

*Now there are more ways to own the car
Road & Track named to its list of Ten Best Cars.*

THE AUDI 5000 SERIES



"For the money, we don't see anything that can touch it."

Road & Track on the Audi 5000.



The pros reviewed the Audi 5000. They were impressed.

With the unveiling of the front wheel drive Audi 5000 in America, Audi redefined the luxury car along parameters suited to the 1980s.

Both the automotive press and the public were enthusiastic. Car & Driver editors welcomed the Audi 5000 with a nomination to the magazine's Annual Readers' Choice Poll of the most significant new imports for 1978. And by an overwhelming vote, Car & Driver readers seconded the motion.

Road & Track called the car "A promising blend of luxury, innovation and logic." And Car & Driver dubbed the Audi 5000 "...a functional masterpiece and yet one of

the most sumptuous sedans ever to leave Germany."

The Audi 5000 evolves into a series of luxury sedans.

With their design for the first successful five cylinder gasoline engine, Audi engineers achieved a significant breakthrough in terms of providing a favorable power-to-weight ratio.

Recognizing the pressing need for conserving energy in the 1980s, Audi engineers moved on to re-engineer the engine as a Diesel. The resulting Audi 5000 Diesel incorporates all of the luxurious amenities of its gasoline-powered sister, while adding the advantages of an estimated highway cruis-

ing range of up to 673 miles and an estimated city range of (514) miles on a single fill-up of Diesel fuel.

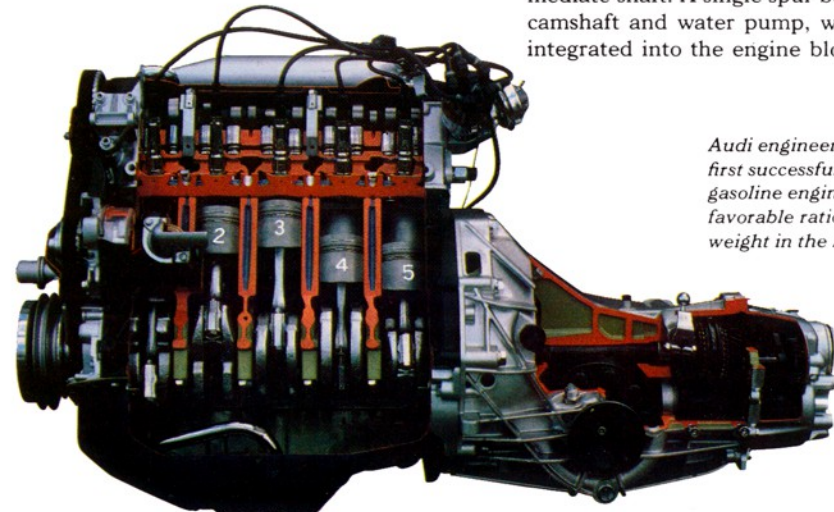
These cruising ranges are based on the Audi 5000 Diesel's fuel tank holding 19.8 gallons and an EPA estimated mileage of (26) mpg and an estimated 34 mpg on the highway. Use "estimated mpg" for comparison to other cars. Mileage varies with speed, weather, and trip length. Highway mpg will probably be less. 1980 data not available at press time.

The revolutionary five-cylinder gasoline engine.

Audi engineers designed the five-cylinder gasoline engine as part of a car that would be relatively light, economical to operate, yet capable of performance akin to that of larger, more powerful cars.

The choice of a five cylinder configuration for the Audi 5000 and 5000S was based on its ability to provide a combination of ample power and less vibration than a four. At the same time, five cylinders meant less weight and fewer moving parts than a conventional in-line six.

