

2010 Audi TT Why-Buys in 3D

DESIGN WHAT DESIGN ATTRIBUTES MAKE IT SPECIAL?

DYNAMICS HOW DOES THIS FEATURE IMPACT THE USER?

DIFFERENTIATION IN WHAT WAYS IS IT UNIQUE OR DIFFERENT FROM THE COMPETITION?

1. Iconic TT exterior styling	"The TT brings the iconic styling of Bauhaus architecture..."	...that evokes the timeless spirit of sportiness and style...	...in an unmistakable Audi way."
2. Driver-oriented cockpit design	"The driver-oriented cockpit is motorsports designed, with large, positive-action controls..."	...that provokes a visceral, dynamic feel and allows the driver to focus on the road...	...starting with the magnesium, flat-bottomed, leather-wrapped steering wheel and multifunction controls."
3. Standard 2.0 TFSI® engine	"The 2.0 TFSI® engine combines Audi technologies of turbocharging, direct injection and Audi Valvelift..."	...to deliver thrilling performance and high efficiency in one package...	...that has won a worldwide 'engine of the year' award five years running." ¹
4. Optional 10-way power heated seats with 4-way lumbar adjustment	"The 10-way power heated seats allow the driver to adjust the seat's forward/backward position, seat height, lumbar and seat cushion angle..."	...to place the driver in the optimal comfort and driving position...	...in a way that no competitor can match."
5. S tronic DSG®	"S tronic dual-clutch transmission combines advantages of both manual and automatic transmissions..."	...providing launch control and exceptionally quick shift intervals of .02 seconds...	...not available on most competitors."
6. Audi Space Frame construction	"The TT Space Frame has a targeted hybrid of aluminum and steel components..."	...to help enhance safety, fuel efficiency ² and performance all at the same time...	...and is totally unique among competitors."
7. quattro® permanent all-wheel drive	"The TT Haldex-based, all-wheel drive dynamically varies front-to-rear proportioning of torque..."	...to provide superior high-performance handling and grip in virtually all conditions...	...including dry pavement."
8. Optional Audi Magnetic Ride	"Audi Magnetic Ride uses magnetically charged particles to control the thickness of the fluid in the dampers in milliseconds..."	...providing the customer the choice of a smooth ride or aggressive performance handling...	...that is unmatched by competitors."
9. Audi TT infotainment	"The advanced functions of the Audi Navigation Plus with real-time traffic, iPod® integration, Bluetooth® and satellite radio..."	...allow the driver to control an iPod®, listen to real-time traffic information, navigate in 3D view and more...	...with user-friendly technology integration that leads the competition."
10. Active and passive safety features	"The numerous active and passive safety systems ³ in the TT safety concept are designed..."	...to work together to provide optimal performance in all situations...	...and features such as Audi Hill Hold Assist and turn-signal indicators in the mirrors are not available on some competitors."



Audi TT Product Highlights

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The Audi TT: a design icon that connects with the road through the soul of the driver.

New features/changes for MY 2010 Audi TT

Model line

- Elimination of TT 3.2 and TT FWD models
- Complexity improvement from 10 models to 4, 26 model levels to 10
- Reduction in stand-alone options

New standard features

- 18-inch, 10-spoke bi-color alloy wheels with summer performance tires
- Storage package
- Leather armrest package
- Bluetooth® mobile phone preparation
- Homelink®
- Power retractable top (TT Roadster only)
- Load-through facility with removable skibag (TT Roadster only)

Options TT

- Added Navigation Plus with real-time traffic
- Elimination of Exclusive Leather Package
- Heated seats added to Premium Plus
- New choice of AMI with iPod® interface for Prestige
- Leather packages require Premium Plus or Prestige
- New S line package with Alcantara S line seat
- Chrome wheel added (Prestige only)
- Optional wheel program reduced and new 18-inch, five-arm Dynamic Design wheel with summer performance tires added
- Stand-alone options reduced to Audi Magnetic Ride only

Color Program

- Exterior: Sahara Silver eliminated
- Interior: Exclusive line interior eliminated

