively light weight of the Audi 5000, this efficient system helps the Audi 5000 achieve an EPA estimated mileage with automatic transmission of 24 mpg highway, 17 mpg city.*

Good fuel economy for a spacious five-passenger sedan. And even more noteworthy when you consider that this car is capable of accelerating from 0 to 50 mph in a mere 9.8 seconds with automatic transmission; 8.5 seconds with manual transmission, and has a top speed of 100 miles per hour.

*Based on 1978 EPA estimates. 1979 figures not available at press time. Your actual mileage may vary depending on where and how you drive, your car's condition and optional equipment. Ask your dealer for a free copy of the EPA/FEA Gas Mileage Guide for New Car Buyers.

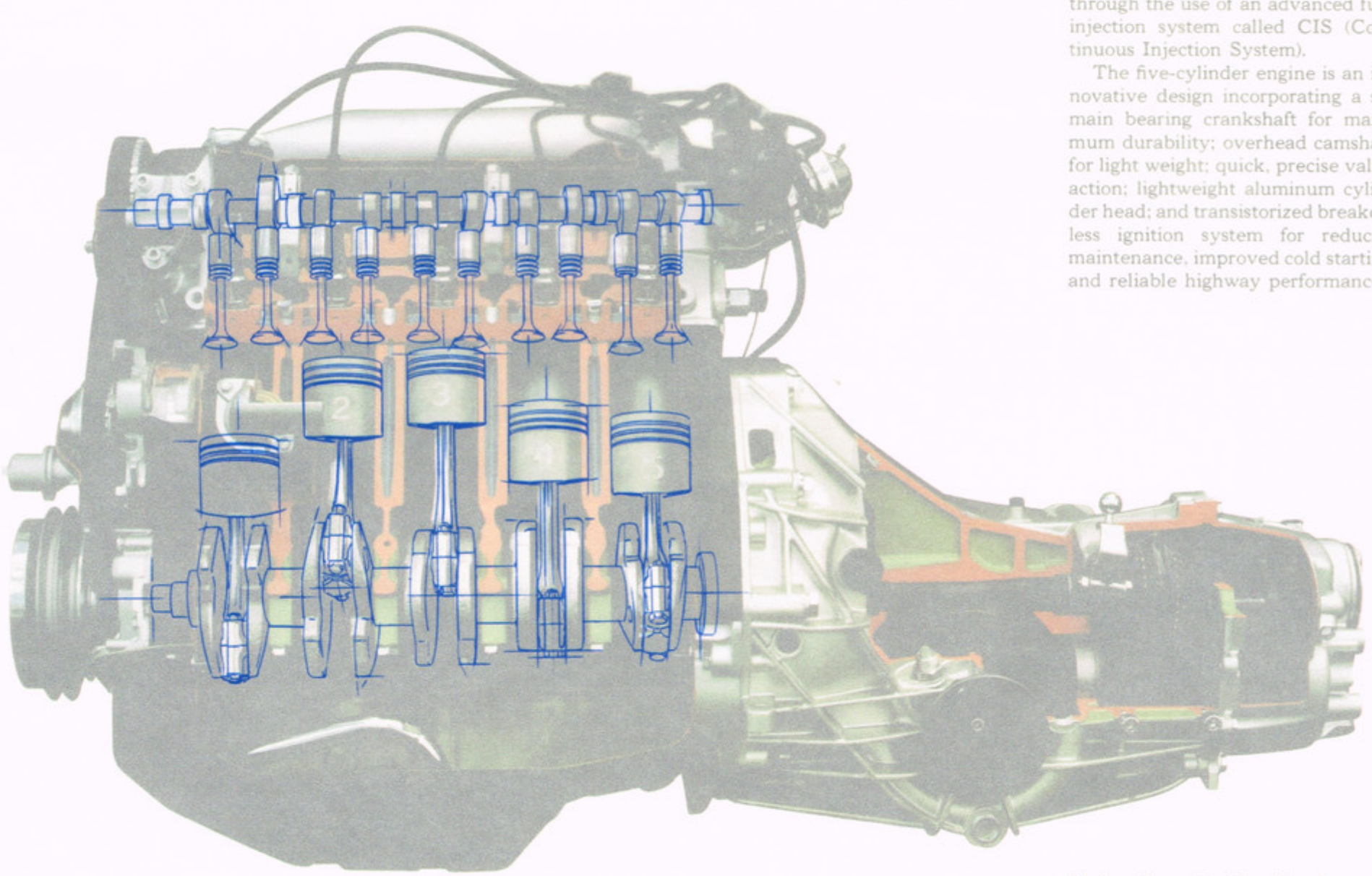


The highly reliable CIS fuel injection system eliminates the need for a carburetor on the Audi 5000.

Transparent page

Precise control of the fuel/air mixture is achieved in the Audi 5000 through the use of an advanced fuel injection system called CIS (Continuous Injection System).

The five-cylinder engine is an innovative design incorporating a six main bearing crankshaft for maximum durability; overhead camshaft for light weight; quick, precise valve action; lightweight aluminum cylinder head; and transistorized breakerless ignition system for reduced maintenance, improved cold starting and reliable highway performance.



Audi engineers developed the first successful five-cylinder gasoline engine to provide a favorable ratio of power to weight in the Audi 5000.

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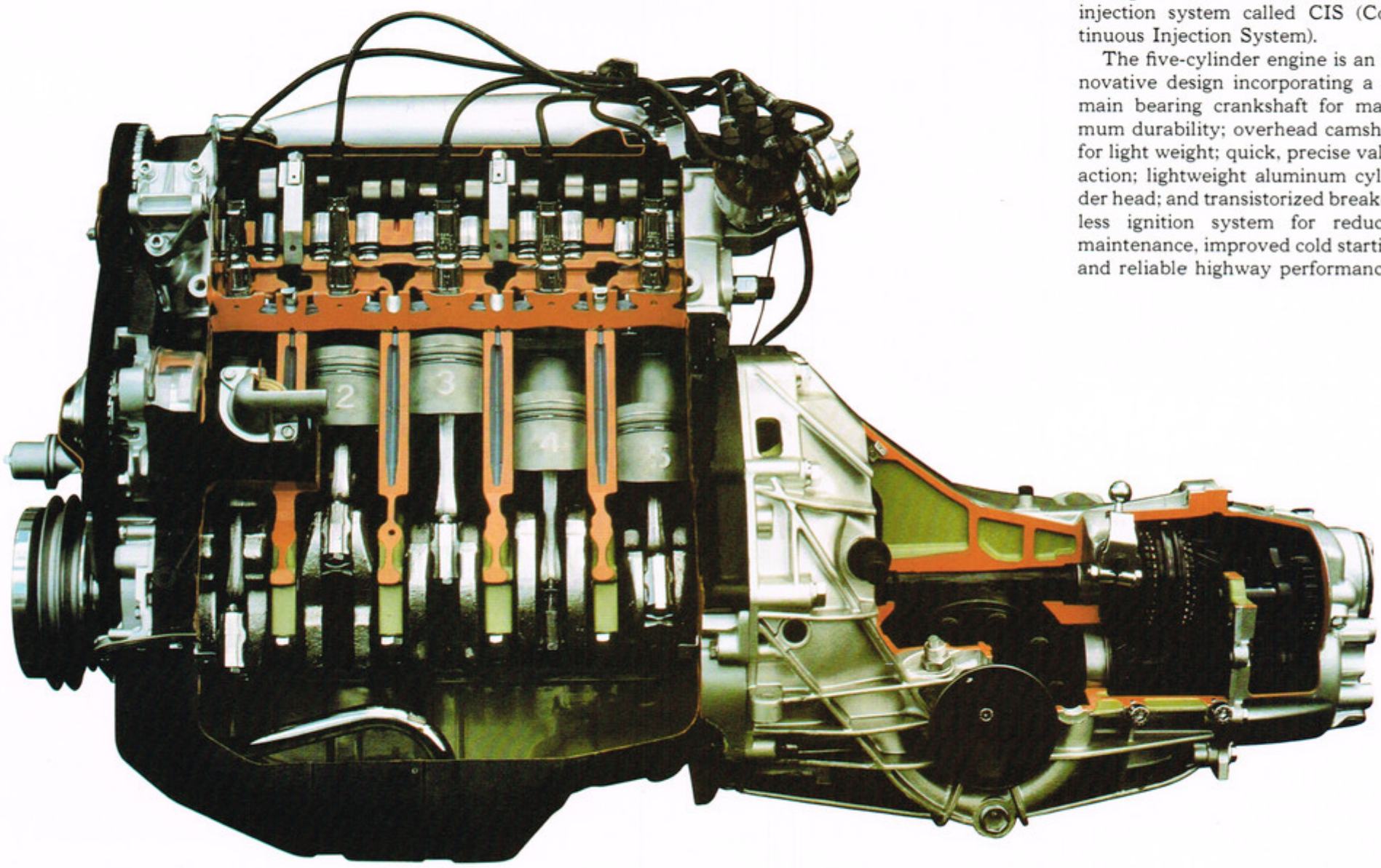


The innovative Audi 5000.

In every detail, the clean, understated lines of the Audi 5000 convey a sense of solidity without massiveness. Elegance without fragility.

Audi 5000 is a new kind of luxury car. A new application for front wheel drive. And it's not surprising that this important innovation should come from the company with the longest history of building front wheel drive cars.

Many of the car's basic handling traits derive from front wheel drive and placement of the engine forward of the front wheels. The relatively short length of the five-cylinder power plant was key to achieving a proper balance and weight distribution. At full payload, weight is distributed approximately 50/50. And the weight of the engine, transmission and differential over the driving wheels gives the Audi 5000 excellent traction and directional control.

Grace and agility.

A unique blend of suspension design, geometry, steering and braking combine to deliver a degree of responsiveness unexpected in a large five-passenger sedan.

Even the aerodynamic shape contributes to the ease of handling. Audi engineers achieved a wind-drag coefficient of .40 — extremely low for a car of this size — through some 260 hours of wind-tunnel experimentation.

Low unsprung weight improves handling and ride.

In every car, handling and ride are highly dependent on low unsprung weight — the amount of weight between the suspension and the ground. In Audi 5000, front wheel drive through constant velocity joints results in even power-transfer. The rear axle is also far lighter than on conventional rear-wheel drive cars because the differential weight is eliminated. The resulting light rear axle on the Audi 5000 neatly follows road contours without the disturbing hops typical of cars with heavy rear axles.

Power-assisted rack and pinion steering keeps you in touch with the road.

The precise road "feel" of the Audi 5000 must be experienced to be fully appreciated. Critical parts of the power-assisted rack and pinion steering mechanism have been Teflon®-coated to ease friction and minimize maintenance. Power assist is proportional — it delivers less assistance as the speed increases. Steering response can best be described as precise and direct.

A grand touring suspension.

The dual requirements of sure-footed roadability and passenger comfort are well balanced in the design of the suspension system of the Audi 5000.

In front, good road shock absorption is achieved through the use of long-travel, shock absorber/coil spring suspension struts. A stabilizer bar minimizes body lean and properly controls weight transfer.

Front-end geometry is based on Audi's time-tested negative steering roll radius combined with dual diagonal brake circuits. To further control cornering and handling and also improve tire wear, front camber is set at $-1°$.

In back, servicing requirements are simplified through use of individually located coil springs and shocks. The rear axle utilizes the proven torsion beam principle. Its light weight and integrated stabilizer bar result in low unsprung weight, enhancing the superb handling and ride of the Audi 5000. A Panhard rod has been added to provide lateral stability and assure proper trailing. In addition, directional control and handling are further improved by the car's wide track, long wheelbase, and low and forward placed center of gravity.

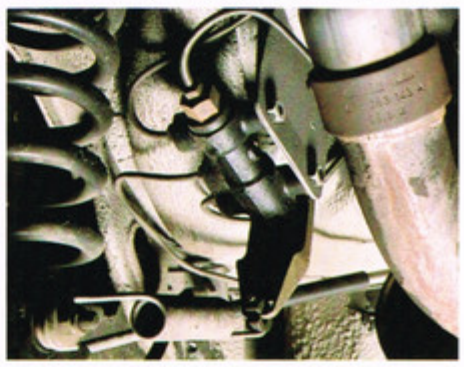
Negative steering roll radius — an idea well worth retaining.

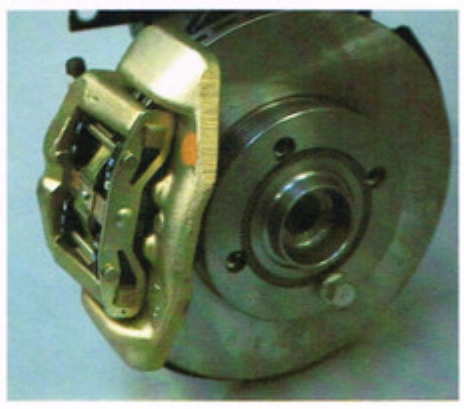
When slippery road surfaces (or a front-wheel blowout) cause one front wheel to brake harder than the other, a factor known as "unequal roll resistance" comes into play. In the Audi 5000, negative steering roll radius helps maintain directional control in this situation. Under the same circumstances, conventional cars with positive steering roll radius tend to steer in the direction of greater braking force. This aggravates the situation instead of correcting it, as in the Audi 5000.

The diagram on the overlay, illustrates the geometry of negative steering roll radius, and a more complete explanation is provided.

Improved braking through automatic load sensing.

