

AUDI'S INNOVATIVE SAFETY FEATURES DO MORE THAN BUILD A BETTER CAR, THEY BUILD CONFIDENCE.



Having examined all of Audi's safety features, you'd probably find it challenging trying to determine which one inspires the most confidence.

Would the distinction fall on our Automatic Front Seatbelt Tensioning System or driver's side air bag?

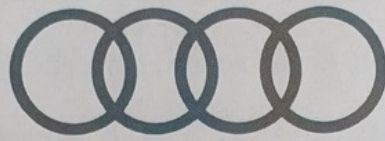
Does it belong to the hands-free, voice-activated cellular telephone that lets you keep your eyes on the road and your hands on the wheel?

How about all-wheel Quattro® drive? Logically speaking, everything points

to the Anti-Lock Brakes: An electro-mechanical system so sophisticated it can modulate pressure up to 15 times a second, react instantaneously to the steepness of a hill or the "g" forces of a turn.

Ironically, we would assert that it is none of the above.

The most confidence-building feature in an Audi is none other



TAKE CONTROL

than control. Granted, control can't be touched, activated or, for that matter, seen.

It can't be turned on or off with the flick of a switch.

But make no mistake about it. From the moment you place your key in the ignition, it's there.

It's working.

And it's quite real.

Moreover, were you to ask Audi drivers about control, chances are you'd hear the same thing.

It's the one safety feature they can't live without.

Audi 100

