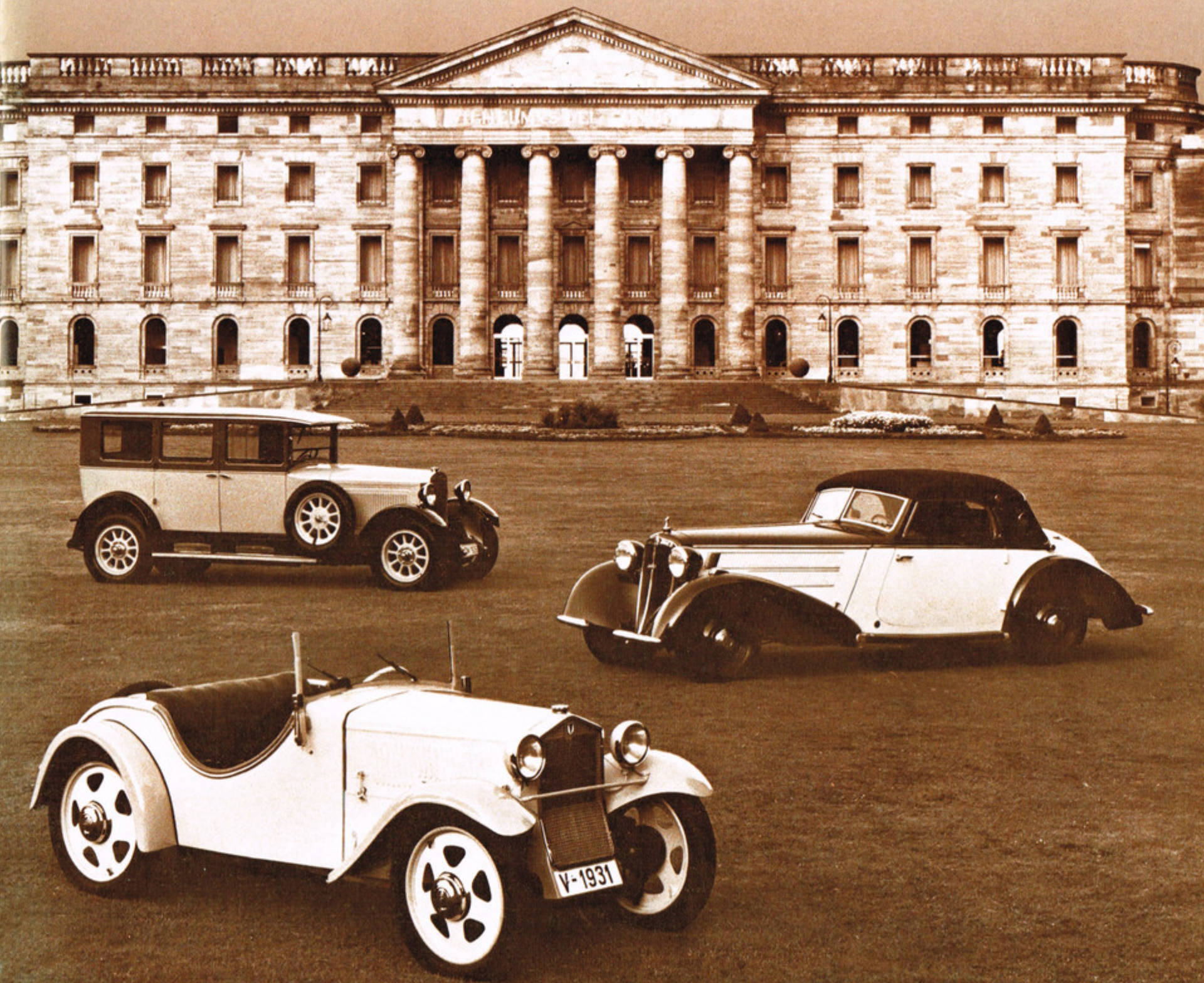


1983 AUDI

from Bavaria, a legacy of luxury, engineering,
and coachwork...plus a half-century head
start in front-wheel-drive experience.





