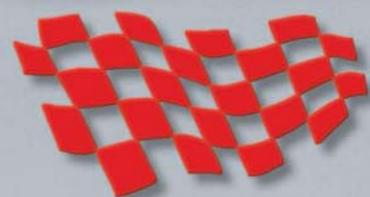


The ultimate answer to the rhetorical question: Are you experienced?



- Based at Audi Forum Sonoma in Northern California
- Half-day program added to test all new Audi "S" models
- Designed and executed with strategic partner Emotive



Audi Sportscar Experience

Audi of America, Inc. has launched the 2008 **Audi Sportscar Experience**, based at the Audi Forum Sonoma at Infineon Raceway in California. Created by Audi and its strategic partner, Emotive, the Audi Sportscar Experience is a hands-on driving experience designed especially for perform-

ance car enthusiasts, initially featuring the new Audi R8 supercar and the Audi RS 4 high-performance sedan.

The Audi Sportscar Experience now also features a special half-day program allowing drivers to experience the performance of Audi's newest "S" models—the sporty S4, the powerful new S5 coupe,

and the luxurious and commanding 450-horsepower S8. Participants will also have access to highly-acclaimed, limited-volume new products from Audi.

Scott Keogh, chief marketing officer, Audi of America, says, "The Audi Sports-

KEEP RIGHT >>



Featured cars parked and waiting for action at the Audi Forum Sonoma, at Infineon Raceway. Left to right are the RS 4 Cabriolet, the R8 and the new S5 coupe.

car Experience allows participants to test and sharpen their driving skills and push our cars in a controlled environment. There is no better way to demonstrate the foundation of this company than behind the wheel and on the track."

The Audi Sportscar Experience operates year-round from the Audi Forum Sonoma, located trackside at Turn 1 of Infineon Raceway in beautiful Sonoma Valley. Using a variety of vehicles from the Audi R, RS, and S model lines, the Audi Sportscar Experience takes drivers through a rigorous, behind-the-wheel instructional driving program at one of the most exciting racing circuits in the world.

With its 160-foot elevation changes, challenging corners and breathtaking scenery, the 2.5-mile Infineon course has been aptly described as a small Nurburgring.

Chip Pankow, president of Emotive Group, says, "We'll help drivers develop the skills necessary to extract optimal performance from these exceptionally engineered vehicles on a real speedway - all set in the beautiful locale of Sonoma's world-class wine country."

The Audi Sportscar Experience includes these one- and two-day programs:

RS 4 One-Day Program

Bred from motorsport dominance, the 2008 Audi RS 4 delivers a blend of luxury and pulse-pounding performance. The one-day program is designed to develop driving fundamentals, including braking, accident avoidance, car control and slalom. Drivers develop their skills in a controlled manner and put themselves to the test on the slalom course. (\$1,295)

RS 4 Two-Day Program

Building on the foundation of the one-day program, the two-day program adds track lapping on Infineon Raceway. Drivers will test the remarkable capabilities of the RS 4 while racing on one of the most exciting tracks in the world—just like a pro driver. (\$2,495)

R8 One-Day Program

The amazing Audi R8 sports car was named the 2008 World Performance Car of the Year at the New York Auto Show. The race-ready R8 epitomizes Audi's quest for perfection and is an industry leader in innovation, technology, design and performance. Drivers will utilize the R8 to hone their driving skills on the paddock and then take the R8 where it really wants to be—on the 2.52-mile road racing

course at Infineon Raceway. (\$1,895)

If everyone's schedules hold, we will be heading to Infineon Raceway to drive in the R8 One-Day Program, and we'll report back to you in the next issue.

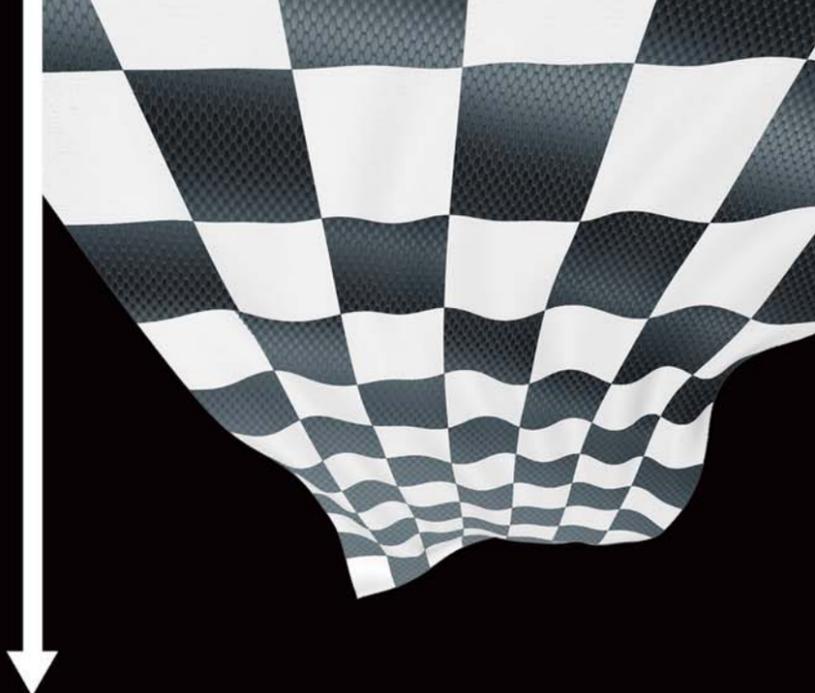
R8 Two-Day Program

This program builds on the essentials of the one-day program and incorporates more Infineon Raceway track time. Progressive sessions ensure that drivers will responsibly approach the limits of the R8. Drivers will enjoy ample seat time and instruction from professional drivers who are experts in their fields. (\$3,495)

