

ARIZONA DRIVER

THE ENTHUSIAST'S GUIDE TO LIFE BEHIND THE WHEEL

VOLUME 7 NUMBER 4
JULY-AUGUST 2008

AUDI QUATTRO CUP

NATIONAL EVENT STAGE IN SCOTTSDALE
WITH AUDI A5 AND Q7 PRIZES



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Rings of Success

THE 2008 AUDI QUATTRO CUP

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Audi Q7

Power. Precision. Style. Beauty. At first glance, one might think that these terms apply only to a sports car, but delve deeper and the process of propelling a small white ball across acres of manicured turf in the game of golf incorporates the same elements. It is a game of precision and patience played on a canvas of green beauty. It requires dedication to improving skills, commitment to obtaining the right equipment, and the proper application of power and finesse. Perhaps it is only natural, then, that when one of the world's great carmakers, Audi, sought to tie its rich history into a competitive sport, golf made for the perfect venue.

Formed from the combination of four leading German automotive manufacturers in 1932, the "four ringed company" has built its reputation on engineering solid, precise high-performance sedans, coupes, wagons and two-seaters that have established a unique niche across the globe. In some areas like all-wheel drive, Audi's Quattro series vehicles have set the standard for delivering high performance traction and horsepower wrapped in a sporty, sexy and solid package.

In many ways, today's Audi is the automotive equivalent of the "white-collar athlete", which also happens to be the majority of golf enthusiasts and players. Since golf is a sport of finesse and power, played through an expression of style and beauty, its players appreciate the engineering and refinement evident in high-tech clubs, balls and course designs. So, too, do they appreciate the same qualities of high-tech engineering, sophisticated engine, suspension, interior offerings, and timeless style offered by the Audi lineup. It only made sense, then, to combine these two markets on a "green" playing field through the development of the Audi Quattro Cup.

Founded in 1991, the Audi Quattro Cup was started in Germany by local Audi dealers. It featured 51 golf tournaments throughout Germany, and attracted over 6,000 participants. Fast forward 17 years, and the tournament has skyrocketed in prominence, as the golfing world in general exploded in popularity. How much prominence, you might ask? Consider that in 2007 more than 42 countries participated, with over 700 tournaments and



Audi RS4, A6 and S6



Audi TT Cabriolet

Audi Q7



Golfers enthusiastically teed off in hopes of achieving a hole-in-one that would put them behind the wheel of either their own new Audi Q7 (top left) or A5 coupe (bottom left). There's no question the R8 supercar (center) drew rave reviews, too, but it wasn't on the prize list. Back at the Westin Kierland Resort & Spa, however, Audi was doing a promotion for the just-released film *Iron Man*, with a chance to win an R8 test drive.

more than 80,000 amateur golfers swinging the irons in hopes of victory. Winners of each of these tournaments moved on to regional competition, where winners moved to national championships. Ultimately, the national winners faced off against the best of the rest of the world to determine the best Audi Quattro Cup golfers on the planet.

2008 is no different, as Audi continues to support the relationship between performance on the road and performance on the greens. The 2008 Quattro Cup tournament visits numerous cities around the country, one being Scottsdale this past May. As the event sponsor, the good folks at Audi North Scottsdale and Audi Chandler invited us to the fantastic fairways of the Westin Kierland Resort & Spa to experience the Quattro Cup firsthand. Located at 6902 East Greenway Parkway, the resort offers 27 holes of beautifully manicured golf designed by Scott Miller, a former senior designer for Jack Nicklaus. This allows for three different configurations, which allows for more flavors and challenges to choose from.

This year's Scottsdale event featured 144 golfers, making for 72 teams vying for the chance to compete in the US National Finals to be held this September at both the Pelican Hill Golf Club and The Island Hotel Newport Beach in Newport Beach, California. The winner of that tournament will go on to compete in the World Finals, which will be held October 17-21, 2008, at the Abama Resort in Tenerife, Spain, in the Canary Islands.

Closer to home, competitors at this year's Scottsdale event were also treated to the opportunity to employ their golf skills to win a new Audi A5 Coupe or Q7 sport wagon, simply by getting a hole-in-one. For those not familiar with either, the A5 Coupe is the gorgeously sculptured two-door platform that features a 3.2-liter engine that smoothly delivers 265 horsepower to the ground through either a 6-speed manual transmission or a Tiptronic automatic gearbox, mated to

Scores continued to be tallied as the golfers returned to the hotel for a Southwestern buffet lunch and silent auction, while awaiting their final tournament results. Audi North Scottsdale General Manager Mark Reicks (top right) and Michael Erne, Valley-based General Manager of the Pacific Southwest for Audi of America, presented awards. Despite no-one getting a hole-in-one and winning one of the cars, dozens of prizes were awarded.

Audi's legendary Quattro all-wheel drive system. The A5 comes with a myriad of standard features, one of which is the intrinsic road feel that only the Germans seem to know how to deliver across all of their offerings. The A5 is also the base car for its feisty cousin, the S5, which employs a larger, 4.2 liter engine that sends a stout 354 horsepower to all four corners, in search of a road to carve up.

For those seeking something larger without being lumped into the SUV or dreaded minivan mold, the Q7 is Audi's answer to having style, function and fun while still being able to transport little Johnny and six of his closest friends. It also comes with the same standard and super-size engine options à la the A5 and S5, but also features cool features like a power tailgate, multiple power outlets and a unique "kneeling feature" that utilizes the Q7's rear air suspension setup to lower the rear floor area temporarily for loading cargo. Of course, the most striking aspects of the Q7 are its aggressive, sporting lines, coupled with Audi's signature four rings emblazoned across a waffled nose that makes for no mistake as to what you are driving.

Speaking of which, none of the 144 participants in the Scottsdale event drove their golf ball well enough to take home either one of these Teutonic beauties, but it's a sure thing they left behind more than a few fingerprints, and a lot of envy for those fortunate to have either one parked squarely in the driveway at home.

The 2008 Audi Quattro Cup presented by Audi North Scottsdale and Audi Chandler at the Westin Kierland Spa and Resort is one of hundreds of Audi events held worldwide in 2008. If the attendance at this event is any indication, Audi's belief that business and pleasure on the links translates to sales in the showroom makes for a definite hole-in-one. For more information about the 2008 tournament, visit www.audiquattrocup.com, and visit www.audiusa.com for more information on the beautiful Audi A5 and Q7. ■



Westin Kierland Resort & Spa



Audi R8



Audi A5



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A5

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