AUDI THEN AND NOW

The front cover shows you a few of the "great cars" in Audi's past. In the foreground, the 1931 Audi "Front" Cabriolet (our first front-wheel-drive model); left, background: the 1932 Horch Limousine; and right: the 1937 Horch luxury Cabriolet. For over a hundred years, the various companies that are today embodied in Audi motorcars have enjoyed a product history that is rich in design innovations, engineering leadership and legendary motorsport feats.

What it means to you is that Audi, alone, has an enviable 50-year head start in front-wheel-drive technology. For 1983, Audi offers a total array of technically outstanding motoring products from Bavaria. Audi builds cars no other manufacturer has dared to imagine!



The 1983 Audi models—all have front-wheel drive.

Shown in front of Wilhelmshöhe, on the heights above Kassel (in northwest Hesse), German Federal Republic. Center foreground: powerful, all-wheel-drive Quattro. Immediately behind Quattro (left to right), 5000S, 5000 Turbo, Coupe, and 5000 Turbo-Diesel. Extreme left background: Audi 4000 Turbo-Diesel. Extreme right background: Audi 4000S 4E. This brochure will serve as an introduction to all of these Audi models. A test drive at your dealer can tell you a great deal more.



The Audi 4-cylinder, fuel-injected, front-wheel-drive, five-passenger, four-door sedan. Light-alloy wheels, shown, are standard equipment with 4000S 4E, and optional on 4000 4E.

4000S 4E 4000 4E

The only Bavarian sedan with a 50-year lead in front-wheel-drive technology.

Audi 4000 4E, gasoline, fuel-injected.

Offered only in a two-door body style. Performance and handling are as close to "sportscar" as one can imagine with a sedan. Four-cylinder, 1.7-liter engine hustles from 0 - 50 mph in a snappy 8.6 seconds. Many standard items: dual outside mirrors, tachometer, halogen headlamps, quartz crystal clock, computerized "Upshift" indicator light, voltmeter, and oil-temp gauge. The 5 1/2 x 13 light-alloy wheels (shown) are optional. (Eight-spoke steel wheels, with hub/wheel-nut covers, are standard on this model.)



The best way to appreciate these Audi 4000 models is to take them for a test-drive. You will appreciate their outstanding performance, handling and riding comfort. Like every Audi they are fun to drive!

Basically, two body-styles are offered. Two-door sedan; 4-door sedan, shown at the left. Both provide comfortable seating for five, an ample trunk—with plenty of room for luggage—and the crisp shifting of the 5-speed manual transmission. An auto-matic is offered, as an option, only on the 4-door.

Audi engineers place great emphasis on function and human engineering in the placement of controls and instrumentation. You will be immediately impressed with the simple arrangement of the driver controls and the extreme comfort of the seating.

The Audi 4000 4E and 4000S 4E represent a lightweight, economical, well-groomed transportation package for highway cruising—as well as an extremely maneuverable car for day-in/day-out, around-town driving.

And, when you are looking for Audi performance, precision and luxury at the lowest price—look into the two-door sedan. Unlike some other carmakers who tempt you with a low price and then urge you to "option up" to a higher level of luxury, the two-door comes to you very handsomely equipped and without any temptations to buy more "bells and whistles", as options.

As standard equipment, you will find a richness of materials in its interiors. You'll recognize this as representing substantive value of the highest order—for these interiors are not only elegant to look at, but durable and complete. Crushed velour upholstery, deep cut-pile carpeting, tachometer, speedometer (with trip odometer), electronic quartz chronometer, voltmeter, temperature gauges for coolant and for oil, an electronically controlled Upshift indicator light, halogen headlamps, a lockable gas cap, rear-window electric defroster, adjustable mirrors (both left and right), front-opening vent windows, tinted-glass—all around. Also included are cruise control, power steering and sports steering wheel. Even an inside hood release. All standard equipment—even on the two-door Audi 4000 4E.

