

# What's new?

**The UK's newest Audi centre has just opened in Hatfield where it will be showcasing a staggering eight new models to be launched by the manufacturer this year.**

Hatfield Audi is the fifth centre to form a part of HR Owen Group Audi alongside sister businesses Amersham Audi, Whetstone Audi, Finchley Road Audi and HR Owen Audi in Colindale.

Hatfield Audi has been opened following investment from parent company HR Owen Plc. Located at HR Owen Park at Great North Road, a two-minute drive from junction 4 of the A1M, Hatfield Audi neighbours HR Owen's two other businesses in the town Lexus Hatfield and HR Owen Chrysler and Jeep.

With so many new vehicles to be unveiled by Audi this year,

there could not have been a more exciting time for a new centre to open its doors. The new A4 Cabriolet arrived in January; the sporty RS 4 arrives in March; the flagship S8, S6 and allroad appear in June; the sports utility vehicle (SUV) Q7 is due to put in its first appearance in July; and the new S3 and new look iconic TT Coupe is scheduled for the end of 2006.

## Audi Q7

Characteristic Audi dynamism reflected in its distinctive profile; incomparable spaciousness; no less than 28 possible seating and

loading configurations; up to seven occupants accommodated in three rows of seats; and the largest legroom in this class, are just a few of the Audi Q7's features. Two powerful engines – the new 4.2-litre V8 FSI or the 3.0 TDI six-cylinder – power the new Q7 whilst transmission for both engine versions comes from the 6-speed tiptronic and naturally, the vehicle is equipped as standard with quattro permanent four-wheel drive.

## Audi RS 4

With its race-developed V8 FSI power and new generation quattro, the widely acclaimed supercar epitomises Vorsprung durch Technik.

Of course, the latest generation of quattro four-wheel-drive technology features on the new RS 4 which is powered by a naturally aspirated 4.2-litre V8 FSI petrol engine that delivers 420PS, maximum torque of 430Nm at 5,500rpm. The RS 4 provides 90 per cent of its peak from 2,250rpm all the way to 7,600rpm. However, it is actually capable of powering on well beyond this to 8,250rpm to provide breathtaking acceleration. The 0-62mph sprint is dispatched in just 4.8 seconds, 124mph from rest on a suitable Autobahn can be seen in only 16.6 seconds and an electronically limited top speed of 155mph is easily achievable.

**Hatfield Audi**

**www.hatfield.audi.co.uk 0845 241 3360**

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# Audi model range raises the game for new Hatfield centre

The new A4 Cabriolet and enhanced S line specification and S line Special Edition models will bring more individuality and desirability to the Audi sports range available at the new centre in Hatfield throughout 2006 culminating in the enhanced version of the all-new TT at the end of the year.

## Audi A4 and S4

Refreshed and ready for summer 2006 open-top motoring, the new Audi A4 Cabriolet range and its flagship, the new S4 quattro Cabriolet are available as standard models or with an optional Sport or S line specification. S4 quattro models naturally feature the ultimate Cabriolet specification, including 18-inch Avus III alloy wheels.

Styling enhancements and the incorporation of the single frame front grille that symbolises the new Audi family look bring the new A4 Cabriolet into line with its fixed roof relatives. Under the surface a range of advanced new engines – 2.0 TFSI with 200PS, the super-refined 3.2 V6 FSI with 255PS, the 2.0-litre TDI with 140PS and the exceptional 3.0 V6 TDI with 233PS – offer even greater power and responsiveness and sit alongside the proven 1.8-litre turbocharged petrol with 163PS.

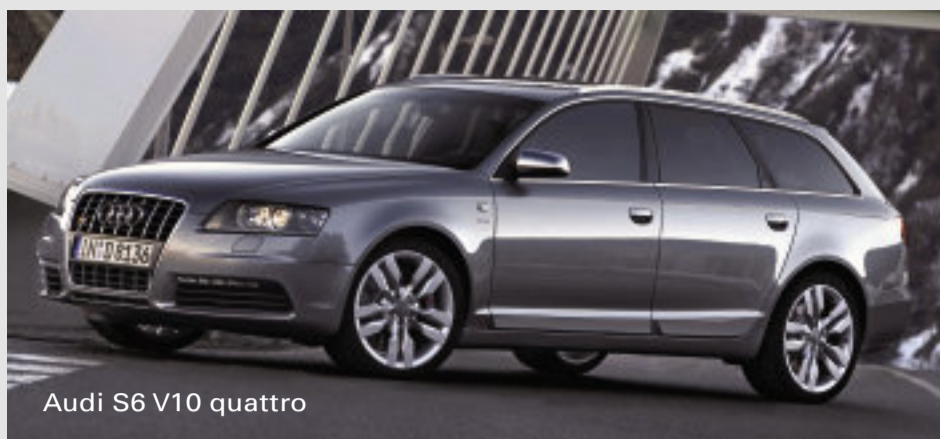
A compact 4.2-litre V8 petrol engine is reserved for the S4 quattro Cabriolet, powering it to 62mph from standing in the six-speed manual transmission version in just 5.9 seconds (6.2 seconds for the six-speed tiptronic). Both versions reach an electronically governed maximum speed of 155mph.

