

**How a car works.  
vs.  
How the Audi works.**



...makes becomes a game of Yasukichan and Yasukichan.  
For example, just about every car moves by means

...usually at high speeds so if the road is wet and slippery  
or covered with snow this tendency can make the car slide.  
And that's very serious.

1984.5

Take the very first Audi sedan.

The Audi is a front-wheel-drive car. Which means the  
front wheels pull.

You can really see what this means when you pull the  
switches around a curve by the front end.

The car doesn't swing out. Instead, the entire line follows

...Since the engine is  
...car, that's why it's weight-  
...really were the front end.

Now you know how  
...signed it to move down  
...into all other the  
...line out.



The Super 90 is quite a bit less gassy than the 100LS. But, and this is the surprise, it's really not a lot less car. In fact, just because it's smaller and lighter, it's safer.

Basically, the Super 90 is built the same as the 100LS. Front-wheel drive, rack-and-pinion steering, power-inboard front disc brakes and the same old engine.

But the engine does have a little less power, 120 h.p. instead of 125 h.p. Even though the compression ratio is the same as the 100LS. The cruising speed is 100 mph, and the

acceleration is only a tenth of a second slower.

Other differences include front and rear window louvers, an all-steel integral body and frame with the crumple-collapse safety features of the 100LS, a 20-inch luggage compartment and standard vinyl double "Options." No problem. They're the same as they are on 100LS. So if you want a Super 90 that's a little more like you can have it with the a lovely 200-hp tag.

But more you do have a problem. Which is all to do



# The fact that we have service isn't extraordinary. The service is.

A lot of people have been importing a lot of cars for a long time.

And thereby brings a tale. You see, some of the people have done things right. And some of them have done them wrong. And, boy, have we learned from both.

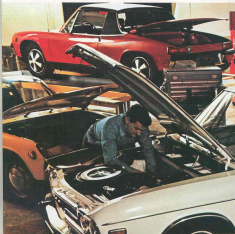
We realize that selling you an Audi is just the first step in our relationship. You might call it the wedding, but servicing your Audi is the marriage. And we realize how frustrating the wedding, ultimately it's the marriage that counts.

So if getting ahead after a minor repair becomes a major problem, the word is going to get out. And we'll be the one

who suffers. (That's why you're going to make good sure that you're getting an Audi repaired won't be a poor pleasure (you're not indulgent). It's not going to be a problem.

To do it, we're not going to give just by ourselves there. That service is more important than sales. We're going to give it to you.

Every Porsche/Audi dealer (and, just for the record, we P-A dealers have already had years of experience in our motor service) must have more square feet of service area than of sales area. And the service area must be in the car



place as the showroom. Not across town behind a factory. And it must be neat, clean and perfectly organized.

(If you have a list in hand for with your car, we don't think it should become a big burden for dealer to correct dirt and confusion.)

Every Pontiac-built dealer must have a full-time staff of mechanics. And not just ordinary good mechanics but good mechanics specially trained by Audi experts to service and repair every Audi model. And we insist on every dealer having a complete inventory of spare parts. (A thousand-mile inventory. On hand at all times or within fast delivery.) Plus special tools and equipment made just for the Audi. (If the right mechanic uses the right tools, the work is done quickly, efficiently and for a lot less money.)

But, of course, the best way to make sure a car is in good condition is to see that it doesn't get out of condition in the first place.

#### Pre-1980 1980

The first Audi check-up comes after only 100 miles. It includes an extensive performance test, engine adjustments if they're needed, oil filter replacement and a change of oil.

After that, you check in every 3,000 miles. And we check everything from the radiator to the muffler and just about everything in between. Next, we make small adjustments before they turn into not-so-small problems. Then check-ups 100, 200 and 300 miles on the road.

Now if you're a little skeptical about all this, we don't blame you. Because, with a few notable exceptions, imported cars never had it this good.

In fact you might say the honeymoon is over fast. But, as we said, we learned from people's mistakes and their successes. And we think we know what to do.

Six years we might not be the first car imported to America. But we're not far behind in the race.