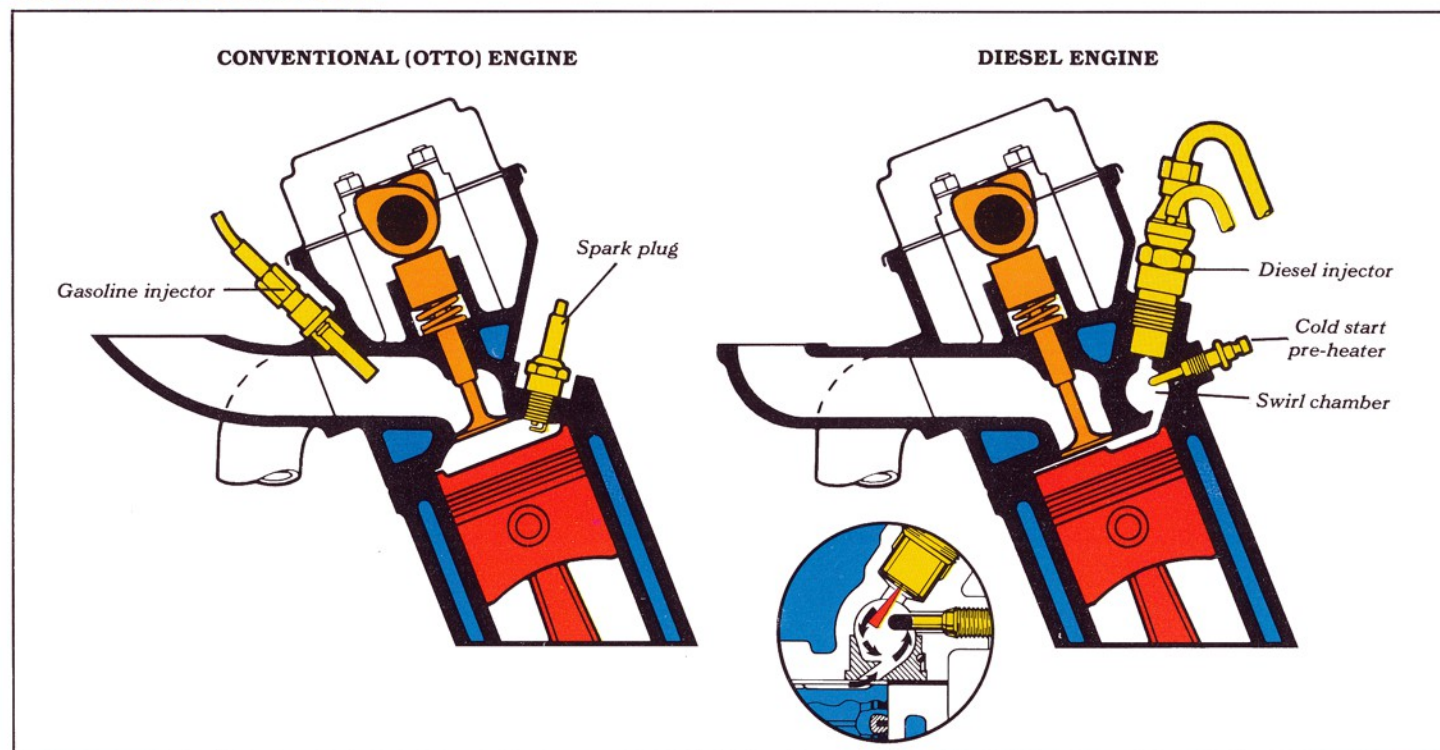
To increase vehicle reliability, a number of parts were "engineered out". The oil pump and distributor are driven by the crankshaft or camshaft instead of an intermediate shaft. A single spur belt powers the camshaft and water pump, which is, itself, integrated into the engine block.



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

*"Certainly the best sedan
to come from Europe in a long while."*

Road Test Magazine on the Audi 5000.



Reliable and precise fuel injection for easy all-weather starting and smoother performance.

Like many of the most expensive luxury cars produced in Germany, the Audi 5000 and the even more luxurious Audi 5000S use the thoroughly tested, highly reliable CIS (Continuous Injection System) fuel injection.

The system is ideally suited to easy start-up and quick response in cold winter weather. This is accomplished through the use of an air flow sensor connected to the fuel distributor which mechanically and hydraulically controls the injection quantities. CIS has earned a reputation for reliability over several years of operation. In part, this is due to a reduction in the number of moving parts compared with earlier mechanical injection systems.

Luxury and fuel efficiency can be synonymous.