## Audi A3

Three-door A3 and five-door A3 Sportback S line models also sport the new S line look complete with 18-inch 5 Arm alloy wheels, whilst the new S line Special Edition versions of the responsive 200PS A3 and A3 Sportback 2.0 TFSI are also now available.

## Audi S6 and S8 supercars

Audi has partnered Lamborghini in order to develop new 10-cylinder flagship versions of the A6 and A8. The 5.2-litre V10 FSI petrol engine developed using the Lamborghini Gallardo supercar's



Audi S6 V10 quattro

5.0-litre unit powers both the S6 and the S8. The new S6 quattro has the potential to cover the 0-62mph sprint in 5.2 seconds (Avant 5.3 seconds) and to reach a top speed limited electronically to 155mph. It can also cover a respectable 21.0mpg on the combined cycle.

Smaller, lighter and with fewer friction-generating components than a comparable 12-cylinder unit, the new 5.2-litre V10 petrol engine means the S8 delivers a blistering performance with a maximum power of 450PS delivered at 7,000rpm,

and peak torque of 540Nm at 3,500rpm, enabling a 0-62mph time of 5.1 seconds and a top speed limited electronically to 155mph.

In line with all A8 models, the S8 features all-aluminium panels mounted on an aluminium Audi Space Frame (ASF). The first ever V10 from Audi is effectively harnessed by a chassis combining adaptive air suspension with the latest generation quattro permanent four-wheel-drive system and with a revised and now even more comprehensive standard specification.



Audi S8



Audi S4

**Hatfield Audi**

**www.hatfield.audi.co.uk 0845 241 3360**

## Ring in the changes – new Audi centre opens in Hatfield



- ▶ Half-price Air Conditioning Service at £99 when your car receives a routine service at Hatfield Audi before 31st March 2006\*
- or**
- ▶ Two years' free servicing on all new and Approved Used Audi vehicles purchased and delivered before 31st March 2006\*\*
- or**
- ▶ £500 of accessories for your new or Approved Used Audi purchased and delivered before 31st March 2006\*\*\*

**Terms and conditions** \*Half-price Air Conditioning Service price is based on the average cost of the service including labour. Air conditioning service incorporates CFC friendly gas recharge; deodorise system with anti-bacterial spray; and leakage check. £99 Air Conditioning Service is only available at Hatfield Audi in conjunction with a service undertaken between 23.01.06 and 31.03.06. \*\*Offer only available on Audi Approved Used Cars purchased from Hatfield Audi from 23.01.06 to 31.03.06. This offer is not available on new RS, S or A8 models. Servicing must be carried out at Hatfield Audi by Audi Approved Technicians and in line with Audi time and mileage recommendations. The Audi Service Programme covers the cost of all scheduled servicing for your Approved Used Audi for 24 months from the date of purchase. The Audi Service Programme covers the cost of all parts and labour needed to carry out scheduled servicing of your vehicle. The programme is based on the service schedule outlined in your Owner's Manual. All parts, labour and lubricant costs associated with this schedule are covered. It is particularly important, and a condition of your cover, that your vehicle is regularly serviced in accordance with Audi servicing recommendations. Failure to comply with this requirement will result in the automatic termination of your cover. \*\*\*£500 accessories must be purchased and (where required) fitted at Hatfield Audi at the time of purchasing a new or Approved Used Audi between 23.01.06 and 31.03.06.

