

Audi
5000 S

Carriage Lane

Carriage Lane Motor
Products Ltd.
323-17th Avenue S.W.
Calgary, Alta.
T2S 0A5

Telephone (403) 233-7741
Res. 271-8499

L.E. (Lionel) Power



"Technically intriguing, a functional masterpiece, and yet one of the most sumptuous sedans ever to leave Germany." (Car & Driver)

Motoring writers are among the world's toughest critics. They don't award laurels lightly; yet they've been quick to acclaim the Audi 5000 S as a new kind of luxury automobile. And the Audi 5000 S has given them ample reason for their enthusiasm.

How do you combine elegance, solidity and performance? . . . Where there may have been questions before, Audi has created the answers. With flair. With imagination.

In a bold, innovative move, Audi engineers decreed that the Audi 5000 S should be powered by a uniquely designed five-cylinder engine. And for a very logical reason. A four was considered too small; a six, needlessly extravagant.

In the field of comfort, the Audi 5000 S is the product of modern psychology as well as care and experience. Designers and psychologists worked in close consultation to produce a calm, restful interior conducive to driver control and relaxation.

Yet it is in the area of function that the front-wheel drive Audi 5000 S truly stands alone. With typical German thoroughness, many of the automobile's remarkable features have been determined by time-and-motion studies. Nothing is the result of a designer's whim or a current trend. Every element has been constructed and positioned to cater to the driver's ease.

From the outset, much time was devoted to completely rethinking the luxury car to meet the demands of future environmental concerns, economic and driving conditions. Simultaneously, Audi engineers strove to provide the comfort, refinement and beauty expected of a luxury automobile.

In the Audi 5000 S you'll be aware of a new feeling of relaxation, a new feeling of luxury, a new feeling of well-being.

Truly, Audi 5000 S creates a new synergy between car and driver.



Technology begets efficiency: the revolutionary five-cylinder gasoline engine.

Motorists are so accustomed to four-, six- and eight-cylinder engines that they're likely to wonder: Why five cylinders?

Answer: With an automobile the size of the Audi 5000 S, a five-cylinder engine offers more power, less vibration and less strain than a four-cylinder engine. But it has less weight, fewer moving parts and provides a better power-to-weight ratio than you'll find in

most six-cylinder cars. When Audi engineers first considered an engine, four cylinders promised light weight and economy, six offered more power and quieter performance. Their solution was no compromise, but an imaginative and innovative answer. Thus was born the first successful five-cylinder gasoline engine. Every new feature of advanced engine technology was incorporated; from the shape of the combustion chamber to the helical inlet ports and the pre-heating system.

The 2.2 litre 110 hp gasoline engine has a six main bearing crankshaft for maximum durability, overhead camshaft for light weight, quick precise valve action, lightweight aluminum cylinder head and a transistorized breakerless ignition system for reduced maintenance, improved cold starting and reliable highway performance.

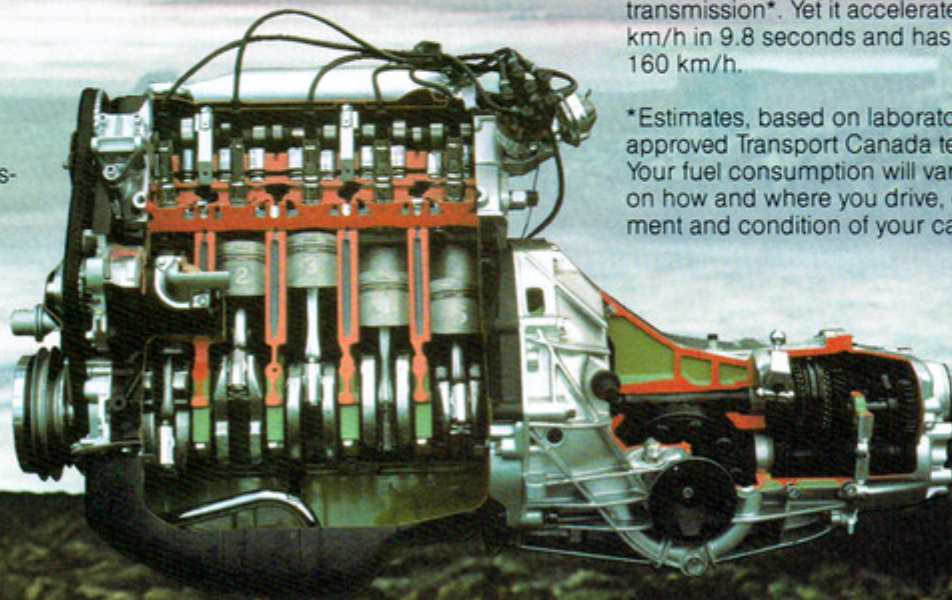


For increased reliability, a number of parts have actually been eliminated. The water pump is integrated with the engine block. The oil pump is driven directly by the crank-



shaft and the distributor by the camshaft. This simplified design helps to eliminate possible trouble spots.

Eliminating a carburetor, the engine uses the highly dependable CIS fuel-injection system, (Continuous Injection System) which is ideally suited to easy start-ups and quick cold weather response.



CIS fuel injection is renowned for its highly accurate metering, which results in efficient use of fuel and clean exhaust emissions.

The Audi 5000 S is Transport Canada rated at 12.2 L/100 km (38 km/g) with automatic transmission*. Yet it accelerates from 0 to 80 km/h in 9.8 seconds and has a top speed of 160 km/h.

*Estimates, based on laboratory tests using approved Transport Canada test methods. Your fuel consumption will vary depending on how and where you drive, optional equipment and condition of your car.



Grace and agility; and safety that's a long-standing Audi tradition.

The engineering features of the Audi 5000 S are designed for responsiveness, ease of handling and safety.

There's more than beauty to the sleek, aerodynamic shape. It, too, helps add to the car's superb performance. In designing the car, Audi engineers achieved a wind-drag coefficient of .40 — extremely low for an automobile of this size — through some 260 hours of wind tunnel experimentation.

