



# S4 25quattro Summary

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S4 25quattro: Image – Front View





# S4 25quattro: Image – Rear ¾ View



## S4 25quattro: Image – Side View





S4 25quattro: Image – Front Grille in Phantom Black



# AoA Marketing/PR Content Overview

- Name: **S4 25quattro**
- Goals: (1) Celebrate 25 years of quattro in USA with S4 based on very aggressive DTM package, (2) Exhibit quattro development with the new “Torsen C” drivetrain with 40/60 front/rear power distribution split, (3) Display the ability of our performance and specialty division quattro GmbH and their ability to produce specialty interiors of the highest quality
- Exterior: DTM package (Europe: exterior only sold on A4 2.0T)
  - Avus Silver exclusive exterior color from quattro GmbH (only previously available on RS 6)
  - Front/rear bumpers with carbon fiber trim on front bumper and rear spoiler; DTM rocker panel between wheels; front grille hand-painted in phantom black metallic.
  - 18-inch 15-spoke DTM wheels with high performance tires
  - “S4” badge removed on front grille (A4 grille!); replaced with normal “quattro” badge; retro Audi logo rings affixed onto car at customer request
  - Fog lights removed
  - Special VIN for 250 cars
- Interior
  - Jet grey stitching on seats/e-brake/shift lever cover surrounded by black leather, jet grey silk nappa leather on middle seat segments and door inserts, jet grey segments on steering wheel; jet grey trim around floor mats
  - RS 4 Carbon Fiber interior beltline and gearbox trim
  - “quattro” embossed on S4 seats, “Recaro®” is removed
  - Shift knob: see illustration for graphics
- Volume: 250 cars (**only for sale in USA**)
- Timing:
  - Marketing/PR: August 2, PR receives high res CD to distribute to press
  - Dealer arrival: mid-November (dealer allocation/distribution determined by Audi Regions)
- Promotions:
  - “The Quail” event in Monterey, CA on August 18: *100% mock car to be shown; not one of 250*
  - Aug. 1 – Dec. 31: AoA “25 years of quattro” retail marketing campaign; [audiusa.com/25quattro](http://audiusa.com/25quattro)
  - [fourtitude.com/audiworld.com](http://fourtitude.com/audiworld.com) test drives



# S4 25quattro: Overview (1 equipment level: all std!)



## AoA 25 Years of quattro S4 Special Edition: "S4 25quattro" (Status 11 July, 2005)

S4 sedan (manual transmission) MSRP (Manufacturer's Retail Price) \$46,400  
 C2C2 Avussilver metallic  
 QZ black-jetgrey/black-black/black/black

Volume: 250 units

25 Years of quattro Package Retail Price: USD -->		\$7,950
<b>PTM</b>	A4 DTM edition (quattro GmbH)	
VJ7	DTM Bumper	
7F5	Gear knob	
CG2	18" wheel 15-spoke	
5MN	Inlay RS4 Carbon	
5J2	Deck lid spoiler enlarged	
8K9/4L7	DRL and coming home / Compass	
<b>Additional Standard Equipment in S4 25quattro (USA only!):</b>		
Premium Package		<b>\$2,900</b>
3FE	Glass Sunroof	\$1,000
VC1	HomeLink	\$150
6XL	Folding/dimming mirrors	\$350
8K9	Rain sensor	\$100
3L4	Driver side memory and mirrors	\$150
8Q5	Advanced front lighting	\$250
4A3	Heated front seats	\$450
	wheel adjustment	-\$450
Subtotal		<b>\$2,450</b>
Audio Package		<b>\$1,500</b>
8RY	Bose Premium Sound System	\$650
QV8	Sirius Satellite Radio	\$350
PT1	Bluetooth preparation/voice control/phone prep	\$500
PND Audi Navigation Plus/Glovebox 6 CD Changer		\$1,950
Subtotal		\$1,950
<b>Total Equipment Price:</b>		<b>\$60,250</b>
Gas Guzzler Tax		\$1,700
Destination Charge		\$720
<b>Current Vehicle Price:</b>		<b>\$62,670</b>



**Thank You!**