

# Audi

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**magazine**/edition 105

## drive

Luxury's perfect fit:  
Introducing the all-new  
Audi A3 Sedan.

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## move

It's all downhill from here:  
Freestyling in Squaw Valley with  
the U.S. Ski Team.

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## inspire

Deep dive into design:  
From Miami to Berlin—and cars  
to chairs—a special section.

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## Audi collection

It's the kind of distinction that could only come from Audi.

When it comes to style and craftsmanship, every item in the exclusive Audi collection is nothing less than defined by it. See our extensive line of expertly crafted products at [audicollectionusa.com](http://audicollectionusa.com)

Carbon fiber-titanium watch shown.

Audi success is by design.



When you look at the reasons Audi has been on such a tremendous run over the past several years—the engineering precision that defines every vehicle, the craftsmanship that makes each Audi interior unmistakable, the brilliant innovations that put Audi on the leading edge of electronics and other technologies—there's a common thread. All of these things (and more) make up the premium experience for Audi owners. In this issue we take a deeper dive into what may have drawn you into the brand at first sight—design.

Nowhere is our commitment to design better expressed than in our all-new 2015 Audi A3 Sedan. Inside and out, we've radically changed the look and feel of it to make a very big state-

ment that there's no such thing as "entry-level" in our commitment to delivering a premium experience.

Design is probably the first thing you notice when you see an Audi vehicle. We made a conscious choice some years ago as a company to challenge convention in order to develop a more provocative design. It's been a cornerstone of our identity.

We also take inspiration from our sponsorship of Design Miami/, the world's leading design show. Every year, we are amazed at the creativity that comes out of this event. But it's not only our sponsorship that helps provide a stage for talented artists—even our vehicles inspire design projects, as you'll see in our story about the "R18 ultra® chair," a chair inspired by the Audi R18 and showcased at the most recent Design Miami/.

That story kicks off a dedicated special section on design that shows the connection between the stylistic intent of our vehicles and how other master craftsmen shape our world, craftsmen like our very own Giorgetto Giugiaro. As a member of the Audi family, Giorgetto has helped to shape how you see our vehicles. In 1999, he was justly named Car Designer of the Century, and we felt that he would be a perfect profile to put into our design section.

We also take a look at how design will impact the future of transportation through the eyes of the 2012 Audi Urban Future Award winners Eric Höweler and J. Meejin Yoon, whose bold Shareway 2030 project reimagines how we will travel in the Boston-to-Washington, D.C., corridor.

As always, we will also focus heavily on our vehicles' technologies and features that demonstrate how Audi design runs much deeper than just shape and style. Take, for example, the next-generation MMI® design. Featured first in our upcoming 2015 all-new Audi A3, it is smaller, with fewer buttons than our current MMI, and has the added benefit of incorporating the touch pad directly onto the control knob, making it easier than ever to connect to the media and navigation systems you want.

Scott Keogh  
President  
Audi of America, Inc.



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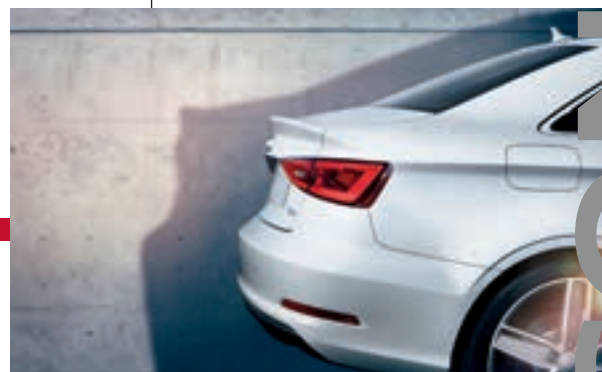
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## Audi and T-Mobile® team up on in-car Wi-Fi®

As the popularity of infotainment systems continues to grow and demand for more data skyrockets, Audi and T-Mobile® have teamed up to offer an exceptional deal on current Audi models.

They will offer an unlimited data plan for \$15 a month, giving owners free range to use all the features Audi connect® offers, from Google Earth™ and Google Voice™ Local Search to an in-car Wi-Fi® connection for up to eight passenger devices.<sup>1</sup>

Recent studies have shown infotainment systems are becoming a powerful selling point. Anupam Malhotra, Senior Manager of connected vehicles for Audi of America, recently said, “Audio, communication, entertainment and navigation in Audi vehicles became the second-most important factor in increasing appeal, after the engine and transmission.”

With that in mind, it’s a good bet that the partnership between Audi and T-Mobile® and the advantages it presents to owners are destined to be a resounding success.<sup>2</sup>



## Audi takes Manhattan

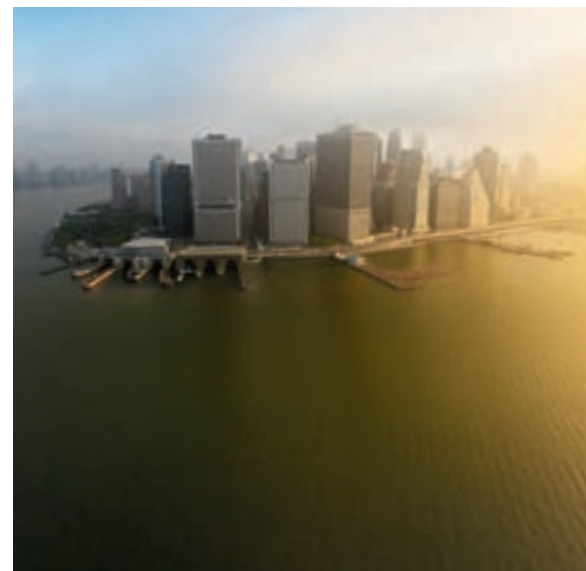
Of course, you’ve heard that if you can make it here ... Well, as is evidenced by a sterling global reputation, record U.S. sales and a top-performing luxury brand in Europe, we’re confident Audi is up for the challenge. That’s why we’re taking on New York City by launching a flagship dealership in Manhattan.

Strategically located on 11th Ave. between West 55th and West 56th, this Audi Terminal design showroom will focus on the performance, luxury and environmental themes that we’ve embraced over the past several years.

Sharing the property with a Volkswagen dealership—with separate entrances, showrooms, service bays and staff—Audi has renovated a building that was built in the 1930s and is a 265,000 square foot testament to German engineering.

“This stunning new flagship Manhattan location is yet another step toward our goal of becoming the number one luxury automaker in the U.S.,” said Scott Keogh, president of Audi of America.

The Audi dealership will be operated by the Open Road Auto Group of Bridgewater, N.J.



## From the front line to the assembly line

As we continue to grow our business in the United States, the need for qualified technicians has increased, so we’re rolling out the Veterans to Technicians Program to create pathways for skilled former military technicians to become Audi certified technicians. A record-breaking 139,310 vehicles sold in 2012, and expectations to exceed that number in 2013 have led to significant investments in the U.S. The Audi Veterans to Technicians program is another example of our commitment to growth in the United States. We will be seeking veterans with proven automotive skills, but candidates with experience in power generation, aviation, welding, electronics, hydraulic systems and maritime systems are also eligible. The program was developed with CALIBRE, a Virginia-based management and technology services company, helping to bridge the gap between the U.S. Department of Veterans Affairs and Audi of America for more than 1,800 veterans.



## Audi and MIT develop first-ever index to quantify driver frustration

According to a new study jointly done between Audi and the Massachusetts Institute of Technology (MIT), driving in chaotic urban traffic can be nearly as stressful as jumping out of an airplane.

To some of us, that fact will come as no surprise, but there was more to this study than just telling us how distressing traffic can be. Audi sponsored the research to learn how advanced driver assistance systems can make driving a more enjoyable experience while helping to reduce the risk of human error. On top of the valuable knowledge gained in this area, the research initiative also explored where personal transportation is heading in the increasingly congested cities of tomorrow.

If you’re interested in viewing more-detailed results of this study, take a look at [senseable.mit.edu/rfi/](http://senseable.mit.edu/rfi/). The website allows visitors to view the video documentation, and explore some interactive maps and stress charts to get a better understanding of how stress and frustration are quantified.



Photos: Corbis, Getty Images, Shutterstock and Audi AG

<sup>1</sup> Limited time offer; subject to change. Audi connect: Audi connect requires a specific data plan. Payment due in advance of service; \$450 30-month plan required for \$15 monthly rate. Domestic data usage only; no voice or messaging services. Charges for third-party content or services not included, including during complimentary service period. Separate, additional download or usage charges may apply. No refunds if service is cancelled before end of any prepaid period. Six months of complimentary service only available after original purchase of new Audi vehicle; service will discontinue at end of the complimentary period unless customer enrolls in wireless services plan. Coverage not available everywhere. See brochures and Terms and Conditions (including arbitration provision) at [www.myaudiconnect.com](http://www.myaudiconnect.com) for additional information. <sup>2</sup> Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. Features may require an additional subscription plan. See dealer for details.

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Photo: Audi USA News



- 1860 Edouard Heuer founded his workshop in the Swiss Jura.
- 1916 First mechanical stopwatch accurate to 1/100th of a second.
- 1963 Jack Heuer designs the Carrera Series.
- 2013 Carrera Automatic Chronograph Calibre 36.

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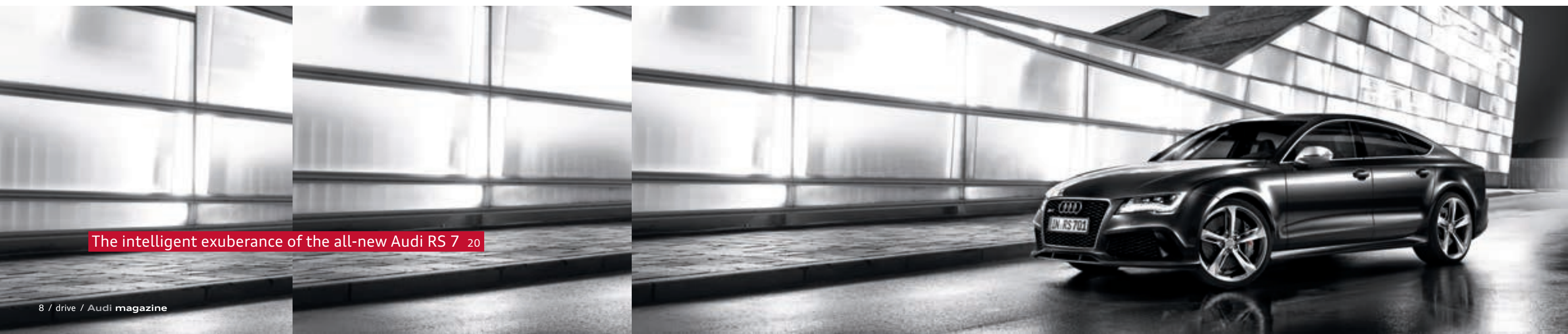
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# drive

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A3

# Rightsizing the future of luxury



By Jay Brida

The all-new Audi A3 Sedan makes a small case for big luxury.





Innovative design provides ample room and a sense of crafted space

Full LED headlight technology completes the iconic face of the all-new A3

Signature Audi Singleframe® grille announces the four rings

The low stance speaks to the Audi performance heritage

Mix of engine variants complement your power and efficiency needs

Audi quattro® is available for optimum handling and performance grip



175.4

inches in length  
103.8-inch wheelbase  
70.7-inch width  
55.8-inch height

4  
different engine variants

170-horsepower 1.8 TFSI® engine  
150-horsepower 2.0 TDI® clean diesel engine  
220-horsepower 2.0 TFSI® engine  
280-horsepower 2.0 TFSI® engine

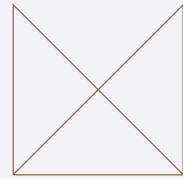
The A3 marks the first time that an A-segment vehicle will offer MMI® technology, Audi drive select and 4G LTE connectivity.

## \_Class, dismissed

**It's not every day you can hear why Audi has changed from the man who changed it.** So when I heard that Wolfgang Egger, the Head of Design, from Audi AG in Germany was holed up in a studio in New York, doing a walkthrough of the radical next step in the Audi rebirth, I made the walk, and wondered why what he said was so startling. Maybe it was because that over the past ten years, as the world knows, Audi has concentrated the bulk of our efforts to reach the aspirational as much as inspirational. Audi had unveiled the Audi R8 as the emblem of the full performance ideal of the brand. Audi cultivated the detail and distinction of the Audi A8 to become the luxury flagship sedan that it is today. Audi blazed new technology trails with Audi connect®<sup>1</sup> and made an indelible mark for bold design with the Audi A7. These vehicles, and others, as well as the various technologies, made the automotive world rethink what Audi meant to them, and we were rewarded for thinking big.

That's why it was a bit strange to think that this next step would be happening off of the grand stage of the New York International Auto Show, which was happening about a mile up the West Side Highway, that it was officially unofficial and, in the final twist, it would turn out that future of Audi would be the result of Audi thinking small. >>





exterior



A3

**“Small can also mean “a more concentrated form”**

Small, of course, being more of a nod to the relative size (or maybe the relative perception of the relative size), than what the Audi A3 Sedan packs into its totally redesigned frame. While there may be a variant in the future that will bring back the classic five-door look, Egger and the rest of the product and design teams from Ingolstadt found their muse in a Sedan body. And despite its size, what Egger showed at the studio in March is actually a massive achievement. Building off signature Audi successes, even iconic successes like the R8 and A8, he showed what it meant to produce an Audi in its most concentrated form.



**It was the launch of the all-new 2015 Audi A3 and S3 Sedans.** Egger used certain words over and over again—“high-quality,” “design,” “details” and “craftsmanship”—to reinforce the intent behind the A3 Sedan. It’s the “entry-level” vehicle for those not willing to settle for entry-level amenities.

“The design is so sharp, so precise,” Egger said as he led reporters and a video crew around the car. He pointed to the new LED daytime running lights that, aided by the new wave-like lower edge, appeared to stare back in the half-darkened studio.

“These are the perfect integration of technology and design. You see it in the [daytime running lights]. It’s a strong symbol, an eyebrow look in the front, detail and design working perfectly together,” he said.

**Anyone could see what the designer’s intent was with the Audi A3—to make an uncompromised Audi for a larger market.**

You certainly get the feeling it will, as Egger continued his walk around to the back. Where the A3 used to have a hatch, it now has a lip.

“This D-pillar is standing on the shoulder,” he said to explain the style that gives it a formal sport sedan look. “The wheel arches are integrated into the flow of it, giving a really strong connection to the car overall.”

The rear taillights are also farther apart to give it the feel of a slightly larger luxury sedan, but they also serve as a design cue that emphasizes the strengths of the design overhaul.

“You make a sports car with the silhouette,” Egger said, summing up the unmistakable design intent.

If the exterior gives the all-new A3 its bona fides as an Audi, to say nothing of the signature hexagonal Audi Singleframe® grille and four rings logo, its interior sets it apart from the competition. The first thing you notice might be what you don’t notice, like cheap materials or cost-cutting measures. Instead, it’s sumptuous. >>



—2015



## —True beauty is found on the inside

**Egger made a point to showcase that the seats, which in this case were two-toned leather sport seats,** will probably be a nice available option for purchase. But even granting that the car shown in New York was a loaded, best-case scenario, it was a surprisingly spacious, comfortable interior.

With easy room for five, it features a driver-centric focus, while respecting the needs for top materials and craftsmanship.

As for what's different about the A3, you'll notice that new 3-D instrumentation lends texture to the dash, with vents that literally pop, in a design vernacular. It also has what Egger called a "skyline" wraparound dash to connect the sporty exterior with the finely crafted interior to imbue the character of the design throughout the execution of it.

3-D instrumentation gives added depth to the classic contours of an Audi dash, along with an ultrathin retractable display

Decorative inlays with a 3-D effect are a stylish update to Audi craftsmanship

Bang & Olufsen® Sound System provides an option for the purist

Audi advanced key helps you operate the A3 with the push of a button

**But what truly separates this interior is how it integrates advanced technology.** The A3 will be the first Audi to use always-on 4G LTE connectivity to power its Audi connect® Google Earth™ integration and navigation system. The entire system—with an all-new retractable display, MMI® functionality, available Audi connect and advanced NVIDIA® chips—will be known as the Modular Infotainment Platform, or MIP.