The front wheel drive of the Audi 5000 S, with its favourable 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.

In every car, handling and ride depend a great deal on low unsprung weight — that is, the amount of weight between the suspension and the ground. In the Audi 5000 S, equalized power-transfer is achieved by the front wheel drive and constant velocity joints. The rear axle is also much lighter than on conventional rear-wheel drive cars because, of course, differential weight is eliminated. As a result, the light rear axle of the Audi 5000 S follows road contours neatly, without the disturbing hops typical of cars with heavy rear axles.

Throughout, safety has been a prime goal; and the Audi engineers have thoroughly explored both the *active* safety features (which

help the driver avoid accidents) and *passive* safety design elements (which help minimize injury when an accident is unavoidable). Negative steering roll radius assists the driver in maintaining directional control. Steel-belted radial tires are not only standard, but of a size commonly used in much heavier cars.

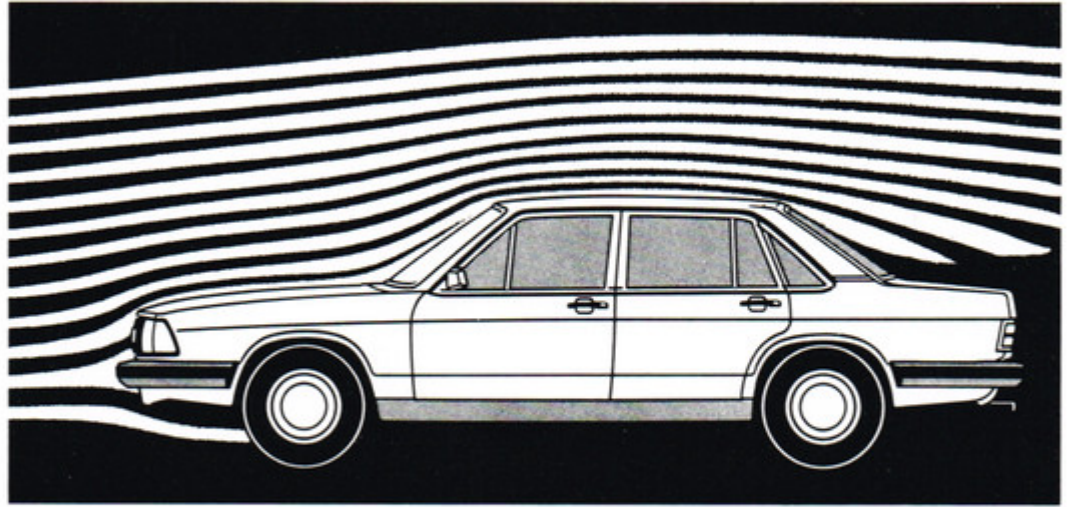
The steering column of the Audi 5000 S is attached to the body with a deformable bracket and connected to the rack and pinion steering with a coupling designed to separate on impact. The centre hub is padded and extremely wide to distribute impact forces over a large area.

The body construction places a rigid "passenger cell" between two impact areas or



"crumple zones". These impact areas are designed to absorb the energy of a collision, while the integrity of the passenger cell is maintained.

Adjustable headrests are standard for both front and rear seats. You can feel very secure in the Audi 5000 S. You are.



Science creates a new realm of interior space and automobile comfort.

Psychological research has proved that a person moving from the restful atmosphere of his home to similar surroundings in his automobile tends to be a better, calmer driver. So, in close consultation with psychologists, Audi designers went to work to create something unique: an automobile with an extremely comfortable, quiet environment; an automobile echoing the subdued environment of a serene home.

Proven optical principles have been employed to enhance the feeling of extreme spaciousness. And sharp contrasts — which psychologists say induce tension — have been avoided. Surfaces are muted, with large areas of high-quality textured fabrics and thick

luxurious carpeting.

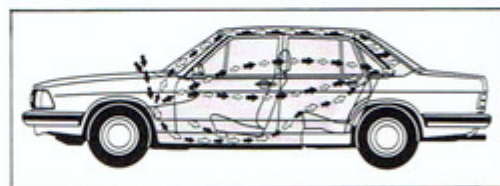
You will feel at ease in the Audi 5000 S, just as you are at ease in your own home.

With the seating design, Audi engineers turned once again to science. Based on proven principles of orthopedics, the shape allows maximum relaxation, while the cushioning greatly reduces vibration. The bolsters are exceptionally high, cradling the passenger through every turn. Both front seats recline, from straight up to nearly horizontal. And for that added touch of comfort and luxury, both seats are electrically heated.

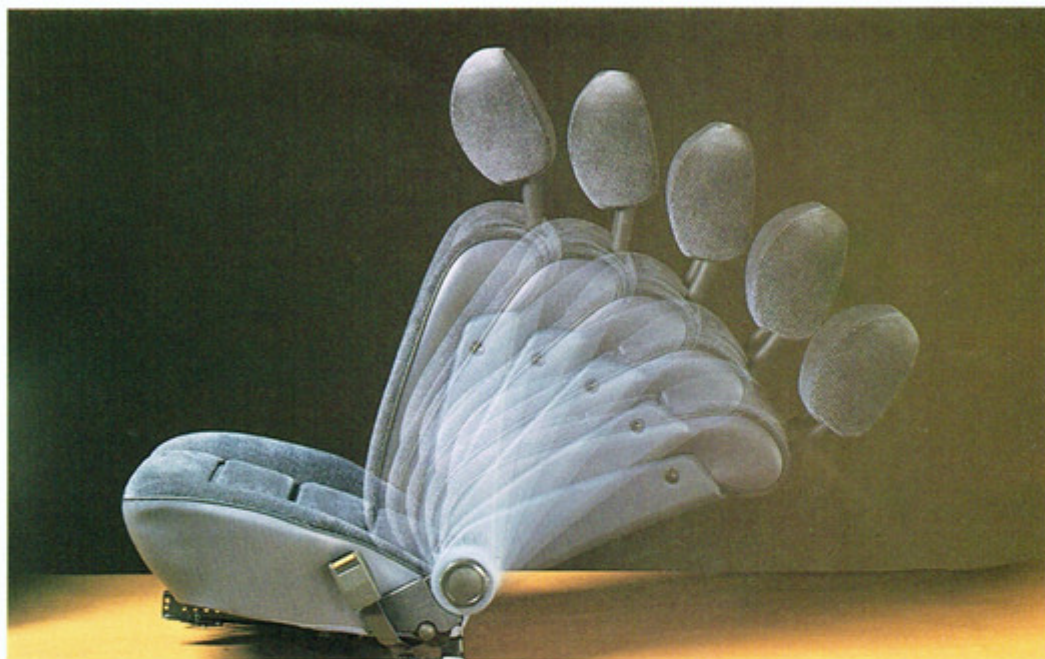
Air conditioning? Naturally . . . and planned as an integrated function of the Audi 5000 S,

