

It's not that the usual benchmarks are invalid.

It's just that Audi prefers to set the bar a bit higher. To satisfy our own stringent standards. To pursue, in other words, an alternate route.

And should you think the difference is all in our head, consider our body. It's 100% galvanized steel. Inside and outside.



Not unlike your own skin, Audi's remarkable galvanized body can actually heal itself.

Unusual? Let's just say Audi is the first and only car maker to offer a full line of fully galvanized sedans. The result? An Audi resists rust as resolutely as it resists convention.

Even more remarkable, our engineers employ a zinc coating that reduces the potential corrosion of everyday nicks and scrapes via

"cathodic effect." Which is a fancy way of saying it actually heals itself.

But then, a body like ours deserves no less. Because the Audi 100/200 Series is the latest evolution of a sedan design cited as "the new styling standard for cars of this class" (*Motor Trend*).

To which *Road & Track* added this clarification: "Audis are innovative automobiles, their identity based not on a familiar grille shape, styling theme or dizzying performance but on a penchant for representing the state of the technical art."

And since every Audi comes with the powerful protection of the Audi Advantage (your dealer will proudly share the impressive details), you'll also enjoy an unprecedented standard of security.



Which is the only standard we know. **The Alternate Route.**

It Sets The Standard By Ignoring It.



The 100/200 Luxury Sedans.