The enhanced functionality in the MIP will include a smaller, more intuitive MMI (see MMI story on page 36 for more details) and an Audi-first integrated touchpad in on the MMI controller, which enables the user to input data directly on the circular knob with a few strokes of one's finger. >>

1. Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. Features may require an additional subscription plan. See dealer for details.

The all-new Audi S3 is never left behind.



## The Audi S3: more than a small pleasure

This four-cylinder turbocharged engine will deliver excellent efficiency and performance when paired with its S tronic® transmission.

A lower suspension and performance styling give it a more aggressive stance, while 19-inch 5-parallel-spoke design wheels are available.

Photos: Audi AG



Performance is never downsized

**The Audi A3 will come with the option of 1.8T, 2.0T quattro®, or 2.0 TDI® clean diesel engines** to give it a full complement of Audi performance technologies, including Audi drive select, Audi pre sense® and Audi adaptive cruise control—all of which prove its dedication to providing premium performance in the luxury compact segment, and few of which are offered by the competition.

Even in its most basic state, the A3 has an edge, with Audi ultra® lightweight technology, according to Heiko Pabst von Ohain, Head of A3 and TT Product Marketing at Audi AG in Germany.

“It’s 200 pounds lighter than its predecessor,” he said. “We looked at all parts, from the body to the seats and the cables, and we asked ourselves, ‘How can we do it more precisely and more intelligently?’”

**But while the engine and overall vehicle weight may be lighter, the performance is still at the forefront of Audi thought.** And nowhere is that more evident than with all-new Audi S3.

Sharing the six-speed Audi S tronic® transmission with its A3 cousin, the S3 breaks free with quattro® all-wheel drive and a 2.0-liter TFSI® engine. It differs in other significant ways as well, with sportier performance styling, exclusive exterior color options and interior upgrades that give it a signature S look and feel.

They represent a new class of vehicles by subverting the idea of class to begin with, making true progressive luxury the standard for all the vehicles that feature the four rings. //

RS 7

By Steven Michail

# Power/Play

The 2014 Audi RS 7 five-door coupe vows to change the perception of luxurious performance.

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It might be a bit existential, but we concede that one of the first things you might think when you see, or hear, or maybe tease out as the all-new Audi RS 7 pulses by you is “why”?<sup>1</sup> After all, there’s the now-iconic Audi A7 and its dynamic, more powerful Audi S7 sibling, each, in their own way, remapping what’s expected in automotive design, performance and owner demands. So, why the RS 7? One might think that the RS 7 was developed under the principle of “if something is good, more of it is even better.” While that may be true in some instances, our intentions were purer than that. The RS 7 is so much more than another track-honed, sublimely crafted, supremely confident statement in engineering. It is a not-so-subtle challenge to our designers and engineers—create a five-door coupe worthy of the coveted RS badge, and give the world something it doesn’t even know it wants yet. Top yourselves. That is the “why” in the Audi RS 7.

And so, with the motive established, existential questions answered and statement produced, the RS 7 is now set to join the Audi Sport® performance car model line in the fall of 2013. It accompanies, of course, an already celebrated lineup of powerful, style-forward automotive statements, but manages to stand out even among standouts. It starts, as discussions about performance cars do, with strength. Powered by a 4.0-liter turbocharged V8, the RS 7 blasts out 560 horsepower, working them to deliver an electronically limited top track speed of 174 mph<sup>2</sup>—while also churning out a head-pinning 516 lb-ft of torque that pares the 0 to 60 mph time down to a mere 3.7 seconds. If nothing else, these are life-affirming numbers, an answer by engineers to showcase their particular kind of creativity, the kind that shapes the raw ingredients of power into something focused and potent. And if you accept them as

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> 0 to 60 mph in 3.7 seconds

> 4.0-liter turbocharged Audi TFSI® V8 engine

> 560 hp

part of the reason that the RS 7 needs to exist, we also should talk about how they exist, and that is a story of engine and induction design.

For a good idea of how we looked at engine design, start with the twin-scroll turbochargers and intercooler nestled inside the 90-degree engine block “V.” Known as “hot side in,” the location allows for a shortened exhaust gas passage to the compressors, which results in a quicker build-up of turbocharger response—helping better express those numbers in the real feel, and true thrill, of performance directly off engine idling speed.

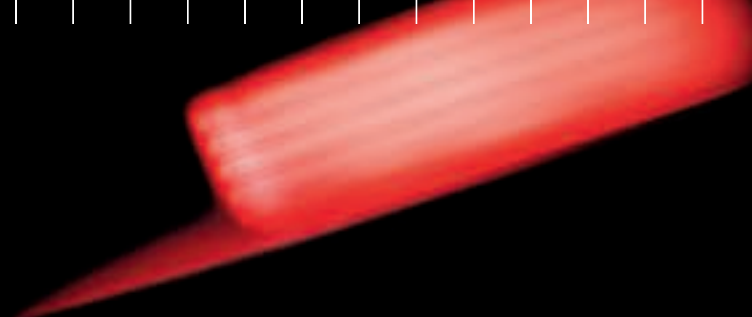
Adding to the innovative engine design is the available sport exhaust system with black finishers. Employing switchable flaps within the exhaust system, they open as engine speed increases or at a desired level accelerator input, giving the RS 7 a physical, soul-stirring sound that moves you from the moment you start it.

**Power, kind of the running theme of the RS 7, announces itself over and over again.** You find it in the eight-speed Tiptronic® automatic transmission, of course, where drivers can shift manually through steering wheel-mounted shift paddles or via the selector level, or automatically through Drive or Sport on the gear selector. No matter how you engage it, this high-capacity torque converter type transmission can handle it; seamlessly and nearly instantly shifting gears as you want, or need, allowing for uninterrupted performance upon continued acceleration.

The kind of strength delivered through the automatic transmission is expertly enhanced, but not tamed, through our signature Audi quattro® all-wheel drive system with sport differential. While thought of as a stabilizing force in inclement conditions, quattro® also shines as a performance feature, distributing power to each axle based on conditions—40:60 from front to rear in normal driving—along with electronically controlled torque vectoring or a mechanically actuated sport differential, providing the right amount of power to the outside cornering wheels. But more than that, since quattro® also features a center differential with a high locking rate, the massive torque is meted out with optimum control, making for a driver’s dream of balance, sharp handling and a heady kinetic rush. Our engineers have even addressed the implications of 516 lb-ft of torque by equipping the RS 7 with an independent oil cooler, which helps regulate the fluid temperatures because of the high demands of the extreme torque loads placed on the differential. RS specific adaptive air suspension, weight-saving wave brake technology and an optional sport exhaust help complete your performance wish list.

**And while independent oil cooling won’t be on your mind when you drive,** it’s a testament to the thought behind a machine like the RS 7, for although it announces its intention with snaking lines, low stance and a singular turbocharged roar, it is also thinking angelic thoughts too.

You find its nice side in touches like Audi cylinder on demand™ engine efficiency technology. While billing itself as “engine efficiency technology,” it’s a feature that actually gives the driver less, because that’s what the drive calls for. In other words, cylinder on demand reduces the number of actively firing cylinders at cruising speeds or when other driving conditions don’t call for the full eight. As a result, it’s an effective engine management system, actuated by an advanced valvelift/valvetrain design, that helps improve overall efficiency and actively reduce emissions in a way that few V8 engines can match.<sup>3</sup> >>



> 174-mph, electronically limited top speed<sup>3</sup>

> optional carbon fiber exterior mirror housings

> carbon fiber front spoiler



- > Valcona leather
- > honeycomb stitching



You might think the specs were produced on a dare, instead of by design.



Also rare is the way the RS 7 can seamlessly toggle between its track and road characteristics. It's not to say this vehicle doesn't know what it is—its confidence as a total performance package shines through—but, in terms of mood, it can range from checkered flags to red carpets.

Nowhere is that attitude more apparent than in its styling. It's not just the signature slope of its roofline, or the fierce, sporty face of the exclusive honeycombed Audi Singleframe® grille, but it's also the available 21-inch, 5-spoke blade design wheels. When combined in concert, the RS 7 is runway ready. Add to that colors that include the exclusive Daytona Gray—or available Matte Aluminum or Carbon-optic styling packages—and the performance vehicle announces itself with conviction.

Inside, the cockpit is understandably designed with the driver in mind. In addition to the stark, dramatic instrumentation—all black, white and red—it features the leather-wrapped, three-spoke multifunction sport steering wheel, illuminated door entry sills, an MMI® display and driver information system that proudly wears the sport-exclusive RS badge. Not to be overlooked, even the Aluminum-optic pedals and the dead pedal boast the vehicle's impressive blend of aggression and sophistication.

And while this is the kind of performance vehicle you would love to stand up and salute, to drive you must sit down. Accordingly, RS seats with pronounced side bolsters and integrated head restraints display the RS 7 logo and are covered in premium Valcona leather. Available in Black or Lunar Silver and uniquely tying the exterior design to the interior, the sport seats even feature indelible honeycomb stitching that mimics the RS-exclusive Audi Singleframe® grille.

It's an exhausting list, but an exhilarating vehicle. The RS 7 has made a definitive declaration of intent—to stand at the pinnacle of track performance and mind-blowing style. It answers the question of "why." What you should be asking about driving one is "why not?" //

1. Obey all speed and traffic laws. 2. Maximum speed electronically limited in U.S. Obey all speed and traffic laws. 3. 16 city/27 highway/19 combined mpg (2014 RS 7 4.0T, eight-speed Tiptronic® automatic transmission). EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition. //

Photos: Audi/AG



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There are very few people who get to drive the newest performance cars from Audi around a race track. Among them are Audi factory race car drivers, Audi test drivers - and you. Take advantage of this exclusive offer of \$100 towards any full day program and reserve your seat at the Audi sportscar experience, where you can push the Audi R8 and the S-Model line to the limits around the Raceway in Sonoma, California.

Please reference promo code: AM2013 when reserving your seat.



\*Offer valid until 12/31/13. Not valid for the Audi Auto Cross Challenge. Contact us at 1.800.466.5792 for more details. [www.audisportscarexperience.com](http://www.audisportscarexperience.com)

# SQ5

It's how you cross over from pleasant to performance

|||| Audi once again personifies sport with the release |||| of the SQ5 performance crossover stateside.

You may think twice before you order that extra-hot latte and climb into the new Audi SQ5 performance crossover because it's this kind of performance that helps give a little perspective on the physical laws governing inertia. We're bringing all the best that Europe has to offer to the American market. Silencing critics and giving them something to cheer for.

Coupling the nimble performance of the Audi S5 with the utility of the Audi Q5, we've introduced into the U.S. market the next big thing to help round out our lineup. So before you hit the accelerator, we'd like you to think about a few numbers. The first two numbers we think you should pay attention to are 354 and 346, that's horsepower and lb-ft of torque, respectively. Those numbers combine to lead you toward the next number we think you're going to want to pay attention to, 5.1. That's how many seconds it will take the Audi SQ5 to get you to 60 mph from a perfect standstill.<sup>1</sup> And while that's an already impressive number, we want to remind you that it's coming from a crossover. The eight-speed Tiptronic® transmission is tuned to precise shifting points to help ensure smooth acceleration, but you're still in charge of how you drive this vehicle. All of these >>

By Steven Michail





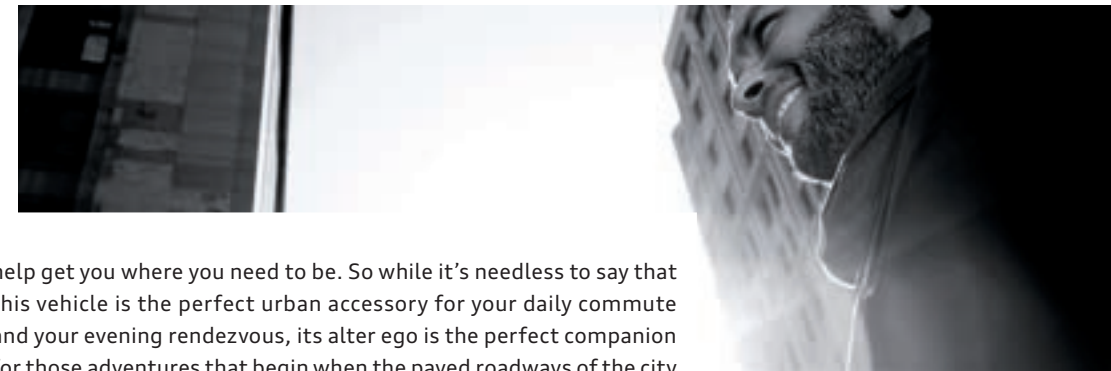


With a quick walk around, you'll see the quintessential Audi characteristics.



Street-level performance and rugged durability in one stylish package.





help get you where you need to be. So while it's needless to say that this vehicle is the perfect urban accessory for your daily commute and your evening rendezvous, its alter ego is the perfect companion for those adventures that begin when the paved roadways of the city ends and the open road begins.

**The SQ5 comes with the sure-footed confidence you expect from any vehicle with the Audi quattro® all-wheel drive system.** The world's best-selling, luxury, all-wheel drive system is designed to help tackle the shiftest grounds. Like the SQ5, we know that you're multidimensional, and any vehicle you drive should be as flexible as you want it to be. This all-purpose vehicle boasts a roomy interior and best-in-class 4,400 lb of towing capacity for any adventure you decide to embark on. Just remember, this is a city slicker's dream built to perform on solid ground too. So next time you set off on your morning commute, remember the available heating *and* cooling thermo cup holder might help inspire your beverage selection on your way to work. //

1 Obey all speed and traffic laws.



numbers are important because they can all work together in eliminating another important number, \$3.95: the cost of the latte you prevented the interior of your SQ5 from wearing.

**With a quick walk around, you'll see the quintessential Audi characteristics built into the SQ5,** from the legendary xenon plus headlights with LED daytime running light technology that case the signature Audi Singleframe® grille to the Audi SQ5 design front bumpers and air inlets that help route air to cool the brakes. You'll also see the SQ5 red rhombus badge just left of the four-rings logo on the grille, and on the tailgate. Be sure you check for unique wheel offerings for the SQ5 as well like the 20" aluminum 5-parallel-spoke S design wheels, or the optional class-exclusive 21" wheels. There's also an integrated roof spoiler, aluminum-optic rear diffuser strip and two sets of dual tailpipes with polished tips. The sport-suspension of the SQ5 also gives it an even sportier feel.

**The interior of the SQ5 boasts the unique Audi Sport® treatment from end to end.** Special SQ5 badging can be found on the flat-bottom three-spoke multifunction sport steering wheel and doorsills. The driver-centric cockpit greets you with sporty, easy-to-understand gauges featuring gray dials and white numerals. Accelerator, brake pedal and steering wheel-mounted shift paddles stand out with their aluminum-optic finish, staying true to the race-inspired look of an Audi Sport® model, as does the standard Audi advanced key with red starter ring, which is exclusive to S models. You've also got your choice of interiors like the combined Alcantara® and leather seating surfaces, available Fine Nappa leather upholstery or climate-controlled comfort front seats with Milano leather seating surfaces. It's just another refined message that regardless of the vehicle's capabilities or intentions, luxury is never overlooked.

**Though "sport" is a common theme both inside and outside of this vehicle,** we want to remind you that when you look in the rear view mirror, you're going to realize that there's also seating for five adults and 57.3 cubic feet of cargo space with the split-folding rear seats in the flat position. Despite this vehicle's inherent luxury and performance traits you'll find innovations like the award-winning Audi connect® and Audi MMI® Navigation plus are also available to

**SQ5**

- » 354 hp
- » From 0 to 60 mph in 5.1 seconds
- » Eight-speed Tiptronic® automatic transmission
- » Audi quattro® all-wheel drive



The SQ5 gives you the confidence you expect from any vehicle with Audi quattro® all-wheel drive.

