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What are the key features and facts that a Brand Specialist should understand about the S4 2.7 engine and how should that information be communicated to the customer?

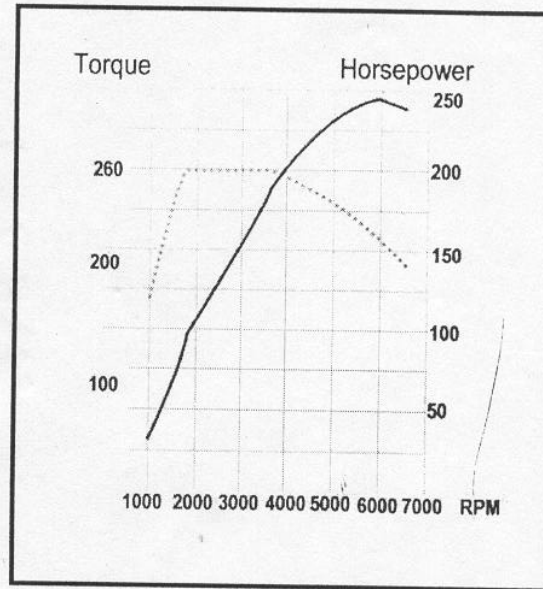
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The 2.7 Bi-turbo Engine

Published figures are 250 HP at 258 lb ft torque at 1850. The 2.7 actually delivers a little more than 250 hp and produces slightly more than 260 pound feet of torque. Of key importance to the performance of the 2.7 is it's extremely flat torque curve. The engine offers enormous pulling power and maximum torque in the 1,850 to 3,600 in the mid speed range.

Flat Torque Benefit

Once you're in 6th gear - at speeds from 45 to 70 - you will find that the flat range of torque gives you plenty of power so that you can accelerate rapidly to pass without having to shift down.



The quattro drive line offers optimum traction on all surfaces in all conditions, excellent lateral grip and more driving security. The Torsen center differential automatically distributes power to the wheels which have better traction.

Audi was the first manufacturer to successfully sell high-performance, permanent four wheel drive with the quattro, released in Europe in 1981 and in the US in 1982.

Audi adopted the torsen (stands for TORque SENsing) differential, for its second generation quattro system and is the system used today on all model but the TT quattro.