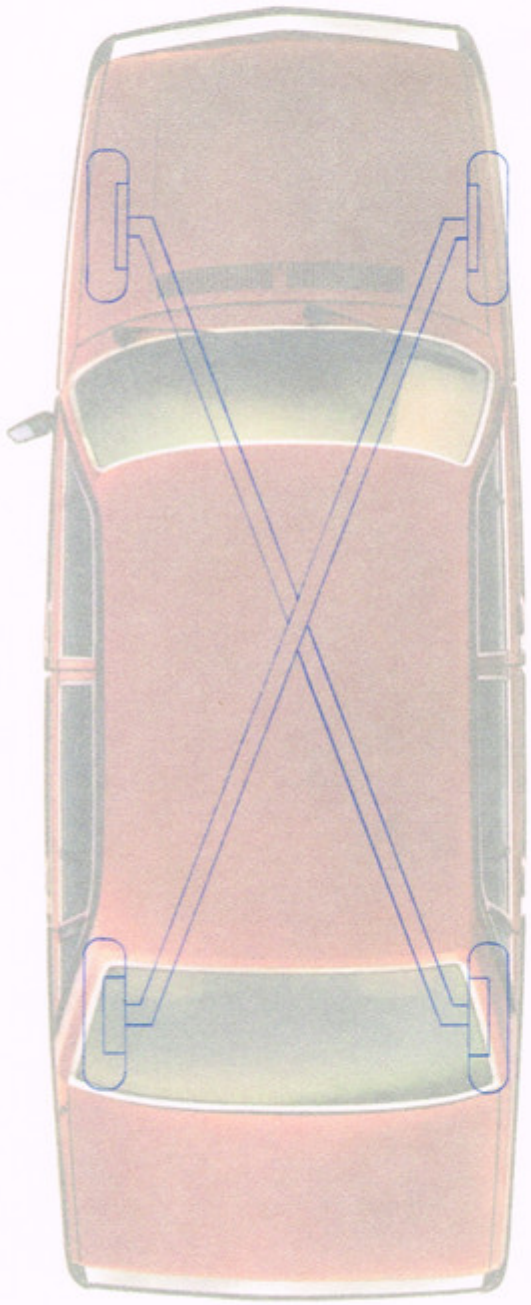
Audi 5000 brakes are ventilated discs in front, finned drums in the rear. This combination is ideal for meeting the requirements of the front wheel drive Audi.



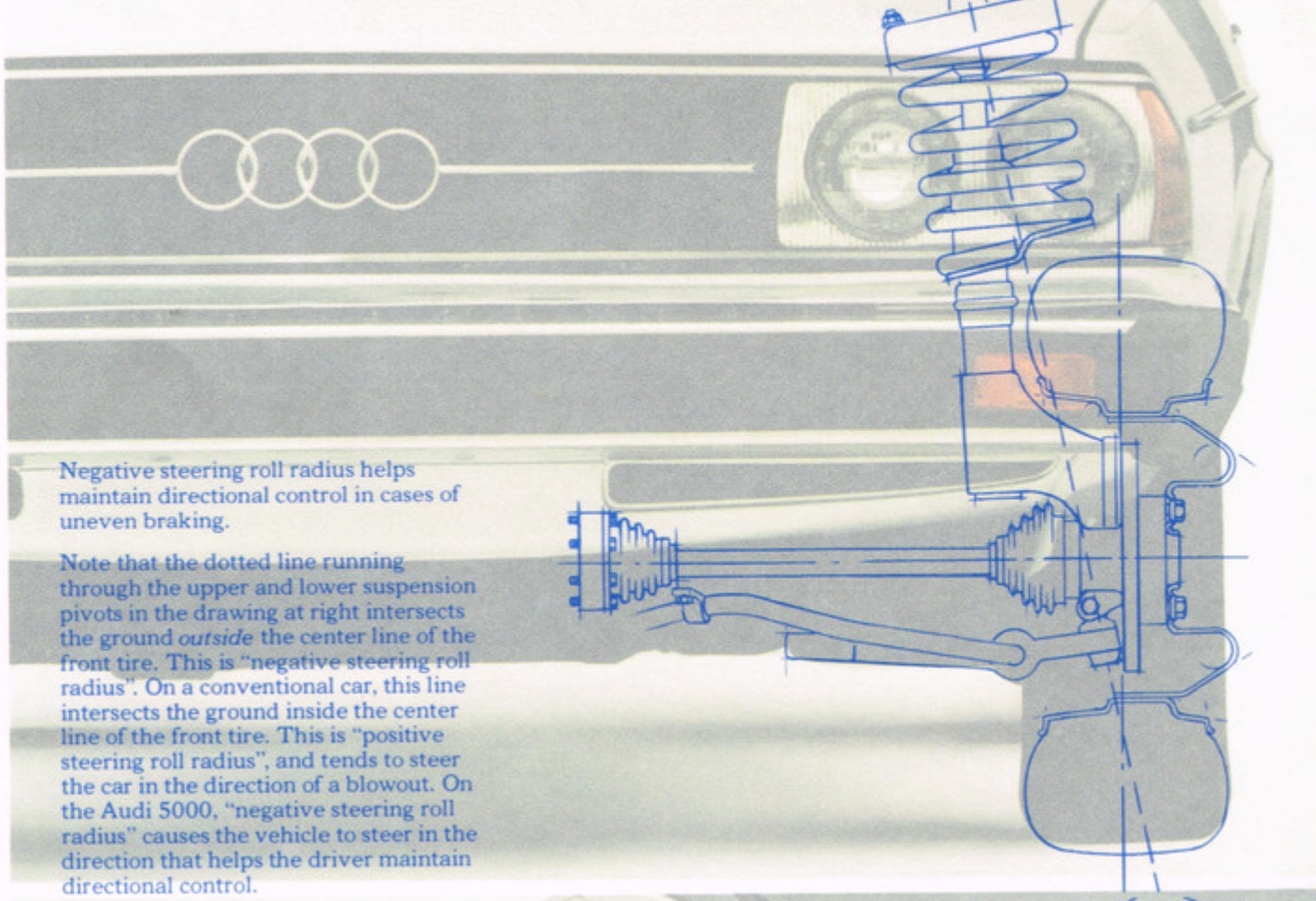


Because rear loads can vary greatly in a car with a trunk as large as that on the Audi 5000, an effective load-sensing pressure regulator has been integrated into the braking system. This automatically changes the rear brake pressure, altering the proportion between front and rear wheel braking to compensate for changes in the weight distribution.

The Audi brake system consists of two separate braking circuits, linked diagonally to ensure that the driver will have partial front and rear wheel braking in the unlikely event of one circuit failing. If this should occur, the car's negative steering roll radius provides counter-steering to help maintain direction.

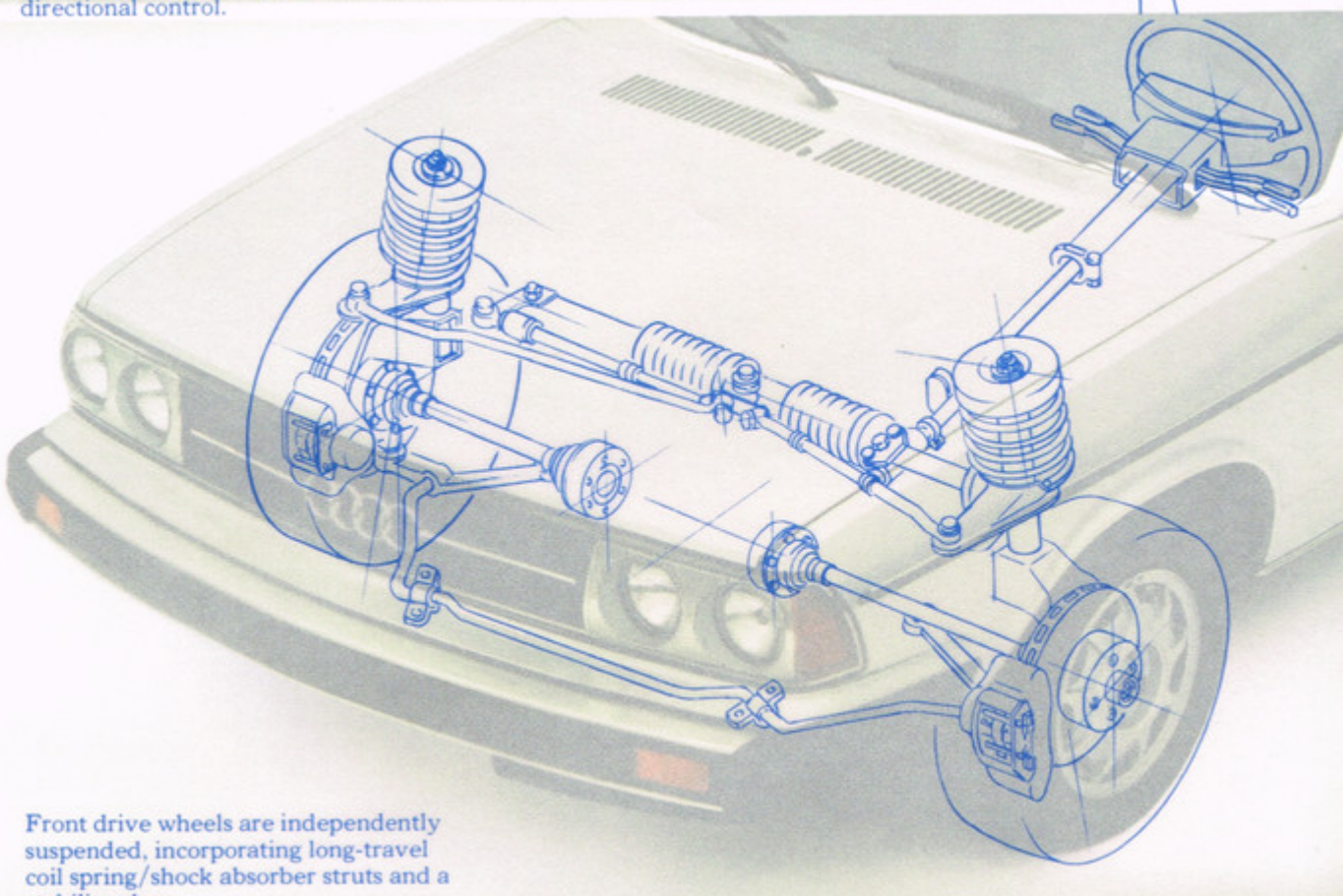


Two separate brake circuits are linked diagonally for directional control in the event of a failure in one braking circuit.

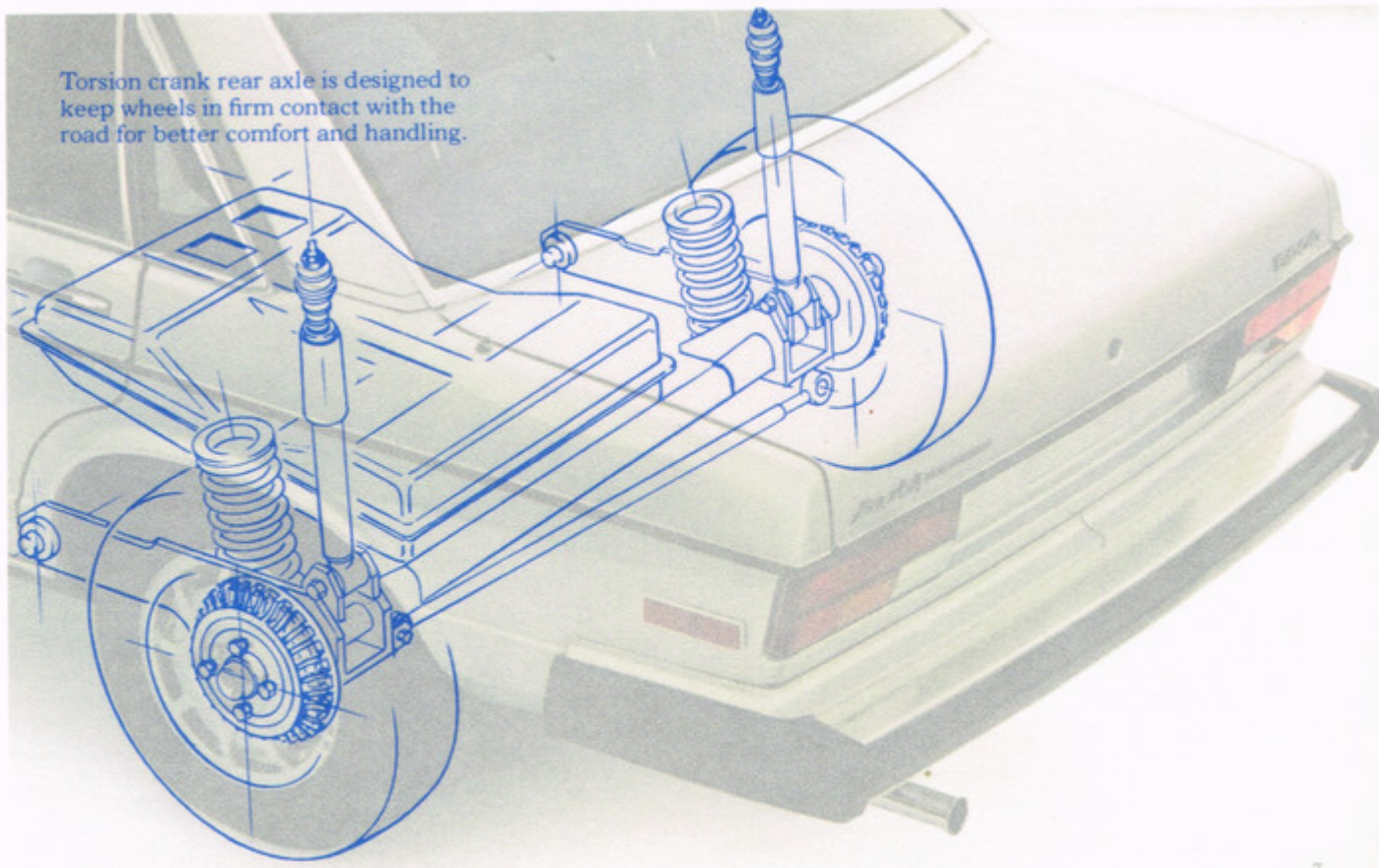


Negative steering roll radius helps maintain directional control in cases of uneven braking.