The unique Upshift indicator light, an amber arrow centered in the main instrument cluster on Audi models equipped with 5-speed manual transmission, can enable you to get more miles from a

gallon of fuel. The Upshift light actually makes you an active participant in gaining better fuel economy.*

Whenever the Upshift light comes on, it will be telling you that it's time to shift into the next higher gear for maximum fuel economy. When you shift, the light goes off. (After a while, you'll find yourself anticipating the Upshift light, so it may seldom come on.) And you'll be getting close to maximum fuel economy from your Audi.

Be sure you test-drive the Audi 4000 sedan. There are a variety of different models—the fuel-injected gasoline Audis shown here and the Audi 4000 Turbo-Diesel¹ model shown on the following pages. Reading about them is interesting. Driving these Audis is exciting.

¹Introduction delayed. Contact your local dealer for availability.

*31 est. city, 47 est. highway. Use "estimated mpg" and "estimated touring range" for comparison to other cars. Your actual mileage may vary with speed, weather, and trip length. Your actual highway mileage and highway range will probably be less.

Audi 4000S 4E instrumentation includes tachometer, trip odometer, quartz clock, voltmeter, oil-temp gauge, and much more.





The Audi 4000 Turbo-Diesel sedan. Available in 4-door body style only—with either 5-speed manual or optional E-mode automatic transmission. Distinctive Audi light-alloy wheels, shown, are standard with the 4000 Turbo-Diesel. With 5-speed, zero - 50 mph in a brisk 8.8 seconds. Top track speed, 98 mph.

4000 Turbo-Diesel¹

Audi 4000 Turbo-Diesel: exciting performance together with long-range economy.*

Nobody else offers you the kinds of Turbo-Diesels that Audi does! In all the world, only Audi offers both four-cylinder and five-cylinder, front-wheel-drive Turbo-Diesel automobiles. The turbo-boost will give you surprisingly brisk performance—especially for a 1.6-liter "four"—zero - 50 mph in 8.8 seconds (with 5-speed transmission). Zero - 50 mph in 10.9 seconds with the optional E-Mode Audi automatic. Top track speed with the automatic is 96 mph ... with the 5-speed, 98 mph.

And, the Audi 4000 Turbo-Diesel's touring range is phenomenal. Based on 1982 EPA estimates*, you could drive an estimated **600** miles between fill-ups. Performance and economy aside, the Audi 4000 Turbo-Diesel is an exceptionally capable and comfortable car. Like every Audi, it is built to an exacting standard of quality and precision and delivers the outstanding benefits of prestigious German engineering.

Virtually any carmaker can claim it builds cars that are exciting to drive. But at Audi, we think it's important that our products earn the right to be called "exciting". And, earn it from nobody less than their ultimate buyer.

A brief familiarization with Turbocharged Diesel engines

For passenger cars, diesel exhaust turbocharging is still relatively rare. The most obvious benefit of turbocharging is increased engine per-

formance. The turbocharger uses exhaust gases (normally wasted) to push more air into the engine. This process increases the amount of air the engine can take in.

The diesel engine is generally more efficient than gasoline engines. This is because the diesel engine operates at a higher "compression ratio", and, in turn, operates with greater combustion efficiency. Diesel engines are also "unthrottled". This allows them to take in an unrestricted amount of air.

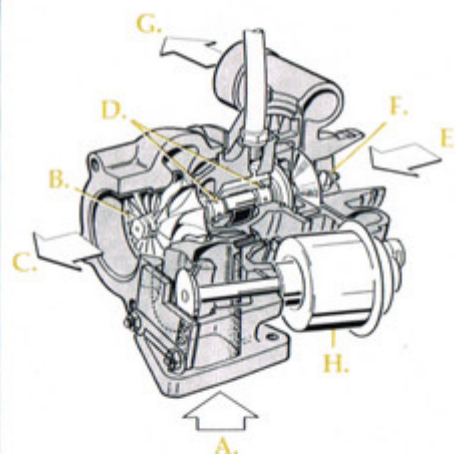
The Audi 4000 Turbo-Diesel produces a higher maximum torque, at lower engine speed, than the Audi gasoline engine. At the same time, the diesel produces nearly the same horsepower. The increased torque of the diesel allows you to use high gear more often, resulting in further increased economy*. (An added benefit is a reduction in engine noise levels because the turbocharger reduces intake and exhaust resonance.)