rather than an add-on. The air conditioner has numerous outlets for faster, more even cooling of the interior. It cools the air and dries it as well.

The car's heater has an output which can maintain the inside temperature at a warm 27°C. when the outside temperature is -20°C. The heating system is virtually unaffected by engine and road speed variations.



The Audi 5000 S has been engineered in the pursuit of silence — and has nearly achieved it. Audi technicians actually developed a new procedure for measuring noise level at the driver's ear; and then, assisted by computer, created several important advances in noise suppression. Among these are a doubly-insulated engine mount; a subframe which helps isolate engine and road noise; and a wholly new type of floor covering for the interior, to muffle the sound as it offers beauty.



Simplified controls to give that rare unity of car and driver.

The controls of the Audi 5000 S are so functional, so effortless, that they produce something rare: a true unity of car and driver. The Audi dashboard is clean and uncluttered. It has been intentionally designed that way, so it will not resemble the complicated cockpit of an airplane. Instruments and controls are as relaxing in appearance as the car is to drive. The entire emphasis is on practicality and the designers made use of time-and-motion studies to position instruments and controls for maximum ease and convenience.

Instrumentation is logically arranged for convenient scanning. Warning lights and indicators are arranged in a single row.

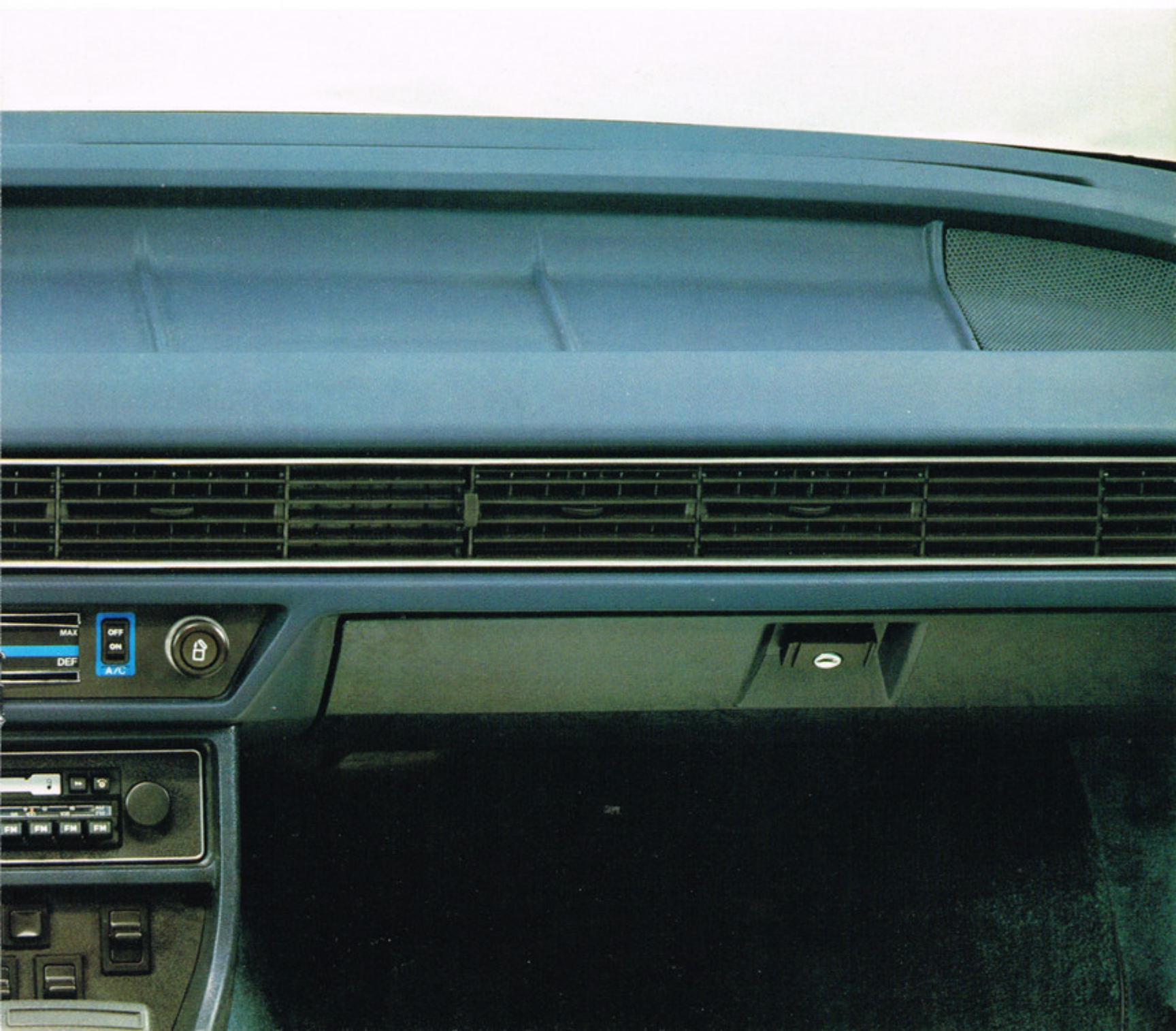
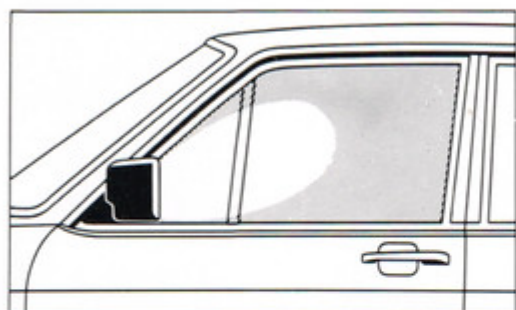
Four stalks mounted on the steering column incorporate the controls which operate the lights, turn signals, emergency flasher, windshield wiper and washer — and the cruise control. The latter can be set for automatic cruising speed, which disengages when either brake or clutch is operated.