Cleaner exhaust emissions and more efficient use of fuel in the Audi 5000 are attributable, in large measure, to the highly accurate metering of the CIS fuel injection system. This, together with the relatively light weight design of the Audi 5000, achieved in part through the use of the compact front wheel drive train and light alloy material, helps the spacious five-passenger sedan earn an EPA estimated mileage, with automatic transmission, of (17) mpg and an estimated 25 mpg on the highway. Use "estimated mpg" for comparison to other cars. Mileage varies with speed, weather, and trip length. Highway mpg will probably be less.

The fuel-efficient Diesel.

Light weight, good performance and handling, and a spaciousness usually re-

served for far larger cars are combined with the efficiency and traditionally high reliability of a Diesel engine in the Audi 5000 Diesel and the fully equipped Audi 5000S Diesel.

Traditionally, Diesel engines have been massive, heavy, and much more expensive than comparable gasoline engines. Audi engineers, recognizing the importance of conserving energy in the 1980s, used the light weight, proven reliable block from the gasoline engine to create a Diesel lighter than its conventional counterparts.

An estimated highway cruising range of up to 673 miles and an estimated city range of (514) miles.

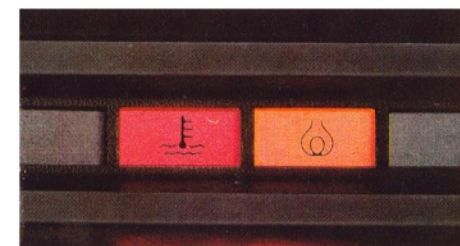
Audi engineers designed the cylinder head of the new Diesel with an eye towards efficient, even combustion. A swirl-type pre-chamber assures good fuel-air mixture

and also reduces the traditional "Diesel knock."

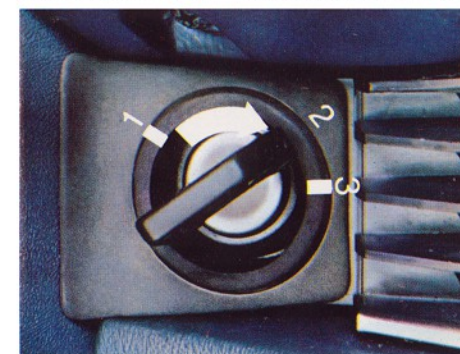
The combination of light weight and efficiency, coupled with the 19.8 gallon fuel tank capacity of the Audi 5000 Diesel, gives the car an impressive estimated highway cruising range of up to 673 miles and an estimated city range of (514) miles. These cruising ranges are based on the Audi 5000 Diesel's 1979 EPA estimated mileage of (26) mpg and an estimated 34 mpg on the highway. Use "estimated mpg" in comparison to other cars. Mileage varies with speed, weather, and trip length. Highway mpg will probably be less. 1980 data, not available at press time.

A traditional long-life powerplant.

The well deserved reputation Diesel engines enjoy for long life and reliability is based on more than 40 years of experience with these powerplants in European cars. While we cannot pinpoint the precise longevity of the Audi 5000 Diesel engine, it is safe to say that, in Europe some Diesel engines have delivered a quarter million miles of service, and even more.



Pre-glow light (top). Pre-glow/starter switch.



"The Audi 5000 will carry five passengers in quiet, luxurious comfort but it has a split personality and is equally at home on a twisty road..."

Road & Track on the Audi 5000.



Grace and agility that belie its size.

Graceful responsiveness, unexpected in a large five-passenger sedan, is achieved in the Audi 5000 through the use of the compact front wheel drive train and a combination of suspension design, geometry, rack and pinion steering, and dual diagonal braking.

Audi has been using and improving front wheel drive technology for more than four decades, and has more experience with it than any other car maker in the world.

Seats that ride as good as they look.

Audi engineers designed the seats with springs and cushionings precisely balanced

to minimize tiring vibrations. Exceptionally high bolsters provide firm side support, even in cornering. And the front seats recline to any position from straight up to nearly horizontal. This permits drivers of virtually any size to set the most comfortable driving position.

A level of quiet that is awe inspiring.

Audi designers sought an interior that would recreate the relaxing air of a tastefully furnished living room. An impression of spaciousness, and the absence of tension-inducing sharp contrasts work together to create an interior conducive to alert driving.

In two full years of acoustical testing, Audi engineers went so far in their quest for

quiet as to develop a completely new procedure for measuring the level of noises reaching the driver's ears. Assisted by computer calculations, they developed a number of important advances in noise suppression and insulation techniques.