Note that the dotted line running through the upper and lower suspension pivots in the drawing at right intersects the ground *outside* the center line of the front tire. This is "negative steering roll radius". On a conventional car, this line intersects the ground inside the center line of the front tire. This is "positive steering roll radius", and tends to steer the car in the direction of a blowout. On the Audi 5000, "negative steering roll radius" causes the vehicle to steer in the direction that helps the driver maintain directional control.



Front drive wheels are independently suspended, incorporating long-travel coil spring/shock absorber struts and a stabilizer bar.



Torsion crank rear axle is designed to keep wheels in firm contact with the road for better comfort and handling.

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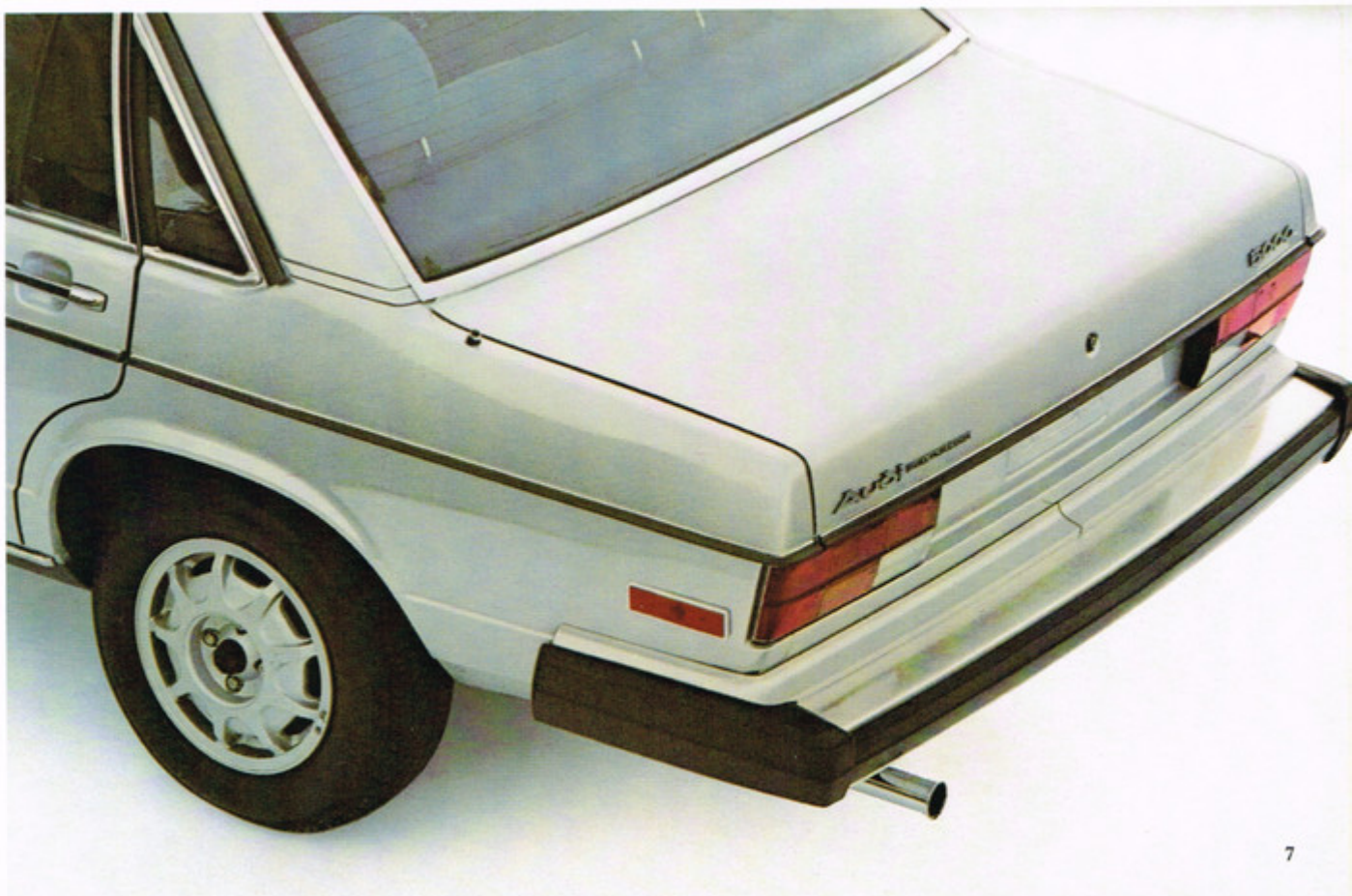


Everything strategically placed to unite the driver and the controls.

An emphasis on functionality and human engineering.

Slip into the driver's seat of the Audi 5000, and you're immediately impressed with how simply and sensibly the dashboard is arranged.

Instruments and controls are positioned for maximum ease and convenience. Warning lights are centralized for easy viewing.

Steering column controls are grouped according to the anatomy of your hand.

All this is no accident. Rather it is due to the conscious effort of the car's designers to emphasize functionality rather than "show". And it is the result of decisions based on time-and-motion studies rather than whim.

If you feel relaxed behind the wheel of the Audi 5000, that's no accident either.

The dashboard is intentionally designed to look unimposing — not complicated like the cockpit of an airplane. Instruments and controls are as reassuring and relaxing in appearance as the car is to drive.

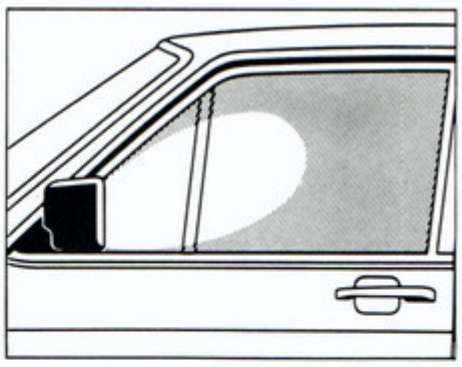
On the steering column, you find four stalks for controlling frequently used functions: Lights, turn signals, emergency flasher, windshield wiper/ washer, and cruise control.

With the cruise control, you simply set the desired speed, lift your foot off the gas, and the Audi 5000

will continue on at a constant speed. Touch the brake or depress the clutch, and the unit automatically disengages itself.

Aerodynamic contours enhance visibility.

Every component in the Audi 5000 is carefully positioned to leave you a clear line of vision. The contours of the outside rearview mirror, for example, were aerodynamically



designed to keep rain and snow off the driver's window. A heated rear window further assures visibility in inclement weather.

Heating and ventilating. An engineered design, not an afterthought.

Even when outside temperatures drop to −4°F, the heating system of the Audi 5000 is fully capable of maintaining an average interior temperature of about 80°.

While heating systems in conventional cars may have a similar output to the system in the Audi 5000, they are sometimes less effective in maintaining an even temperature. This is because conventional heaters are controlled by adjusting the flow of hot water. In addition, heat varies considerably with the air flow (road speed) and pump volume (engine speed).

In the Audi 5000, hot water passes constantly at full flow through a heat exchanger. Air temperature is varied by mixing warm and cool air. Thus, the temperature inside the car is virtually unaffected by either engine or road speed. And there is no need for the frequent temperature adjustments required with conventional systems.

A cool head and warm feet.

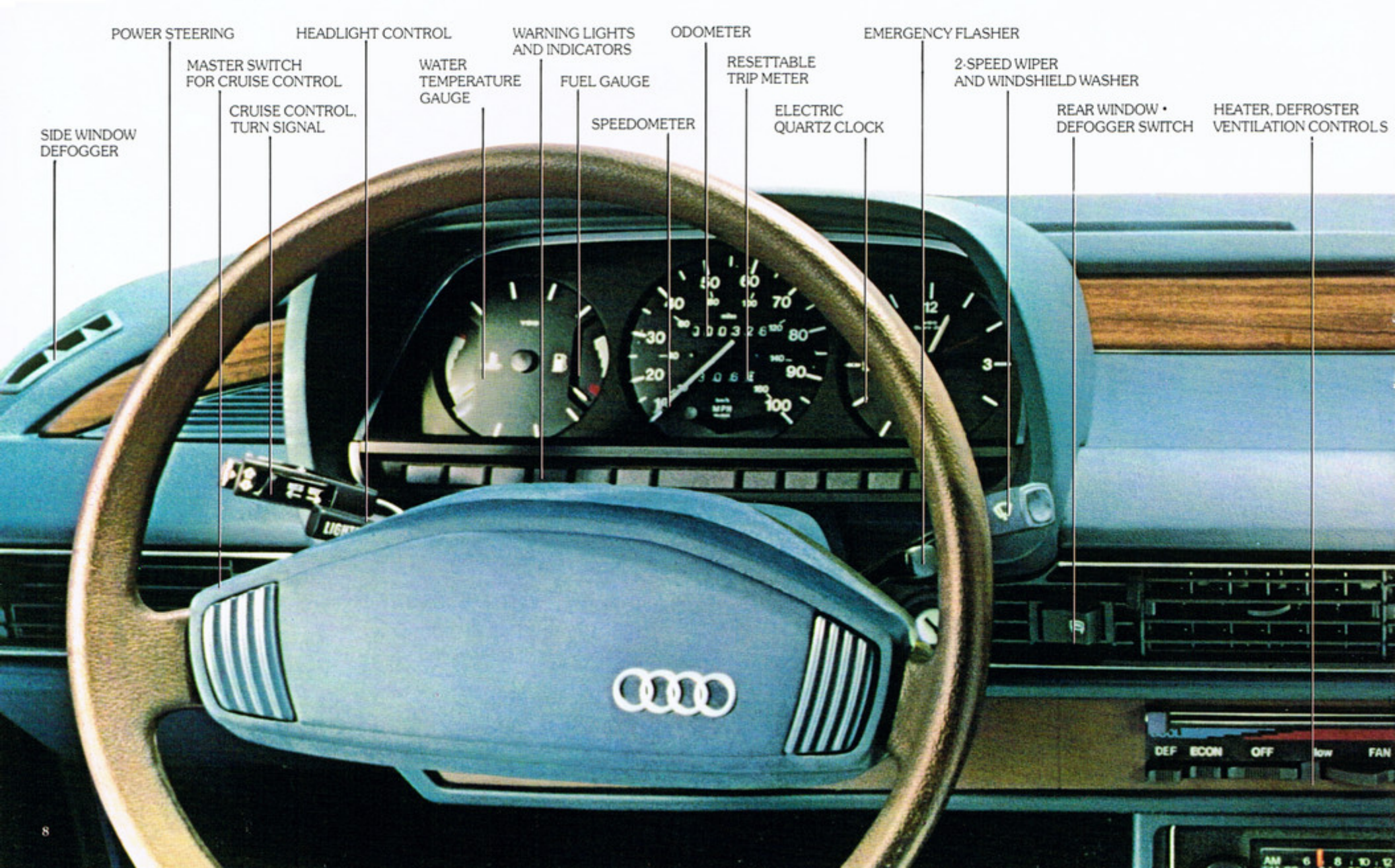
A wide array of air outlets at dashboard level "stratify" the air flow. The result is a cooler upper layer to keep you alert, and a warmer lower layer to promote foot comfort. Additional side vents direct air to the side windows to prevent misting.

A newly developed, large diameter radial fan provides highly efficient air circulation. The fan is completely encased, achieving a noise level 50% below that of blade type fans, while providing double the air flow. It can provide a complete change of air inside the car approximately every 15 seconds (at 55 mph and with maximum blower speed).

An air conditioning system that survived in the Sahara.

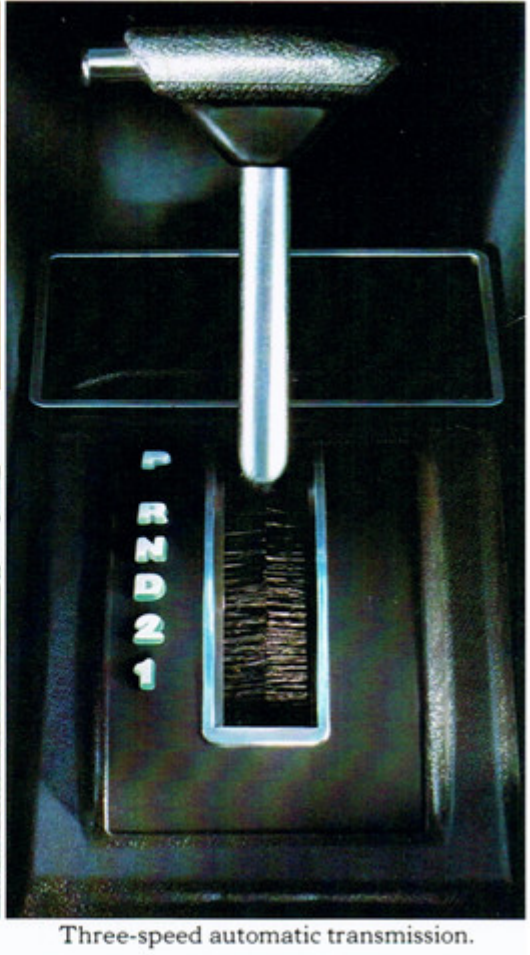
Developed as an integral part of the car's comfort system, rather than as an "add on" accessory, the optional air conditioning in the Audi 5000 dries the air as well as cools it. Numerous outlets are provided for fast, even cooling throughout the interior of the car.