In summary, the Audi 4000 Turbo-Diesel gives you the performance of a gasoline engine, while retaining the economy* of the diesel.

¹Introduction delayed. Contact your local dealer for availability.

*38 est. city, 50 est. highway. Use "estimated mpg" and "estimated touring range" for comparison to other cars. Your actual mileage may vary with speed, weather, and trip length. Your actual highway mileage and highway range will probably be less.

Audi 4000S 4E interior. An extremely pleasing blend of luxury and functionality. Automatic transmission is optional (4-door models only). Upholstery material is a very thick, luxurious velour especially chosen for its elegance and long-wearing characteristics.



- A. Exhaust gases from engine enter here.
- B. Turbine is driven by hot exhaust gases; can reach speed up to 100,000 rpm.
- C. After driving (spinning) the turbine, hot gases travel out via regular exhaust system.
- D. Turbine-shaft bearings are pressure lubricated, using engine oil.
- E. Outside-air intake. (In a diesel, the outside air is taken directly into the combustion chambers—one for each cylinder—without mixing with fuel.)
- F. This impeller compresses the intake air, provides a greater oxygen charge into the combustion chambers—for increased power and performance. (The impeller is rotated by the exhaust-gas turbine, which is positioned on the same shaft.)
- G. Pressurized outside air enters the intake manifolds.
- H. This is the "wastegate". When the turbo-"boost" exceeds a predetermined amount, this "gate" opens, allowing exhaust gases to bypass the turbine and flow directly into the exhaust system. The "wastegate" helps to limit the speed of the turbine and the "boost" pressure created by the spinning impeller.





The 5-year-old, full-term infant was born to a 32-year-old, gravida 4, para 3 woman. The mother had a history of gestational diabetes, which was treated with insulin. The infant was born at 39 weeks gestation, weighing 3,400 g (7 lb 13 oz) and measuring 48 cm (19 in) in length. The infant was born with a normal physical examination and no obvious anomalies.

Coupe

The art of engineering ... perhaps portrayed best in The Coupe.

In the universe of modern motorcars there exist extremely few genuine Grand Touring Coupes. The relatively rare "genuine GTs" can be readily identified by their impressive performance and their eminent suitability for extended touring.

The Coupe from Audi is precisely such an automobile. A true Grand Touring machine. A delight to drive, in all climes and over all roads.

It is the only front-wheel-drive, five-cylinder Coupe in the world. Nobody else offers one. Not BMW, Mercedes, Ferrari, nor Maserati. And, thus far, the innovative Audi Coupe concept has escaped the capabilities of lesser carmakers—both domestic and Japanese.

Advanced CIS (Continuous Injection System) fuel-injection is standard, of course. Zero - 50 mph is attained briskly, effortlessly, and with impressive smoothness—in a mere 7.4 seconds, with the standard 5-speed manual transmission. Top track speed, in 4th gear, is 109 mph.

A front air-dam and rear spoiler, combined with fastback styling provide a drag coefficient (a measure of air resistance against a moving object) of 0.39—the lowest ever achieved for an Audi.

The Coupe provides its driver and passengers with an interior like few other motorcars. The exceptionally handsome tweed cloth (shown here) is standard—as are the open-style headrests. At your option, the

seats can be upholstered in supple, dark brown or light beige, genuine leather.

The Coupe's instrumentation is in keeping with the Grand Touring tradition. Nothing is lacking: there's a tachometer, with integrated quartz clock, speedometer with trip odometer, voltmeter, oil-pressure gauge, oil-temperature gauge, and the exclusive Upshift indicator light. (More fully described elsewhere, this light is a marvel of onboard microelectronics.)

For luxury Grand Touring:

- Air-conditioning, optional
- New seek/scan digital stereo radio/cassette player, optional
- Voltmeter
- Oil-pressure gauge
- Oil-temperature gauge ... are standard equipment.