These include doubly insulated mountings for the engine, transmission, and front axle. A subframe that helps isolate engine and road noises. And an entire interior insulated by a multi-layer, noise-absorbing floor covering.

A speaker system for when quiet is not quite enough.

Special acoustic chambers surround the speakers built into the Audi 5000. These chambers are designed to function in much

the same manner as resonance chambers in home stereo speakers. This helps account for the high quality sound reproduction enjoyed by occupants of the Audi 5000.

*Rear speakers mounted
beneath the parcel shelf.*



"The optional air conditioning is almost too effective and will blow gobs of fresh air almost immediately."

Road & Track on the Audi 5000.

A family sedan laid out for driving enthusiasts.

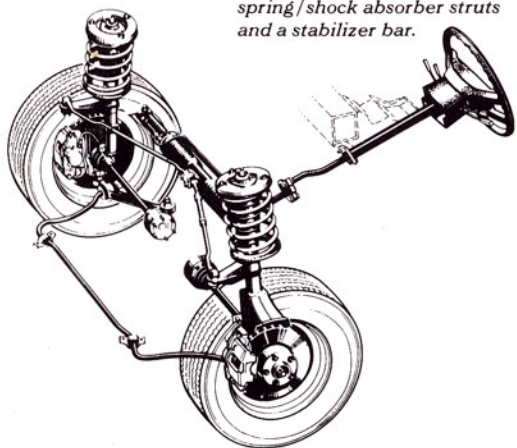
Aiming for a dominance of function over mere "show", Audi engineers based many of their decisions on time and motion studies. And throughout, their aim was to create an interior that would relax both the driver and his passengers.

As you drive the Audi 5000, you are at once impressed with the simplicity and sensible arrangement of the dash. Instruments and control are positioned for maximum ease and convenience. Warning lights are centered in a single strip. The "cockpit" look so prevalent in many cars is completely lacking. Instead, there is a calm, reassuring ambience aimed at relaxing the driver.

Every control at your fingertips.

Many of the most frequently used controls are grouped close at hand on the steering column. Four stalks, two on either side, control lights, turn signals, emergency flasher, windshield wiper/washer, and cruise control. This last control permits the driver to set a desired speed, lift his foot from the accelerator, and continue at a constant speed. A touch on the brake or clutch pedal, and the unit automatically disengages.

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

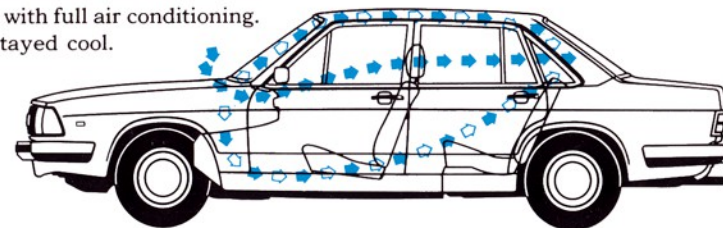


Designed for air conditioning.

While air conditioning is optional on the Audi 5000 (standard on the Audi 5000S), the system was developed as an integral part of the car rather than as an "add on" accessory.

In operation, the system actually dries the air as it cools it. To permit fast, even cooling throughout the interior, numerous outlets are provided on the dash as well as beneath it.

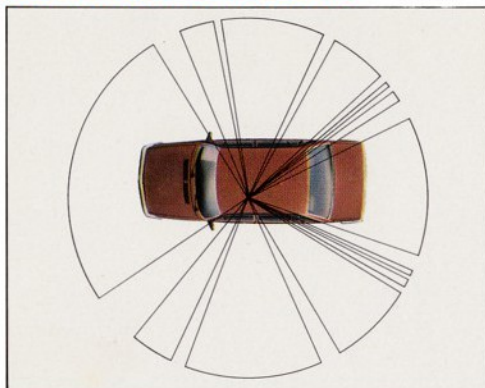
In extensive pre-introduction testing, the Audi 5000 was driven across the Sahara Desert in summer, with full air conditioning. Everyone inside stayed cool.