**Audi**  
Genuine Accessories



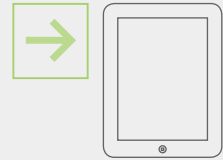
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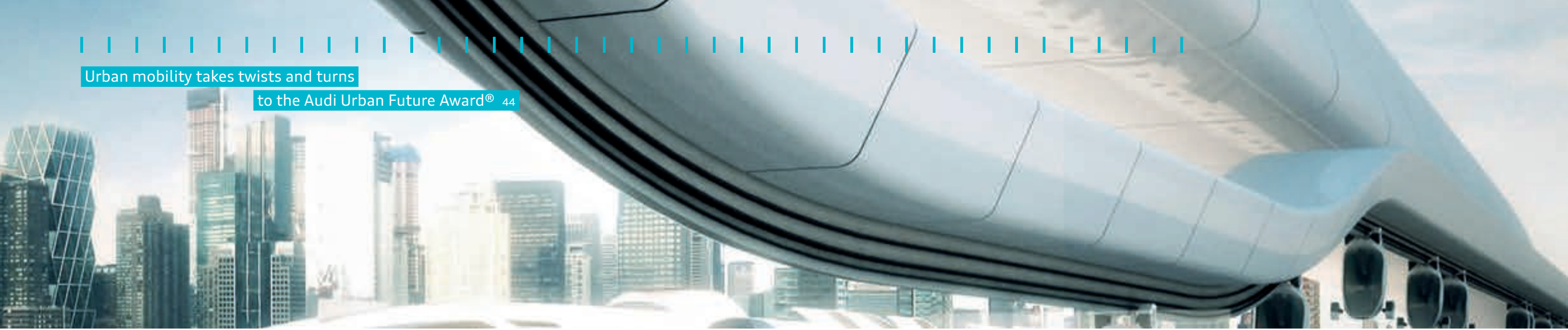


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Urban mobility takes twists and turns  
to the Audi Urban Future Award® 44

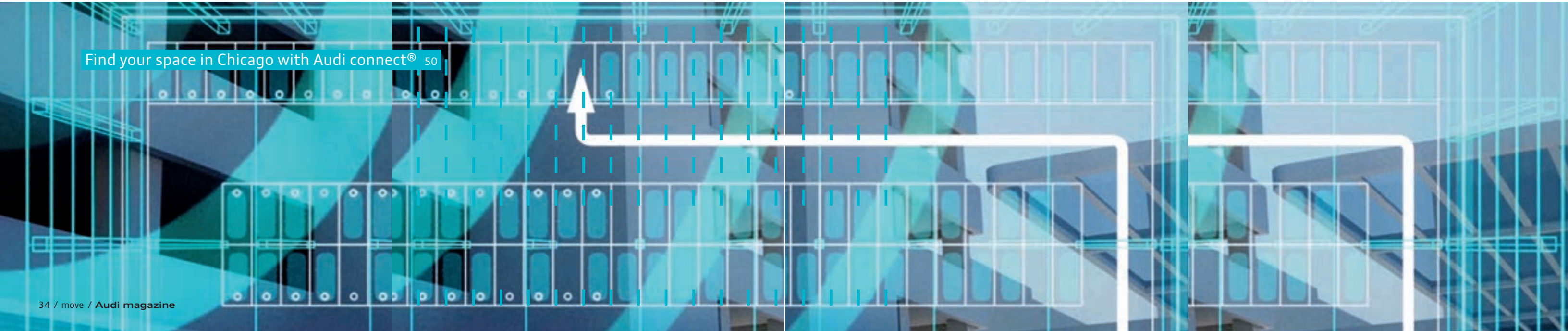


It's all downhill from here | Audi and  
the U.S. Ski Team look to 2014 54

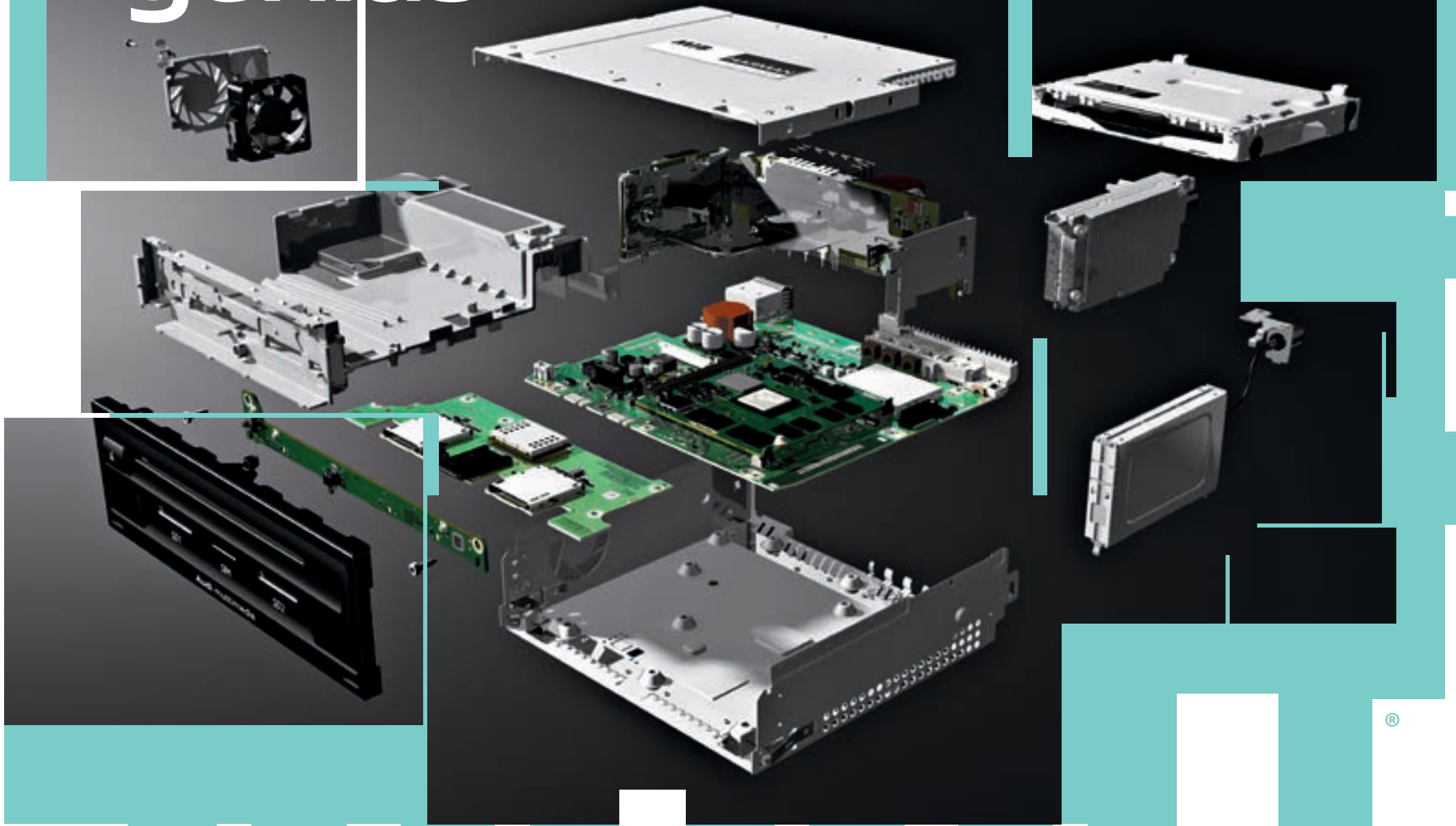


# move

Find your space in Chicago with Audi connect® 50



# A touch of genius

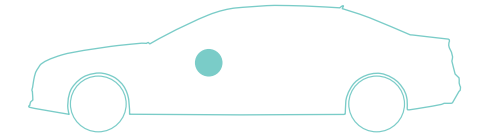


/By Kit Smith

## ALL-IN-ONE

The new Modular Infotainment Platform device in the all new Audi A3 incorporates functions like navigation, traffic alerts and vehicle diagnostics in one unit.

The MMI® touch is located in the middle console of the Audi A3, where drivers can easily reach it.<sup>1</sup>



## :: Evolution of the operating systems

Audi launched the first MMI operating system more than ten years ago. Since then, the components have become consistently more compact and powerful.

**The 2001 Frankfurt Motor Show would prove to be a memorable one for Audi.** Not only did we have a redesigned model lineup to show off to the automotive world, we had also brought along the kind of game-changing technology that would go on to fundamentally alter the way we interact with our vehicles.

After its memorable unveiling in Germany, the Audi MMI system immediately caught the attention of the media and enthusiasts alike. It went on to become the benchmark for many competitors' infotainment systems around the world. Now, after more than ten years in production and numerous improvements, the Audi MMI system is poised to shake up the automotive industry once again with some innovative new features.

**One that truly represents innovative ethos is the advanced Audi MMI touch system.** It's surprising how much can be said with a simple touch, especially when that touch is being interpreted by the intelligent handwriting-recognition technology of the MMI touchpad. Just a few quick strokes of your finger on the pad and you can pull up a friend's phone number, find a favorite song or adjust a setting on your vehicle. All this, and it allows for easy left or right hand operation, as well as supporting native characters in Asian markets. It is about as close to giving you an innate sense of control as technologically possible, making it an entirely natural >>

a A a A a A a A a A a

Highly sensitive, but also extremely robust:  
At first glance, you'd never guess just how much  
technology is crammed into the MMI touch.

Audi has extended the technical edge of the new operating  
concept by combining the touchpad and rotary pushbutton to  
create a single component—the touchwheel.

It can be turned, pressed and can even decipher some of the  
most illegible handwriting. Everything about the MMI touch  
makes it easier to operate multimedia applications.



process to access all the information, entertainment and media you crave.

**Audi MMI® touch owes its existence to an elite group of engineers that work within the company.** As part of the Audi Human Machine Interface (HMI) team, these individuals are responsible for developing systems that more intuitively let people interact with their vehicles, and they have some past successes to prove their merit. The first-generation of controls on the steering wheel were one of their earliest innovations. Taking inspiration from that success, touchscreen controls were the next technology breakthrough, and most recently voice control. Now with their latest, and most advanced HMI incarnation to date, the team has proved the power of intuitive technology to simplify things once again.

**Though in this case, simplicity would not be possible without a great deal of complexity,** and that is immediately apparent when one views the many layers of the MMI touch system in the all-new Audi A3. First, you have the touchpad layer (01), which is designed to handle more than 600,000 finger movements without any signs of wear. Two more layers down, you'll find the capacitive touch screen (03). This is where the actual touchpad is installed—a permanently powered capacitive sensor on which horizontally and vertically arranged electrodes form a grid. Delve even deeper and you get to the haptic element (05), which gives the user precise feedback when rotating and pressing the dial. Completing the system is the CPU (08), where user input is identified and processed in milliseconds.

**Touchpad, sensors and a vast array of other elements are combined layer upon layer to create a technological masterpiece.** Unique to the A3, the touchpad and rotary pushbutton are combined into a single component—the touchwheel—which not only saves space but also provides a steady surface to operate it from. The end result is a system so simple, yet intelligent, that it can read almost anyone's handwriting—even if your handwriting could easily be mistaken for a four-year-old's.

**Of course, just using MMI touch to communicate with your vehicle and its systems is impressive enough,** but to fully realize the potential of this engineering feat, Audi connect® is a must-have. With it, and while stationary, you have the ability to navigate using the three dimensional power of Google Earth™, search for the best fuel prices in the area or even pull up flight information to make sure your plane is still on time. All this information is literally at your fingertips, and all it takes is a few strokes on the touchpad to unlock it.

**As ahead of their time as many of the features on the MMI system seem,** you can be certain that even as you read this the HMI team is working tirelessly to bring you even more industry-shaking innovations. One in particular that you can expect to see in the Audi lineup in the not too distant future is gesture control. With it, you and your front passenger will be able to control the vehicle's infotainment system with a simple swipe of the finger, giving you even more simplified access to the world around you.



For now, though, you'll just have to be satisfied with knowing you are using one of the most intelligent and intuitive infotainment systems on the road today—the incomparable Audi MMI system. //

1 Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. See dealer for details.

Photos: Encounter, Audi AG, Nils Kasiske and Schnellervorlauf

## Silvercar delivers no-line renting of an Audi A4, right at the airport.

By: Jay Brida

**Sometimes, all travelers need to do is simplify.** Don't leave the house too late, and do plan ahead when renting a car. After all, we spend tens of thousands of dollars on the car we drive at home, then we love and pamper it. But when we hit the road, we so often are willing to settle. We even accept the mindset: Car renting is something that requires patience and standing in line and doing paperwork at the counter. And sure, there are ways of joining services that allow you to bypass the counter, but then you come to find yourself in a model that defines compromise with features that actively take away your joy in driving.

That is, until you discover the counter-counter argument and find yourself behind the wheel of an Audi A4, minutes after you leave the airport. Then you'll think it should have been this easy all along.

**That's the thought, and the implicit promise, behind Silvercar.** The car rental service, based in Austin, Texas, seeks to do something different by teaming with Audi to use integrated technology to transform the car rental industry.

Right now, Silvercar has services at Dallas/Fort Worth, Dallas Love Field, Austin and Houston Hobby air-

ports, and has ambitious plans to roll out in San Francisco, Seattle and Chicago, among other destinations.

The concept came about the way these kinds of inspirations usually do, after a negative experience at a car rental counter. But instead of complaining, co-founder Bill Diffenderfer thought about how to change the dynamic.

**Since Silvercar needed a vehicle that was pre-equipped with a robust, in-car computer system** that could be retrofitted to accommodate the technologies that would enable them to connect the car, smartphone, Web and building, they had a limited number of possibilities.<sup>1</sup> They found the Audi A4 to be the best candidate.

"We were looking not only for a car that had the technology standards we needed," said Silvercar CEO Luke Schneider. "That was a mere starting point. We were also looking for a car that would offer a premium experience for our customers who have as high of standards as we do. At every comparison point, the Audi A4 came out on top. From the look to the brains of the car, it is our Silvercar."

**The functionality is simple enough: Complete your reservation at Silvercar.com** or by using the free, downloadable app (you will be prompted to provide credit card and driver's license information), and you're set.

At Austin, Love Field and Houston Hobby, simply press a button in the Silvercar app to let them know you've landed, and a Silvercar employee will pick you up, curbside. At DFW, visit the Car Rental Center and walk right up to a selection of silver Audi A4 vehicles. No lines, and no counters. For all rentals, the Silvercar app even acts as the mechanism to unlock the car. The Silvercar A4 enables wireless and BLUETOOTH® technology connections between the cars, traveler's smartphones and Silvercar rental facilities. In-car Wi-Fi® is free of charge for all passengers.<sup>3</sup>

The price range is about the same as traditional full-size sedan rental services (about \$75 per day)—but you get to enjoy an Audi.

**"The A4 is just a beautiful car. But it's also amazing what you can do with it.** The smooth ride, the sleek interiors, and the way we can make the technology connect; we've been ecstatic to have Audi involved," Diffenderfer said.

And there really is no counter argument to that. //

1 Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. Features may require an additional subscription plan. See dealer for details. 2 Standard text and data usage rates apply. 3 Requires compatible phone.

# A counter argument

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→ -- What is adaptive cruise control? Check out these highlights of this road-monitoring system.

## Adaptive cruise control

By Jennifer Casey

### What are the benefits of Audi adaptive cruise control?

Audi adaptive cruise control can help keep your Audi from following too closely to the vehicle in front of you, and can also maintain a comfortable, predetermined distance behind. It can also make long journeys more serene by helping to reduce the strain of driving.

### What is Audi adaptive cruise control, and how does it work?

It's the intelligent cruise and distance control system from Audi. It uses a long-range radar sensor to measure the distance to the vehicle in front of you, which helps the vehicle maintain your desired speed and proximity. Additionally, it collaborates with the other driver information systems, which each contribute their own specific strengths. This helps enable the system to recognize complex scenarios and predictively support you. Audi adaptive cruise control is available on the Audi A4, A5, Q5, Q7 and allroad®.

### What is Audi adaptive cruise control with stop & go?

This feature uses two radar sensors to regulate the speed and the preselected distance to the vehicle ahead of you, automatically accelerating and braking when you're driving highway speeds.<sup>1</sup> This advanced system can even help bring the vehicle to a complete stop and accelerate to resume speed during heavy traffic. Audi offers adaptive cruise control with stop & go on the Audi A6, A7 and A8.

### How does it work?

The Audi adaptive cruise control with stop & go system uses both radar sensors installed at the front of your vehicle. They're automatically heated when it's cold, which helps make the information more reliable even in inclement weather conditions. The sensors transmit radar waves at a frequency of 76.5 gigahertz covering a roughly 40 degree wedge-shaped field measuring approximately 820 feet in length. A computer processes these signals and detects vehicles ahead.