A 5-speed manual transmission—that makes shifting a joy and is what knowledgeable drivers have come to expect from well-engineered, precision-built Bavarian gearboxes—is standard equipment. Or, if you'd rather, your Coupe can be built with the optional 3-speed automatic transmission ... also well-regarded for its smoothness, precision, and durability.



Handsome tweed cloth and open-style headrests are standard. Genuine leather upholstery (in dark brown or light beige) is a Coupe option. Driver's seat height-adjustment is standard; can be ordered, as an option, for the front passenger-seat as well.



Four-spoke steering wheel is standard equipment on Audi Coupe.

While its sporting look certainly imparts a feeling of the good life, there is something extremely honest about what the Coupe can do. Its styling uniquely sets it apart from all the others ... foreign or domestic. No excesses to draw undue attention to its presence. It does not "roar" or "screech" off the grid like would-be "muscle cars". It is impeccably outfitted, engineered and built to deliver outstanding ride and handling.

In short, discerning touring enthusiasts will find that The Audi Coupe lives up to their expectations, without compromise.

Quattro



All-wheel-drive Audi Quattro, with 160 hp turbocharged five cylinder engine. Standard wheels (shown) are 15-inch size. Front and rear spoilers, body-side panels are all standard, as well. Special Quattro body color is Mars Red. (It too, is a standard color choice.)



Audi Quattro interior in optional leather upholstery. Available in either Dark Brown or Sierra Beige. Five-speed manual transmission is standard. (As an added option, front seats can also be electrically heated, and power adjustable—even for height.) Power window controls (standard) are forward of the shift lever, on console.

Audi Quattro: Instead of making something for everyone, we made it everything for a few.

From Bavaria, home of so many great things automotive, comes the next step, a demonstration of superlative engineering, packaged in a high-performance road car with amazingly good handling and powerful performance. So much so, that for a select few, this Audi will represent the "car of a lifetime". Quattro.

With Quattro, Audi demonstrates a no-compromise drive layout of rather special, technical appeal: a high-powered passenger car with permanently engaged all-wheel drive. This is combined with a 2.2-liter, five-cylinder, fuel-injection engine, developing 160 SAE net horsepower (at 5500 rpm), with a turbocharger and special air interchange cooling ... enabling track speeds in excess of 125 mph.

It is an uncanny car to drive.

For example, you will experience a phenomenon of the low rolling resistance of four driven wheels—actually lower than that of conventional layouts (two driven wheels and two free-running wheels). And the more power that has to be transmitted, the greater this adhesion becomes in Quattro.

For even greater traction in extreme situations, additional differential locks have been provided.

The special Quattro engine is the most powerful in the entire Audi line. As you would expect, power of such magnitude came about only as the result of painstaking development in Ingolstadt. No other production engine in the world matches it for advanced use of both turbocharging and all-electronic ignition, and air-charge cooling for maximum performance. (Zero - 50 mph in 5.3 seconds.)

Already building a string of European and American Rallye wins—the stuff of which legends are made—Audi Quattro comes about only when great Bavarian engineers are given the freedom to build a car like this. The pages in the brochure dealing with standard/optional equipment, engine and chassis specifications can give the technically sophisticated buyer a deeper insight into Quattro.

As you might expect, Quattro cannot be imported in very large numbers. Many hours of careful, selected assembly are required to complete just a single one. And, while its price reflects the highest-level of engineering and craftsmanship; in that niveau where it competes—respected automotive journalists say "it could be the finest car in the world."[†]

[†]Road & Track magazine





The 5000: fuel-injected, front-wheel drive, four-door family sedan. The 100-horsepower Audi Quattro Serene. 0-60 in 8.7 seconds, top track speed: 107 mph (both with standard 5-speed transmission). An automatic transmission is available as an option. Light alloy wheels, shown on 5000S, are standard. (As is a great deal more.)

5000S

Outstanding technology, craftsmanship and luxury in a delightful touring sedan.