The contours of the outside rear-view mirrors are aerodynamically designed so that rain or snow will blow off the front-side window and the outside mirrors can be seen more clearly. Both driver and passenger side view mirrors are tinted and adjustable from the inside.

The 5000 S features easy steering which is nevertheless firm in the hands. The rack and pinion mechanism itself is maintenance-free and self-adjusting; and its operating rod is Teflon coated for low friction, noiseless operation. Standard power steering employs an assisting device which diminishes with higher speed, automatically maintaining an even steering response.

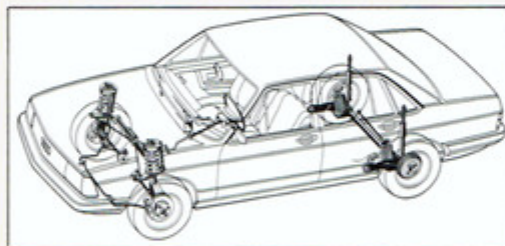




Functional engineering: the unique unity of performance and luxury.

Beautiful as it is, the Audi 5000 S has not a single part which is there "for show". In fact, much of the built-in excellence can be seen only when the automobile is on a service hoist (a delightfully rare occurrence). And even the aerodynamic shape contributes to the ease of handling.

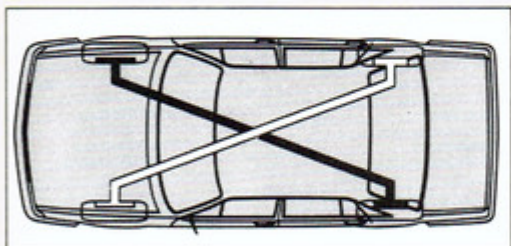
Audi 5000 S represents a new application for front-wheel drive, from the company with the longest history of building front-wheel-drive vehicles. Many of the car's basic handling traits derive from its front-wheel drive and the placement of the engine forward of the front wheels.



The suspension geometry is a treat, with MacPherson struts in front with coil springs and a stabilizer bar (which reduces body lean when cornering). In the rear, there is a torsion crank axle with trailing arms and anti-sway bar, Panhard rod, coil springs and tubular shocks. You can charge this car through corners. It bites, and digs and holds; it creates its own aura of confidence. The steering is power-assisted. The power reduces at higher speeds, for great control and safety. In other words, there is maximum ease of maneuvering in tight spots, such as city traffic or parking; but on the open road, you feel the responsiveness you want and should have.



The brakes are power-assisted and self-adjusting, with discs in front and drums in the rear. The braking system incorporates a load-sensing pressure regulator which automatically compensates for varying rear loads. There are two separate brake circuits, linked diagonally, rather than front and back.



Three-speed automatic transmission is standard as well; however, if you prefer the greater involvement of a five-speed manual, it is available. At no extra cost.



Options? Why? What is lacking?

The answer: Nothing. Because Audi believes that when you purchase a luxury automobile, there should be no unpleasant surprises. Nothing should have to be tacked on, at extra cost. And with the Audi 5000 S, nothing is.

You are entitled to the best for your price, and with the Audi 5000 S, this is what you receive.

The air-conditioning system of the Audi 5000 S has been proven in the Sahara Desert. It is standard equipment. The cruise control, too, is standard. The sound system utilizes an AM/FM push button radio with stereo cassette. Special acoustic chambers surround the built-in speakers; with front/rear balance control. All standard. The electrically operated two-way sunroof is unique — and standard. There is an electric quartz clock — standard. Heated remote controlled mirrors — standard. A power antenna — standard.

And the power windows and power door locks are controlled individually or from a central console — standard, of course.

Presenting the many features of the Audi 5000 S: each one outstanding, yet each one standard:

Economy/Durability

- 5-cylinder fuel injected engine
- Heavy duty battery and alternator
- Factory undercoating
- Heat and sound insulation
- Low drag coefficient for improved power and fuel economy
- Thermostatically controlled radiator cooling fan
- Aluminum wrap-around bumpers with chrome centre strips and rubber inserts front and rear
- Protective bodyside mouldings
- Transistorized breakerless ignition system
- Black rubber splash guards on all 4 wheel wells

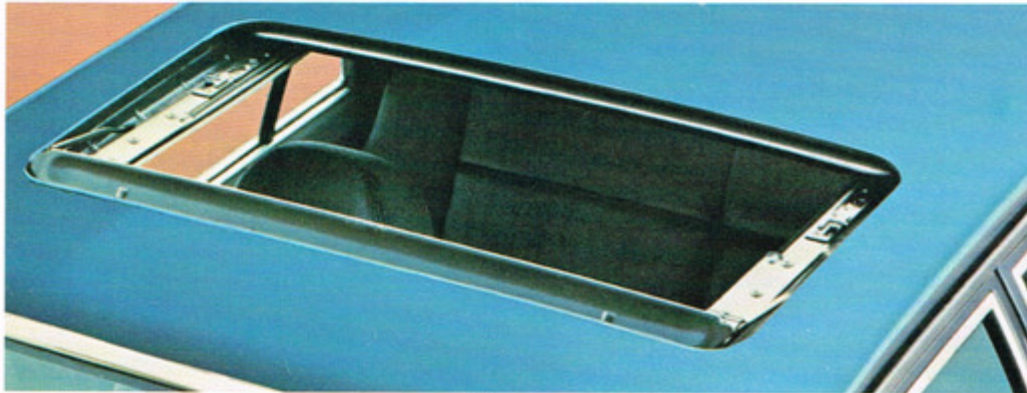
Safety/Security

- Front wheel drive
- Diagonally linked power-assisted self-adjusting front disc/self-adjusting rear drum brakes