### How do I influence the function of Audi adaptive cruise control with stop & go when I'm driving?

The driver-selected distance to the vehicle ahead and the control system dynamics are easily adjustable. In stop-and-go traffic, the adaptive cruise control with stop & go automatically helps slow your car to a halt. After a brief stop, your vehicle automatically moves again and follows the vehicle ahead. If you stop for a longer period, just tap the accelerator or the cruise-control lever, and you'll be on your way.

<sup>1</sup> Obey all speed and traffic laws.

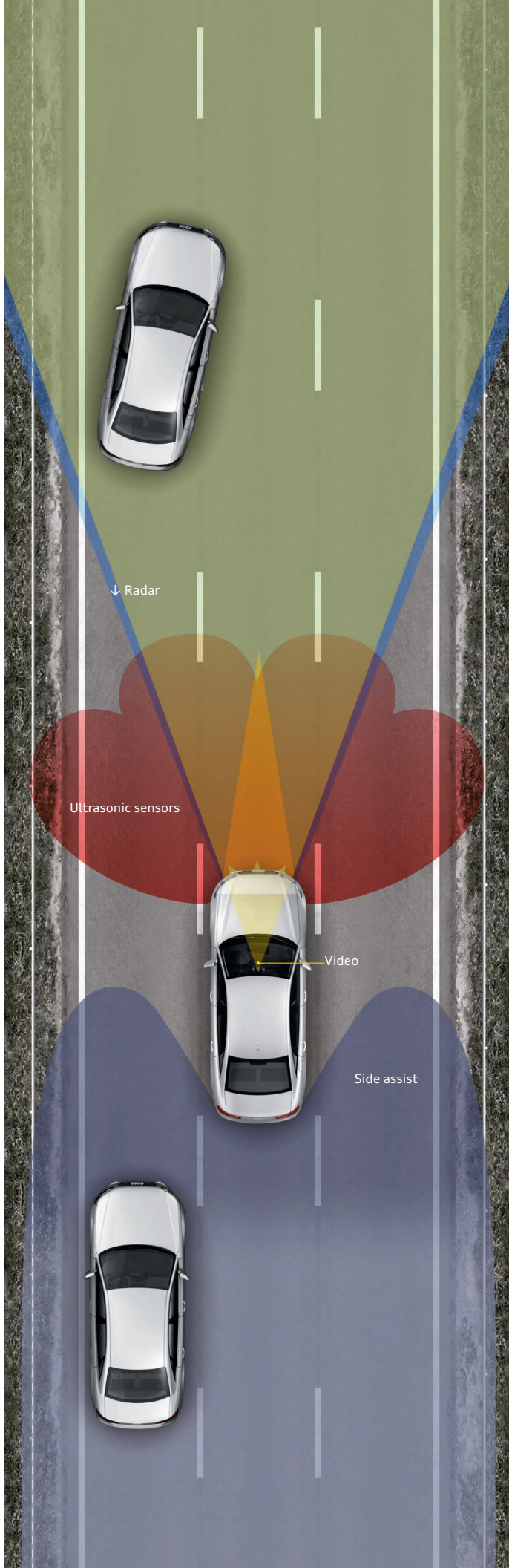


Photo: Audi USA News

THREE TIME ZONES AT A GLANCE

### PATRAVI TRAVELTEC

The Patravi TravelTec makes an impression with its distinctive style and refined functionality. With sophisticated interplay between case and movement, it displays three time zones at once. And the hour display can be set in precise hour-intervals independently of the movement – so the exact time is conserved throughout the operation. A chronograph with personality, that stands out from the run-of-the-mill time-zone watches.

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# Making the urban blueprint green ↗



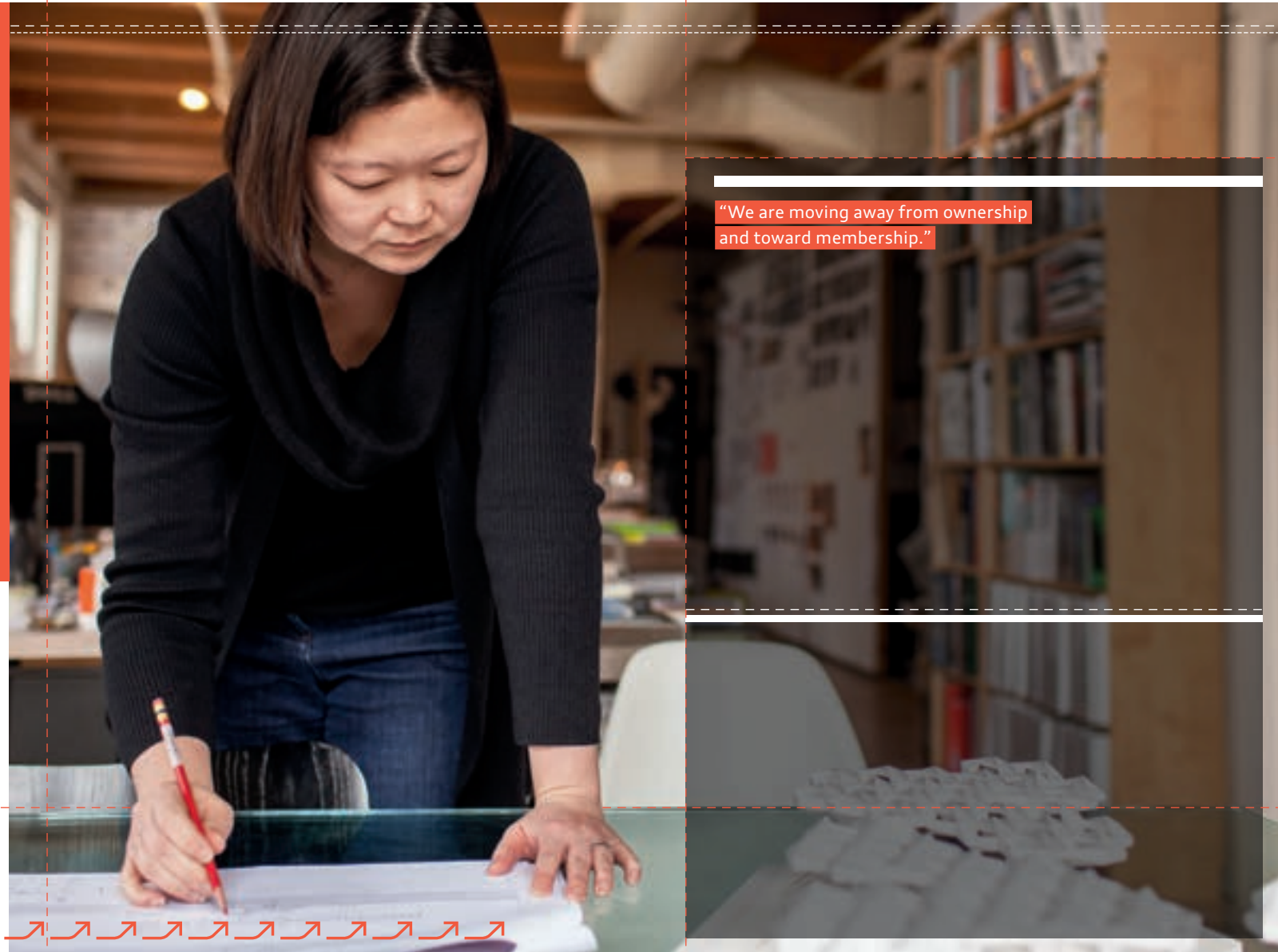
When you think of cities, you might think of skylines, restaurants, theaters, culture, museums, public transportation, crime or even traffic jams. When J. Meejin Yoon sees cities, she sees “dense matrices of unseen geographies.”

Well, before we decipher just exactly what that means, we’ll need to know just why Yoon and her partner Eric Höweler (who happens to be her husband as well) think so deeply about cities and what it is they see as our future in them. >>



- Yoon is a professor at Massachusetts Institute of Technology.

- Höweler teaches at Harvard.



"We are moving away from ownership and toward membership."

↓ Boston

↓  
↓

↓ Washington, D.C.

**Let's start with the fact that they won the most recent Audi Urban Future Award®.** It was founded as an architecture award, but that term proved to be elastic. It's more about a vision of the future, and, more specifically, about the question, "What do the challenges faced by growing megacities mean for a company like Audi?"

Contestants from around the world expanded on this question and delivered a vast, impressive array of solutions that combine architecture, transportation, urban planning and true creativity, reimagining just what life can be like by the year 2030. Finalists from Mumbai, Shenzhen, São Paulo and Istanbul contributed potentially groundbreaking work, but it was Höweler and Yoon's "Shareway 2030" concept, representing Boston and dealing with the Boston to Washington, D.C., megalopolis, that truly captured the imagination of the jury.

Basically, Höweler and Yoon—who co-founded Höweler + Yoon Architecture in 2004—envisioned the corridor, which has more than 50 million inhabitants along the Eastern Seaboard, as being ripe for an innovative new mobility platform. As they see it, the transportation model will have to be changed, and the existing infrastructure will have to incorporate pooling individual and public transportation. [See: [www.hyarchitecture.com](http://www.hyarchitecture.com)]

"The concept involves both social and technical innovation at a system-wide level; and real architectural quality is evident in the execution," said John Thackara, a design theorist and the chairman of the jury that awarded Höweler and Yoon. Here's where the "dense matrices" start to come into better focus and become a mechanism for cities—and people—to reinvent their approach to mobility.

#### Revamping the infrastructure

**There's a central, common truth in all of the entries of the Audi Urban Future Award®—our population has far outgrown our infrastructure.** In a video about the Shareway project, Yoon talks about how "we all used to be in it together" during a brief intro of the National System of Interstate Highways, which was established in the mid-'50s, the heyday of the American automotive industry. Seen as an efficient and simple way to move freely about the country, the Interstate system, was for many years a model of urban (and suburban) mobility. It was part of the American Dream.

But now, as infrastructure budgets have been scaled back—ironically, at the time they are most needed—capacity has been reached. One doesn't need to drive through many cities to see the examples of this around, say, 5:30 p.m.

**As Höweler and Yoon see it, patching up older infrastructure won't really work.** What's most needed is a fresh approach, one that takes on the nearly seamless urban environment that they call "BosWash" (that is, Boston to Washington, D.C.). It's here, where city limits exist, but not in any traditional, delineated way, that the seeds of a new way of moving can bear the richest harvest.

Shareway, their concept, uses rail, existing roads, expanded infrastructure and intelligent, networked software to allow users to move along various efficient "mobility networks" using various combinations of transportation. As they see it, Shareway would make "proximity a function of time and location, where speed overcomes geography and access displaces distance." >>

→ A necessary new vision of the American Dream.

▼ By 2030, it's estimated that six out of ten of us will live in urban environments.

**Their vision for BosWash is a product of pure design, but one they see as a realistic alternative** for an area that has overgrown its mobility needs—and has few places to simply expand highways.

“Interactive architecture, public art, furniture, graphic and urban design are interwoven,” Yoon said. But they also see it as a necessary new vision of the American Dream, one where sharing—from opinions and content to mobility options and space—replaces ownership. It was a bold stance to take to a luxury automotive maker, but one that proved to be compelling.

And it's already happening. “Today you can watch millions of videos online, and simply rent a sports car or other status symbol for a limited period of time,” Yoon said. “We are moving away from ownership and toward membership.”

Maybe cities are the next step in that cycle. And maybe, by 2030, even Audi owners will be willing to garage their vehicles from time to time to ride a bullet train from Philadelphia to Boston. //

▼ Höweler and Yoon's vision for the future of mobility sees urban hubs connecting air, rail and road to provide a seamless and efficient interface between different transport systems.



Photos: Encounter and MYStudio



→  
Landmarks reach to the sky, but Audi connect<sup>®1</sup> can direct you to them—or around them.

↓  
From the lowly pickle to Michigan Avenue shopping—it's all at your fingertips with Audi connect.  
By Jay Brida

# ↘ Connect to Chicago

A delicious taste of house-cured meats was made simple with a hands-free phone call from the Audi A4.



The first time I was in Chicago, it was on an odd eleven-hour stopover. I took the train from New York to Austin, because, at the time, it was cheaper than a one-way flight and I was a college student. After what seemed like an eternity watching farms roll by in Ohio and Indiana, I pulled into Chicago's gorgeous Union Station. I had eleven hours, only a little money, and no idea what to do. I wandered off the train and through the imposing station. I strolled tentatively outside into a relentless Chicago January day, as the commuters around me muttered and cursed at my small, unsure, steps, to do ... something. I didn't know the town, didn't know the neighborhood and, well, didn't even have a guidebook in those dark days before instant communications and interactive maps.

I did, however, find a deli somewhere in the near vicinity. And despite the early hour, they greeted me with a bowl of complimentary pickles as soon as I sat down. These were the best pickles I had ever had. Half-sours that I still dream about, salty, using the soft notes of dill to round out the vinegar tang. There was nothing strident about them or chemical like the national brands, these were perfect pickles.

Years later, I find myself saying "pickles" toward the window of an Audi A4. It's early April. I'm idling just off Michigan Avenue and it occurred to me that since I'm in Chicago, and I'm trying to use the Google Voice™ Local Search functionality of Audi connect®, I should try and reconnect with that long-lost deli somewhere near the southern fringes of the Loop.<sup>1</sup>

Well, saying "pickles" in a Chicago Google™ search is like trying to find the prettiest cucumber in the barrel. It worked, but maybe too well. The results show innumerable choices, some a couple 100 feet away and by the end of the list, closer to Milwaukee than I'm prepared to travel. I know I may have bitten off more than I can chew. Fortunately, I'm in one of the great cities in North America, and I have a day to enjoy it.

My strategy changes from what feels like a hopeless search into mapping myself out a great day in Chicago. I'm staying centrally located, in a hotel on the Near North Side, but because I'm on assignment, I will be driving most places. At the very least, I'll map out my day out on my Audi connect®.

Photos: Corbis, Encounter and Lisa Predko

From weather to traffic to popular destinations, it's all just a click away with advanced Audi technology.

#### Starting the day

Having suspended my pickle hunt, and not wanting to just drive around without a plan, I go into the hotel lot and get behind the wheel. The seven-inch TFT color display commanding my attention. I'm thinking about the best start I can make. I know, weather. A few rotations on the Audi MMI® and clicks later, I'm on the Audi connect weather feature. It feels pretty warm for early April in Chicago. My forecast confirms it. Sadly, there's a strong chance of rain, but it will be a comfortable 68 degrees or so. I should also do some prep work, in case I need to refill, before having to return this car (which because of its feel and technology, I'm debating already, although I know I kind of have to, because, you know, it'd be theft otherwise). There's a station not a half-mile away, on the street I'll be taking to get back onto the Kennedy Expressway en route out of town. The prices seem to run very high, but I filed the information anyway, in case I chose convenience over cost.

#### A walking tour, thanks to my car

I confess to having walked around for a bit. After checking gas prices, I searched Audi connect for nearby attractions. The results were listed and then I chose a map view. Since Audi connect features Google Earth™ with 3D satellite imagery, as well as Google Maps Street View, I found, and even saw, the famed Chicago Water Tower. I decided to walk 0.6 miles on foot to the Gothic structure just up the Michigan Ave. shopping district from my hotel. According to the travel information provided by Audi connect, it was finished in 1869, and was used by the Chicago municipal water system to house a large pipe that was used to regulate the city's water pressure. Now, however, it's a landmark dwarfed by skyscrapers and the glitz of tony boutiques and high-end retailers, providing a little counterpoint to the massive scale of the neighborhood. I walk through its city-run gallery, grab a Chicago-style dog (a hot dog on a poppy seed bun, mustard, sweet pickle relish, onion and a pickle with a shot of celery salt, or some combination thereof) and walk back to the hotel. I'm now determined to drive to see what my Audi connect can deliver.

#### Take me away from the ballgame

OK. A certain ballpark that's famed for its ivy. That's a good destination. I plug in the destination. It's 5.4 miles away, with a recommended route up Lake Shore Drive to Addison. That's a nice drive. An alternate route, North Clark, is shown to be backed up at Fullerton Parkway. I am enjoying this kind of knowledge. I drive north with the giant Lake Michigan to my right. The skyline is off to my left and receding behind me. Minutes later, I am alerted to take the Addison turn off of Lake Shore. The trip is over too soon. Then again, since there's a ballgame on this day, the streets are packed, and now it's difficult to navigate through the Wrigleyville neighborhood.

