



CLEAN DIESEL TECHNOLOGY A3 | Q7

Introducing TDI®

The future of progressive power through clean diesel is here.
More power, more efficiency* and more performance.
It's what TDI® clean diesel technology is all about.

50 million people can't be wrong.

With its remarkable power and efficiency*, it's no wonder Europeans have embraced diesel — and for good reason. With fuel prices more than twice as high as those in the United States, efficiency is a critical consideration. And yet, spirited performance is still extremely important. So it's no wonder Audi has been leading the charge of diesel cars in Europe with TDI® since 1989. And now, with years of success and millions of satisfied motorists in Europe, drivers here in the United States will get to enjoy the same TDI® efficiency and performance with the new Audi Q7 TDI® and Audi A3 TDI®.

* See page 15 for information regarding fuel economy and EPA estimate.

Efficiency is just the beginning.

Performance done correctly is clean, powerful and quiet. And nothing does that better than the most successful fuel efficiency technology in the world*: Audi TDI® clean diesel technology. Since Audi began production of the diesel engine 20 years ago, TDI® has continued to extend its technological advantage over traditional diesel engines by increasing torque by 70%. In turn, this increases horsepower all while being 95% cleaner and reducing emissions by 98%.

TDI® consumes **30%** less fuel than gasoline.

TDI® gives **20%** more range than gasoline.

TDI® produces **25%** less CO₂ emissions than gasoline.



* See page 15 for information regarding fuel economy and EPA estimate.



**TDI® diesel power is more
than progressive, it's potent.**

There's no better way to prove technology than to put what you believe in into a racecar. We did that with our TDI® diesel powered Audi R10. We knew that TDI® clean diesel was fast. We just needed to prove it to the rest of the world. And we did that by winning the grueling 24 Hours of Le Mans three consecutive times with TDI® in 2006, 2007 and 2008. We wanted to prove that TDI® diesel power was reliable. And it is. During the 24 Hours of Le Mans, the Audi R10 TDI® diesel engine never failed. We wanted to prove that TDI® clean diesel power is more efficient. And it is. With a drop of diesel fuel containing more stored energy than a drop of gasoline, the Audi R10 exploited that enjoying more MPG, requiring four fewer pit stops than its closest competitor.

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**More range. More torque.
More of the exceptional driving experience.**

Now that we have nothing left to prove to the competition on the track, we want to prove that TDI® clean diesel technology is even better on the street. For example, the Audi A3 TDI® delivers powerful off-the-line low-end torque and fuel efficiency that reached the 44 MPG mark during the 2008 Audi Mileage Marathon*, which pushed the performance envelope of TDI® clean diesel technology from New York to Los Angeles.



* MPG based on Audi Mileage Marathon results for each model; 44 MPG for Audi A3 TDI®.

What's next? Efficiency, of course.

TDI® clean diesel technology makes the most of every drop of fuel. And that means going farther on every tank, not to mention, fewer stops at the gas station. For example, the Audi Q7 TDI® will enjoy an estimated 17 MPG in the city, 25 MPG on the highway along with a range of over 600 highway miles*. In fact, during the 2008 Audi Mileage Marathon†, the Audi Q7 averaged 27 MPG on the highway. It's a dramatic demonstration of TDI® clean diesel technology in a vehicle segment not normally known for efficiency.

