

## The Audi S4 and S5 Now More Attainable Than Ever

Written by Jason (Neutral)

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Audi Australia has announced a price re-alignment of the S4 and S5 range, making all models of both variants more attainable for performance car buyers. The outstanding success to-date of the SQ5 TDI has prompted renewed levels of customer interest in these dynamic models.

“The Audi S4 and S5 models lead their class when it comes to dynamic performance, exclusive styling and advanced technology,” said Andrew Doyle, Managing Director of Audi Australia.

“The recent success of the SQ5 TDI has led us to re-align pricing of our TFSI petrol-powered passenger car models to bring them closer to the outstanding offer of the SQ5 TDI. Customers wanting a mid-sized performance vehicle from Audi now have a greater choice, at more attainable pricing.

“Given the increase in customer interest in these models, spurred on by the sensational new SQ5 TDI, we are delighted to be able to respond with increased value for these highly desirable performance models from our passenger car range,” said Mr Doyle.

2013 was very successful for sales of Audi performance models in its own right, with a year-on-year increase of 172 percent across S/RS/R8 models.

However, to the end of March in 2014, there has been an even more dramatic rise in demand for Audi performance models. This is shown by an increase of over 400 percent compared to the same point in 2013.

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Contributing to this growth is a substantial year-on-year increase of combined Audi S4 and S5 customer orders of 475% percent.

The Audi S4 and S5 models are both powered by the 3.0 TFSI engine. The supercharged V6 engine produces a peak power figure of 245 kW and its mammoth 440 Nm of torque is available at engine speeds between 2,200 and 5,900 rpm. Audi has tuned its sound so that it is more acoustically powerful than ever. The start-stop system is standard.

The S4 and S5 models offer powerful performance. The S5 Coupe and S4 Sedan sprint from zero to 100 km/h in 4.9 and 5.0 seconds respectively, reaching an electronically limited top speed of 250 km/h. Just as groundbreaking is fuel consumption: requiring as little as 8.1 litres of fuel per 100 km on average.

All models come standard with the sporty and fast-shifting seven-speed S tronic transmission, that directs the power to the quattro drivetrain with the self-locking centre differential and torque vectoring. The sport differential is available as an optional addition.

### Audi S4

S4 Sedan 3.0 TFSI quattro S tronic	\$105,000
S4 Avant 3.0 TFSI quattro S tronic	\$108,500

### Audi S5

S5 Coupe 3.0 TFSI quattro S tronic	\$119,000
S5 Sportback 3.0 TFSI quattro S tronic	\$119,000
S5 Cabriolet 3.0 TFSI quattro S tronic	\$129,000

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