I make use of Google Voice™ Local Search. "Wicker Park." It was the first thing that came to mind. A scrollable list of places with the neighborhood in the name, I accept the first listing, just to have a sense of the best way to leave the chaos. The humanity thins out and I curse myself (thankfully Google™ didn't pick up on it and send me in a very different direction) for not knowing there was a game. On my way to Wicker Park—I decided to go to the eponymous park—I had remembered a restaurant recommended to me by a friend. I speak to my car again. "Purple Pig." It turns out to be very close to the hotel, but I then connect with them, handsfree, to try and score a last-second reservation for later that night.

"We don't take reservations," an unfailingly polite voice on the other end tells me. I feel like telling her that I'm calling her from an Audi, but I don't want to sound like I'm bragging. Still, it's better news than hearing they won't be able to seat me at all.

Later, seated at the bar, a solo traveler on Chicago town, I sunk into an incredible meal of house-cured charcuterie.

#### Before dinner, a pickle appetizer

Bucktown, Wicker Park, Ukrainian Village, I'm driving aimlessly now, never lost, just aimless, when an inspiration struck me. It's getting close to 5 p.m., when traffic will be typically fierce, and I'm ready to park for the night and possibly enjoy some cocktails. But I knew I had to do one thing before heading back through the Loop downtown to the Near North Side. I found myself in a 24-minute spot, very close to Union Station. I rethink my earlier search strategy. "Pastrami," I said in the metered space. Instantly, a couple of places pop up, just across the bridge from the station, in the Loop. One of those places had to be the deli whose half-sours I can't get out of my mind. I leave the car and jog in their general direction when I'm seized with concern. What if they weren't as good as I remembered? What if neither was the place? What if it was actually gone?

I ran across the bridge, worried about the meter. I look into the windows. Neither looked familiar. I walked into the one with more people and asked for a pickle. They gave me one, in a wrapper. It's \$2. Nothing special. Audi connect can do almost anything, it seems, but re-create your past. //

<sup>1</sup> Distracted driving can cause a loss of vehicle control. The features and technologies discussed above are offered for convenience, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. Always pay careful attention to the road, and do not drive while distracted. Features may require an additional subscription plan. See dealer for details.

Future for Audi connect  
Audi connect seems like it can do just about anything, but possibly predict your future. Then again, in the future, it will have functionality that will make your life even easier. Take, for example, the parking space search navigation. Audi connect will work with garages to map out available spaces—and even park your car automatically, unassisted by you. Sensors in the vehicle will help enable your Audi to back into almost any space.



2014  
Sochi

# U.S. SKI TEAM

In her rookie season, at the ripe age of 16, Mikaela Shiffrin managed to land a position on the World Cup podium. Now, with her sights set on a gold medal, she is poised to become a household name.



►► At the peak in 2014





1:39.85

More than up for a challenge

By Kit Smith

Working tirelessly, long after they've achieved greatness

**Being the official sponsor of the U.S. Ski Team is about much more than a mutual drive** to always cross the finish line first. This simple truth was brought to my attention as I enjoyed an exquisitely crafted meal at the PlumpJack Squaw Valley Inn, a posh hotel nestled at the base of the legendary Squaw Valley Resort, in Lake Tahoe, Calif., I was there on behalf of Audi, who had sent some lucky winners to the famed venue for several days of competitive fun on the slopes, as well as some sheer thrills behind the wheel of one of the most iconic sports cars ever produced. It would prove to be a few days neither Audi, U.S. Ski Team members or these fortunate guests would soon forget, but, first, let's get back to my aha moment at the dinner table.

Surrounded by sheer granite peaks outside, inside I was free to realize a deeper connection between two iconic brands by hanging on the words of gold medalist Bode Miller. What his impassioned delivery proved to me, as he described the experience of careening down the side of a mountain at speeds approaching 80 miles per hour was that the sponsorship was built on a shared

passion for continual progression and refinement that keeps both U.S. Ski Team members and Audi engineers working tirelessly, long after they've achieved greatness.

This realization, and my excitement, albeit somewhat tinged with jealousy for what the special Audi guests were about to experience, only further added to my seemingly inexhaustible anticipation surrounding the prospect of watching some of the best skiers in the world blast their way down the face of Squaw Valley's infamous KT-22 peak. That's because, as a backdrop to everything else that would happen over the next few days, the 2013 Nature Valley U.S. Alpine Championships were also being held. They are an epic finale to the ski racing year, bringing together the U.S. Ski Team and hundreds of young athletes from U.S. Ski and Snowboard Association club programs from across the country. The championships are an all-around celebration of the sport, complete with opening ceremonies, nightly parties and, most important, world-class racing, and while there were many star athletes competing in the event, U.S. Ski Team member Mikaela Shiffrin was perhaps the most intriguing.

Jump progression photo: Courtesy of Tripp Fay



Audi Ski Challenge—Pro-am Race

Team Audi took first place led by Andrew Weibrecht, Captain of Team Audi.

(150)

Total participants

140 people with 10 athlete captains

Team Audi Ski Times:

- Gerard Acosta—17.95/18.41
- Andrew Weibrecht—18.32/18.91
- Ben Drummond—18.59/18.88
- Erika Ghent—18.87/18.95
- Nelson Riley—19.03/19.29
- Sean McKenna—19.52/20.33
- Chiara Gajar—21.03/21.36
- Asia Jenkins—22.32/22.86
- Stephanie Schott—22.82/23.72

In her rookie season, at the ripe age of 16, she managed to land a position on the World Cup podium, sending the competitive skiing world into a frenzy. Then, just to prove it wasn't all a fluke, she went on to grab a World Championship slalom gold medal and a World Cup slalom title, all in her sophomore year in high school. Now, with many more wins under her belt, her sights set on a gold medal, she is poised to become a household name.

**Of course, just the fact that this event was taking place in a storied competitive venue less than a year until the big show in Sochi, Russia,** made the stakes surrounding this race seem that much higher. But the U.S. Ski Team members weren't the only ones looking forward to their moment of glory.

Those favored Audi guests were about to experience what would be for many a dream come true—skiing with a gold medalist and driving an Audi R8.

The Audi Ski Challenge and Nothing Sticks Like quattro® contest were two marquee events put on by Audi throughout the winter. Taking place at premier ski events throughout Colorado and Utah, the lucky winners from each event earned a trip to Squaw Valley for the U.S. Alpine Championships. Once there, not only would these winners get to experience a world-class racing event, but they would also get to ski with members of the U.S. Ski Team, as well as take an R8 out for a day to experience a world-class supercar in one of the world's most magnificent settings.



A thin line of blue sky over the Black Sea highlights a cloudy, snowy day at Rosa Khutor Alpine Resort in Krasnaya Polyana outside Sochi, Russia, as seen from the top of Rosa Peak—more than 2,000 meters high.

Audi and U.S. Ski Team — sharing a passion for glory and gold



From its early season kickoff on the aspen-covered slopes of Vail, it was clear the Audi Ski Challenge was going to truly test the competitors' mettle. Out of the numerous participants, only the top two would win the coveted VIP trip to Squaw Valley, so needless to say it was a fierce battle to the finish line. This competitive spirit would carry over to four other Audi Ski Challenge events, finally sending the top two winners from each event plus a guest to ski with their heroes and experience the thrill of the U.S. Alpine Championships.

Winners from the Nothing Sticks Like quattro® contest had a decidedly different path to the alpine enclave of Squaw Valley. The Nothing Sticks Like quattro® contest dispersed 1,000 model R8 cars at all of the earlier Audi Ski Challenge events. Out of all these cars, there were a select few that gave the winners an exclusive VIP trip to



Squaw Valley and the chance to drive a life-size R8. The lucky winners only had to enter the code on the bottom of the R8 model to find how far their luck would take them. For several people at each location, that turned out to be all the way to Squaw Valley.

Talking to the winners from both the Audi Ski Challenge and Nothing Sticks Like quattro® contest when they arrived in Squaw Valley, it was immediately apparent that Audi had done more than provide a memorable experience—they had managed to make some lifelong fans. This sentiment would prove to be even more truthful after they had the chance to ski with some U.S. Ski Team members and experience the iconic R8.

As the sun dipped below Granite Chief, Squaw Valley's highest peak, and the closing festivities began to wind down, I was once again reminded of the seemingly familial bond that had been formed between Audi and the U.S. Ski Team. It was obvious these two belonged together, but even more clear than that relationship were the infinite lengths Audi will go to provide its fans with just one more reason to love the brand—not that another reason was ever needed.

//

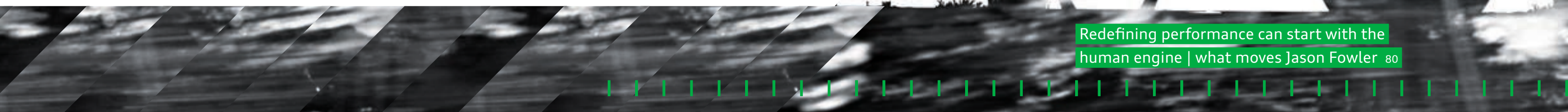




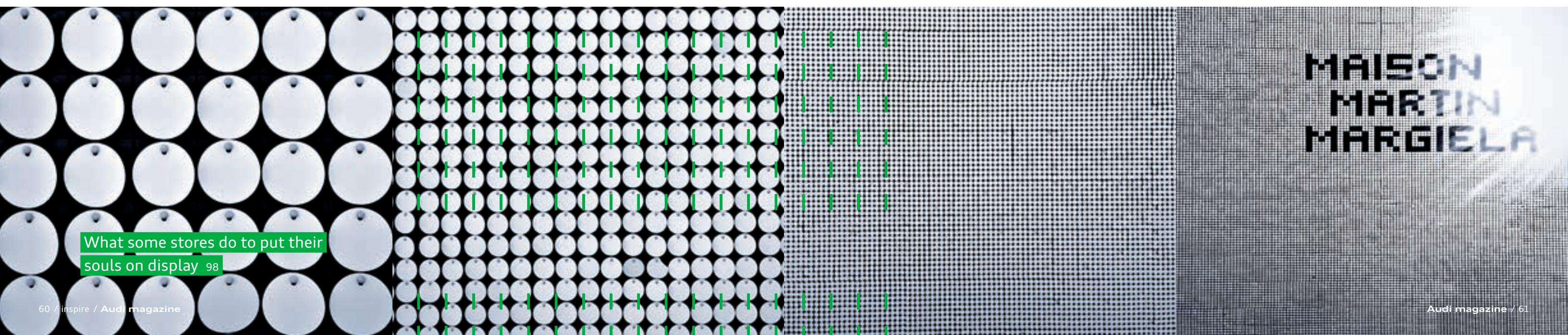
Special section | a deep dive on design

Miami to Berlin and Audi in between 63

# inspire



Redefining performance can start with the human engine | what moves Jason Fowler 80



What some stores do to put their souls on display 98

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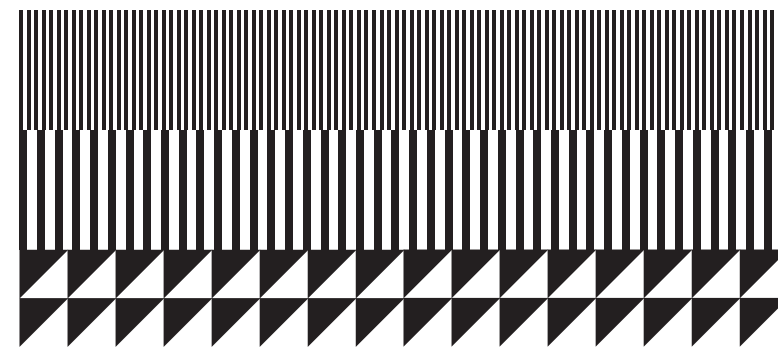
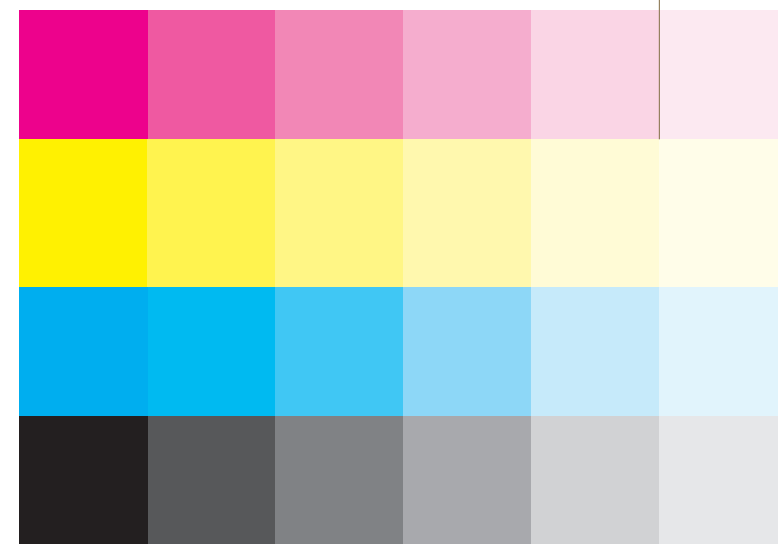


# DESIGN SIGN GAM

#64-69 /design Miami

#70-73 /design Berlin

#74-79 /design Audi



# SULTRY STYLE

Design Miami/Hot Seat

\_By Jay Brida



Searching for what's next and what's best at one of the world's hottest design parties.



A revolutionary, crowd-sourced chair and the racecar that inspired it.

The R18 ultra® chair—a 77-oz mash-up of superior engineering and Audi ultra® lightweight technology.



design miami

design miami

Each December, designers, gallery owners, critics, architects and artists from around the world take advantage of the sultry weather and inviting ambience of Miami to showcase, and discuss, what's next and what's best.

Sure, there is the scene—swanky rooftop parties, shrinking tan lines, pastel Art Deco hotels—but Design Miami/ (of which Audi is the exclusive automotive sponsor) is also a serious exhibition of modern design. This is a forum for those who take the surface and give it depth.

One year, it might be delicate homemade paper or, another, eco-conscious building materials made from the leftovers of self-adhesive label stock. It's a testament to the vision and creativity of the participants, of course, but also to the open-mindedness of the design market. The new still has the ability to shock, but here, in Miami, the out-there and innovative ideas are more likely to be embraced, and the confounding is often celebrated.

Audi technology inspires seductive style at this leading showcase of industrial design.

That's not to say, however, that every success has to be torn, mylar balloon chairs and tiny, cleverly conceived homes that have doors that are purposely hard to find (two recent hits at the show). No, sometimes a startling simplicity is what really turns heads—and, as this event doubles as a trade show, opens wallets.

One such objet d'art that created a stir at Design Miami/ was a very stark chair, one weighing a mere five pounds, a chair of sharp angles and stunning lines. But what was probably most surprising about this chair was that it was inspired by the Audi R18 and the vehicle's success at the 24 Hours of Le Mans.

The "R18 ultra® chair" was designed by Audi and design notables Clemens Weisshaar and Reed Kram as a testament to superior engineering and the ultra lightweight technology program.

What at first might seem an odd mash-up—a stationary, geometric object inspired by propulsive performance—makes more sense as the backstory is told. It starts in 2012, when a prototype of the chair was introduced to the public at the Milan Furniture Fair. Sensors were embedded in the chair so that when volunteers sat in it, their positioning and movements would be recorded. The results would show where the stress was most felt by the sitter, which in turn would enable them to follow the philosophy of Audi ultra® lightweight technology.

"In the areas where the sensors didn't turn red [areas of top stress on the structure], we could reduce the amount of materials," said Munich-based designer Clemens Weisshaar. "So in some areas you may have eight layers of carbon fiber, while in another, only two layers."

In addition to paring down unnecessary weight by being strong where it's most needed but >>



strong enough elsewhere—the theory behind ultra®—the R18 ultra® chair shares with its racecar namesake a load-bearing monocoque shell, and uses Audi joining technology to allow the legs to be positioned more centrally, for optimum support and balance.

“A chair is quite an extreme object from an engineering point of view, with significant dynamic forces imposed by the body acting within its structure,” Weisshaar explained.