Demanding car buyers have discovered this particular Audi: the gasoline-powered 5000S with CIS fuel injection. There are some basic reasons for choosing it. Among them: front-wheel drive, a remarkable 5-cylinder engine, along with a proven record of outstanding quality.

You should know that, in all the world, only Audi engineers and builds 5-cylinder gasoline engines on a production basis. Nobody else does.

Once you look beyond the 5000S' basics, you will find even more to your liking: impressive fit and finish, thoughtful attention to details—large and small. For example: load-sensing rear brake pressure regulator. And, a state-of-the-art heating and ventilating system that assures you of total comfort during every season.

In the Audi 5000S, you will discover a riding "quiet" that is genuinely remarkable. A great deal of testing and computer-assisted research has resulted in innovative noise-dampening technology. The engine and transaxle of the Audi 5000S are double-insulated to inhibit noise and vibration from the transmission. A special subframe helps isolate both engine and road noises. In addition, the entire interior of the 5000S is insulated by a multi-layer, noise-absorbing floor covering. Even the radiator fan is designed to reduce engine noise. The fan will run only when needed—controlled by a coolant-temperature sensor.



One of the most satisfying benefits of driving the Audi 5000S comes from our designers' emphasis on functionality and human engineering (ergonomics). The impressive visibility—for driver and passengers, in all directions—is superb. The placement and design of all instruments, controls, and seating have been meticulously engineered for maximum ease, convenience and comfort. Perhaps one day more automobiles will reach the level of ergonomics lavished on the 5000S. As is evident throughout the industry today, few are the match of Audi 5000S.

Rich, tasteful 5000S interior features seats noted for their particularly outstanding comfort. Ideal for day-long touring. Seats recline, headrests are adjustable. Driver's seat is adjustable for height. Opening vent windows, in front, are standard, along with power windows, air conditioning, and much more. Automatic transmission optional.



Audi 5000S control center: a joy to experience. Many control switches are at your fingertips. Visibility for driver and passengers is outstanding.

The list of Audi 5000S standard equipment is a prodigious document. (Listing, farther back.) Briefly, standard equipment includes: air conditioning, light-alloy wheels (6J x 14), 185/70SR14 steel-belted radial tires, halogen headlamps, power-assisted rack-and-pinion steering, power-assisted brakes, manually adjustable outside mirrors (tinted)—both left and right, a central door (and trunk) locking system, power windows (front and rear), illuminated switches, an illuminated vanity mirror, rear-seat headrests, cruise control, manual height-adjustment for the driver's seat, inside hood release, plus rear-seat ashtrays complete with lighters and map lights.

Obviously, there is a deep sense of pride that comes from owning a well-engineered, carefully built, and completely equipped motorcar. Audi 5000S is that car.

Families who want outstanding value, reliability, that unique blend of Bavarian attention to detail and quality—missing in most other cars you might consider—and a timeless look (often copied, never equalled) . . . should carefully consider the Audi 5000S.

Begin with a test-drive. Be thorough. Be demanding. Do not compromise your expectations.

Audi 5000S will not disappoint you.



The 5-cylinder, turbocharged, gasoline-powered, front-wheel-drive, luxury four-door sedan. 130 horsepower. Zero - 50 mph (with standard automatic transmission) in 7.5 seconds. A top track speed of 113 mph. All equipment shown here is standard. Only very few options are offered—or necessary.

5000 Turbo

We honestly believe no other luxury, high performance sedan can match the Audi 5000 Turbo, at its price.

In the Audi 5000 Turbo, we offer luxury-car buyers a high performance sedan that is sumptuously fitted while still representing reasonable affordability.

The 5000 Turbo gives you all the things you have a right to expect from motoring thoroughbreds in this class. A standard automatic

transmission that operates with reassuring smoothness. An AM/FM stereo/cassette radio (with power antenna and four speakers), cruise control, air conditioning, power windows, driver-seat height adjustment, open-style rear-seat headrests, rear ashtrays with lighters, central door/trunk locking system are all standard.