- Electric front brake wear indicators
- Wide steel belted radial tires
- Electric rear window defroster
- Side window defoggers
- Unitized, safety-cell body construction
- Kick-down gear for rapid merging/passing ability (automatic transmission)
- Steering column mounted wiper/washer controls with intermittent setting
- Headlight flasher with dimmer switch on turn signal lever
- Four-way hazard warning lights
- Collapsible steering column
- Padded steering wheel
- Safety day/night inside rear view mirror
- Floor-mounted hand brake
- Inside release for front hood — gas spring supported
- Lockable glove compartment
- Inertia type front and rear seat belts
- Seat belt chimes
- Negative steering roll radius
- Illuminated ashtray, cigarette lighter, glove compartment and heater control
- Energy absorbing bumpers
- Locking gas cap
- Power operated central door locking system

Comfort/Convenience

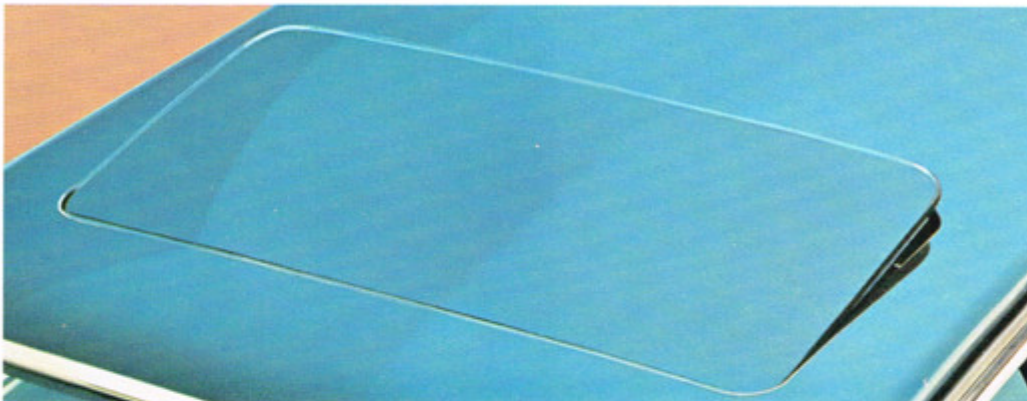
- Automatic or five-speed manual transmission
- Electrically heated front seats



Electrically operated sunroof offers open-air capability . . .



Ashtray and cigarette lighter in each rear door.



Unique 2-way sunroof feature also offers fresh-air capability.



Spacious lighted glove compartment.



Lockable gas cap.



Power operated central door locking system including trunk.



Illuminated vanity mirror in passenger sunvisor.

- AM/FM push-button stereo radio with cassette player
- Power antenna
- Four stereo speakers (two front/two rear) with front-to-rear balance control
- Air conditioner
- Electric sunroof
- Power windows
- Leatherette or cloth upholstery
- Power assisted rack and pinion steering
- Independent MacPherson strut front suspension
- Independent coil spring rear suspension with torsion crank axle and telescopic shock absorbers (gas filled)
- Front door storage pockets
- Fully reclining anatomically designed front seats
- Adjustable headrests (front and rear)
- Height adjustment for driver's seat (manually operated)
- Tinted left and right outside mirrors, adjustable from the inside. (Electrically heated with power remote control feature)
- Tinted glass all around
- Flow-through ventilation system with 3-speed high output blower
- Centre console
- Quartz electric clock
- Trip odometer
- Automatic cruise control
- Tachometer (with five-speed only)
- Passenger assistance handles front and rear
- Coat hooks

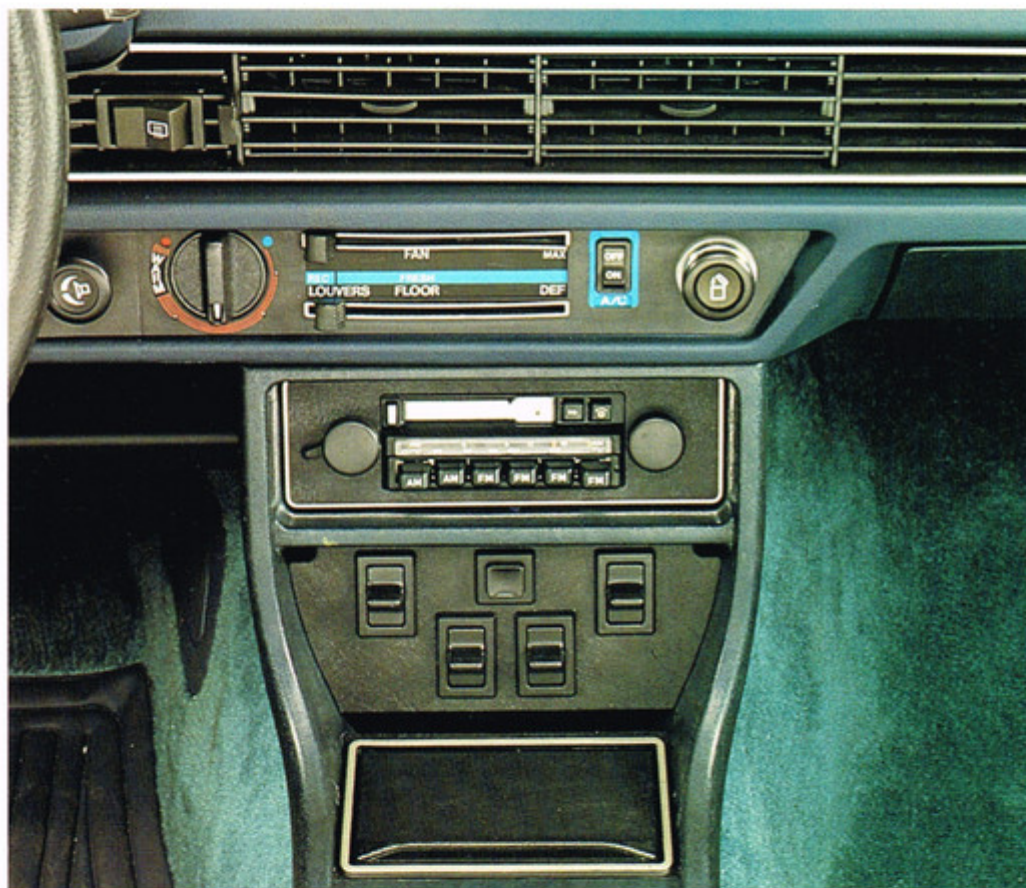
- Swivel sunvisors with illuminated vanity mirror on passenger side
- Passenger compartment courtesy light switch on all four doors
- Door arm rests
- Light for luggage compartment
- Rear centre arm rest
- Cigarette lighter in each rear window sill
- Front and rear cigarette lighters (3) with universal sockets for 12 Volt appliances
- Battery jumper connections in engine compartment