After the Milan experiment, the now-improved chair made its next appearance in Miami. The team used the crowd-sourced appearance to reduce the weight of the chair by a third, to around five pounds. But unlike other light chairs, the carbon fiber material and stress testing had led to an incredibly strong chair—one that could hold nearly 575 pounds of weight.

It’s comfortable too, as would befit something inspired by a vehicle whose drivers have to endure hours at a time behind the wheel, because the chair utilizes high-tech, force-sensitive resistors that adjust for the sitter’s back, and strain gauges for added support.

At Miami, the chair, the enormous welding robot that helped manufacture it and an actual Audi R18 were part of the exhibit, which included a presentation with prototypes and videos. Visitors were encouraged to sit on the chair, to get a feel for how lightweight technology benefits even those who don’t race cars for a living.

The general consensus was that the R18 ultra chair was one hot seat, quite possibly the most technologically advanced chair in the world—and maybe the simplest too. And, this being Design Miami/, there was an explanation about how that came about as well.

“Form and function become inseparable,” Weisshaar said. “You almost get something that’s so minimal, it *has* to be beautiful.” //



Photos: Frank Bauer

# Unified by design

By Jay Brida

# Berlin



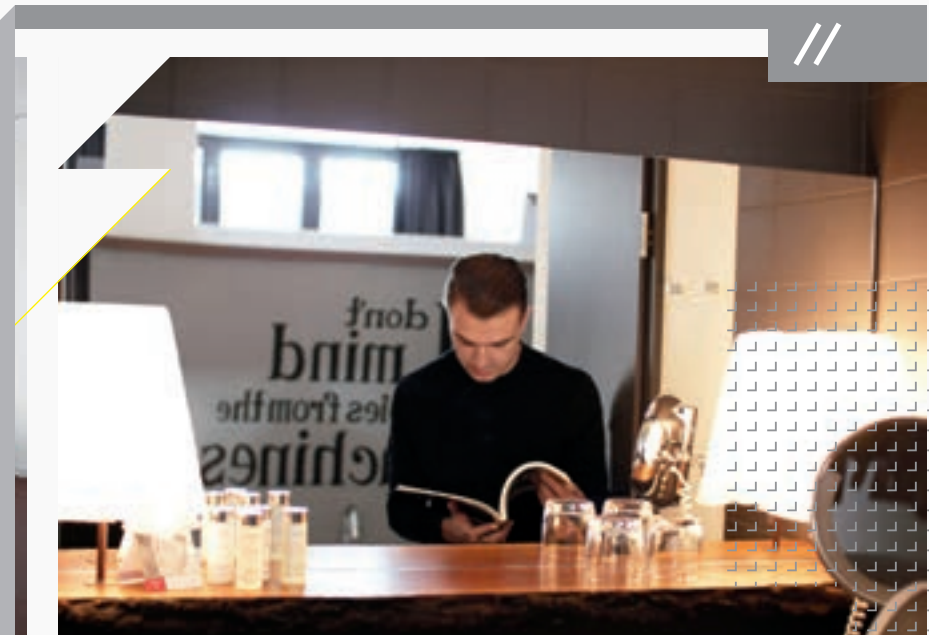
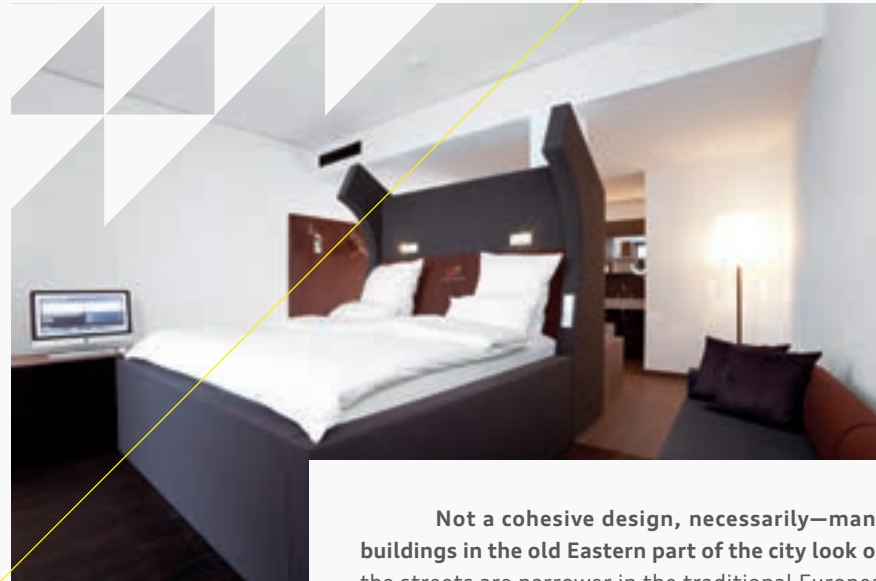
City	344.35 sq mi
Elevation	112 ft
Population	3,520,061
Density	10,000/sq mi

52°30'2"N 13°23'56"E

**Berlin, once divided by a wall and competing ideologies, might still have trouble coming together.** After all, it is really the fraternal twins of two cities which grew apart and exponentially different for 40 years. And so today, Berlin is chaos and ever-changing. Berlin is three-and-a-half million beautiful, odd, disparate, different things. It quickly becomes clear walking around the neighborhoods and the throngs of people that what unifies Berlin, possibly the main thing, isn't the absence of a Wall. It's a city-wide passion for design. >>

The sleek exterior of the Berlin design hotel The Weinmeister





Not a cohesive design, necessarily—many of the buildings in the old Eastern part of the city look older and the streets are narrower in the traditional European style. However, you can quickly see a giant brutalist apartment block that seems to have been beamed in around 1973 from the Moscow suburbs, and then catch a glimpse of the spires of a rebuilt Gothic-style church all while bathing in the glow of a nearby neon art installation—but a freewheeling spirit that design, that creativity, is the connective tissue of the German capital. Design informs everything, from the art installations made up of what's left of the former wall to restaurants of every imaginable cuisine and the themes to the hotels that tourists and the curious alike flock to discover what makes this energetic city tick.

**Thomas Tanzer, a Berlin scene veteran and the general manager of the design hotel The Weinmeister, in the Mitte district, has a theory of why design has taken root and hold in the imagination of Berlin.**

"There is no industry here, all of the Fortune 500 companies and the finance sector is still in the West [of Germany], what we have here is government ... and design."

His hotel is a testament to his thesis. It is a hotel designed with intent in every conceivable facet. Start with the door. It's graffiti strewn and unmarked. It's easy to walk by while trying to find the "real" entrance, until you realize that this is it. There's smaller things too. The whimsy in the delicious bowl of complimentary sour gummy bears, the commissioned art gang which painted the walls around the staircase in a single overnight session, the giant chairs in the lobby café and the deliberately gargantuan headboards that adorn the beds, which were strategically placed in the middle of the room and adorned with ambient lighting.

It's clever, sure, but it's also comfortable. Over coffee in the lobby, Tanzer talked about how that was part of the intent behind he and his team's approach to shaping the Weinmeister.

"The beds, let's face it, they are always supposed to be the centerpiece of any hotel room. We played that up with their size and presence in the room, right in the middle. But even here in the lobby, look around. The positioning of the tables, the feel of the seats—these are cues we took from automotive interiors."

There was a kind of luxury interior feel to it. There were warm wood accents throughout the lobby, a window to look out onto the street and a steady stream of would-be guests walk past it, looking for the door, and, of course, the unmistakable seats.

"Design isn't just shape. It's about placement, of materials, what we want you to do when you come to a place like this. This is for relaxing, for feeling connected in your own cocoon, like you are driving that perfect Audi, looking at the world and the world looking at you, feeling jealous," Tanzer explained. "It's design that defines us and defines our customers. A Weinmeister customer has to get the door. The door is the concept."

**It's that kind of passion, and explanation, about design you find throughout Berlin.** While most attribute that to the rebirth of the unified city after the Wall came down, design and Berlin have a long history. It was the last seat of the famed Bauhaus School, an architectural revolution that embraced clean lines and form over function. But it wasn't just for architecture it was an all-encompassing belief that all art would share in the vision, including design. From 1932 to 1933, it was based in Berlin, after stops in Weimar and Dessau, and its archive is based in the Museum of Design, near what was Checkpoint Charlie. It

represented modernism proudly before it was shuttered and its practitioners made their way to America.

**And while the movement's influence is felt globally, Berlin today is far more than precise and austere modernism.** It's avant-garde and classic too. A perfect example of the blend is found in the way they are redesigning Museum Island, an island in the River Spree, which holds several major museums. In places, you'll find restored buildings that capture the imposing grandeur of the Imperial capital of the 19th century, in others, you find the kind of futuristic architecture and style that hasn't quite found a name yet.

Maybe it's best to define the animating spirit of Berlin's ever-evolving sense of design in the context of the old Wall, after all. The famed Dutch architect, Rem Koolhaas, an Audi ambassador and designer of the new Netherland Embassy in Berlin, once described the Berlin Wall as "one wall that always assumed a different condition. ... In permanent transformation. It was also very contextual, because on each side it had a different character; it would adjust itself to different circumstances."

Those circumstances continue to adjust as quickly as they can be designed.

Photos: Weinmeister Berlin-Mitte

# Giving Audi an Italian accent

From supercars to pasta shapes, Giorgetto Giugiaro is a maestro of design.

By: Jennifer Casey and Uwe Hans Werner



Giorgetto Giugiaro, named Car Designer of the Century in 1999 and inducted into the Automotive Hall of Fame in 2002, was born in northern Italy in 1938. But Giugiaro designs more than cars. He has also designed motorcycles, firearms, camera bodies, computer prototypes, office furniture and even a pasta shape.

In spite of his 75 years, Giugiaro is in his office almost every day. He is the driving force behind the integration of his company, Italdesign Giugiaro (IDG), into the Audi organization.

If you count the combined production volumes of the manufacturers, Giugiaro has put more than 50 million cars on the road—from two-seater super sports cars to fuel-efficient family cars, military off-roaders, minivans and exclusive luxury limousines—under contract to manufacturers from Europe, Asia and the United States.

## Designing origins

When he was a child, Giugiaro wanted to be a painter like his father, and preferred to spend time with his pencils, sketch pad and paint box. That is, until one of his professors told him that artists starve, and suggested he use his proclivity for drawing in another field. So when he was 17 he got a job at an Italian car manufacturer to have a steady income, and the rest is history.

“It was like a university for me,” Giugiaro said. As part of a large team, the young Giugiaro was initially only allowed to draw components, not design his own cars.

But just a few years later, Giuseppe “Nuccio” Bertone, the lead designer at that company, made the 22-year-old Giugiaro the head of his newly established design center after seeing the work of the young designer at an exhibition.

“It is really amazing that someone early on in his career noticed this natural propensity toward automotive design,” said Derek Howard, an Art Center College of Design instructor.

“Transportation design specifically is a product that has a very defined direction. And you’re always trying to move lines and shift proportions to help reinforce that movement or the speed of the shape of the form. Some people are just naturally very gifted at that. And fortunately for us, Bertone really noticed that early on in [Giugiaro’s] career and gave him the flexibility to be able to spread his wings and deliver the amazing work that he did at that time, which really kicked off his whole career.”

He left that car manufacturer to launch his dream project, Italdesign, in 1968 with his engineer friend Aldo Mantovani. Looking back, Giugiaro sees this pairing as a stroke of genius. With Mantovani, the very outward-looking creative found an ideal and fruitful match in the great, yet unpretentious and rather introspective, technician and engineer. Many of the more than 200 models and series that they created there and took to the streets in the decades that followed became classics or achieved cult status. >>





One of those vehicles is the Audi 80, a compact, executive car that was produced from 1966-96. Giugiaro designed the body of the B2 (1978-86), the second generation of this popular vehicle. The 80 was sold as the Audi Fox for model years 1973-79 in North America and Australia, and as the Audi 4000 for model years 1980-87 in the United States.

#### The function of form

For Giugiaro, design is a means to an end. Above all, he sees himself as having an obligation to the logic of the product (and to the well-know design dictate that “form follows function”), and thinks that the driver and passengers should not become slaves to vehicles. To this extent, design is, for him, primarily a mathematical vision that implements the demands laid down by functionality and convenience—clear dimensions with clear proportions and a spatial logic that always relates to the user.

“Design should not be a work of art,” Giugiaro said. “In contrast to art, you do not go beyond the confines of logic. Getting in and out, sitting down in a small space—the attraction is in reducing this to its essence.”

Howard said he agrees with Giugiaro’s philosophy, and said that it is frustrating that there are so many people today who want to be stylists, but don’t want to concern themselves with functionality.

“First it needs to work, and then you can make it look good,” Howard said. “You work on them both at the same time—simultaneously. But if it doesn’t work, you’re putting lipstick on the pig.”

Giugiaro, who doesn’t have a single automotive sketch in his home, finds stimulation and inspiration for new creations primarily on visits to art exhibitions and museums. He copies nothing, emulates nothing, but he registers what he sees and works it into his sketches.

“If you go through life with open eyes, you perceive so many things in your subconscious—and some of it comes back while you are working at the drawing board,” Giugiaro said. //

Photos: Encounter





→ Ruby red light in the wooden trim could warn against opening the door without looking.

→ Polar white light behind the layered oak veneer delivers a pleasant ambience in a typical cool shade of white by Audi.

→ By day the strips within the layered veneer appear black without LED illumination.

Photos: Encounter, Mierswa-Kluska and Lovred gmbh

# Crafting a new interior narrative

By Steven Michail

The art of storytelling has taken many shapes over the course of human history. From the walls of the pyramids and temples of Ancient Egypt to the frescoes of the Italian Renaissance, every movement incorporates distinctive styles that narrate the stories of the time. Not only did these art forms tell a story of that society's experiences, but also the story of deliberate and capable craftsmanship that continually transcends art forms.

Although these examples are rooted in antiquity, today, the same artisanship can be found, telling our story, in the interiors of our design-focused lineup of Audi vehicles. It is handcrafted detail and a finessed design language, which brings unique materials to every cabin that we painstakingly assemble.

When the Audi A7 was first unveiled at the North American International Auto Show in 2009, our Layered Oak inlay made its first appearance. Lightly stained woods were interspersed with fine black lines, giving the interior a yacht-like look and feel. That design led to the next generation of layered wood, "Layered Aluminum/Black Wood." It was comprised of a tulipwood veneer, dyed black and layered with aluminum, giving the interior a sporty, elegant character. This look was achieved by gluing together five to six sheets of veneer and a thin sheet of aluminum, and hand cut due to the intricate pressures each unique piece required.

While we have a deep history of innovation, we never look back as if the job is complete. You see it in the available ambient lighting in our cabins; implicit details that set us apart and invoke an emotional response to your vehicle. The future will give way to interior lighting, which act as functional indicators.

For instance, if sitting in a parked car the LED lighting technology in the door trim may turn from white to red upon the approach of a cyclist, or other danger, instructing you to remain in your vehicle and out of harm's way. Further along, we can foresee green interior lighting as an indicator that you've engaged autopilot when traffic is moving at a walking pace. It's another way your vehicle will be able to communicate with you.

Our designers continue telling a progressive story by persistent experimentation and innovation, coupling the functional with the aesthetic. Adding subtle lighting, as inlays, into door treatments, utilizing textured leathers and stitching patterns, and of course using only the finest woods and polished aluminum continue to tell the story through high-quality design. //



→ Green light along the steering wheel could signal to the driver: Piloted driving is active, the car is now steering autonomously.

→ Red light would mean: Take care, heightened attention required, please resume control.

→ White light indicates that piloted driving is not currently active.



→ The shape of wood to come. Audi takes American white oak and innovative design

technology to make wood layers—producing a new kind of multi-dimensional inlay.

# Tireless inspiration

By Jennifer Casey

**When Jason Fowler was 17, he was ranked number two in his division in motocross racing in the United States.** Then, on March 13, 1991, his life changed in an instant when he collided with a rock and flew off his motorcycle while practicing for another race season.

Fowler said he landed straight down on his head and he knew something was wrong immediately. He had completely severed his spinal cord, and was paralyzed from the chest down.

After about a week of lying in the hospital, Fowler's mom said, "Feel bad for yourself for a couple of weeks, and then we're going to get on with this and move forward."

Fowler, who is now 39, said that set the tone from that point on.