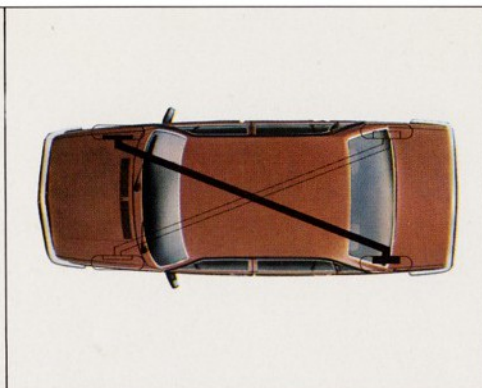
Specifications, standard equipment, and options subject to change without notice.

"It'll also nip in and out of traffic like a much smaller car thanks to the way it responds to its controls..."

Road Test Magazine on the Audi 5000.



Driver visibility in all directions.



Dual diagonal brake circuits.

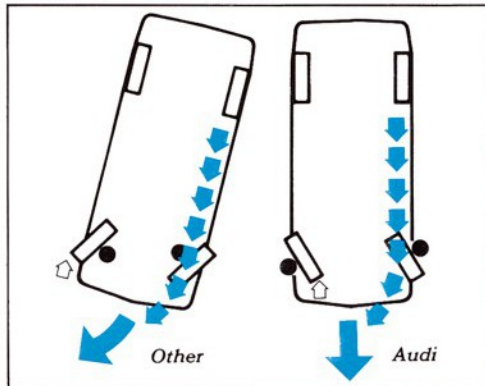


Rear "crumple zone".

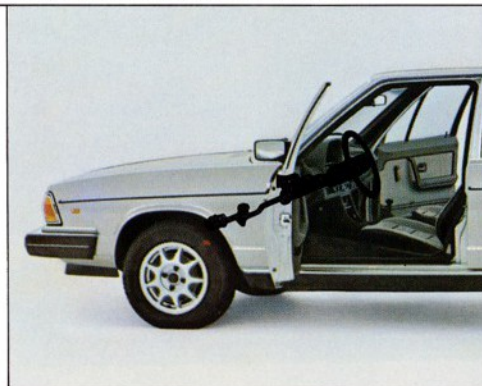


Front "crumple zone".

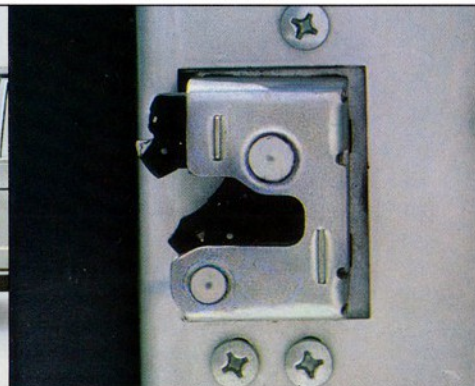
Negative steering roll radius.



Energy-absorbing steering column.



Child-safety rear door locks.



"Cell cage" body construction.



Active safety: A vehicle designed to help you avoid accidents.

Active safety features are those designed to help the driver of the Audi 5000 avoid accidents. In large measure, they are dependent on the car's performance.

With its front wheel drive, Audi 5000 has some natural advantages compared with conventional rear wheel drive cars. Favorable weight placement over the front drive wheels greatly improves traction. Neutral cornering and superior directional control in dry, wet, or windy weather are additional front wheel drive advantages.

Precise, highly responsive rack and pinion steering further adds to the maneuverability of the Audi 5000. And brisk acceleration — 0-50 mph in just 8.5 seconds with the gasoline engine and manual transmission — makes for easier passing and merging.

For clear visibility, the Audi 5000 has vast expanses of glass. In addition, rigid pillars supporting the roof are slim in the driver's line of sight, yet wide in other directions for added strength.

Passive safety: A vehicle designed to help you survive accidents.

The relatively light weight Audi 5000 actually meets or exceeds U.S. Government occupant crash protection requirements, dispelling once and for all the myth that a luxury sedan must be excessively heavy to provide a high degree of protection.

The more rigid "passenger cell" is located between the front and rear impact or "crumple zones". To reduce intrusions from side impacts, reinforcements have been fitted between the inner and outer shells of both doors.