Decor/Trim

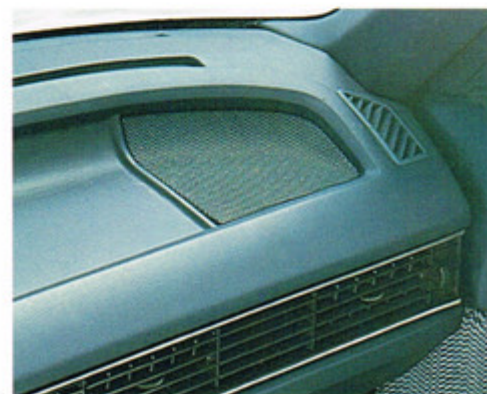
- Light alloy wheels
- Dual rectangular headlights
- Dual tone horn
- Bright moulding around all windows
- Roof drip moulding
- Rocker panel moulding
- Bright moulding on rear trunk lid
- Bright moulding on front grille
- Chrome tail pipe extension
- Thick cut pile wall-to-wall carpeting
- Bright moulding on: window sill trim window slots inside door top of fresh air and heater outlets lower edge of dashboard
- Lever for door locks chrome plated

- Bright Audi emblem on steering wheel
- Wooden shift lever knob (on manual transmission lever)
- Hand brake lever chrome plated
- Aluminum moulding on door sill
- Leatherette covered steering wheel
- Colour co-ordinated carpet on rear window deck
- Carpeted luggage compartment
- Headliner in suede type vinyl
- Metallic or non-metallic paint

There is much more that can be said about the Audi 5000 S; but we would rather that you said it yourself. For only by driving the Audi 5000 S can you fully comprehend this extraordinary automobile. Please take the car for a thorough, intensive test-ride. The Audi 5000 S has been built with your pleasure in mind; we invite you, now, to experience it.



Air conditioning controls. AM/FM push-button stereo radio with cassette player. Power windows and door lock controls also centralized on console.



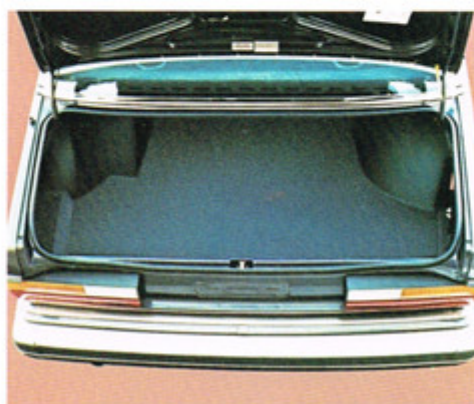
Front stereo speakers.



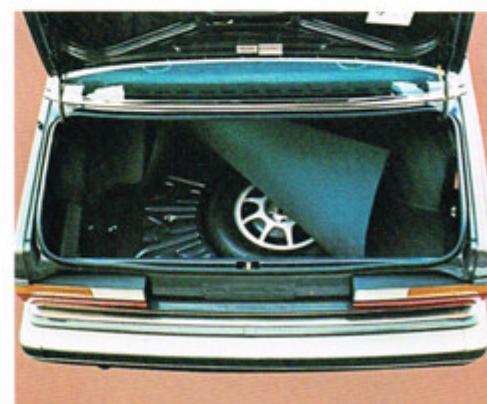
Rear stereo speakers.



Attractive light alloy wheels.



Fully carpeted luggage compartment with convenience light.



Spare tire recessed under compartment floor.

The Audi 5000 S Diesel. A new kind of luxury car with a power plant attuned to the 1980's.

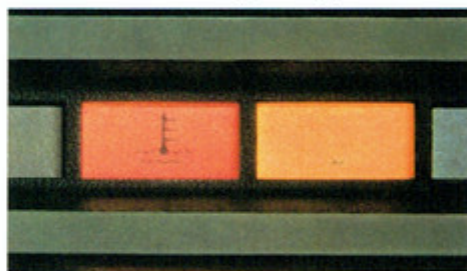
For years, the Diesel engine has been known as an efficient and highly reliable power plant. But for years, Diesels have been massive, heavy, and much more expensive than comparable gasoline engines.

Now, Audi engineers have retained the Diesel's strengths, while significantly reducing its disadvantages. They have successfully re-engineered the five-cylinder engine into Diesel form — using the lightweight, proven reliable block, and machining it to accept special high-compression pistons.

The Audi 5000 S Diesel also utilizes a completely new cylinder head, with an efficient swirl type pre-chamber. This unique design provides important advantages. High

turbulence within the chamber ensures efficient, even combustion; and the swirl chamber greatly softens the famous "Diesel knock" common to standard Diesel engines.

