

# INTRODUCING THE AUDI 5000



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## A GERMAN GRAND TOURING CAR IN EVERY RESPECT BUT PRICE.

In its very first year in the luxury-car market in Germany, the Audi 5000 has become the best-selling automobile in its class. But, since there's more to a car than its price tag, there are many more reasons for you to own an Audi 5000 besides price.

"In a mysterious, indefinable manner that is common to many German-built cars", wrote *Automotive News*, "the Audi 5000 . . . begs to be driven hard . . . and thrives on that sort of driving."

"At high speeds, the 5000 feels very stable and the engine is quiet—it doesn't feel overworked", *Road & Track* said. "Shifting is precise and the 5000 is really fun to drive."

But although the Audi 5000 is an exciting car to drive, that doesn't make it an austere or uncomfortable one. The interior, according to *Road & Track*, "is inviting and rich looking. The seats are very comfortable, fashioned in a wrap-around design with support for the lower back and thighs. Seat and door panel fabric is similar to plushy no-wale corduroy and very handsome. There is more than enough head, shoulder, and leg room, front and back. Outward vision is excellent, an Audi forte."

While the Audi 5000 comes with many luxuries you would expect of a fine German sedan, it also comes with some you wouldn't: cruise control; deep, cut-pile carpeting on the floor, on the rear storage deck, even in the 22.6 cubic foot trunk. Adjustable head-rests for the rear seats as well as the front; and what may very well be the world's best heating and cooling system. Working through seven outlets, this system completely changes the air in the car every 15 seconds. And the maximum output of the heater is 30,000 BTU's, enough to heat a small apartment.

Put all these features together, and you have a car that's long on performance, comfort, and luxury, even though it isn't long on price.









**5 CYLINDERS.  
THE LIGHTNESS OF A  
4-CYLINDER ENGINE,  
THE POWER OF A 6-CYLINDER,  
AND A SMOOTHNESS  
NEITHER CAN EQUAL.**

The Audi 5000 is the world's first production car to have a 5-cylinder gasoline engine.

This 5-cylinder engine configuration gives the Audi 5000 the best of two worlds—6-cylinder performance combined with 4-cylinder efficiency and lightness.

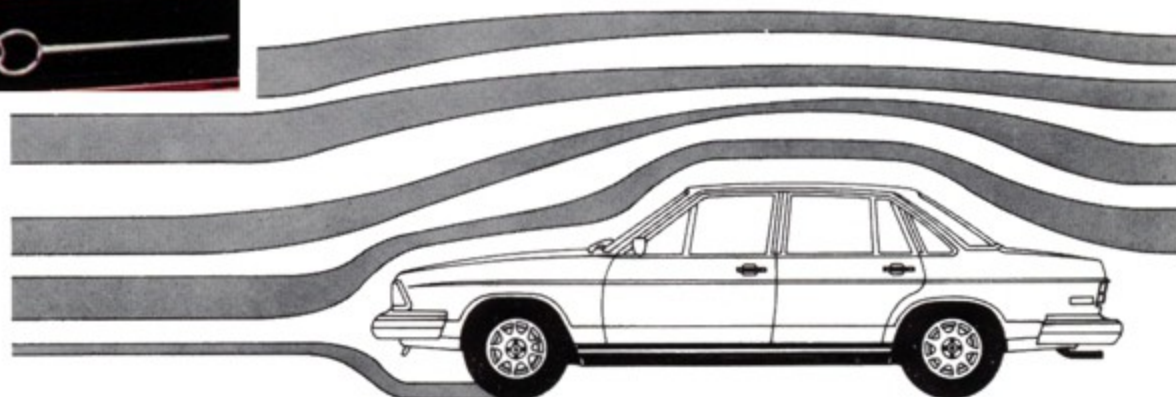
In addition, the new Audi 5-cylinder engine has the unique ability to smooth out the unbalanced forces and vibrations that make for rough operation in 4- and 6-cylinder in-line engines. With CIS fuel injection, the Audi 5-cylinder engine meets emissions requirements while allowing the use of regular gasoline. And with the transistorized breakerless

ignition, the tune-up intervals are 15,000 miles, with oil changes at 7,500.

**A BODY THAT SAVES FUEL,  
AND KEEPS ITSELF QUIET.**



As the result of over 260 hours of wind-tunnel testing, the Audi 5000's body does more than look stylish. Its aerodynamic shape cuts down on wind resistance. This increases fuel mileage and reduces the wind noise in the passenger compartment.