As a part of the hundreds of thousands of miles of road testing, Audi 5000 was driven at top speeds across the Sahara Desert in summer with full air conditioning. Everyone inside stayed cool. Similar tests of the heating system were conducted in Finland during the winter with equally gratifying results.



Heating and ventilating controls are simple to operate, assuring a comfortable, undistracting driving environment.

Five-speed fully synchronized manual transmission.



Three-speed automatic transmission.

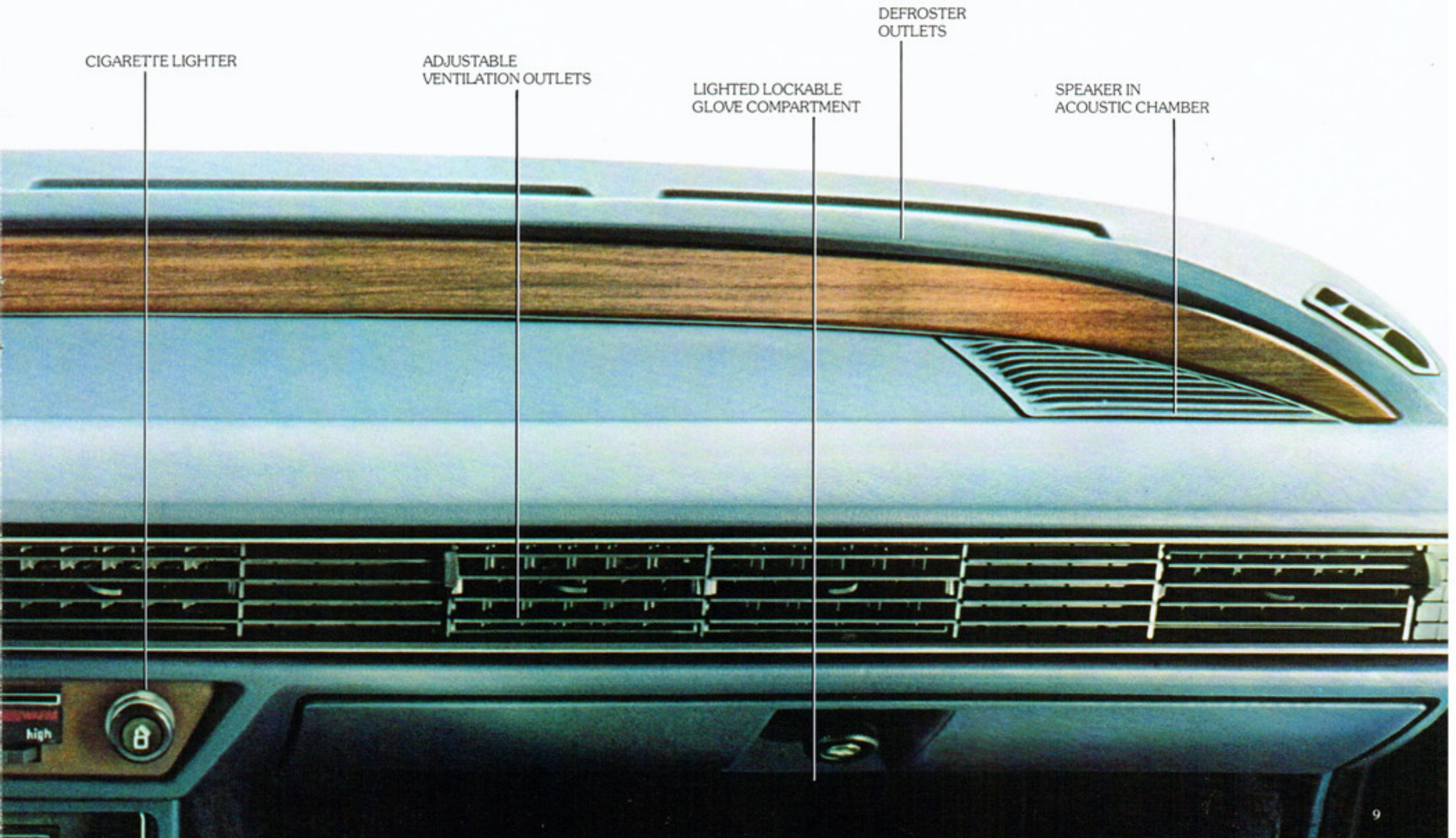
Highly visible instrumentation is logically arranged for convenient scanning. Warning lights and indicators are arrayed in a single row.

Electric quartz crystal clock.

Tail-lights are large for easy visibility and safety.

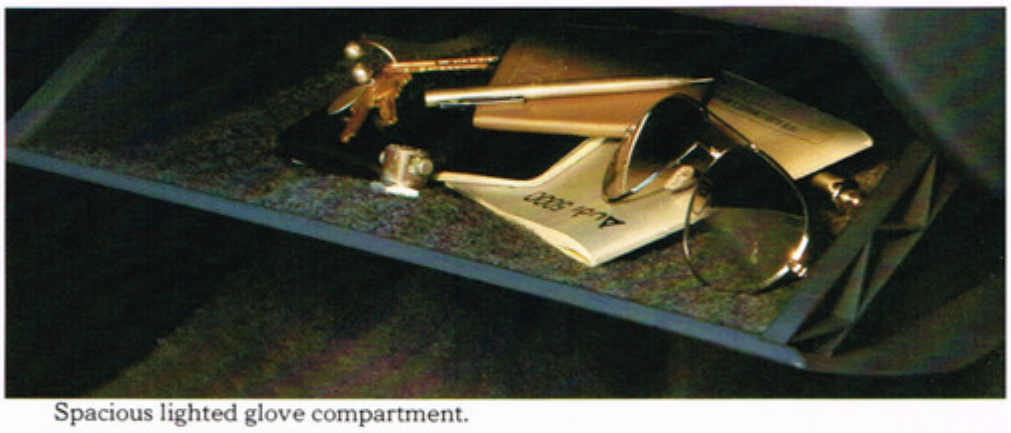
White on black notation on the speedometer is easy to read.

For convenience, the tinted outside rearview mirror is adjustable from inside.

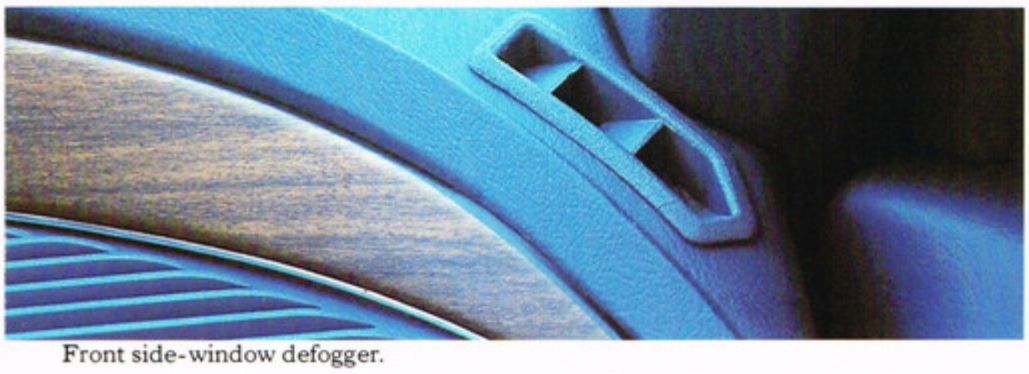


No detail has been neglected in the extensive complement of standard equipment.

Larger, multi-function stalk includes cruise control, turn signal indicator, headlight dimmer, and passing light. Smaller lower stalk controls the headlights.



Spacious lighted glove compartment.

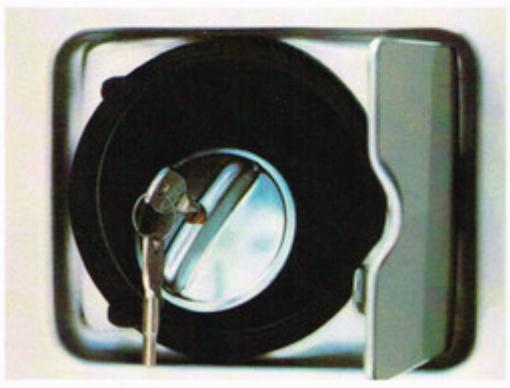


Front side-window defogger.

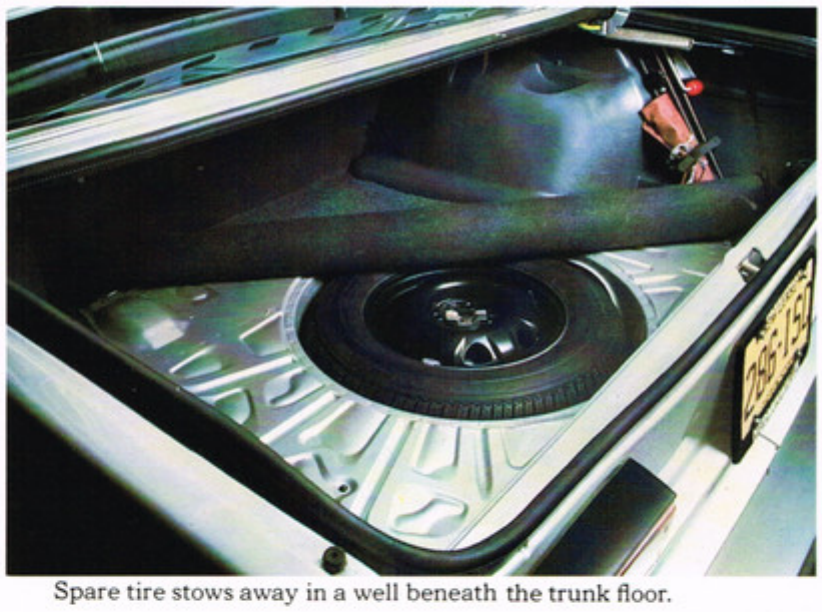
Luxurious door panels with storage pockets.

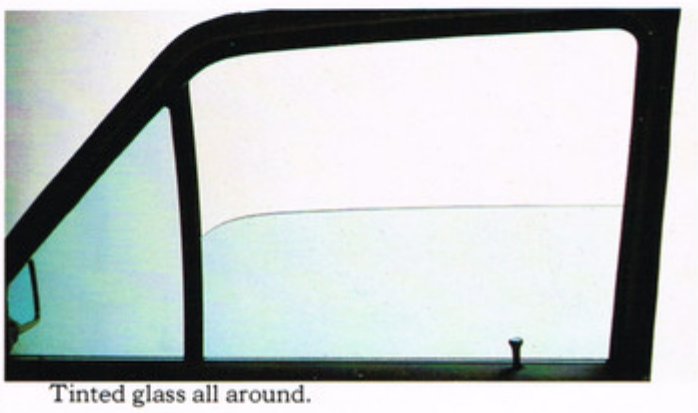
Illuminated cigarette lighter.

Vanity mirror.



Lockable gas cap.



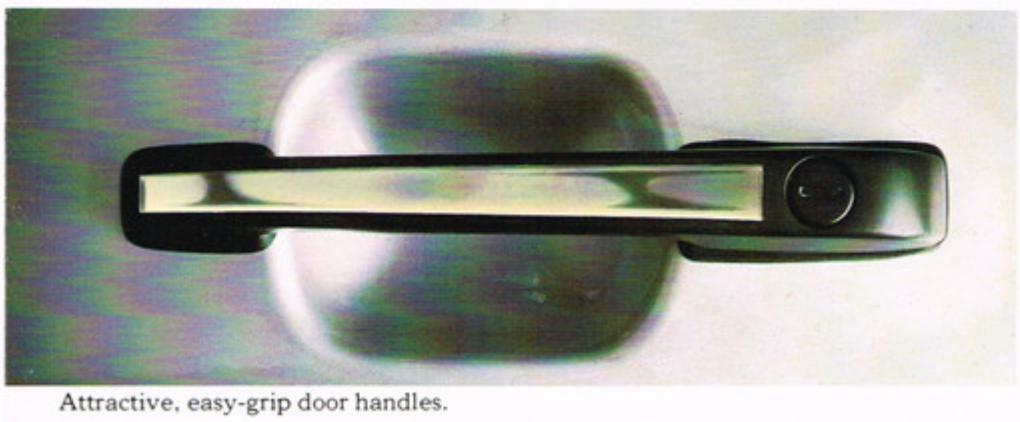


Tinted glass all around.