Inside the Audi 5000, the steering column is attached to the body with a deformable bracket and connected to the rack and pinion steering with a coupling designed to separate at a predetermined force from either direction. Thick padding in specific areas helps distribute energy forces over a wider area.

The rear door, fitted with child-safety locks, can be set so that they can only be opened from the outside. On the front seat, seat belt buckles are attached to seat frames so that they move forward and back as the seat is repositioned. This makes them easier to use and more comfortable for seat belt wearers.

Specifications, standard equipment, and options subject to change without notice.

"...The 5000 is considerably less expensive than the cars it is most similar to: BMW 530i...or the Mercedes 230...or even the 280E."

Road & Track on the Audi 5000.



Multi-function stalks on steering column.



Five-speed standard transmission.



Spacious, lighted glove compartment.



Spare tire stows beneath trunk floor.

AM/FM Cassette Stereo Radio**



Attractive light alloy wheels**



Front vent windows and electrically-controlled outside rearview mirror**



Rear-seat headrests †



Audi 5000: **A complete luxury car.**

Luxury, comfort, and a high degree of mechanical sophistication are all standard, including:

All steel unitized body construction, 5-cylinder fuel injected overhead cam engine, front wheel drive, transistorized breakerless ignition, power-assisted rack and pinion steering, power-assisted brakes, 5-speed manual transmission, cruise control, 185/70SR14 steel belted radials, electric rear window defogger, tinted glass, intermittent wiper, quartz crystal clock, left and right adjustable outside mirrors, trip

odometer, full wheel covers, vanity mirror, dual headlights, dual-tone horn, protective side molding, thick cut pile carpeting, carpeted and illuminated luggage compartment, rear center armrest, center console with storage compartment and illuminated ash tray, reclining front seats with adjustable headrests, lockable glove compartment, leatherette steering wheel, passenger assist handles front and rear, carpeted rear parcel shelf, left and right door storage pockets, storage tray under dash, in-dash speakers, cigarette lighter, lockable gas cap.

Audi 5000S: **A sensible package for discriminating drivers.**

The designation "Audi 5000S" indicates vehicles equipped with a truly prodigious list of standard features:

Air conditioning, AM/FM cassette stereo radio, rear stereo speakers with balance control, electrically controlled outside mirrors*, power antenna, light alloy wheels (6J x 14), central door locking system including trunk, power windows, front vent windows, illuminated vanity mirror*, rear-seat headrests, rear ashtrays with lighters, driver seat height adjustment.

Optional Equipment.

All of the above items, standard on the Audi 5000S, with the exception of rear headrests and rear ash trays and lighters, are also available as options or accessories on the Audi 5000. In addition the following items are available as options or accessories on either vehicle: 3-speed automatic transmission, electric sun roof, leather upholstery, heated front seats, metallic paint, fog lamps, floor mats, vent shades, power seats*.

*Delayed introduction

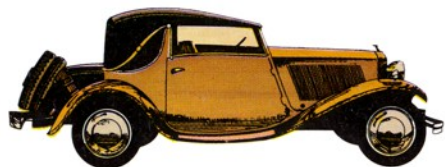
** Optional equipment

†Not available on Audi 5000.

"The dominant trait... is German engineering excellence."

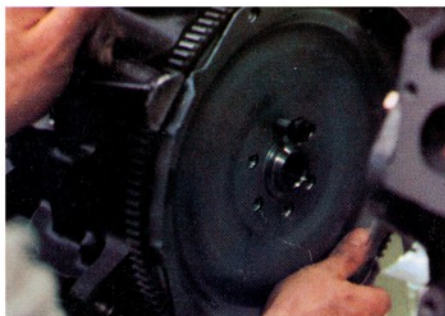
Car and Driver on the Audi 5000.

To understand today's Audis, you must also know their classics.



Today's Audis trace their lineage to "The Tonneaux", a pioneering motorcar built in 1903 by August Horch, through his Audis that dominated European road racing in the second decade of this century, and finally to the innovative "Front Cabriolet" of 1933, the first of what would prove to be a long line of front wheel drive cars.

The Audis of the 80s are built with the same pride and care as their famous forebears.