EXTERIOR

INTERIOR

PERFORMANCE

TECHNOLOGY

SAFETY

FEATURE	BENEFIT
Audi Singleframe® grille design	Distinctive, unique "family" face differentiates from competition
Optional Audi Xenon-plus headlights	Larger component life, brighter, more forward light beams for increased visibility
Front/rear fog lights	Help increase visibility for other drivers in adverse weather conditions by providing additional front and rear illumination
18" wheels	Help enhance exterior appeal while improving vehicle stability
LED third brake light	Clearly shows the driver's intentions while braking
Automatic adjustable, heated side mirrors	Allow driver to find a suitable position and help keep ice from obstructing the rear view
LED side turn indicators in exterior mirrors	Help increase safety by clearly signaling the driver's intentions when turning
Award-winning, benchmark interior with world-class design materials and craftsmanship	Adds to the vehicle's value; the details of the interior
Automatic single-zone climate control	Helps enhance the ownership and driving experience; helps increase individual occupant support
Automatic retractable wind deflector (TT Roadster)	Offers optimum aerodynamic behavior and reduces wind noise when the top is down
Optional 4-way power lumbar support for driver	Helps increase comfort, especially on longer journeys
50-50 split-folding rear seat (TT coupe)	Helps increase storage space and flexibility
One-touch up/down windows for all occupants	Easier operation and reduced driver distraction
Aluminum optic applications	Help contribute to the interior's attractive design theme
Turbocharged FSI® engine	Sets a new standard of dynamism and efficiency, particularly with respect to power flow and spontaneous throttle response
Electromechanical steering with power assistance	Offers precise control with minimal effort and exceptionally low energy consumption
quattro® permanent all-wheel drive	Pick your fun: top-performance front-wheel drive or quattro, with its groundbreaking technology, pioneered in 1980
Four-link rear suspension	Satisfies varying demands of vehicle dynamics, ride comfort and space requirements
McPherson strut front suspension	Helps optimize the car's road behavior, significantly enhancing ride quality and reducing body roll
Audi Concert radio with CD player	Provides a crystal-clear audio experience and features more channel memory presets for AM/FM/satellite radio; Graduated Audio Level Adjustment, Radio Display System and Autostore function
Optional 6-disc, in-dash CD changer with MP3 reading capability	Lets you store and listen to more of your favorite music; plays MP3-encoded CDs
Driver information system with on-board computer	Easy-to-read displays keep the driver informed of the status of the vehicle's systems
Radio Data System (RDS)	Enables scanning for the radio program of your choice (music, talk radio, sports, etc.) without having to manipulate the tuning dial
Satellite radio pre-wiring with SIRIUS® satellite radio option	More than 130 channels of 100-percent commercial-free radio give passengers more options for listening to music, news, sports and talk shows coast to coast
Optional Audi Navigation Plus: DVD-based, SD card inserts for MP3 audio (optional), real-time traffic (subscription)	Offers rare, bird's-eye view as well as day-night background settings, enhances confidence when driving to new destinations, coverage of continental U.S., more versatile with MP3 audio capability and menu
Electronic cruise control with coast, resume and acceleration functions	Helps reduce leg and foot fatigue, making travel during long trips more comfortable
Advanced two-stage, occupant-sensing airbag supplemental restraints ³	Provide superior passive safety protection that adapts to the severity of the crash impact, aided by seat-mounted front airbags and the Sideguard® head-protection airbags ³
Front-seat-mounted side airbags	Mounted to the seat to move with occupants and provide side protection during impact ³
Knee airbags	Provide additional protection for driver and front passenger in the event of an accident ³
Tire pressure monitoring system	Helps drivers maintain optimal tire pressure for improved ride, handling, responsiveness and fuel economy ²
Audi backguard system	Provides greater protection to the head and neck from the impact of rear collisions

Audi TT Safety

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The Audi TT's safety features help prevent accidents and increase protection in the unlikely event of an accident. A few of these features include:

- ESP®, ABS, traction control
- Hydraulic Brake Assist, brake-disc wiping
- Dual-stage, dual-threshold front airbags³
- Front-seat-mounted chest side airbags³
- Knee airbags³
- Three-point safety belts for all passengers
- Driver and passenger front knee airbags³
- Audi backguard system

Audi Space Frame

2009 TT models have the next-generation Audi Space Frame (ASF)—an Audi first and only. ASF gives the all-new Audi TT a unique body concept that aligns with its sports-car character. However, the ASF is not made entirely from aluminum; it's a mixed construction that uses aluminum and steel. Aluminum frame and body components are used at the front, with steel components used at the rear to optimize weight and axle-load distribution.

