

Audi A5**Audi S5****Audi A5 S-Line**

Audi A5 : 2009 Active Lifestyle Vehicle of the Year

- **The A5 coupe, introduced last spring, won the award for luxury "on road" vehicles**
- **Judging was done by a panel of auto journalists and a panel of 17 San Diego athletes**
- **The awards are presented by the Active Network (which operates active.com), Gen A Media and Marketing, and AAA.**

The Audi A5 earned the Active Lifestyle Vehicle of the Year Award in the luxury on-road category, outperforming 10 competitors. The awards, now in their fifth year, recognize cars and trucks that are best suited to meet the demands of an active and athletic lifestyle.

When the A5 debuted last spring it marked the first time in 16 years that Audi had offered a coupe to US luxury car buyers. Audi loaded the A5 with sporty features, such as a powerful 265-horsepower 3.2-liter FSI V-6 engine, direct steering and Audi dynamic suspension. The A5 takes just 5.8 seconds from 0-to-60 mph with manual transmission (5.9 seconds with automatic).

"The A5 is the embodiment of Audi's commitment to developing cars that are sporty, technologically advanced and a pleasure to drive," said Johan de Nysschen, Audi of America's executive vice president. "Audi stands for progressive prestige across its product lineup, so it's gratifying to learn one of our newest models meets the rigorous demands of active consumers."

The A5 is joined in the Audi lineup by the high-performance S5, with

a 354-horsepower 4.2-liter FSI V-8 that achieves 0-to-60 in just 4.9 seconds. The S5's enhanced performance pays a price at the pump, with EPA fuel economy ratings of 14mpg city and 21mpg highway, plus a gas guzzler tax. The A5, whose performance outstrips an S-series Audi of just a few years ago, rates a significantly higher 18mpg city and 27mpg highway. The S5 has a more advanced transmission and brakes, as well as more aggressive body and finish details throughout and larger wheels, but both have similar steering and suspension specifications. We have a 2008 Audi A5 in our long-term test fleet, which brings much recognition not only from the driving public, but also from media colleagues who have driven it. Interestingly, many who have experienced both the A5 and S5 indicate that the A5 might be an easier fit for many, embodying most of what the S5 offers; but at the same time, the S5 clearly carries the gotta-have-it factor.

The 2009 Active Lifestyle Vehicle of the Year Award is presented by the Active Network (active.com), Gen A Media and Marketing, and AAA. The selection of the Active Lifestyle Vehicles of the year emerged through two stages of judging. The first round involved an automotive jury, which narrowed the field of 60 entries competing in seven categories. After four finalists were chosen in each category, the award's sponsors asked elite athletes from the San Diego region to test drive each of the vehicles and offer their opinions, which count for half of the award tallies. Altogether, 17 athletes participated, including professional beach volleyball players, triathlon competitors and a former NFL kicker. The automotive experts then registered their finalist votes for the other half of the tallies.

"Involving the athletes offers a great opportunity get fresh perspectives on the various vehicles so it becomes an impromptu focus group of an elite and active target market" said Nina Russin, jury coordinator for the Active Lifestyle Vehicle of the Year Awards. "What was interesting with the A5 was how the athletes really reacted to the car's athletic performance." ■