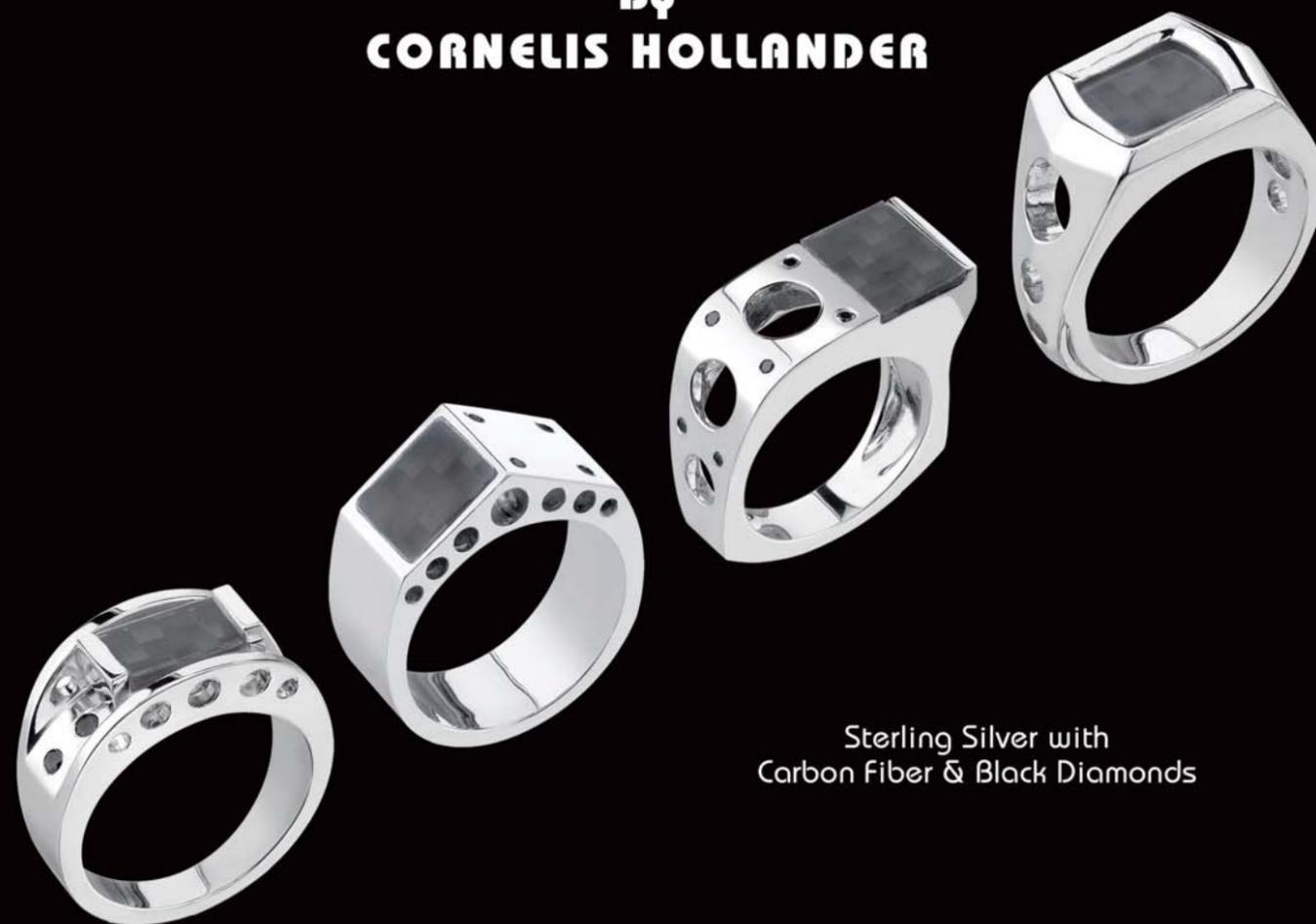
S Model Half-Day Introductory Program

"S" denotes sport in the world of Audi. In the S-Model Half-Day Introductory Program, drivers will get a taste for racing in the S4, the new 354-bhp S5, and the 450-bhp S8. This program covers the fundamentals of driving followed by laps on the speedway. The experience culminates in a handling course competition where drivers can compete in the team category and for individual best time. (\$695)

A complete schedule can be found at www.audidrivingexperience.com. ■



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