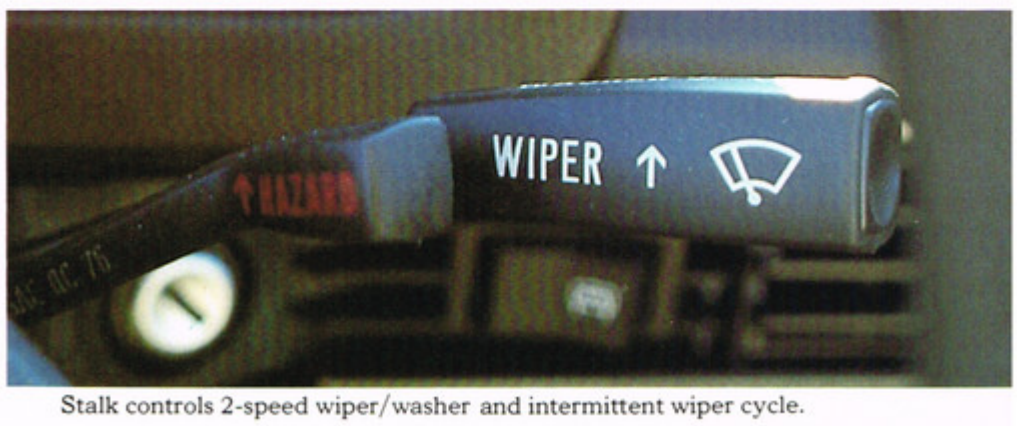
Adjustable reclining front seat controls.

Spare tire stows away in a well beneath the trunk floor.

Electric rear window defoggers.



Attractive, easy-grip door handles.



Stalk controls 2-speed wiper/washer and intermittent wiper cycle.

Elegance and engineering blend harmoniously in the Audi 5000.

An engineered interior that soothes and relaxes you.

A unique marriage of comfort and safety.

Innovative thinking is just as apparent in the design of the interior of the Audi 5000 as it is in any of the mechanical systems.

In close consultation with psychologists, Audi designers determined that the interior most conducive to safe, relaxed driving is one resembling a living room. A person moving from the restful atmosphere of his home to similar surroundings in his automobile tends to be a better, calmer driver.

Inside the Audi 5000, the designers have recreated the relaxing air of a living room furnished with tasteful, luxurious appointments. An impression of spaciousness is created through the use of proven optical principles. Psychologically tension-inducing sharp contrasts are carefully avoided in favor of muted surfaces — large areas of high-quality textured fabrics and thick pile carpeting on the floor.

Banishing tiring vibrations.

Springs and cushioning in the seats of the Audi 5000 are balanced precisely to eliminate tiring vibrations. In addition, the exceptionally high bolsters provide firm side-support in cornering.

The interior designers have contoured the modern all-foam seats, applying scientific orthopedic principles, to fit the anatomy of more than 90% of the population.

Both front seats recline to any position, from straight up to near horizontal. Sufficient forward and back movement is provided so that seats can be slid far enough back to accommodate a six-footer while still allowing comfortable leg room for rear seat passengers.

An important design objective was a safety interior.

The many safety features incorporated into the Audi 5000 add to the relaxing, reassuring ambience of the spacious interior.

For extra passenger comfort and added emergency locking, the buckles of the inertia-reel seat belts are mounted directly to the seat frames instead of the floor. The front seat back-rests have an energy absorbing design for the knees of passengers in the rear. Rear doors are fitted with child-proof safety locks. And an energy absorbing instrument panel, and padding and rounding of corners throughout the interior further contribute to passenger protection.

Ample space is provided for storage of small items, further emphasizing the uncluttered feel of the large interior. There is a big compartment in front of the shift console, an open compartment on the passenger side, and a large lockable glove compartment.

Quiet by design.

Perhaps even more important than spaciousness and a relaxing environment, a quiet interior is a key factor in achieving psychological comfort.

In their pursuit of quiet, Audi engineers subjected the vehicle to two full years of acoustical testing. In the process, they developed a completely new procedure for measuring the noise level reaching the driver's ear, when sound or vibration is induced into the body or through the engine mounting. This testing method, assisted by computer calculations, led to development of important advances in noise suppression and insulation techniques.

For example, doubly insulated suspensions for the engine, transmission and front axle actively inhibit noise transmission from the engine and drive train. A subframe prevents transmission of engine and road noise into the body. A closed noise-absorbing shell made up of individual layers of bitumen, felt, matting and foam-backed carpeting effectively insulates the interior. And aerodynamic contouring of the exterior provides a substantial reduction in wind noise.

All of these innovations, combined with the low vibration level of the new five-cylinder engine, contribute substantially to the remarkably quiet operation of the Audi 5000.

Acoustic chambers make this quiet interior well suited for stereo.

Audi engineers thoroughly reviewed the special problems of achieving high fidelity sound reproduction within the limited confines of an automobile. They found that resonance chambers in full-size stereo speakers largely account for the superiority of home high fidelity systems.

In designing the sound system for the Audi 5000's stereo radio, they created acoustic chambers around the stereo speakers. In this way, they were able to improve sound reproduction, as compared with that of other conventional automotive sound systems.

The many engineering advances found within the passenger compartment of the Audi 5000 fully rival the technical improvements in the car's power train. A full appreciation of the interior design—and the safe and relaxed, yet exciting driving experience it engenders — can only be experienced behind the wheel of this innovative vehicle.

When we built our new car from the ground up, we took nothing for granted.

Active and passive safety.

Safety engineering is a long standing Audi tradition. And in designing a completely new sedan, Audi engineers thoroughly explored both facets of this field—*active* safety features of the vehicle that help the driver avoid accidents, and *passive* safety design elements that help minimize injuries when an accident cannot be avoided.

Preventative or active safety depends greatly on a car's performance. Here the front wheel drive of the Audi 5000, with its favorable weight placement over the front axle, greatly improves road traction, aids in controlled cornering, and results in superior directional control under such adverse conditions as buffeting cross winds.

Audi 5000's negative steering roll radius, in conjunction with its dual diagonal brake system, promotes controlled braking in the event of a front tire blowout or stopping on uneven surfaces.

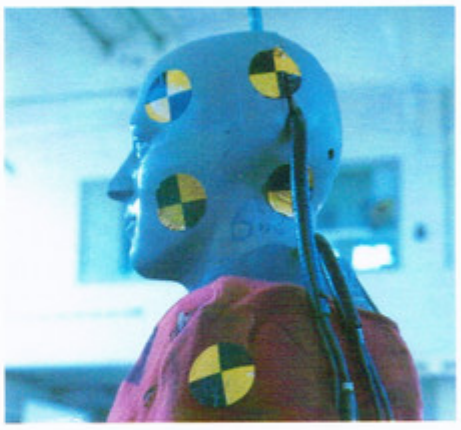
Also contributing to active safety are such factors as precision rack and pinion steering, a brisk acceleration rate (0-50 mph in 8.5 seconds*), and the vehicle's steel-belted radial ply tires that serve to further improve road behavior and adhesion.

avoid accidents is visibility — not just in front, but also to the sides and in back.

Audi 5000 has vast expanses of glass, giving the driver a high degree of visibility. Audi engineers made important further strides in this area through the design of the rigid pillars supporting the roof. They are slim in the direction of the driver's sight-line, and wide (for strength and rigidity) in the other direction.

Meeting and exceeding safety standards without excessive weight.

Audi engineers have clearly demonstrated through the design of the 5000 that a luxury sedan need not be excessively heavy to achieve its goal in passive safety. In point of fact, Audi 5000 meets and actually



exceeds crash test requirements, as set forth by the U.S. government.

Audi 5000's performance in crash tests can best be understood by examining the vehicle's construction. A rigid "passenger cell" is located between two impact or "crumple zones" in front and in back. These impact areas are designed to help absorb energy in a collision, while

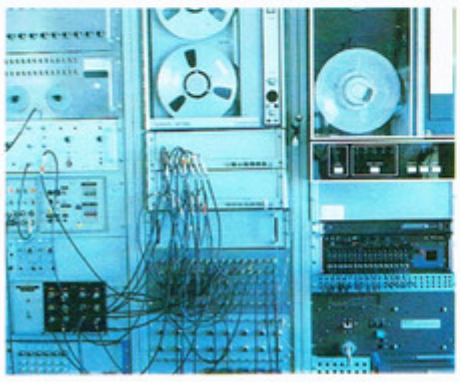
Large window areas and an advanced pillar design increase clear visibility.

One of the most critical areas in which a car's design can help drivers

the integrity of the passenger cell is maintained.

Impact reinforcements have also been provided between the inner and outer shells of the doors and sides to guard against intrusion and further promote passenger safety.

Impact areas of the Audi 5000 yield in simulated and controlled

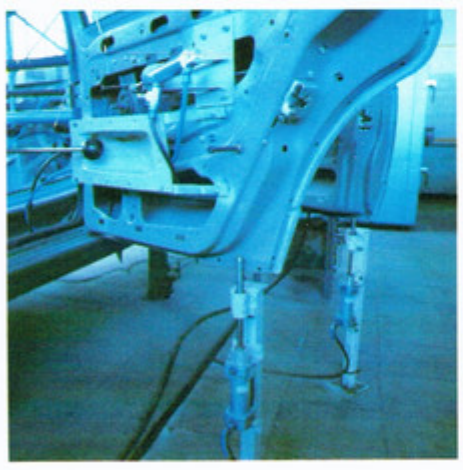


crash tests according to computer-calculated data. The front and rear ends are designed to collapse at a controlled rate, decelerating the

vehicle in a way that does not create excessive or severe strain on occupants.

Strength and durability of mate-

rials and components, also a prime factor in the area of passive safety, was demonstrated in the Audi 5000



through exhaustive testing under laboratory conditions, in proving ground tests, and in driving expeditions from the Sahara Desert to the Arctic Circle.

Engineered interior safety features.

Examples of the "safety consciousness" of Audi engineers can be found throughout the interior of the 5000.

The steering column, for example, is attached to the body with a deformable bracket and connected to the rack and pinion steering with a coupling designed to separate on impact. This is done to minimize rearward displacement of the steering column into the passenger compartment in the event of a collision. Even the center hub is padded and extremely wide to distribute impact forces over a large area.

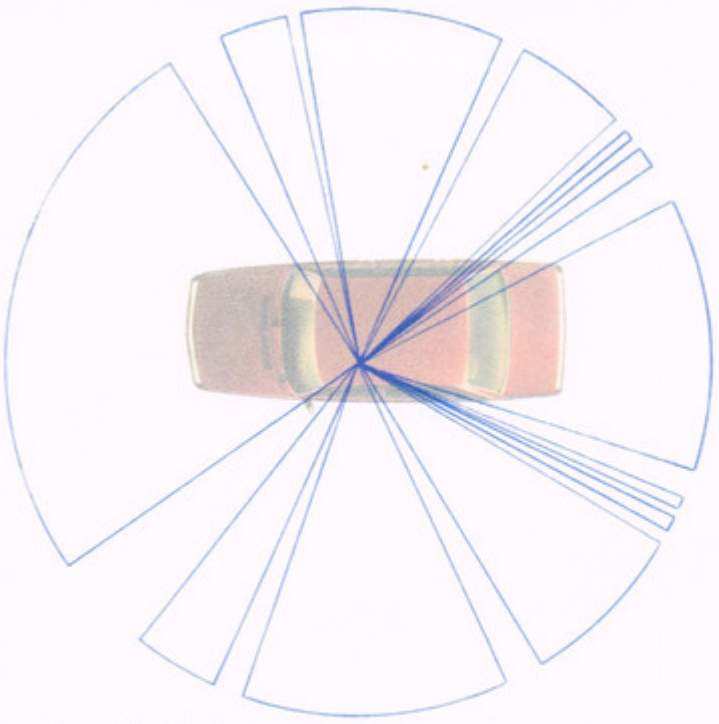
Rear-door locks are specially designed so that they can be placed in

a child-proof position in which doors can only be opened from the outside. On the front seats, safety-belt buckles are attached to the frames. With this arrangement, the

seat and safety belt move together as a unit — far more comfortable and easier for occupants to locate than conventional systems where the buckle is attached to the floor.

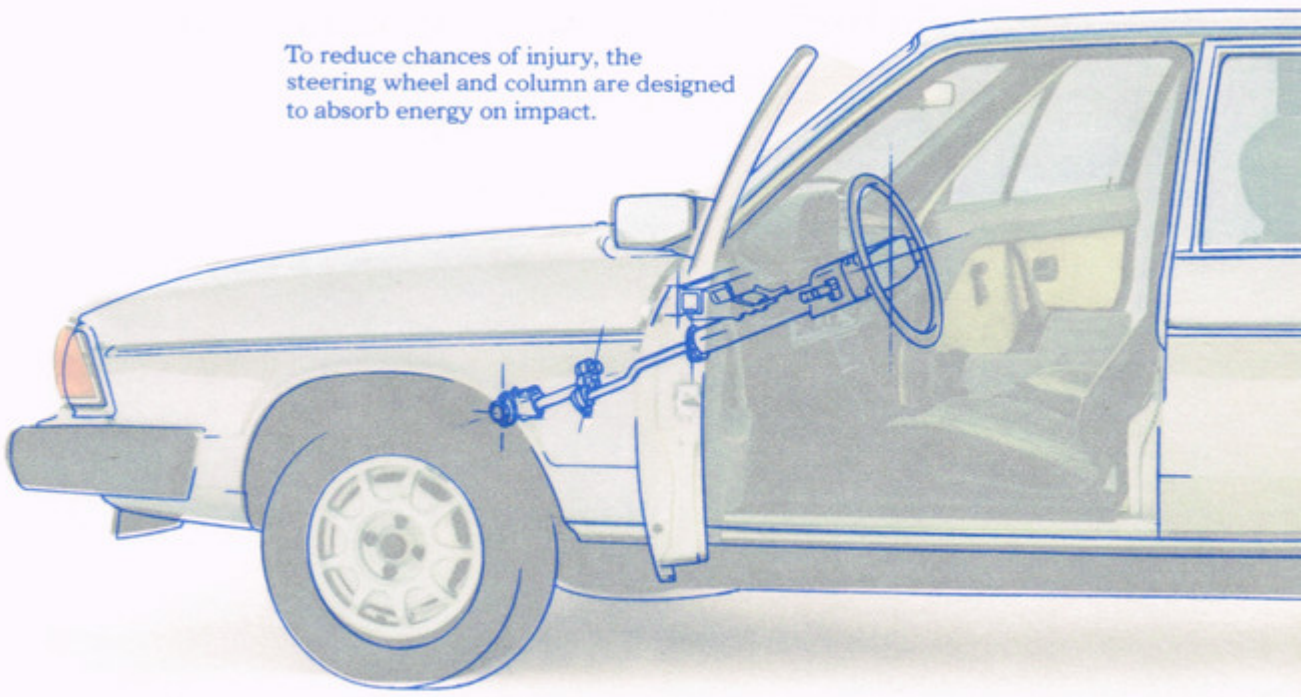
In sum, the Audi 5000 was designed with safety as a primary consideration at every step in the engineering process.

