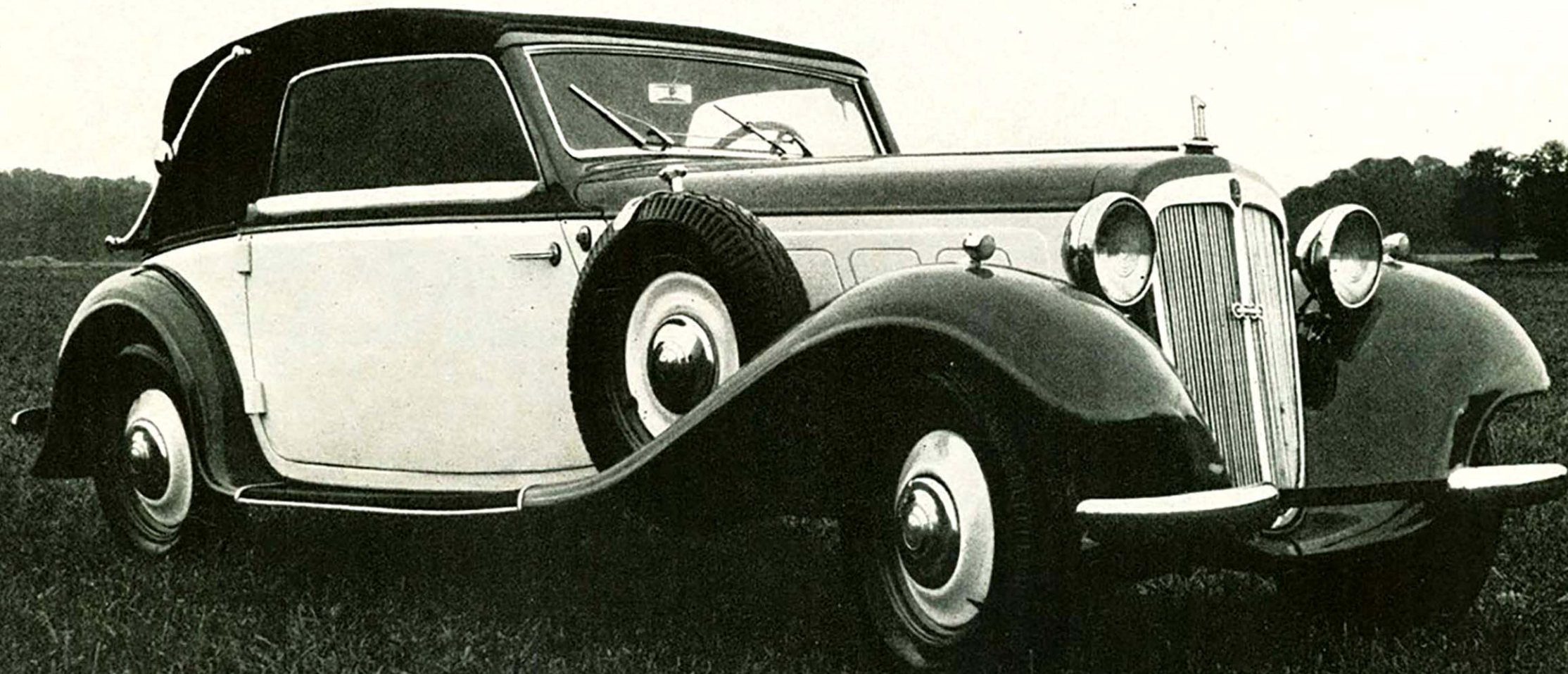


We'll match our 1933 Audi against anybody's 1971 car.



We're not about to compare frills or fancy gadgets or whether or not a window rolls down by pushing a button.

We're talking about something far more important: How a car moves, stops, turns and, yes, even takes a bump. And it's on those basic engineering principles, and those alone, that we'll be more than happy to compare our '33 car to any '71.

So let's begin.

The 1933 Audi had front-wheel drive. Only a handful of cars (among them, the Cadillac Eldorado and Oldsmobile Toronado) have it today.

The 1933 Audi had an aluminum engine block. Just about every car today (including the Eldorado and Toronado) uses the heavier cast iron.

The 1933 Audi had a 4-speed transmission with overdrive. Most 1971's come with a 3-speed transmission. And no overdrive. You want 4 speeds? You pay extra. You want overdrive? You can't get it.

Our car had separate brakes for the front and separate brakes for the rear. True, all of today's cars have the very same system. But they *have* to have it. By a 1968 Federal law.

The Audi also had an independent front suspension. Most '71 cars haven't advanced beyond that.

And as for our steering system, we used dual tie rods. Most '71 cars haven't advanced beyond that either.

If you're beginning to think we didn't miss a trick with the 1933 Audi, you're wrong.

Except, of course, our own.



Introducing the 1971 Audi.

It's not only got dual tie rods, it's also got rack-and-pinion steering. Which makes it the most responsive steering system any car ever had. (It must be. The finest racing cars in the world use it.)

It's got front-wheel drive. So you can corner surer and grip the road better. (It's such an advanced automotive principle, even we couldn't improve upon it.)

Today's Audi has inboard front disc brakes. They're right in the car's airstream to keep them cool. So you can keep cool and not worry about them fading. We also made them large enough to bring an Audi moving 60 miles an hour to a complete stop in about four seconds.

Our car also has a unique rear suspension. Back there, there's an axle that's so flexible that when one wheel goes thump on a bump, just *one* wheel goes thump.

Why we've even got a transmission case made of aluminum. Which means the transmission runs cooler and lasts longer.

And speaking of the transmission, just listen to this. You can get a 4-speed transmission, with a built-in overdrive ratio, and an engine that can go from 0 to 50 in a mere 8 seconds. Or a fully automatic transmission that can give you an incredible 23 miles to a gallon of gas.

As for the interior, it's filled with all the comforts of home. Like seats that are not only plush, but also comfortable. (They were designed by orthopedic surgeons.) And air conditioning. And enough legroom and headroom for almost anybody's legs and head.

We're absolutely convinced that the 1971 Audi is the most advanced car you can buy.

After all, back in 1933, when everybody else was busy making everyday, run-of-the-mill cars, we went ahead and made one that was ahead of its time.

And history does repeat itself.

The Audi®

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Suggested price East Coast P.O.E., for 100 LS (as shown): \$3,595. Other models start at: \$2,995 (West Coast P.O.E. slightly higher). Local taxes and dealer delivery charges, if any, additional. Air conditioning and automatic transmission optional.

For the Porsche Audi dealer nearest you call 800-553-9550 free. In Iowa, call 319-242-1867 collect. Prices subject to change without notice.