"The fact that I didn't get to pursue my dream of racing motocross professionally was one of the things that was toughest for me," Fowler said. "I just decided I was going to make it a positive. Make the most of it."

**While Fowler was in the hospital the first week after his accident, he saw his childhood hero competing in the Boston Marathon in a wheelchair,** and was inspired to follow in his footsteps.

"He showed me from the beginning you could be in a chair, be a competitor and race, and it wasn't about having a disability—it was about being yourself and competing again," Fowler said.

Fowler started wheelchair racing about six months later.

"I borrowed a friend of a friend's wheelchair and started doing 5Ks," Fowler said.

"And I think, right from the beginning, that got me back to who I was in sports and athletics and allowed me to be who I was before, and that was competing and sort of persevering through these tough times.

"And that was really hard, to go from being number two in the country in motocross in my division to last place in wheelchair racing, and having to start all over again. But that's what got me on track and kept me on track in the sense of moving forward."

**Fowler has never stopped being a world-class competitor.** He has competed in more than 150 road races, which include 34 triathlons and 31 marathons.

In 2001, after a decade of competing in marathons, Fowler was inspired to get into triathlons when his childhood hero won the Hawaii IRONMAN® World Championship. Little did he know that one day he would beat his hero in the IRONMAN® World Championship. >>

▼  
IRONMAN® WORLD CHAMPION  
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IRONMAN® champion Jason Fowler demands the same exceptional performance from his Audi as he does from himself.

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The first time Fowler attempted the IRONMAN TRIATHLON®, which consists of a 2.4-mile swim, 112-mile bike ride and 26.2-mile run, in 2004, he wasn't able to complete it. In 2008, he got second place in the men's handcycle division. And in 2009, he won it.

"The way the whole race went was just spectacular," Fowler said. "At one point I was down 20 minutes to the leader about halfway through the bike ride, and then [my hero] was winning the race, and I think I passed him at about mile 20 for the lead."

So there was about a mile left in the race, and I knew I was going to win. All day you're sort of riding this emotional roller coaster. That last mile I just started crying. I knew I was going to win. There are not any words that can describe it for me. It was the most amazing feeling of accomplishment and satisfaction just that I did it."

And Audi turned out to be the perfect vehicle for this elite athlete.

"I thought they were very cool looking, so that was my first introduction, and I knew they were a performance vehicle," Fowler said. "And going along the lines of my background in motorcycle racing and really being performance-oriented, and demanding a lot from myself, I sort of demanded the same of my cars as far as braking, steering and suspension. Riding in this car, I felt that. I was like, 'wow!'"

Fowler said he loved his first Audi, an A4 Avant, because it was nice and low, so he could transfer into it really easily.

"It had enough room in back for my racing chair, handcycle and all of my racing gear, and it still drove like a high-performance vehicle," Fowler said. "And I thought that was unique. A lot of other people that I knew in wheelchairs were buying minivans and things that weren't really my style."

Later, Fowler upgraded to the Q5, because it had a little more room for his equipment. He said he loves it because it has more headroom in the cabin, but still drives like a car.

"I got all the performance stuff that I got from the Avant, and now a little more room," Fowler said. "All the extras I got make it so comfortable to drive. The back-up camera I love, which I never thought I would use. ... And I use mine so often backing out of driveways. Less dents and dings from living and working in the city. I can see better."

Fowler lives in Belmont, Mass., and has a full-time job as a medical device consultant. He volunteers as a mentor to help people with new spinal cord injuries get over the initial shock of their injury. He is also a health coach, where he uses a holistic approach to help clients improve their health and wellness. And he trains 18 to 20 hours a week in his quest to win the next IRONMAN® World Championship on Oct. 12, 2013, in Kailua-Kona, Hawaii, which he qualified for.

When he does have free time, he enjoys vegging out on the couch and watching movies. One of his favorites

is a biography of an athlete who overcame the odds against him, and accomplished his goal of playing college football. He said he relates to it because he never felt that he was the most talented, strongest or skilled athlete, but he always worked harder than anyone else.

"We all have things that have happened to us, and we have the ability to react, and I chose to live in a way that's not disabled," Fowler said. "People say I'm handicapped or disabled. That doesn't fit me. It's like that for a lot of people, regardless of if you use a wheelchair or you put on shoes in the morning and walk. We all have our stuff and we can choose how we want to react to it, and what meaning we give to it. And I chose not to make it a negative thing for me."

**Editor's note: After this article was initially submitted, Fowler participated in the 2013 Boston Marathon. He spoke to us about how that experience affected him.**

Fowler finished the 2013 Boston Marathon in 01:57:01. Fortunately, he wasn't injured by the bombs because he left the race area 30 minutes before they exploded.

"When I first saw the bombings, I just kept thinking, 'Oh wow, they're ruining our day. They're ruining our day,'" Fowler said.

Fowler said the Boston Marathon means so much to him. He said he thinks it's the best day in Boston because people are really energetic and encouraging. It's also a reminder of how far he's come since his initial accident, he said.

"I think now, seeing how strong people are ... and I think because the community rallied around the victims and just came together in a way that I've never seen before in Boston, I think people are even more eager to show the world that we're not afraid and we're going to live." //

2004 | Earned his MBA from Boston University. Attempted his first IRONMAN®, and wasn't able to finish  
2008 | Took second place in the IRONMAN® World Championship  
2009 | Won the IRONMAN® World Championship  
2012 | Won the IRONMAN® 70.3 World Triathlon Championship  
2013 | Competed in the Boston Marathon. Finished race and left race area 30 minutes prior to bombings

1983 | Nationally ranked amateur motocross racer

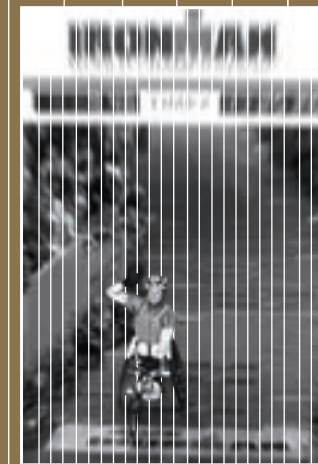
1991 | Started wheelchair racing in 5K race

1993 | Competed in first marathon

1997 | Graduated from Northeastern University in Boston

1991 | Was paralyzed from the chest down in motorcycle accident

2001 | Was inspired to start competing in triathlons when childhood hero won the Hawaii IRONMAN® World Championship

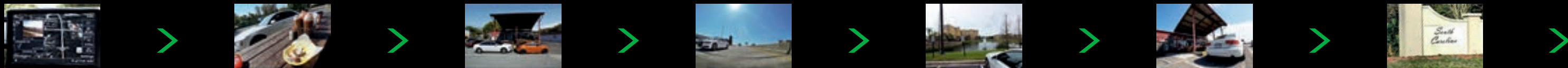


"The last mile I just started crying. I knew I was going to win."

Photos: provided by Jason Fowler



# FL > VA



# #TDIRoadTrip



The distance from Sebring, Fla., to Audi of America's hometown of Herndon, Va., is precisely 949 miles—most of it a straight shot northbound on I-95—and a trip that should take around 14 hours. Like the 12 Hours of Sebring (a race Audi just won again), this trip is also a test of endurance, and one best tackled with a few close friends on your driver team. It's a tradition for us to drive back after the race, and since this was possibly the last year for the Audi Team at this track—due to a shakeup in the racing world—we decided to try something special: to drive back, ourselves, and use the return as an opportunity to test the Audi A8 L TDI® clean diesel.

Audi's TDI® clean diesel technology isn't exactly new to America. After all, Audi Sport® raced and won in Sebring on their first try with the diesel-powered R10 TDI® back in 2006. Production cars like the A3 TDI® and Q7 TDI® have been available in Audi dealerships for a few years now. But with new TDI® model offerings and a new engine coming out this year, including the Q5 crossover, the A6 Sedan, the A7 and, of course, the A8 L, it feels like a debut. As it turns out, Audi of America's first A8 L TDI® demonstrator vehicles were brand-new in Florida, and we were lucky enough to commandeer one.

The Sebring weekend came and went, and with another victory in the bag for Audi, it was time to pack up our trackside camp and head home. The convoy would be made up of two cars—the aforementioned A8 L clean diesel and our own Samoa Orange TT with the S line® Competition package—an efficient and lightweight coupe with gasoline-powered 2.0-liter turbocharged four cylinders.<sup>1</sup> That car would serve as chase/camera car on the return trip and an interesting specimen by which to compare the efficiency of the much larger A8 L in this consumption experiment.

Our destination was Audi of America headquarters in Herndon, Va., and then on to our own offices in Pennsylvania. The plan was to see how far we could get on one tank of fuel while traveling at real-world driving speeds, say, 65 to 80 mph.<sup>2</sup> And, wanting to keep it entertaining, we planned a few creative pit stops along the way.

With its ASF® aluminum construction, the A8 L was already no slouch. Still, this new A8 L TDI® benefits from a smooth and quick eight-speed transmission paired with an Audi 3.0-liter V6 TDI® rated at 240 hp and a whopping 406 lb-ft of torque.

## Showing our range on a single tank

Join George Achorn, editor-in-chief of the popular website Fourtitude, as he and his crew hit the road in an Audi A8 L and Audi TT, both equipped with TDI™ clean diesel technology.

>  
>  
> By George Achorn

Officially, the A8 L TDI® is rated at 24 mpg city, 36 mpg highway and 28 mpg combined.<sup>3</sup> We were curious how that would compare with real-world numbers and, as a result, we decided against hyper-miling tactics like driving super slow or coasting in neutral. We loaded the car with two passengers, luggage and a generous helping of camera gear and then set north from the track, toward Orlando. Both cars were topped off with fuel, and trip computers were reset to zero just outside of Sebring proper, a move that marked our experiment and also our trip as having officially begun.

A bit of initial jitters started almost immediately, as Route 27 North out of Sebring is riddled with stoplights and roadside distractions. Such conditions aren't great for efficiency, but we adjusted soon into just enjoying the ride.

After a few stops and a return of the camper we had used for the race, we were finally able to get on I-95, where we could begin to raise the efficiency of the A8 L and stretch its legs. The car proved most comfortable at highway speeds with the usual lack of road noise and plethora of crisply toned music via the Bang & Olufsen® Advanced Sound System.

As one of our team lounged in the back, checking e-mail or watching a car show on the iPad®, and streamed audio via BLUETOOTH® through the car's audio system, another tackled the logging of mileage.<sup>4</sup> The A8 L TDI® handled thick, yet moving, traffic around Jacksonville with considerable ease, delivering impressive passing torque at highway speeds as we sliced through this metropolitan area and broke through to open highway.<sup>2</sup>

By mid-afternoon, we'd crossed into Georgia and took our second diversion, skipping the roadside fast-food chains in order to experience some local flavor. Southern Soul Barbeque came highly recommended—a from-scratch barbecue joint located on beautiful St. Simon's Island that one of us had found on an iPad® app via the Audi connect® system.<sup>5</sup> The detour from I-95 was just about 15 miles off course and, in the end, well worth the added time and hit to our efficiency data depicted on the driver information system.

A quick lunch of pulled pork barbecue, fried green beans and equally fried chocolate sandwich cookies all washed down with Southern sweet tea was just what we needed for our own refueling. And as we proudly sat posting photos of our lunch on our social media pages, the manager approached us. It turned out that the owner of the restaurant was also

an Audi owner and spotted our #TDIRoadTrip posts. He'd identified us by the plate of fried cookies—the only food yet uneaten on our table by that time.

Back on I-95, we'd lost one mpg off of our average that was out still holding at an impressive 36 mpg. The rest of the trip would likely be mostly highway, so we expected that number to climb. Diversions from here on would be close to the interstate and kept to a minimum, like stopping for the first re-fueling of the Audi TT in northern Georgia. Our orange chaser car was running efficiently at more than 30 mpg,<sup>1</sup> but the larger and more luxurious A8 L was still in the lead.


Motoring through North Carolina, we debated pushing through all night. By doing so we'd arrive at Audi's offices around 4 a.m. and skip rush hour traffic near Richmond, Va., and Washington, DC. And while the A8 L showed every urge to keep going, we had run out of steam. The TT was also coming to the end of its second tank of fuel anyway, so we pitted in near an outlet mall midway through North Carolina.

In the morning, we waited until a reasonable 9 a.m. to return to the road in order to skip out on morning commuter traffic and thus help our efficiency. The A8 L was still indicating a quarter tank as we refilled the TT for the second time. In the end, the A8 L would make it all the way into Virginia and just south of Richmond before we eventually stopped for its first refuel after traversing 802 miles.<sup>6</sup> We were ecstatic at the result and bragged about it boisterously on our social media pages.

In the end, it was just after 3 p.m. when we arrived at Audi headquarters. Several who'd been following our trek via the Web came out in order to congratulate us and check out the car. And while we'd like to take credit for the feat much like one of the endurance racecars Audi drivers might celebrate the Sebring win, that is hard to do when all you really did was keep it between the lines on a straight highway in between periodic gluttonous meals. While we may not be endurance stars, the A8 L has just made its own arrival and likely qualifies as one. More than 36 mpg and 802 miles logged on just one tank are impressive numbers, and ones we expect American consumers will certainly sit up and take notice of. //

1 See [www.fueleconomy.gov](http://www.fueleconomy.gov) for EPA estimates. Your mileage will vary. 2 Obey all speed and traffic laws. 3 EPA estimates. Your mileage will vary and depends on several factors including your driving habits and vehicle condition. 4 Requires compatible phone. 5 Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. Features may require an additional subscription plan. See dealer for details. 6 24 city/36 highway mpg (2014 A8 L 3.0-liter TDI® clean diesel V6 with eight speed Tiptronic® automatic transmission and Audi quattro® all-wheel drive). EPA estimates. Range based on EPA estimates of 36 mpg highway and a 23.8-gallon fuel tank. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition.

Photos: Fourtitude



# Perfection on the half shell

For those for whom the oyster is their world.

**95%** of oysters are sustainably farmed and harvested.

A team of American and Italian researchers analyzed bivalves and found they were rich in amino acids that trigger increased levels of sex hormones. Their high zinc content aids the production of testosterone.

## Zn | Fe | Ca | Se

Oysters are an excellent source of zinc, iron, calcium and selenium, as well as vitamin A and vitamin B12.

One dozen raw oysters contains 110 kilocalories

By Jordan McKay

**I've often wondered what the reaction of the first human to ever consume an oyster must have been.** How did he know it was food or how to open it? And upon sliding its slimy squishiness into his mouth, did he go "ewww"? Or did he, as I and so many others have done, pause for a second, sensing evidence of a higher power?

Whatever his reaction, we ultimately have this primal being to thank for the modern oyster bar. For those who consider the experience of slurping fresh oysters a religious experience, the oyster bar is a place of worship. There are many sects, denominations and styles of oyster temples, but they are all in service to the same briny, glistening eminence.

**Naturally, the quality of an oyster bar begins and ends with the star ingredient.** Freshness is obviously key, as is diversity. As Rowan Jacobsen said, "It takes great habitat to make great oysters, so when you taste a really superb one ... you are tasting the untamed health and beauty of nature," in his very useful book, "A Geography of Oysters." A good oyster bar will have a well-chosen variety of oysters representing a range of unique source locations that have a distinctive taste and often an evocative name.

I prefer to frequent oyster bars on the coasts for (at least the illusion of) freshness and the harmony between sea air and seafood, but in the age of same-day delivery, hyper-fresh oysters can be had in the desert, so top-notch mollusks are the first requirement for a great oyster bar, but not the only one. Atmosphere is essential too. >>



Native to the Pacific Northwest



Olympia

Imported from Japan



Kumamoto  
Found from southeastern Alaska to Baja, California

Native East Coast oysters are all the same species



Wellfleets  
from Cape Cod



Blue Points  
Long Island



Chincoteagues  
Virginia



Apalachicola  
Florida





Purists insist on eating them raw, with no dressing save perhaps lemon juice, vinegar or cocktail sauce. Upscale restaurants pair raw oysters with a homemade mignonette sauce.



Oyster bars pretty much break down into two camps—the pristine and the lived-in, the new and the old. Either way, there must be a counter at which you can sit with a guy shucking on the other side. A few good non-oyster seafood dishes on the menu are another requirement: mussels, crab salad and clam chowder. And, second only to oysters, there has to be good libation. For me, the delight of a cold, saline oyster is not quite right unless washed down by cold, crisp beer or a minerally white wine. As long as an oyster bar has one of those two beverage categories covered, I don't care if it's a rickety cabin on the side of windblown, ocean highway. In fact, all the better.