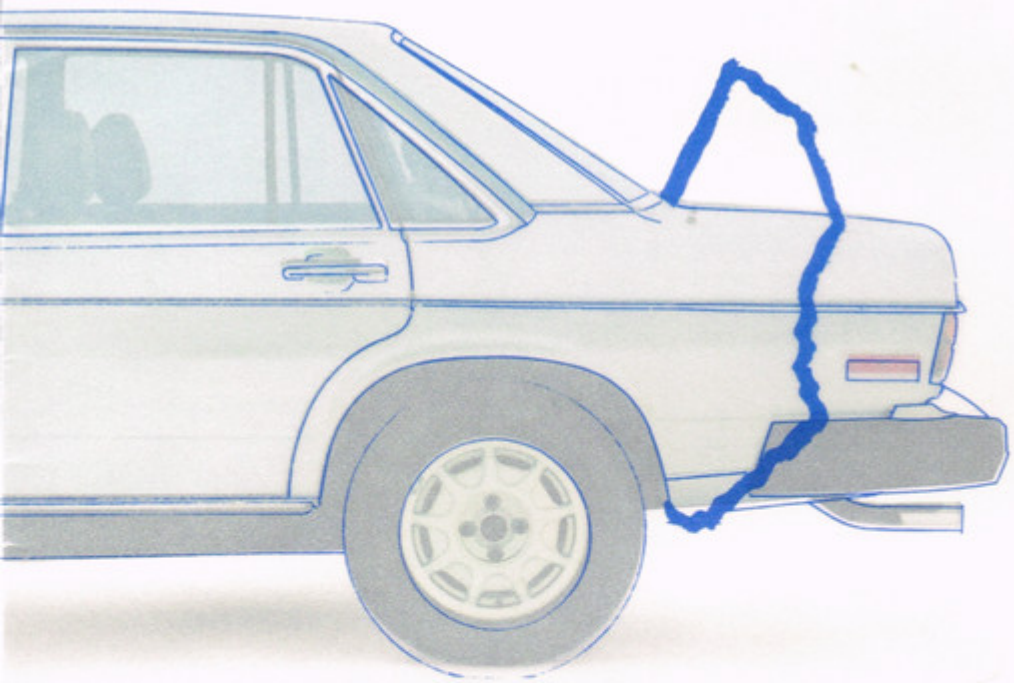
*With manual transmission.



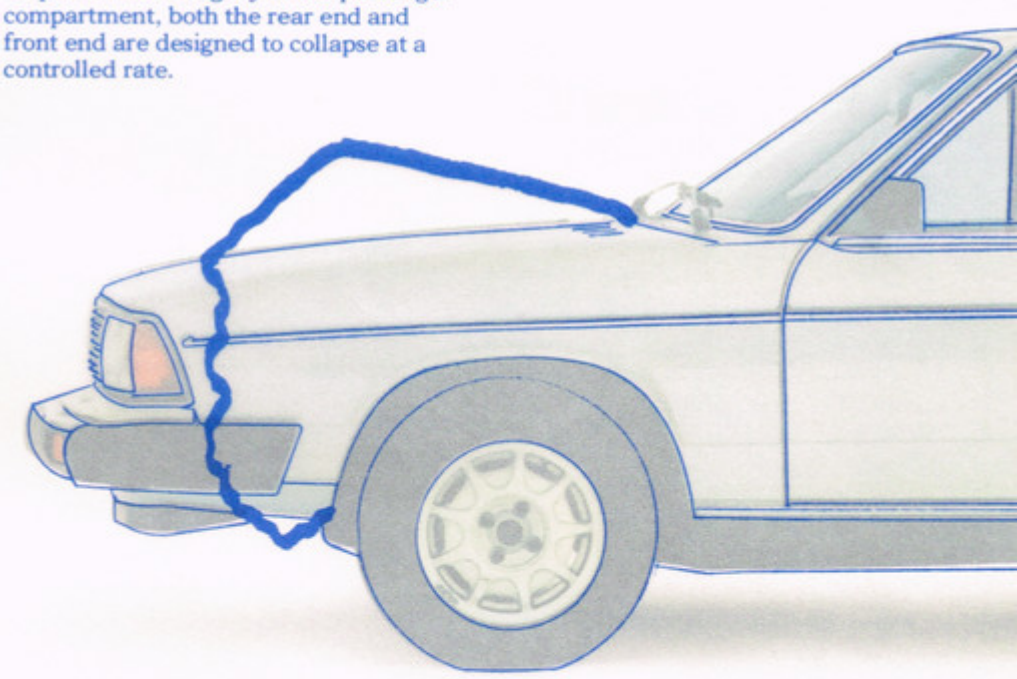
Exceptionally large glass area and carefully engineered pillar design provide driver visibility in all directions.

To reduce chances of injury, the steering wheel and column are designed to absorb energy on impact.

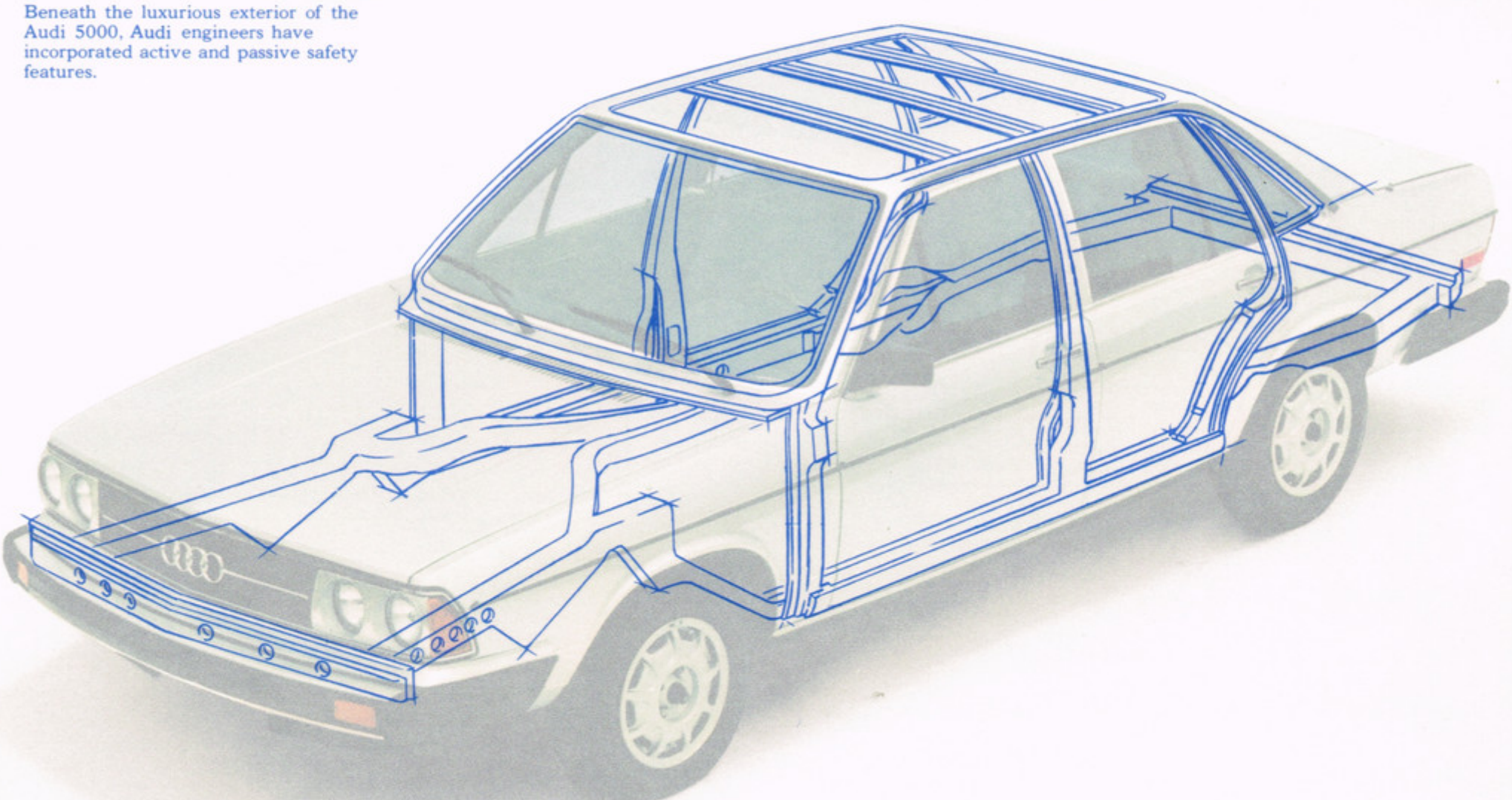




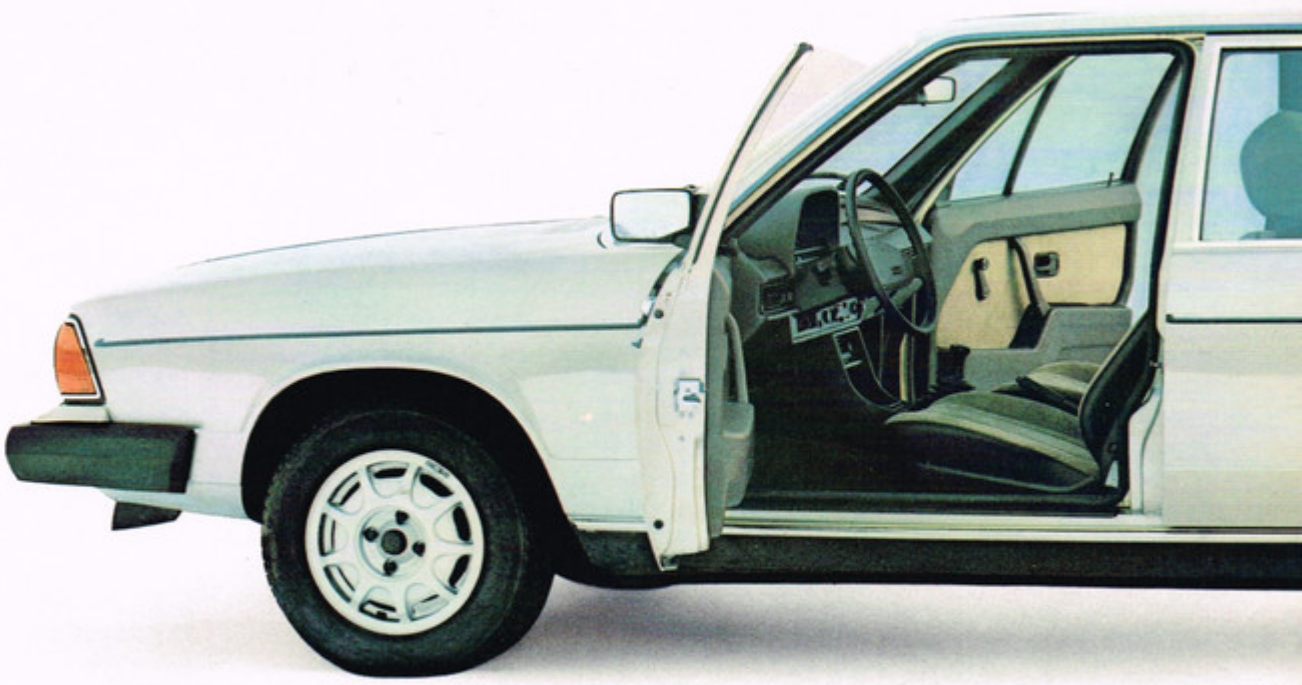
To protect the integrity of the passenger compartment, both the rear end and front end are designed to collapse at a controlled rate.



Beneath the luxurious exterior of the Audi 5000, Audi engineers have incorporated active and passive safety features.



A "safety cell" is formed around the car's passengers by body components utilizing unitized construction for exceptional strength and rigidity.



Many components that are optional on other cars are standard on the Audi 5000...

Audi designers gave careful consideration as to what to include on the Audi 5000.