Today, fully 10% of the Audi workforce is involved in research and development. Another large group is involved in quality control and testing that includes driving selected engines to the breaking point, and exposing car bodies to incredible climatic conditions ranging from Arctic to sub-tropical.

PORSCHE + AUDI
NOTHING EVEN COMES CLOSE

		AUDI 5000 1980 SPECIFICATIONS	AUDI 5000 DIESEL 1980 SPECIFICATIONS
ENGINE:	No. of cylinders	5 cylinders, in-line	5 cylinders, in-line
	Displacement	130.8 cu. in. (2144 cc)	121.2 cu. in. (1986 cc)
	Compression ratio	8.0:1	23.0:1
ENGINE DESIGN:	Cylinder block	Cast iron	Cast iron
	Cylinder head	Light alloy	Aluminum alloy
	Cooling system	Water-cooled, thermostatically controlled electric radiator fan	Water-cooled, thermostatically controlled electric radiator fan
	Lubrication	Full pressure system	Full pressure system
ELECTRICAL SYSTEM:	Fuel/Air supply	CIS—Fuel injection	Diesel injection pump
	Rated voltage	12 volt with alternator (75 Amp.)	12 volt with alternator (75 Amp.)
	Battery	12V 63 Amp. hr.	12V 88 Amp. hr.
DRIVE TRAIN:	Ignition	Breakerless transistor ignition	
	Location of engine	Front, ahead of front axle	Front, ahead of front axle
	Clutch	Single, dry disc, hydraulically operated.	Single, dry disc, hydraulically operated
	Transmission	5-speed, fully synchronized; 3-speed automatic (optional)	5-speed, fully synchronized
	Location of shift lever	Floor console	Floor console
CHASSIS AND SUSPENSION:	Frame	Unitized body construction with energy absorbing front and rear sections	Unitized body construction with energy absorbing front and rear sections
	Front suspension	Independent coil/shock absorber struts, stabilizer and negative steering roll radius	Independent coil/shock absorber struts, stabilizer and negative steering roll radius
	Rear suspension	Torsion crank axle with built-in stabilizer bar and Panhard rod	Torsion crank axle with built-in stabilizer bar and Panhard rod
	Front springing	Coil springs and shock absorber	Coil springs and shock absorber
	Rear springing	Coil springs and double-acting hydraulic shock absorbers, mounted separately	Coil springs and double-acting hydraulic shock absorbers, mounted separately
	Service brake	Power-assisted dual diagonal brake system, with load-sensing rear brake pressure regulator, vented disc brakes front; finned drum brakes rear	Power-assisted dual diagonal brake system, with load-sensing rear brake pressure regulator, vented disc brakes front; finned drum brakes rear
	Hand brake	Mechanical on rear wheels	Mechanical on rear wheels
	Rims	5½J x 14	5½J x 14
	Tires	185/70SR14 radial ply steel-belted	185/70SR14 radial ply steel-belted
	Steering	Rack and pinion, power assisted	Rack and pinion, power assisted
CAPACITIES:	Engine	5.3 U.S. qts.	5.0 U.S. qts.
	Fuel tank	19.8 U.S. gals.	19.8 U.S. gals.
	Radiator	8.5 U.S. qts.	8.5 U.S. qts.
DIMENSIONS:	Wheelbase	105.5 in.	105.5 in.
	Front track	57.9 in.	57.9 in.
	Rear track	56.9 in.	56.9 in.
	Overall length	189.5 in.	189.5 in.
	Overall width	69.6 in.	69.6 in.
	Overall height (unloaded)	54.7 in.	54.7 in.
	Turning circle	34.3 ft. (curb to curb)	34.3 ft. (curb to curb)
	Trunk space	15.0 cu. ft.	15.0 cu. ft.
PERFORMANCE:	Top speed	103 mph (Automatic 100 mph)	93 mph
	EPA Fuel Mileage	(17) estimated mpg; 30 estimated highway mpg*	(26) estimated mpg; 34 estimated highway mpg**

*1980 EPA estimates. Compare these figures to the "estimated mpg" of other cars. Mileage varies with speed, weather, and trip length. Highway mpg will probably be less.

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Volkswagen of America, Inc. believed the specifications in this brochure to be true at the time of printing. However, specifications, standard equipment and options subject to change without notice.