For the fact remains that though an oyster bar is a temple, the religion of oysters can't be too precious, rococo or formal. Appropriate morning, noon or night, oysters are fast food, and take well to quick eating while standing up or with one leg hanging off the stool in a boisterously crowded environment. Let the Parisian way serve as a model: In high-oyster season and over the December holidays, oyster stands pop up all over the streets in the middle of the crowded city. Parisians everywhere stop for a few minutes, pop some Normandies, maybe swig a gulp of Muscadet. That's how it should be done. Slurp, gulp, and then decide whether to order more. Below are some of the best places to do just that in U.S.

#### ↘ San Francisco

A great oyster town, San Francisco's weather and diet are largely governed by the frigid waters of the Pacific Ocean, which happens to also foster great oysters. One of the best farms, Hog Island, of Marin County's Tomales Bay, also operates the city's most comprehensive oyster bar. A bright, light-filled spot in the downtown Ferry Building, Hog Island Oyster Bar has an entrancing view of San Francisco Bay and a gorgeous concrete countertop with oyster shells embedded in it. And their selection of oysters is second to none. According to manager Gregory Hinds, outside of its own supply, Hog Island only imports from oyster farms with whom they have a direct relationship. "We know the names of the guys pulling them out of the water," he says. Of course, any discussion of San Francisco would be remiss without mentioning Swan Oyster Depot, a fixture on Polk Street since 1912. Its cramped, lived-in interior is the opposite of Hog Island's pristine, expansive one. And the food is a throwback—clam chowder, crab Louie—and the oysters don't compare to Hog Island's. It's everything but the oysters at Swan's that keeps people waiting in line for one of its 18 counter seats: the decor; the hospitality of the Sancimino brothers, whose family has run the place since 1946; and the beer is the freshest in town.



#### ↘ Chicago

At GT Fish & Oyster, located in Chicago's industrial River North neighborhood, chef Giuseppe Tentori takes the oyster concept upscale into the realm of seafood wonderland. If not posh, the interior is polished in a comforting way that an oyster bar far from an ocean needs to be. The cleanliness and shine reassures that everything here is meticulously handled. And no less should be expected of Tentori, who served nine years in the training grounds of one of the finest restaurants in the world. The oysters here are labeled West and East, depending on their coast of origin, and served with a zingy ponzu mignonette. The menu expands into fancier things, like caviar service, crab cakes and cioppino, which can easily turn what might have been a quick visit to shoot some oysters into a languorously lengthy meal.

#### ↘ Seattle

Washington's Puget Sound, where cold northern Pacific waters meet a whittled coastline of calm inlets, is perfect for raising oysters. Restaurateur Renee Erickson is aware of this. She said, "I felt like Seattle's a place that's surrounded by oyster farms, and yet there wasn't a presence in the marketplace for all this bounty. They're not on the corner like they are everywhere in Paris." So she created one, and in turn, Seattle's best oyster bar, The Walrus and the Carpenter. A small, homey space that Erickson said, "combines French café and seaside cabin," the Walrus features superb local oysters served raw and fried, as well as other bounty from the Sound and beyond (great steak tartare). The long lines you will inevitably face here will give you good time to enter your name and explore the ultrahip neighborhood of Ballard.

#### ↘ New York

It's not hard to find great oysters in New York (on any given day, AQUAGRILL may feature up to 30 different varieties). But the jewel in the crown of American oyster bars can be found underneath a teeming train station. Shucking since 1913, the Grand Central Oyster Bar buzzes under its original vaulted, tiled ceilings. With its long marble counters and terse service, the GCOB is huge, bustling and takes you back to old New York, when the local bays were filled with oysters. The oyster list can feature around 30 selections, while the famous wine list runs to about 300. This place is worth a trip, even if you're not about to jump on a train.

#### ↘ Boston

Situated strategically between the fertile oyster beds of New York and Maine, the Boston area is prime territory for great mollusks. While there are plenty of places (from the down-home Summer Shack chain to the regal Eastern Standard), my favorite is B&G Oysters. Tucked into the bottom floor of a classic, red-brick building in the South End, chef Barbara Lynch's exquisitely human-scaled operation supplements terrifically fresh oysters with such irresistible prepared dishes as lobster BLT or fried Ipswich clams with housemade tartar. In good weather, sucking down oysters in the back garden space is as good as it gets. //



Let the Parisian way serve as a model: In high-oyster season, oyster stands pop up all over the streets in the middle of the crowded city.

Photos: Thinkstock, Getty Images and Shutterstock

# Owners' spotlight

by Jennifer Casey

## John Oates

Musician John Oates, 55, is best known as half of the pop duo Daryl Hall & John Oates, who have sold more than 80 million albums.

But he's less known for being a self-described "gear-head" and "Audi fan." Oates said the first Audi he bought was the very first allroad® that came out.

Oates also had a '96 A4 Sedan, which he heavily modified.<sup>1</sup> "That was kind of a project for me," Oates said. "I got the basic car and then turned it into a real screamer, which was a really cool thing to do."

Oates also had an A6 Avant in the early 2000s, and an A4 Avant when it was redesigned. In 2011, his wife got a Q5, and last year he got an S4.

Oates said Audi was the perfect car for him when he moved to Colorado because he needed a car that was good for snow and the mountains, but he didn't want to give up driving a cool car.

"I didn't want to give up having a great-driving car because of this harsh environment that we live in," Oates said. "So Audi was perfect for me because I could enjoy the driving experience while having something very capable in practically all driving conditions."

Oates was an amateur racecar driver in the late '70s

"The songs that we wrote, and the records we made, have stood the test of time. They still resonate, and our popularity seems to have grown over the years and now spans generations."

through the '80s, but chose not to pursue a career as a professional racecar driver because he was so busy playing music and touring.

"Cool cars and musicians kind of go hand-in-hand in a lot of ways," Oates said. "There are a lot of musicians I know who like cars and collect cars."

Oates said that if he had to dream up a car, it would be the S4.

"It's so fantastic," he said. "It looks like a very elegant family sedan. It doesn't scream 'hey, look at me,' but at the same time it's faster than 90 percent of the cars on the road. ... It's one of those cars you can take on a family vacation, or you can take it on the racetrack."<sup>2</sup>

Currently, Oates is touring with Daryl Hall & John Oates on the East Coast, and releasing digital singles every month as part of a solo project called "Good Road to Follow." To find out more, visit his website at [www.johnoates.com](http://www.johnoates.com)

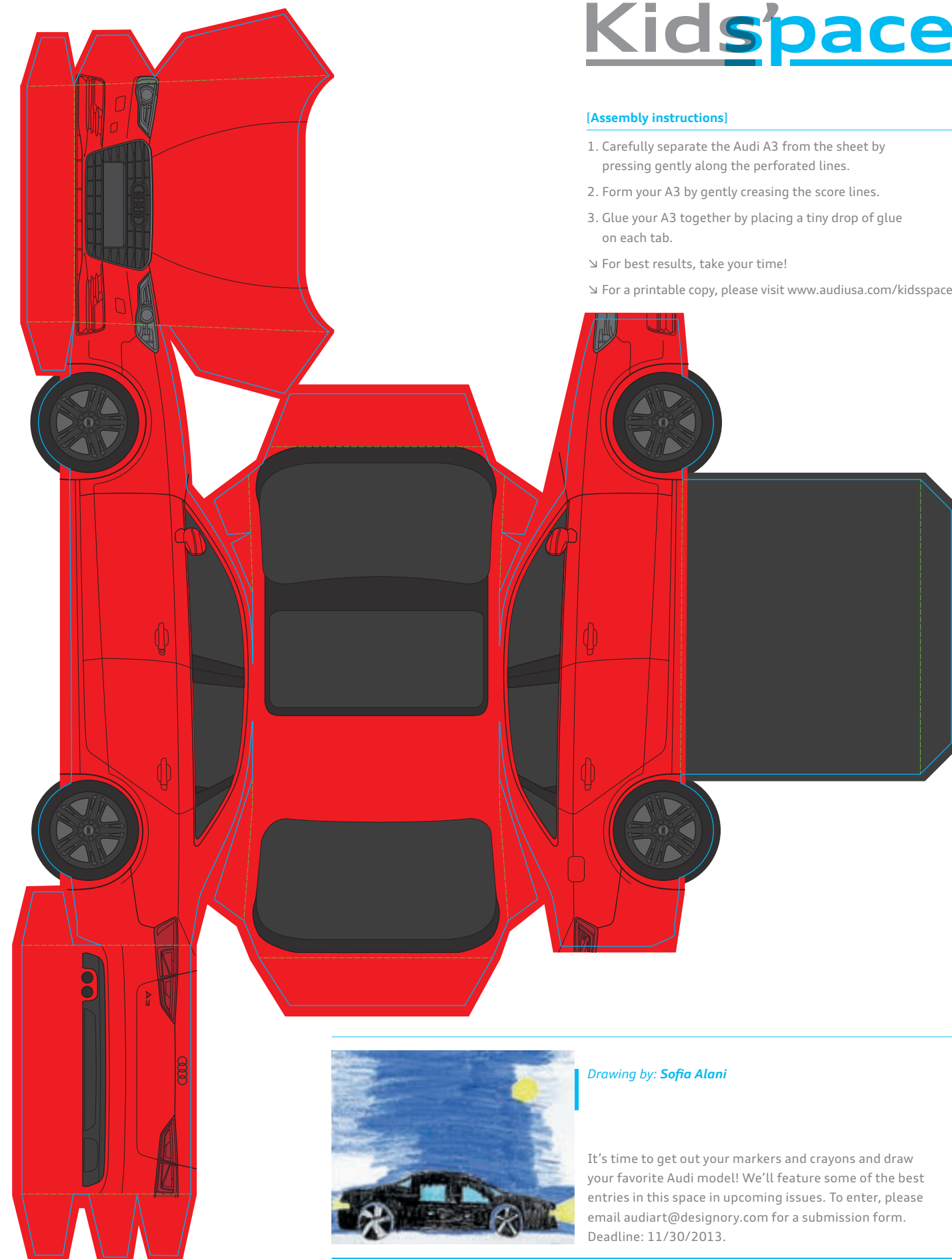
<sup>1</sup> Modifying or altering your vehicle may alter the performance, emissions and safety specifications of the vehicle. Such modifications may render the vehicle unreliable, unsafe or unlawful to drive on public streets; non-compliant with federal or state regulations; and affect coverage under any existing New Vehicle or Certified Pre-owned Limited Warranty. <sup>2</sup> Top track speed is electronically limited in the U.S. Obey all speed and traffic laws.



Photos: Corbis

## [Assembly instructions]

1. Carefully separate the Audi A3 from the sheet by pressing gently along the perforated lines.
  2. Form your A3 by gently creasing the score lines.
  3. Glue your A3 together by placing a tiny drop of glue on each tab.
- ↳ For best results, take your time!  
↳ For a printable copy, please visit [www.audiusa.com/kidsspace](http://www.audiusa.com/kidsspace)



Drawing by: Sofia Alani

It's time to get out your markers and crayons and draw your favorite Audi model! We'll feature some of the best entries in this space in upcoming issues. To enter, please email [audiart@designory.com](mailto:audiart@designory.com) for a submission form. Deadline: 11/30/2013.

## A Music City migration

Audi Club North America



### **Southern hospitality and German engineering in concert.**

Join Audi Club North America members for the Frank Beddor National Event, October 2-6, 2013, Back Roads to the Backstage, where Southern hospitality and German engineering come together for four days of scenic drives, plantation and wine tours, great food, live music and much more. Come home to Nashville.

**Experience Audi Club North America:** One passion, countless adventures! To join, or for more information, please visit [www.audiclubna.org](http://www.audiclubna.org) or call (262) 567-5476.

Photo: Ken Dinwell

United  
Passion,  
Defined Spirit.  
The world of Audi enthusiasts

# Cult displays

Sharp wit and imagination mark these inventive and fanciful displays.



Shoe display made from champagne glasses →



## Maison Martin Margiela

Maison Martin Margiela, the famed avant-garde fashion house based in Paris, likes to confound tradition. They expressed this motif in one recent display at their Santa Monica outpost. It featured the French classic—champagne flutes—along with the high-heeled shoes they sell. It's an iconic pairing, but seen through the creative lens of MMM, it also shows their experimental side, where they engage in the “deconstruction” of traditional fashion norms. Their display philosophy matches their design sense for their collections, that is, to “reinvent volumes, modify shapes, change the original use and movement of garments and derail classic notions of fashion.”

[maisonmartinmargiela.com](http://maisonmartinmargiela.com)

## Wingtip

Sure, they have a custom Audi S8 that they use for their club service and a private club on an upper floor for members, and they exude an exclusive, yet slightly bohemian, vibe, but Wingtip, the “one-stop shop” for the modern gentleman in downtown San Francisco, also sells very expensive, gorgeous ties off a craps table. That's only one of several ingenious displays that give shoppers a look into the soul of the store. Their display centerpiece is a wall of their namesake shoes. It demonstrates the kind of craft and design that mirrors the quality of the luxury products they sell—and the members-only services they provide (including a golf simulator)—with a little bit of wit and a slightly naughty sheen.

[wingtip.com](http://wingtip.com)

Photos: Maison Martin Margiela and Wingtip



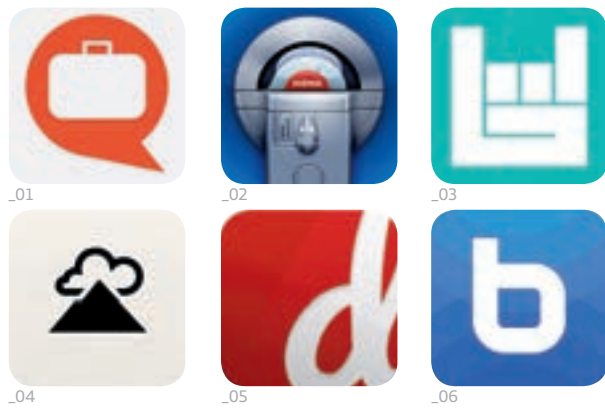
## 01 <sup>TripLingo</sup>

Conquer language barriers and impress the locals when you travel with TripLingo. There are more than 1,200 phrases per language (including slang), voice-to-voice translation, access to a live translator, a 10,000-word offline dictionary, and a "culture crash course" on local customs and etiquette.

## 02 <sup>HONK</sup>

It's an awful feeling when you forget where you parked your car. It's even worse when the time on your meter is running out. HONK helps you find your way back to your car through its unique handwritten memo, photo, voice memo and automatic GPS functions. And its icon badge has a minute-by-minute update of the time remaining on your parking meter. It also helps locate nearby ATMs, cafes, parking garages and gas stations.

# Cult apps



By Jennifer Casey

## 03 <sup>Bandsintown</sup> Concerts

This app is a must-have for music lovers. It connects with your Facebook account, and makes sure you know when your favorite DJs and bands are coming to town. The recommended concert list sorted by date gives a nice summary of what venues your favorites are playing at. Concert recommendations and notifications are based on your social media sites, music websites, iTunes® library and more.

## 04 <sup>Everest</sup>

Want to learn to play the guitar, write a book or pay off your loans? This app can help you attain your dreams by breaking your goals down into achievable steps. If you get stuck and you're not sure how to move forward, you can learn from others with similar goals. You can even accept challenges that take your dreams to the next level with advice from professionals.

## 05 <sup>Dcovery</sup>

Whether you're going on vacation or a business trip, get the most out of your journey by using this app to organize your travel research into beautiful city guides. Discover information on more than 10 million places around the world. Use the Place Finder to scan travel articles on the Web, and "magically" find hotels, restaurants and attractions discussed.

## 06 <sup>Bump</sup>

When you're juggling a plate of hors d'oeuvres and a cocktail, just trying to exchange phone numbers can be tough. But the Bump app makes it easy to share contact info, photos, videos and files. Each person just needs to open up the app on his or her phone, and gently bump phones together. And now you can also Bump photos from your phone to your computer. Voilà!

Always pay careful attention to the road, and do not drive while distracted. Message and data rates may apply when using these apps.



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