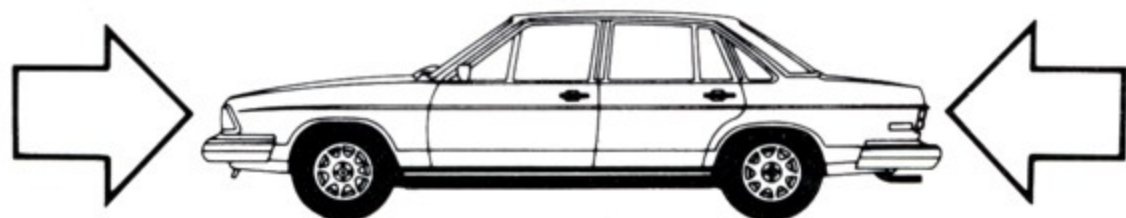




## A TOTALLY NEW APPROACH TO SAFETY.

In order to provide passengers with maximum protection in the event of a collision, Audi engineers have turned to the little-known Timoshenko theory of "controlled deformation."

In application, this principle provides for the steel members of the vehicle's body to deform in a uniform manner; dissipating energy quickly and safely.



"In a 31-mph barrier crash," *Automotive News* reported, "all doors remained closed in the crash, but opened and closed easily afterwards because there was no deformation of the passenger compartment."

## THE AUDI 5000 IS NEW TO AMERICAN SHOWROOMS. BUT NOT TO AMERICAN ROADS.

Last year, the Audi 5000 was introduced to the showrooms of Germany. But for a whole year before that, it was introduced to, and tested on, the roads of Germany. As a result of this testing, we were able to make the Audi 5000 as perfect as possible for German driving conditions.

Before introducing the Audi 5000 to America, we spent a full year testing it here. In every state of the Union. On every kind of road. In every kind of traffic. And in every kind of climate. Whenever American driving conditions demanded changes and improvements, they were made. And incorporated into the Audi 5000 before it reached our showrooms.

As a result, we believe the Audi 5000 to be one of the most tested, reliable, trouble-free vehicles on the road in America today. And to back up this belief, we've given the Audi 5000 a *one-year unlimited-mileage warranty*\*\*.

\*\* For full printed details on the Audi limited warranty including specific exclusions, see your Audi dealer.





## THIS BRAND-NEW CAR WAS 78 YEARS IN THE MAKING.

The new Audi 5000 is the culmination of 78 years of automotive development that started in 1899, when August Horch opened the doors of our first factory in Bavaria.

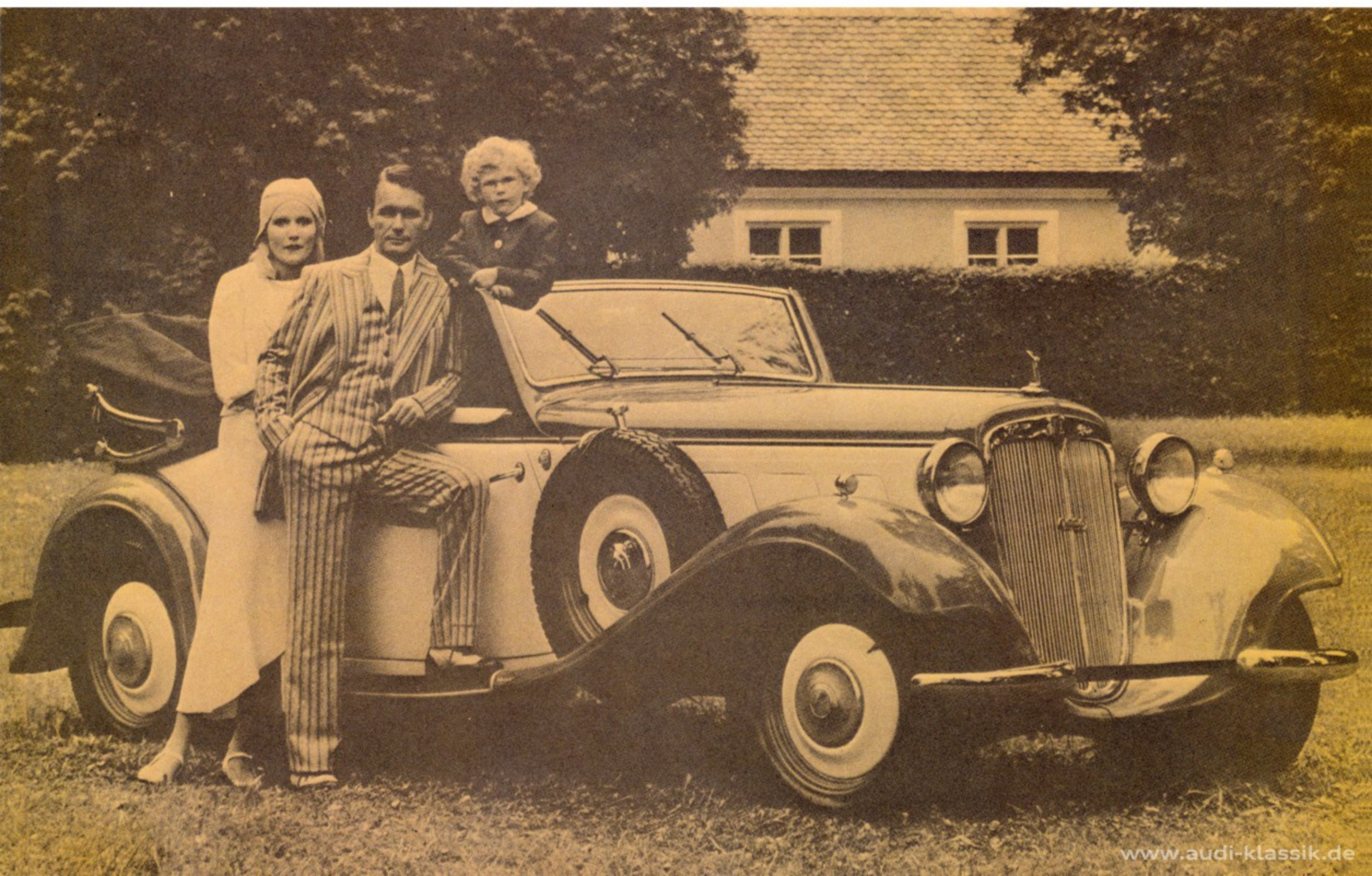
The first Audi won its first race a mere three months after its introduction. By 1911, Audi had chalked up its third win in the grueling Austrian Alp Run, one of the most famous races of its day. In the 1914 Alpine Rally, Audi finished first through fifth.