The combination of light weight and efficien-



cy enables the Audi 5000 S Diesel to achieve quite remarkable economy and distance. With a properly tuned engine, you may well attain a highway cruising range of more than 1000 kilometres;* a care-reducing bonus from an already highly relaxing automobile.

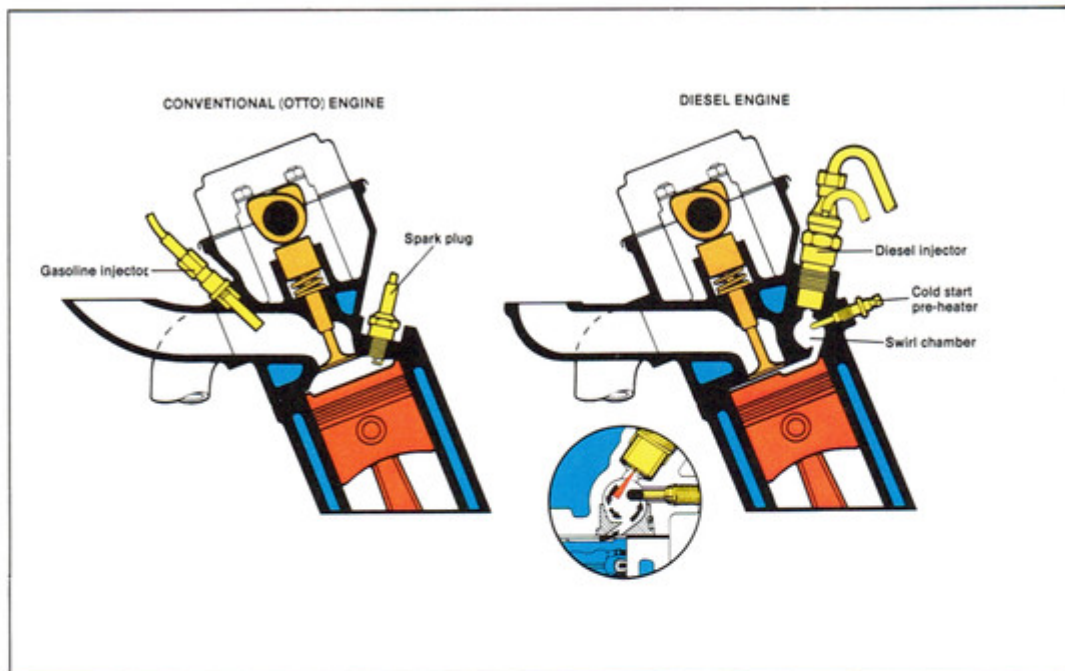


In addition, the Audi 5000 S Diesel never needs a conventional tune-up. There are no spark plugs, ignition cables, points or condensers, nor is there a coil or distributor — all items normally checked or replaced in a tune-up. And as in the gasoline-operated Audi 5000 S, fuel injection even eliminates a carburetor.

A final important factor is the Diesel's reputation for reliability. While we cannot pinpoint the precise longevity of the Audi 5000 S Diesel engine, experience with European Diesel power plants has shown many engine life-spans of 400,000 kilometres and more.

The Audi 5000 S Diesel stands today as a worthy companion to the Audi 5000 S gasoline model. It shares all the comfort and luxury of its colleague, while using different but equally innovative technology. The choice is yours.

*See Highway Fuel Consumption Rating on back cover.



1980 Technical Data

AUDI 5000 S \$19,300

AUDI 5000 S DIESEL \$19,900

ENGINE

Type and No. of cylinders

Four-stroke, five cylinders in line, in front of front axle tilted 27° 30' to right, crankshaft with six main bearings, spur-belt overhead camshaft; water-cooling, thermostatically controlled with electric fan; pressure oil feed with gear-type pump and full flow filter
79.5 mm x 86.4 mm/3.13 in. x 3.40 in.
2.2 L, 130.8 cu. in.
110 HP @ 5300 rpm
121.5 ft. lbs. @ 4000 rpm
8.0:1
CIS injection system
Regular
75 L, 16.5 imp. gal.
5.0 L, 4.4 imp. qts.
12 V/63 Amp./h
90 Amp.
Transistorized (breakerless)

Four-stroke, five cylinders in line, in front of front axle tilted 27° 30' to right, crankshaft with six main bearings, spur-belt overhead camshaft; water-cooling, thermostatically controlled with electric fan; pressure oil feed with gear-type pump and full flow filter
76.5 mm x 86.4 mm/3.01 in. x 3.40 in.
2.0 L, 121.2 cu. in.
67 HP @ 4800 rpm
84.8 ft. lbs. @ 3000 rpm
23.0:1
Diesel injection pump
Diesel fuel No. 2
75 L, 16.5 imp. gal.
5.0 L, 4.4 imp. qts.
12 V/88 Amp./h
90 Amp.
Self ignition

DRIVE TRAIN

Type

Front wheel drive, with two constant velocity joints per drive shaft

Front wheel drive, with two constant velocity joints per drive shaft

Clutch

Hydraulic, single disc

Hydraulic, single disc

Manual Transmission

Bulk synchronized five-speed and bevel gear differential in one housing with final drive.
Reverse gear fully synchronized

Bulk synchronized five-speed and bevel gear differential in one housing with final drive.
Reverse gear fully synchronized

Automatic Transmission

Hydrodynamic torque converter and planetary gearing with three forward gears and one reverse

Gear ratios

(manual) 3.600/1.940/1.230/0.860

(manual) 3.600/1.940/1.230/0.860/

5th gear: 0.680/R. 3.500

5th gear: 0.680/R. 3.500.