ASF for the TT Coupe consists of:

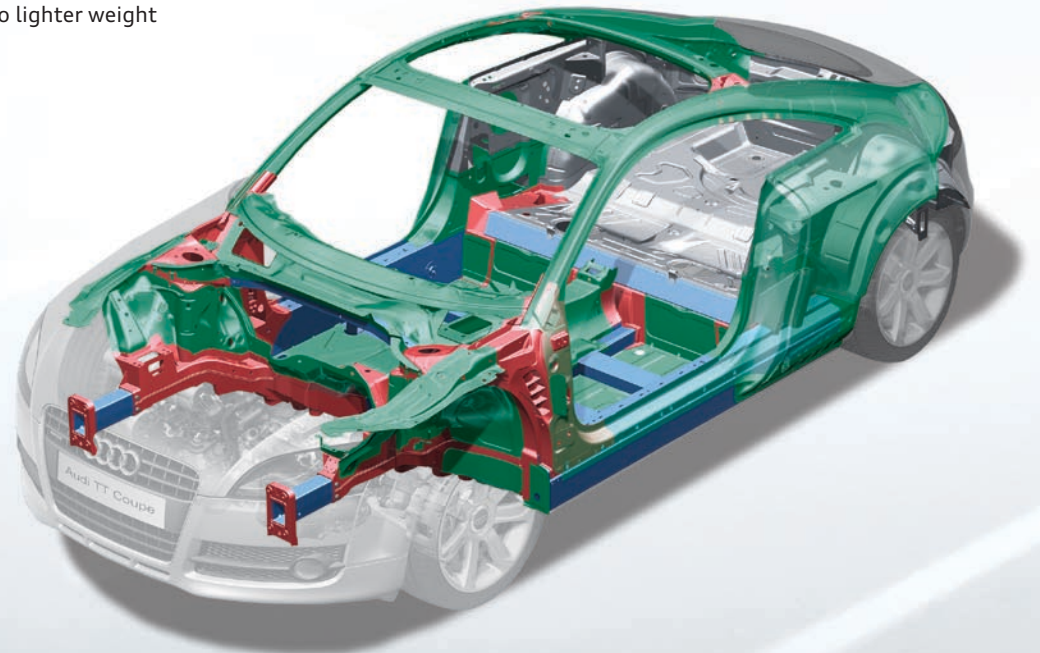
- 31 percent rolled aluminum
- 22 percent cast aluminum
- 16 percent extruded aluminum
- 31 percent steel

ASF for the TT Roadster consists of:

- 58 percent aluminum
- 42 percent steel

ASF positively affects the ride, handling, noise reduction and durability of the TT:

- Optimal weight distribution
- Optimal handling
- Improved torsional rigidity
- Enhanced performance due to lighter weight than equivalent steel body



TT

Audi TT Consideration Set

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In any direct comparison, Audi has advantages over the competition.

Universal plusses over the competition:

- Benchmark interiors—envy of the entire automotive industry
- FSI® Direct Injection technology
- Better fuel-efficiency ratings
- Turbocharging
- S tronic transmission

Model Competitive Comparison

Audi TT 2.0T Prestige: These comparisons illustrate how much the Audi TT 2.0T brings to the table—equipped to the Prestige level, the TT price point falls thousands less than some competitors and the level of equipment value reveals itself in stunning detail: quattro, 18-inch alloy wheels, power, heated seats with 4-way power lumbar, S tronic with steering wheel shift, Audi xenon-plus headlamps—and the list goes on, all standard. Add to the equation the best-in-class fuel economy and the convenience and luxury of navigation with real-time traffic, and it's no wonder why the Audi TT is simply the best sports car value in the market.

	2010 Audi TT Coupe 2.0T Prestige	2010 BMW® Z4 sDrive 30i	2010 Mercedes-Benz® SKL300	2009 Porsche® Cayman
Performance				
0-60 mph time (sec)	5.9	5.6	6.1	5.5
EPA city MPG	21	19	17	19
EPA highway MPG	29	28	26	26
Features				
All-wheel drive	STD	NA	NA	OPT
Standard wheel size	18	17	17	17
Dual-clutch transmission	STD	NA	NA	OPT
Power front seats	10-way	OPT	OPT	2-way
Heated front seats	STD	OPT	OPT	OPT
Navigation system	STD	OPT	OPT	OPT
Sound system	12-speaker	NA	11-speaker	4-speaker
Steering wheel shift control	STD	OPT	OPT	OPT
Xenon-plus headlamps	STD	STD	OPT	OPT
Driver lumbar support	4-way power-STD	OPT	OPT	OPT
iPod® integration	STD	OPT	OPT	OPT
Satellite radio	SIRIUS®-STD	SIRIUS®-OPT	XM®-OPT	XM®-OPT
Homelink®	STD	OPT	OPT	STD
Bluetooth®	STD	OPT	OPT	OPT
Base MSRP	\$44,580	\$45,750	\$46,900	\$50,300