By the 1920's Audi was hailed as "the most modern vehicle of its time."

In the 1930's, Auto Union (formed by the merger of

Audi, Horch, and DKW) was one of two car manufacturers to dominate Grand Prix racing. And the only Grand Prix racing car constructor to pioneer such advances as aluminum engine components, independent front suspension, front wheel drive, and four-speed transmission.

Today, with its five-cylinder engine and strong lightweight frame, the Audi 5000 is an engineering breakthrough. *Automotive News* called the Audi 5000 "a very different kind of Audi" and "a step upward for this Bavarian auto maker". And *Road & Track* wrote, "One of the best cars in the world. Certainly one of the most handsome and logical".





## STANDARD EQUIPMENT

5-CYLINDER, FUEL INJECTED ENGINE  
POWER ASSISTED RACK  
AND PINION STEERING  
4-DOOR SEDAN STYLING  
185/70 HR 14  
STEEL BELTED RADIAL TIRES  
CRUISE CONTROL  
POWER BRAKES  
4-SPEED MANUAL TRANSMISSION  
INTERMITTENT WINDSHIELD WIPER  
ELECTRIC REAR WINDOW DEFOGGER  
REMOTE CONTROLLED  
OUTSIDE MIRROR (TINTED)  
UNIT BODY CONSTRUCTION  
WITH SAFETY CELL  
BREAKERLESS IGNITION SYSTEM  
QUAD-HEADLIGHTS  
DUAL-TONE HORN  
BRIGHT WINDOW MOLDING  
TINTED GLASS  
FULL WHEEL COVERS  
CHROME TAIL PIPE  
PROTECTIVE SIDE MOLDING  
ADJUSTABLE REAR HEADRESTS  
THICK CUT PILE CARPETING  
CARPETED LUGGAGE COMPARTMENT  
REAR CENTER ARMREST  
CENTER CONSOLE  
FULLY RECLINING FRONT SEATS  
WITH ADJUSTABLE HEADRESTS  
WOODGRAIN DASH  
WOODEN SHIFT KNOB  
LOCKABLE GLOVE COMPARTMENT  
PADDED STEERING WHEEL  
PASSENGER-ASSIST HANDLES,  
FRONT AND REAR  
CARPETED REAR PARCEL SHELF  
LEFT AND RIGHT DOOR STORAGE POCKETS  
STORAGE TRAY UNDER DASH  
PASSENGER VANITY MIRROR  
QUARTZ ELECTRIC CLOCK  
TRIP ODOMETER  
CIGARETTE LIGHTER

## OPTIONAL EQUIPMENT

3-SPEED AUTOMATIC TRANSMISSION  
FACTORY AIR CONDITIONING  
ELECTRIC SUN ROOF  
POWER WINDOWS  
CENTRAL DOOR LOCKING SYSTEM  
AM/FM STEREO RADIO  
WITH 4 STEREO SPEAKERS  
POWER ANTENNA  
6J X 14 CAST ALLOY WHEELS  
OPENING FRONT VENT WINDOWS  
HEATED FRONT SEATS  
METALLIC PAINT

## A MODEST PRICE FOR A NOT SO MODEST CAR.

**As you can see, the Audi 5000 comes with everything you'd expect of a precision-made German luxury sedan. Everything except one: a German luxury sedan's price.**

**At a time when comparable German luxury sedans (POE) base prices start at \$13,620 and go up to as much as \$21,687, the Audi 5000 with factory air-conditioning sells for \$9,195. And even with such luxury options as metallic paint, automatic transmission and AM/FM stereo, the price remains under \$10,000.**

**So, if you'd like to drive a fine German luxury sedan—but not necessarily pay the heavy price for one—come in to see us and take one of our Audi 5000's for a thorough demonstration drive. You'll find it's an anything but modest car . . . at a modest price.**