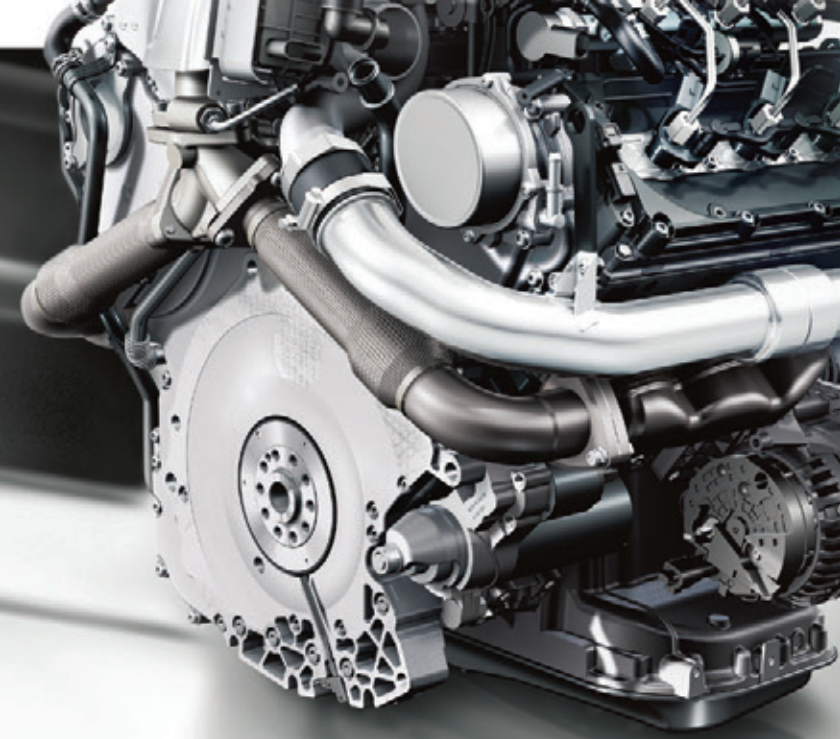


* See page 15 for information regarding fuel economy and EPA estimate. † MPG based on Audi Mileage Marathon results for each model; 27 MPG for Audi Q7 TDI®.



Efficiency that doesn't hold back.

Using less fuel doesn't necessarily equate to less power. The 3.0 V6 TDI* in the Audi Q7 delivers 225 horsepower and 406 lb-ft. torque. That's more torque than a V8. And yet, it's more efficient than a V6 with an impressive 25 MPG. More torque than a V8 and more efficiency than a V6 — only with TDI* clean diesel technology.



406 lb-ft. torque
308 hp-yr. sedan

225 horsepower
332 horsepower

* See page 15 for information regarding fuel economy and EPA estimate. † The Audi 4.2 FSI* V8 has 325 lb-ft. torque, the Audi 3.6 FSI* V6 has 14/20, city/highway mileage.



TDI® clean diesel technology is just that.

The world's cleanest diesel technology is the result of not just one innovation, but several. For instance, turbocharging with direct injection allows the engine to do more by maximizing air intake for enhanced performance while reducing emissions. Those emissions are further reduced by a revolutionary ultra-low emissions system with AdBlue®. The system scrubs the exhaust, producing smoke-free emissions that rival gasoline powered cars, making it legal in all 50 states. And since the typical diesel engine sound has been eliminated, you'd be hard-pressed to tell it's a diesel at all.



A3 TDI® Model Configurations

2.0 turbocharged with S tronic® dual-clutch automatic transmission and front wheel drive

Power and Performance

- + Common-rail injection, 16-valve, four-cylinder TDI® clean diesel, DOHC, turbo
- + Displacement: 2 liters
- + Bore: 81mm Stroke: 95.5mm Compression ratio: 16.5:1
- + Horsepower: 140 hp @ 4200 rpm Torque: 236 lb-ft. @ 1750-2500 rpm
- + 0-60 MPH in seconds: 8.9
- + Top track speed: 130 MPH*
- + Fuel economy estimate, city/highway: N/A at time of printing*

Audi Q7 TDI® Model Configurations

3.0 turbocharged with six-speed Tiptronic® automatic transmission and quattro® all-wheel drive

Power and Performance

- + Common-rail injection, 24-valve, V6 TDI® clean diesel, 90 degree, continuous camshaft adjustment, DOHC, turbo, variable turbine geometry
- + Displacement: 3 liters
- + Bore: 83mm Stroke: 91.4mm Compression ratio: 16.8:1
- + Horsepower: 225 hp @ 3750 rpm Torque: 406 lb-ft. @ 1750 rpm
- + 0-60 MPH in seconds: N/A at time of printing
- + Top track speed: N/A at time of printing
- + Fuel economy estimate, city/highway: 17/25 MPG*

* Audi Q7 TDI® fuel economy estimates, city/highway: 17/25 MPG. Audi A3 TDI® not available at the time of printing. EPA estimate; your mileage may vary. † Top track speed electronically limited to 130 MPH in the U.S. Obey all local speed and traffic laws.



Progress as powered by TDI®

We never look at technological innovation from the standpoint of what's possible. Instead, we start from a position of what we want to be possible. And it's that approach that's led us to completely redefine what it means to be powerful, efficient and clean. It's a remarkable culmination of everything Audi stands for. It's TDI® clean diesel technology and it's here and it's ready.



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