	2010 Audi TTS Roadster 2.0T Prestige	2010 BMW Z4 sDrive 30i	2010 Mercedes-Benz SLK 300	2009 Porsche Boxster
Performance				
0-60 mph time (sec)	5.9	5.6	6.1	5.5
EPA city MPG	21	19	17	19
EPA highway MPG	29	28	26	27
Features				
All-wheel drive	STD	NA	NA	OPT
Standard wheel size	18	17	17	17
Dual-clutch transmission	STD	NA	NA	OPT
Power front seats	10-way	OPT	OPT	2-way
Heated front seats	STD	OPT	OPT	OPT
Navigation system	STD	OPT	OPT	OPT
Sound system	12-speaker	NA	11-speaker	4-speaker
Steering wheel shift control	STD	OPT	OPT	OPT
Xenon-plus headlamps	STD	STD	OPT	OPT
Driver lumbar support	4-way power-STD	OPT	OPT	OPT
iPod® integration	STD	OPT	OPT	OPT
Satellite radio	SIRIUS®-STD	SIRIUS®-OPT	XM®-OPT	XM®-OPT
Homelink®	STD	OPT	OPT	STD
Bluetooth®	STD	OPT	OPT	OPT
Base MSRP	\$47,570	\$45,750	\$45,950	\$46,600



Audi TT Accolades

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Since its debut, the all-new Audi TT has received rave reviews and won numerous awards worldwide, including the inaugural Consumers' Top RatedSM Vehicle Award from *Edmunds.com* in 2008 and the 2007 World Car Design of the Year. The Audi TT was chosen from an initial entry list of twenty-eight (28) contenders nominated by World Car jurors from 22 countries.

For the fifth year in a row, a jury of 64 leading motoring journalists from over 30 countries has voted the Audi 2.0-liter FSI[®] the "International Engine of the Year" in the 1.8 to 2.0 liter category.

American Accolades

"There is no doubt about it: The second-generation TT represents an enormous improvement for Audi and for the segment. No longer is the TT a car that will be bought on the strength of its looks alone; its dynamic attributes are now very much at the heart of its appeal. More responsive and fluid in its actions, the TT is light on its feet and reacts keenly to driver commands. It is also more exploitable and forgiving than its predecessor."

– *Autoweek.com*

"Like the most perfect of love affairs, the TT has aged well over time like a fine wine, and we're pleasantly surprised each time we take a sip. Over the years, the TT has become more powerful and sophisticated..."

– *Europeancarweb.com*

"It's hard to imagine that the basic shape of an overturned bathtub with some flashy aluminum bits on the inside could have such an impact on automotive design. But that is indeed the case with the Audi TT. One of the most original-looking vehicles to come out in the past 10 years, the TT has rightfully earned its place as a Germanic icon."

– *Edmunds.com*

"The TT is an immensely capable machine whose abilities become more profound the harder you push it. It has the best suspension and body control I have ever experienced in a small car. Neither mid-corner bumps nor frost-heaves, camber changes, potholes, jumps, or a sapling laying across the road can ruffle its suspension's feathers."

– *Automobilemag.com*

"Audi has done a commendable job making both engines perfectly suited to the TT, which feels more eager and lively with the lighter, front-drive 2.0 and more capable and efficient with the all-wheel-drive 3.2. You can't go wrong with either."

– *MotorTrend.com*

"The performance S tronic dual-clutch transmission clutch also is quick and seamless. It works like a manual with an automatic clutch system — meaning no pauses to push in a clutch. The paddle shifters are fast and clean and the TTS never lurches between shifts. It just goes faster."

– *The Detroit News*

World Awards

- 2007 World Car Design of the Year



European Accolades

"The TT Roadster is undoubtedly one of the most stunning and best detailed cars in its sector...the interior itself is superb—not simply in terms of build and material quality, but also in design and layout. Exciting and innovative, it's a wonderful place to spend time."

"There's no doubt that the stunning Audi TT coupé is set to become the most eagerly anticipated sports car of the year, thanks to its bold design, spacious interior and hi-tech engineering."

– *Autoexpress.co.uk*

"Quattro technology and excellent suspension inspires a sense of quiet confidence...In its standard form, the new Audi TT offers plenty of driving fun in comfortable and sporty surroundings."

– *Carpages.co.uk*

"Great to look at, brilliant to drive and surprisingly practical. If the new TT has a serious flaw, we've yet to spot it."

– *motoring.reuters.co.uk*

European Awards

- EuroCarBody Award from the Automotive Circle International for the innovative body concept
- "Best Coupe" trophy in the 2006 Top Gear Awards—*BBC's Top Gear Magazine*



Audi

Audi TT Disclaimers

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- 1: International Engine of the Year award is decided upon by a specialist jury of 65 respected automotive journalists from 32 countries. The Audi 2.0 TFSI® engine has won the 1.8-liter to 2-liter category from 2005 to 2008.
- 2: 21 city/29 highway mpg (2010 Audi TTS 2.0L w/ S tronic). EPA estimates. Your mileage will vary.
- 3: Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.



TT