In outfitting the Audi 5000, the car's designers were intent on offering a complete luxury car. Many deluxe appointments, usually optional extras on conventional cars, are standard equipment on the Audi 5000.

Certain accessories, on the other hand, are not required by every owner. Items in this category, such as air conditioning and AM/FM stereo radio, are available optionally. A carefully selected group of these items is offered on the Audi 5000S, a car with a truly prodigious complement of standard appointments.

When you compare the price of the Audi 5000 and Audi 5000S with other luxury sedans, it is important to consider the many features of these cars that are included in the base price. In many instances, you will find that such important items as C.I.S. fuel injection, front wheel drive, power-assisted rack and pinion steering, and transistorized ignition are not available even as extra cost options, on many conventional cars.

Audi 5000 Standard Equipment:

- All steel unit-body construction
- 5-cylinder fuel injected engine
- Front wheel drive
- Transistorized breakerless ignition system
- Power-assisted rack & pinion steering
- Power-assisted brakes
- 5-speed manual transmission
- Cruise control
- 185/70SR14 steel-belted radial tires
- Electric rear window defogger
- Tinted glass
- Intermittent windshield wiper
- Quartz crystal electric clock
- Left and right outside mirrors (tinted), adjustable from inside
- Trip odometer
- Full wheel covers
- Passenger vanity mirror
- Dual headlights
- Dual-tone horn
- Protective side molding
- Thick cut pile carpeting
- Carpeted luggage compartment
- Rear center armrest
- Center console with illuminated ash tray and storage compartment
- Full reclining front seats with adjustable headrests
- Wood grain dash
- Lockable glove compartment
- Leatherette steering wheel
- Passenger assist handles, front and rear
- Lighted luggage compartment
- Carpeted rear parcel shelf
- Left and right door storage pockets
- Storage tray under dash
- Dash-mounted speaker grilles
- Cigarette lighter
- Lockable gas cap

...But some things are left to your discretion.

The Audi 5000S.
A luxury sedan equipped to meet the needs of many drivers.

The designation "Audi 5000S" indicates vehicles equipped with a truly prodigious list of standard features. All Audi 5000 equipment is included, as well as the items pictured in the grouping on the right.

- Air conditioning
- AM/FM stereo radio
- Rear stereo speakers with balance control
- Power antenna
- Light alloy wheels (6J × 14)
- Central door locking system, including trunk
- Power windows
- Front vent windows
- Rear-seat headrests
- Rear ashtrays with cigarette lighters
- Driver's seat height adjustment

Optional Equipment.

All asterisked (*) items are included in the Audi 5000S. Along with additional luxury appointments, they are also available as options or accessories on the Audi 5000. A number of these are pictured at right, below the items in the Audi 5000S.

- AM/FM stereo radio; stereo speakers and antenna*
- Air conditioning*
- 3-speed automatic transmission
- Light alloy wheels (6J × 14)*
- Electric sun roof
- Rear stereo speakers with balance control*
- Front vent windows*
- Leather upholstery
- Heated front seats
- Power windows*
- Central door locking system, including trunk*
- Power antenna*
- Metallic paint
- Fog lamps
- Floor mats
- Vent shades
- Driver's seat height adjustment*

*Standard on Audi 5000S.

AUDI 5000 1979 SPECIFICATIONS.

ENGINE:	No. of cylinders	5 cylinders, in-line water-cooled
	Displacement	130.8 cu. in. (2144 cc)
	Compression ratio	8.0:1
ENGINE DESIGN:	Cylinder block	Cast Iron
	Cylinder head	Light alloy
	Cooling system	Cross-flow radiator with thermostatically controlled electric radiator fan
	Lubrication	Full pressure system
	Fuel/Air supply	CIS—Fuel injection
ELECTRICAL SYSTEM:	Rated voltage	12 volt with alternator (75 Amp.)
	Battery	12V 63 Amp. hr.
	Ignition	Breakerless transistor ignition
DRIVE TRAIN:	Location of engine	Front, ahead of front axle
	Clutch	Single dry plate, hydraulically operated. Automatic Trilok torque converter
	Transmission	5-speed, fully synchronized; 3-speed automatic (optional)
	Location of shift lever	Floor console
CHASSIS AND SUSPENSION:	Frame	Unitized body construction with energy absorbing front and rear sections
	Front suspension	Independent coil/shock absorber struts, stabilizer and negative steering roll radius
	Rear suspension	Torsion crank axle with built-in stabilizer bar and Panhard rod
	Front springing	Coil springs and shock absorber
CHASSIS AND SUSPENSION:	Rear springing	Coil springs and double-acting hydraulic shock absorbers, mounted separately
	Foot brakes	Power-assisted dual diagonal brake system, Vented disc brakes front; finned drum brakes rear
	Hand brake	Mechanical, on rear wheels
	Rims	5½J x 14
	Tires	185/70SR14 Radial ply steel-belted
	Steering	Rack and pinion, power assisted
CAPACITIES:	Engine	5.3 U.S. qts.
	Fuel tank	19.8 U.S. gals.
	Radiator	8.5 U.S. qts.
DIMENSIONS:	Wheelbase	105.5 in.
	Front track	57.9 in.
	Rear track	56.9 in.
	Overall length	189.5 in.
	Overall width	69.6 in.
	Overall height (unloaded)	54.7 in.
	Turning circle	33.8 ft. (curb to curb)
	Trunk space	15.0 cu. ft.
PERFORMANCE:	Top speed	103 mph (Automatic 100 mph)
	Fuel Mileage*	Highway: 24 mpg City: 17 mpg

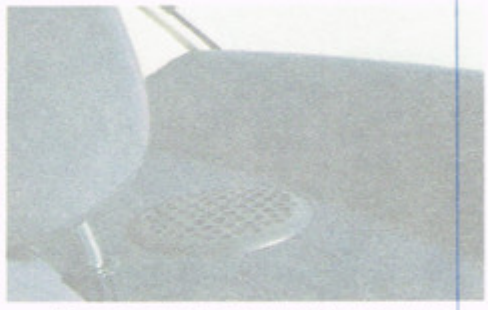
*Based on 1978 EPA estimated mileage with automatic transmission. Your actual mileage may vary, depending on where and how you drive, your car's condition and optional equipment. 1979 figures not available at press time. Ask your dealer for a free copy of the EPA/FEA Gas Mileage Guide for New Car Buyers.

Audi 5000S includes all basic equipment, plus the luxurious appointments pictured below.

Center console with power window and rear window power lock control.

Central door locking system, including trunk.

AM/FM stereo radio.



Rear speakers mounted beneath the parcel shelf.

Front vent windows.

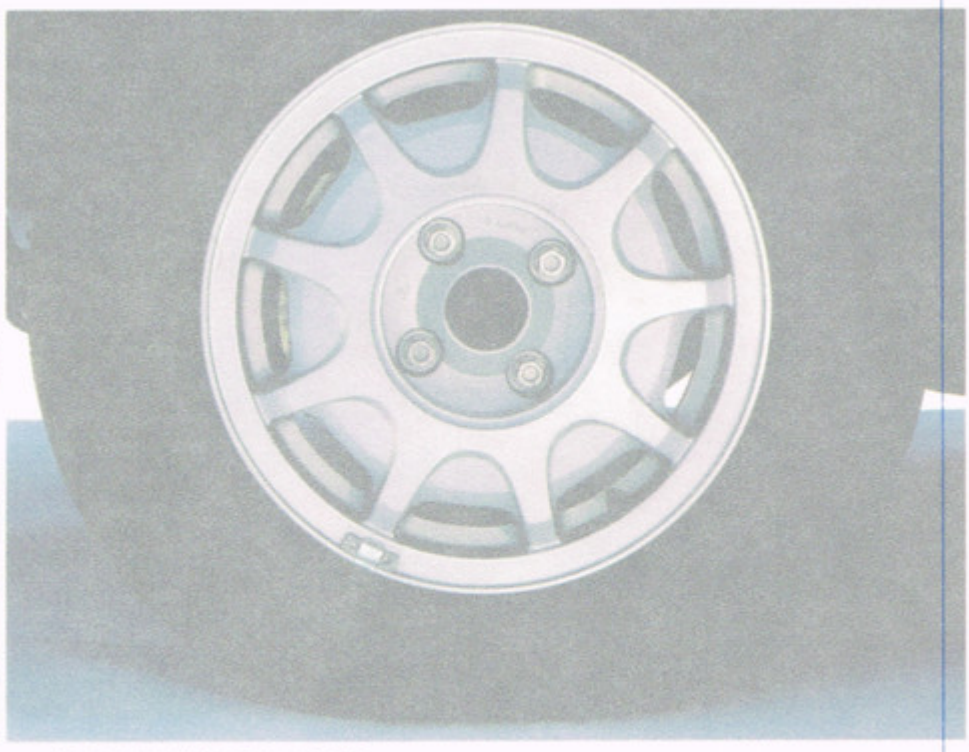
Power antenna.

Rear ashtrays with cigarette lighters.

Driver's seat height adjustment lever.

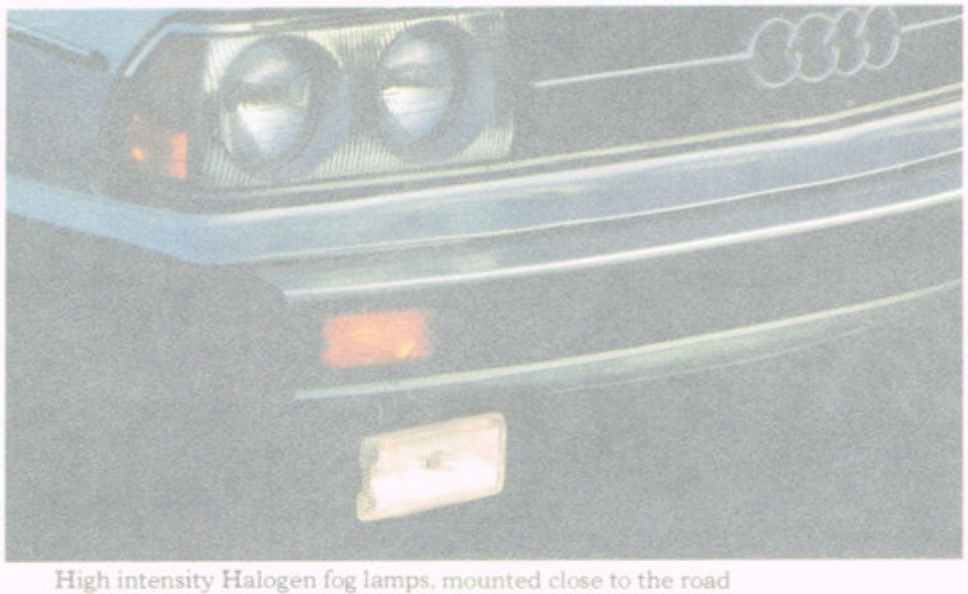
Rear headrests.

Air conditioning controls integrated into heating/ventilation controls.



Attractive light alloy wheels.

Additional optional accessories for the Audi 5000.



High intensity Halogen fog lamps, mounted close to the road for maximum effectiveness.

Electrically heated front seats.

Durable, easy-to-clean floor mats.

Sun roof offers fresh air and open-roof capability.

Center console with power window and rear window power lock control.

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AM/FM stereo radio.

Rear speakers mounted beneath the parcel shelf.

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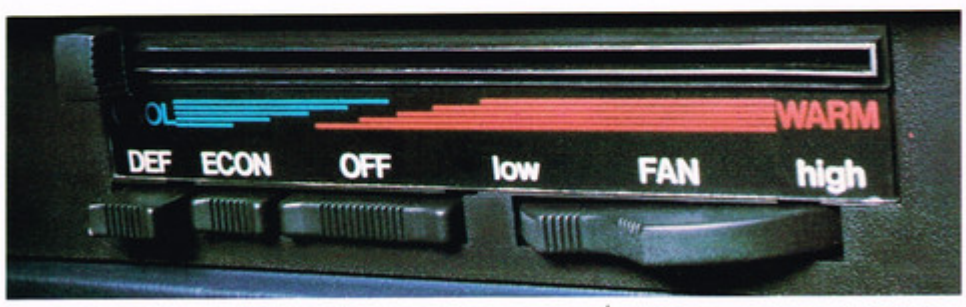
Driver's seat height adjustment lever.

Rear headrests.



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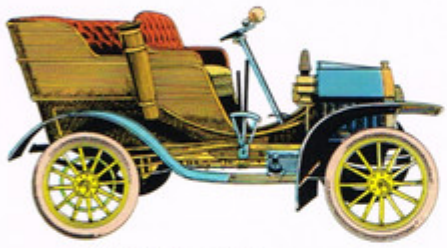
Audi 5000. Crowning achievement in a 75-year history of innovation.

It all started in 1903 when August Horch built "The Tonneaux".

Audi's origins date back to the earliest days of car-building. August Horch, one of Europe's leading auto pioneers, chose "Audi" as his company name because it is the Latin equivalent of the German word "horch", to listen.

In 1903, Horch built "The Tonneaux", his first car. In succeeding years, he perfected his technology further, and in 1909 began building and racing sports cars.



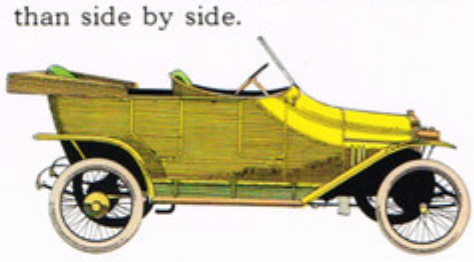
1903 Horch Tonneaux.