An additional high level of luxury is represented by the availability of distinctive options: leather upholstery, heated front seats, sunroof, outside rearview mirrors (electric), front seat adjustments (electric). There can hardly be any more, because what comes standard is already in great abundance.

Turbocharging—now readily available in 1983 Audi models. (...In fact, four out of the seven Audis we offer come standard with turbocharged gasoline or diesel engines.) This one, the 5000 Turbo, deserves special consideration. It was the first turbocharged Audi.

You must drive this Turbo to fully appreciate what our Bavarian engineers have accomplished and refined. You will be impressed with the way it whisks you, with quiet smoothness (except for the turbine's gentle whistle) from zero to 50 mph in 7.5 seconds.

While performance is, most certainly, the 5000 Turbo's main attraction—there is also much to delight even the most conservative driver, one who only rarely unleashes even a fraction of its capabilities. This means quiet luxury—not opulence. This means meticulous craftsmanship throughout. It means a reassuring capability, a reliability, a functionality that few others can offer. Should you be considering some other fine luxury car—such as Jaguar, Peugeot, Mercedes, or BMW—you owe it to yourself to investigate Audi.

The Audi 5000 Turbo seats shown here are upholstered in genuine leather—and are optional. In addition, your 5000 Turbo front seats can be enhanced with electric heating and with electric adjustment (even for height). Both enhancements are individual options for you to choose.

The insert photo shows: Distinctive "Turbo" steering wheel and instrument panel. Tachometer, turbo-boost, and oil-temp gauges are included. Digital quartz clock (not shown) is located between sun visors.





Audi 5000 Turbo-Diesel in optional Gold Beige Metallic. Front spoiler, front vent windows, light-alloy wheels, air conditioning, and much more, standard. This 5-cylinder Audi Turbo-Diesel goes zero - 50 mph in 10.1 seconds (with standard automatic transmission). Top track speed is 100 mph.

5000 Turbo-Diesel

Audi 5000 Turbo-Diesel: once you've driven it, no other diesel will please you as much.

If you've been following automotive design and engineering trends of late, you will find a growing number of diesel motorcars in the "luxury" category. They come from Europe, from America, even from Japan. Despite this growing competition, from every direction, we are confident the Audi 5000 Turbo-Diesel is one of the finest you can own. At any price.

What makes it so satisfying to own... and to drive?

It is an appearance and a capability that work well together. Your first impression will be a good one: a gleaming aura of meticulous Audi fit and finish. The closer you examine the way things fit in the 5000 Turbo-Diesel, the more impressed you'll be. Maybe this is the craftsmanship you've missed while looking at other cars?

Then, the 5000 Turbo-Diesel provides genuine, ergonomic comfort. Not the casual, loose-pillow look that provides very little support—particularly on longer drives. You will quickly learn to appreciate all of the painstaking emphasis our engineers have placed on the design and the positioning of controls, seats, armrests, knobs, and in its unflappable suspension system. Even the turbo's unique sound adds to your never-ending enjoyment of this car.

We think you'll appreciate Audi 5000 Turbo-Diesel's thoughtful luxuries.

Few people—particularly those not familiar with Bavarian



motorcars—realize that a carefully engineered driving compartment can actually fit you like a well-made suit. These interiors are superbly comfortable. As options, you can order yours upholstered in genuine leather, add electrically heated front seats for chilly mornings (or evenings), even electrically powered front seats that are widely adjustable for height, rake, and legroom.

Your rear-seat guests will appreciate the center folding armrest, the assist handles, the power windows (with illuminated switches), even the rear ashtrays (right and left) complete with individual lighters and map lights.

All in all, you will find the Audi 5000 Turbo-Diesel an uncommonly complete car. You may come across one gauge, labelled

boost. Not very many other cars have such an instrument. But then, only a few others are turbocharged. Fewer still are Turbo-Diesels.

Audi 5000 Turbo-Diesel interior, shown in optional Sierra Beige genuine leather. The automatic transmission is standard. (As an option, these front seats can also be electrically heated, and electrically adjustable—even for height.)



Audi: the art of engineering