(automatic) 2.552/1.448/1.000/R2.462

Final drive

(manual) 4.780 (automatic) 3.909

4.780 five-speed

CHASSIS

Body

All steel unitized passenger compartment designed as safety cell, front and rear ends designed to absorb impact energy

All steel unitized passenger compartment designed as safety cell, front and rear ends designed to absorb impact energy

Front suspension

Independent, coil, shock absorber struts with negative steering roll radius, stabilizer bar

Independent, coil, shock absorber struts with negative steering roll radius, stabilizer bar

Rear suspension

Torsion crank axle with Panhard rod for lateral stability, progressive coil springs, telescopic shock absorbers

Torsion crank axle with Panhard rod for lateral stability, progressive coil springs, telescopic shock absorbers

Braking system

Power-assisted, dual diagonal hydraulic system, self-adjusting disc brakes with brake wear indicators at front, self-adjusting drum brakes at rear, brake pressure regulator for the rear wheels

Power-assisted, dual diagonal hydraulic system, self-adjusting disc brakes with brake wear indicators at front, self-adjusting drum brakes at rear, brake pressure regulator for the rear wheels

Parking brake

Mechanical, effective on rear wheels

Mechanical, effective on rear wheels

Rim size

5½ J x 14 light alloy

5½ J x 14 light alloy

Tire type/size

Steel belted radial tires 185/70 SR 14

Steel belted radial tires 185/70 SR 14

Steering system

Rack and pinion steering, power-assisted, with maintenance-free tie rods

Rack and pinion steering, power-assisted, with maintenance-free tie rods

Turning circle

10.3 m, 33.8 ft. (curb to curb)

10.3 m, 33.8 ft. (curb to curb)

Curb weight (approx.)

1222 kg, 2695 lbs.

1222 kg, 2695 lbs.

DIMENSIONS

	cm	inch	cm	inch
Overall length	481.4	189.5	481.4	189.5
Overall width	176.8	69.6	176.8	69.6
Overall height	139.0	54.7	139.0	54.7
Track front	147.0	57.9	147.0	57.9
Track rear	144.5	56.9	144.5	56.9
Wheelbase	267.7	105.4	267.7	105.4
Ground clearance	11.2	4.4	11.2	4.4
Seat width front (each)	57.2	22.5	57.2	22.5
Seat width rear	139.7	55.0	139.7	55.0
Shoulder-room front	143.0	56.3	143.0	56.3
Shoulder-room rear	142.0	55.9	142.0	55.9
Leg-room front (from-to)	90.5-112.0	35.6-44.1	90.5-112.0	35.6-44.1
Leg-room rear (from-to)	99.0-107.2	39.0-42.2	99.0-107.2	39.0-42.2
Head-room front	96.8	38.1	96.8	38.1
Head-room rear	93.5	36.8	93.5	36.8
Front seat adjust	21.6	8.5	21.6	8.5

	L	cu. ft.	L	cu. ft.
Trunk/Cargo Capacity	642.0	22.7	642.0	22.7

FUEL CONSUMPTION* AND PERFORMANCE

	5-Speed Manual	Automatic	5-Speed Manual
Rating L/100 km	11.5	12.2	8.1
Urban L/100 km	15.7	15.6	9.9
Highway L/100 km	8.1	9.9	7.0
Top speed (km/h)	165	160	145
Acceleration 0-80 km/h (sec.)	8.5	9.8	11.5

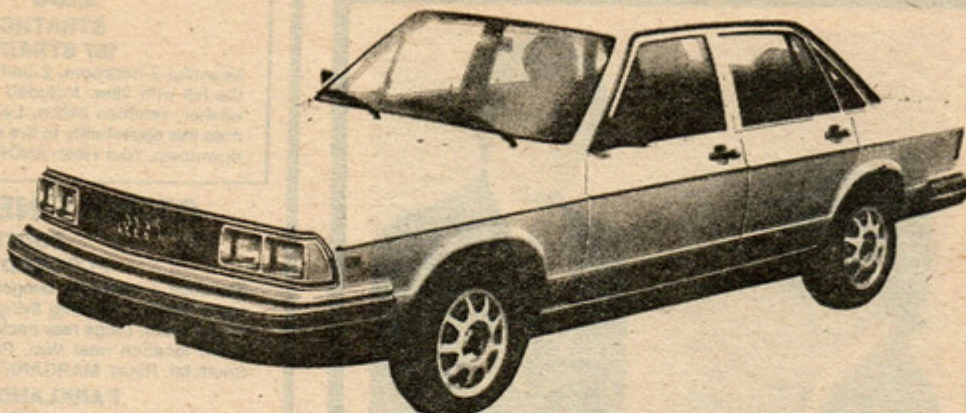
*Estimates, based on laboratory tests using approved Transport Canada test methods. Your fuel consumption will vary depending on how and where you drive, optional equipment and condition of your car. However, these estimates do provide a fuel consumption guide for comparison purposes.

Volkswagen Canada Inc. reserves the right to discontinue or change at any time, specifications or design, without notice. Always contact your Audi dealer for the latest information.

DEMO DISCOUNT DAYS

80-06-12

**Audi
5000-S**



**Audi
5000-S**

Executive-driven Demonstrator Sale

5000-S 5-SPEED

1980 Audi

6500 km, executive demonstrator, Onyx green, floor mats, block heater. Stock No. A-472013.

Sugg. Retail is \$19,447. *8.9%*

DEMO

SALE

ONLY

\$17,350

5000-S DIESEL

1980 Audi

Demonstrator, black with blue velour interior. Stock No. 492010. *8.7%*

Sugg. Retail is \$20,092.

DEMO

SALE

ONLY

\$17,483

1980 Audi

5000-S AUTOMATIC

White with blue velour interior. Stock No. A-473-01. *8.7%*

Sugg. Retail is \$19,497.

DEMO

SALE

ONLY

\$16,999

ALL ABOVE DEMONSTRATORS INCLUDE:

Block heater, air conditioning, sunroof, power windows, cruise control, AM/FM cassette with power antenna mag wheels, tinted glass, power door locks, heated front seat. 12 months unlimited kilometre factory warranty.



Carriage Lane

MOTOR PRODUCTS LTD.

Conveniently located Downtown Calgary

323 - 17th Ave. S.W.

Tel. **233-7741**