By 1910, Horch was dominating European road racing in his Audi Doppelphaeton.

Horch and his Audis began dominating road races, rallies, and motor shows throughout Europe within a year after he built his first sports car. Two prime examples of these vintage classics — the 1910 Audi Doppelphaeton and the 1913

1910 Audi Doppelphaeton.

Wanderer Zweisitzer — are pictured here. Like many other sports cars, the Zweisitzer has room for only two occupants. But in this case, one is seated in front of the other, rather than side by side.



1913 Wanderer Zweisitzer.

By 1911 Audi had won the Austrian Alps Run — one of the most grueling and famous races of its day — not once, but three times. Three years later, in the 1914 Alpine Rally, five Audis finished ahead of a field of 33 competitors.

Throughout the 20's and 30's, Audi engineers stunned the auto world with their innovations.

While he was winning races, Horch also found time to make engineering history. As early as 1921 he produced an Audi model with an aluminum engine block, ball-selector transmission and four-wheel brakes.

1931 Audi Sechszylinder.

Audi builds its first of many front drive cars, the 1933 "Front Cabriolet".

In 1932, Audi joined forces with other auto makers to become Auto Union AG. The four interlocking rings, that are part of the Audi trademark, symbolize the companies that formed this merger.

The result was a succession of cars that would dominate Grand Prix auto racing in the 1930's. In 1933, Audi built its first front wheel drive car and has continued to perfect this concept to the present day.

Auto Union introduces the first modern car to bear the Audi name.

In 1966, Auto Union introduced the first in a distinguished series of cars to bear the Audi name. Soon the Audi 60L had earned a reputation as one of the most prestigious auto-

1966 Audi 60L

mobiles on the European market. It was followed by the equally successful Audi 100LS and the Audi Fox which brought several innovations of its own to the realm of compact front wheel drive sedans.

An Audi Chronology.

1903 August Horch builds his first automobile, "The Tonneaux".
1910 Horch builds and races the Audi Doppelphaeton.
1921 Audi produces first car with aluminum engine block, ball-selector transmission, and four-wheel brakes.
1931 Audi 6-cylinder coupe introduced.
1932 Merger of Audi, Horch, DKW, and Wanderer into Auto Union AG.
1933 First "Front" Cabriolet produced.
1937 Auto Union's 16-cylinder Grand Prix car captures racing honors.
1950 Auto Union begins production of DKW "Meister".
1966 Audi 60L introduced.
1977 Audi 5E introduced in Europe.
1977 Audi 5000 introduced to America.

Fully 10% of the Audi workforce is involved in research and development.

At Audi, some 2,000 research and development personnel work under the direction of Ferdinand Piëch. Well known for his design and engineering of Porsche racing cars, and most recently the Audi 5000, Herr Piëch runs a department in which engineers can freely debate and act upon new ideas.

But research and design engineers can carry new ideas only so far. Then they must be thoroughly tested.

At Audi, extensive facilities are available for putting the whole car and individual components through exhaustive testing. In fact, the company has pioneered innumerable testing devices and procedures.

One such is a method for judging the durability of components on a statistical basis. Another is the unique vibration simulator which actually "road tests" the car, subjecting it to road conditions ranging from smooth to unbearably rough.

Testing engines until they fail.

Engines are driven to the breaking point, subjected to extreme conditions in climatic chambers, and rigorously tested for noise and vibration.

Car bodies are exposed to salt water corrosion, high temperatures, and other excessive conditions. These laboratory tests are complemented by thousands of miles of road tests through environments ranging from the Sahara in summer to northern Finland in winter.

Reducing maintenance.

A prime consideration in development of the Audi 5000 was to design components that would require reduced maintenance over the life of the car.

Many working parts are maintenance-free. After the initial 1,000-mile service, the entire drive train, including standard transmission, does not require regular oil changes. Also, rear and front suspensions are permanently lubricated. (See Owner's Manual for details).

A nation-wide dealer network.

As an Audi 5000 owner, you can call upon a network of Audi dealers throughout the U.S. and Canada, staffed with trained service professionals. Each stocks an extensive inventory of replacement parts and can draw on Audi's computerized inventory for quick delivery whenever needed.

Now that you have reviewed this introduction, experience the Audi 5000 first hand.

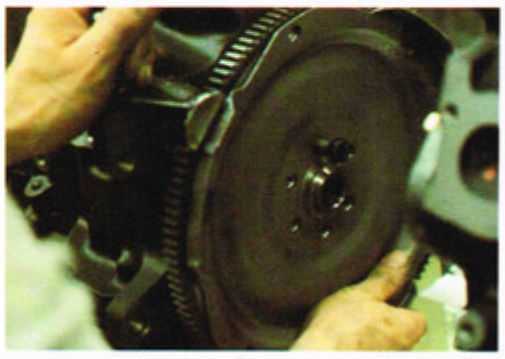
No matter how much you read about the new kind of luxury car, you must drive it to fully appreciate how meaningful its innovations really are. Your Audi dealer will be pleased to schedule a test drive at your convenience.

The finish is checked by hand for paint flaws.

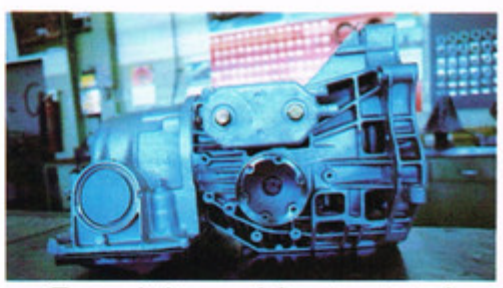
One of many inspections during body finishing.

Sealing and tightness of fit is checked in a spray chamber.

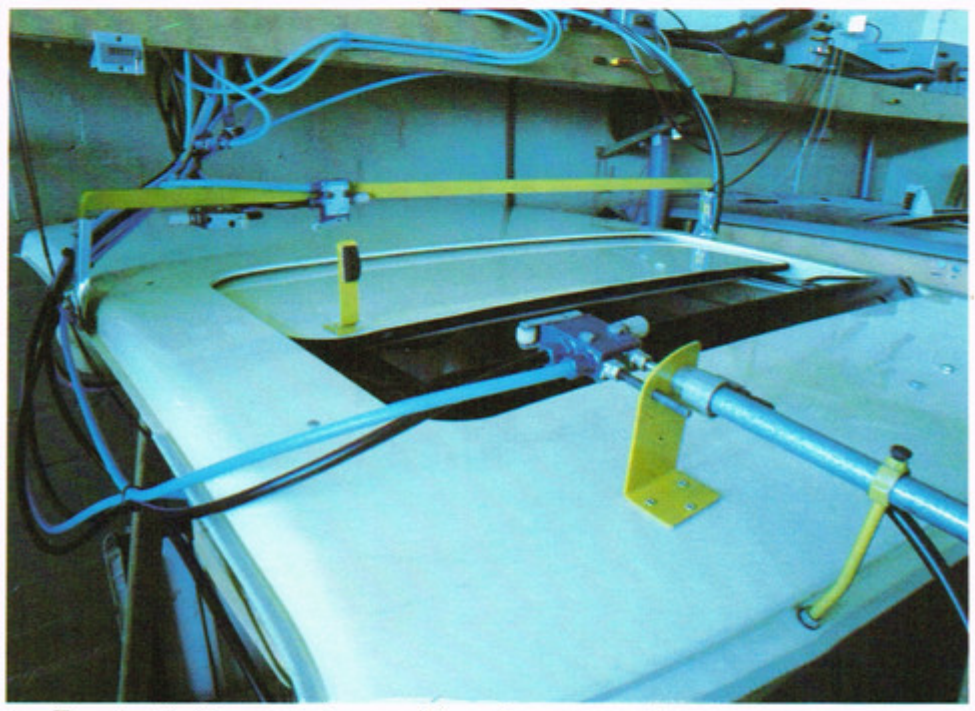
Every Audi engine is given a final check by a team of two Audi supervisors.



Assembling the fly wheel to rigid Audi specifications.

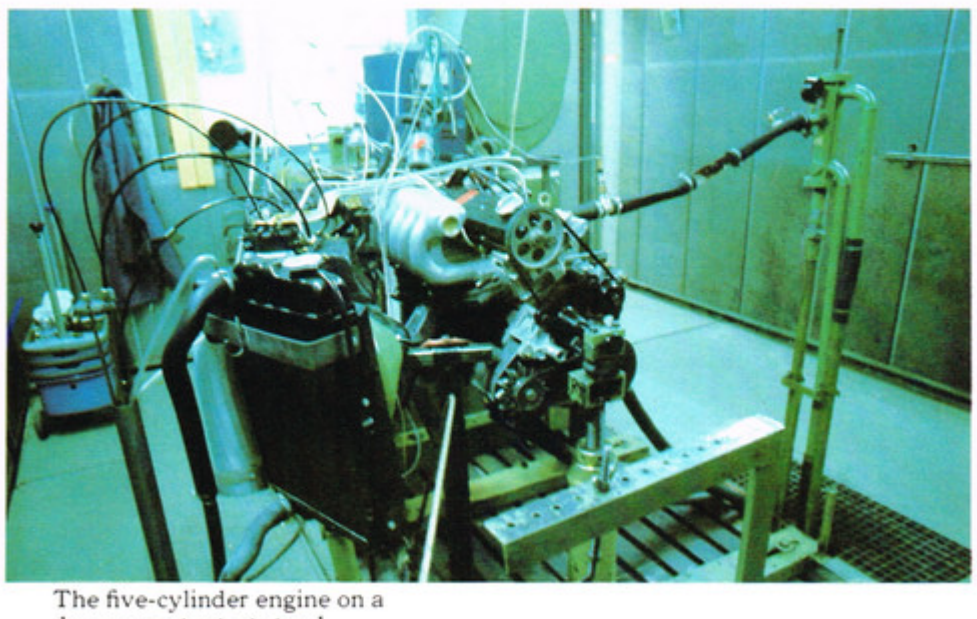


Transmissions are laboratory-tested for quiet operation.

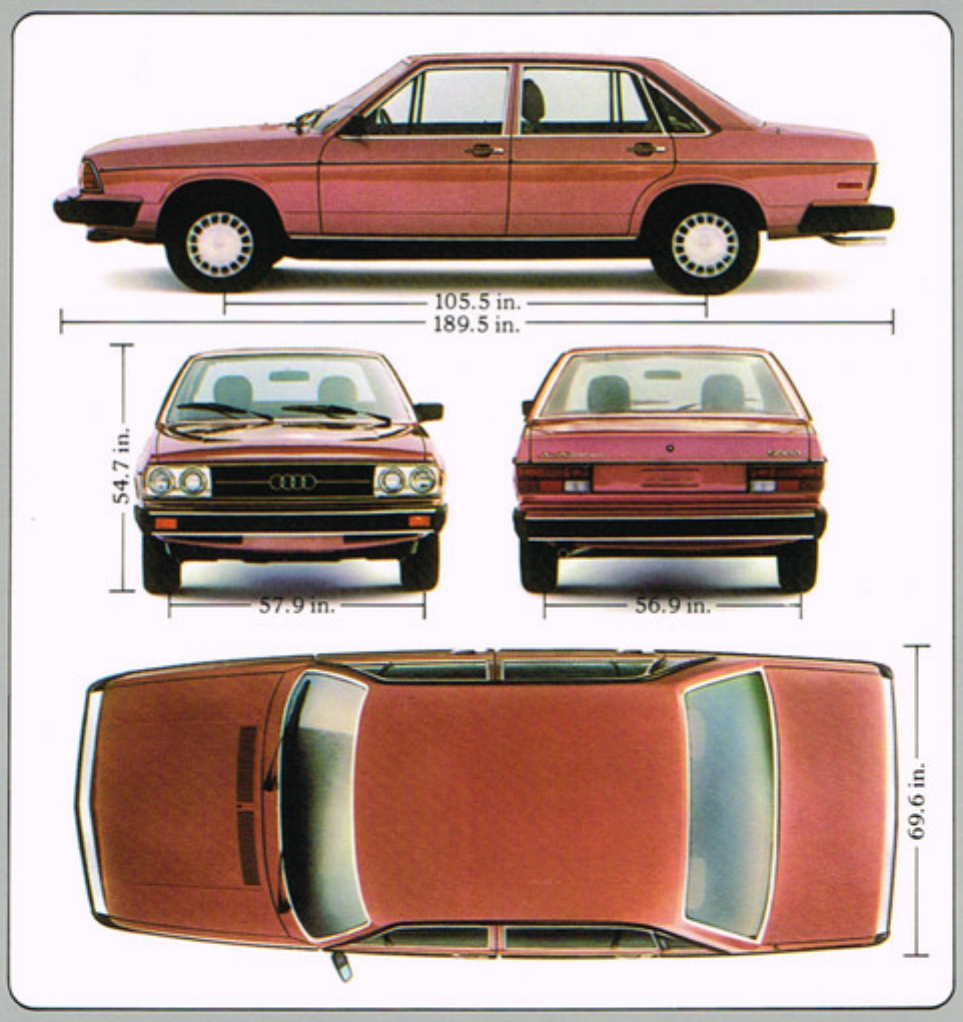


The electrically operated sun roof is endurance-tested through continual opening and closing.

Hand-assembly of the engine.



The five-cylinder engine on a dynamometer test stand.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189.5 in.
54.7 in.
57.9 in.
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69.6 in.

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