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Revision **1**

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**Audi A3 1.6 Special Edition**  
from £14,995 RRP on cars  
registered before 31 March 2006

Featuring:- ▶ 16" 9-arm alloy wheels ▶ ESP Electronic Stability Programme ▶ Dynamic interior and exterior styling ▶ Climate control at no extra cost



**Audi A3 2.0T FSI S Line Special Edition**  
from just £21,795 RRP while stocks last

Featuring:- ▶ 200 PS turbo-charged engine  
▶ S line exterior styling ▶ Full-leather front Sports seats  
▶ 18" 5-arm alloy wheels



**Audi A4\***

You can now upgrade any A4 Saloon or Avant to SE specification at no extra cost  
Featuring: ▶ Cruise control ▶ Driver's Information System  
▶ Stylish aluminium inlays ▶ Leather steering wheel  
In addition you now also get upgraded 17" 16-spoke alloy wheels worth £500\*



**Audi A4 S line\*\***

You can now upgrade any A4 Saloon or Avant to S Line specification for £750 a saving of £650\*\* The S Line package includes aggressive body styling by Gmbh – the Audi division responsible for the RS4 supercar, and:- ▶ Sports suspension ▶ Front sports seats ▶ 3-spoke multi-function steering wheel ▶ 18" 5-arm alloy wheels – worth £1,000



**Audi A4 2.0T S Line**

From just £23,995 – while stocks last  
▶ Upgraded 220PS engine – available only on this model and the Limited Audi A4 DTM Edition ▶ Leather upholstery ▶ 3-spoke S line multi-function steering wheel ▶ Ventilated cross-drilled front brakes ▶ 18" 15-spoke alloy wheels



**A6 – World Car of the Year\*\*\***

From £25,340 on the road  
A6 2.0 TDI and 2.0T FSI models\*\*\* now come with CD Satellite Navigation as standard and also features:-  
▶ 17" alloy wheels ▶ Digital comfort air-conditioning

\*Offer applies to orders placed for factory-built cars from 28.11.05 and registered by 30.06.06 on Audi A4 Saloon and Avant models. Excludes cars in UK importer stock built before 01.01.06. \*\*Offer applies to orders placed for factory-built cars from 28.11.05 and registered by 30.06.06 on Audi A4 Saloon and Avant models. Excludes cars in UK importer stock built before 04.11.06. \*\*\*Offer applies to orders placed for factory-built cars from 28.11.05 to 01.12.06 on A6 Saloon and Avant (2.0 TDI and 2.0T FSI). Excludes cars in UK importer stock built before 28.11.05. The Audi A6 was awarded World Car of the Year by 48 automotive journalists from 21 countries, as part of the 'World Car of the Year Association'. Models shown are: A3 1.6 Special Edition, A4 1.6 manual, Audi A4 2.0T S line and A6 2.0T FSI. Official fuel consumption figures for the A3 range in mpg (l/km) Urban: 19.0 (14.9) – 40.9 (6.9), Extra Urban: 34.4 (8.2) – 64.2 (4.4), Combined: 26.4 (10.7) – 53.3 (5.3) CO<sub>2</sub> emissions: 143-257 (g/km). Official fuel consumption figures for the A4 range in mpg (l/km) Urban: 14.4 (19.6) – 37.2 (7.6), Extra Urban: 28.8 (9.8) – 61.4 (4.6), Combined: 21.1 (13.4) – 49.6 (5.7), CO<sub>2</sub> emissions: 154-322 (g/km). Official fuel consumption figures for the A6 range in mpg (l/km): Urban 16.7 (16.9) – 32.1 (8.80), Extra Urban: 31.4 (9.0) – 56.5 (5.0), Combined: 23.9 (11.80) – 44.1 (6.4), CO<sub>2</sub> emissions: 172-283 (g/km).

## Approved Used Audi

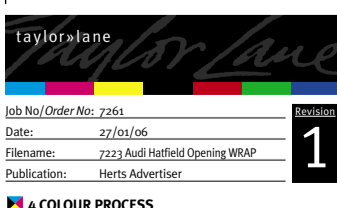


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|--|---|--|
| 05/54 A3 Sportback 2.0 TDI Sport manual Black, 17241 miles £19995          | 05/05 A3 2.0 TDI Sport manual Akoya Silver, 13999 miles £18495          | 04/54 A3 1.6 FSI Sport manual Liquid Blue, 11809 miles £15985            |
| 04/54 A6 Saloon 3.2FSI quattro SE tiptronic Night Blue, 11670 miles £26495 | 05/05 A3 Sportback 2.0T FSI quattro Brilliant Red, 13764 miles £21985   | 04/54 A3 2.0 FSI Sport manual Ebony Black, 11293 miles £16985            |
| 05/05 TT Coupe 1.8T quattro 225 Silver 3919 miles £24995                   | 03/53 TT Coupe 225 quattro manual Grey, 21000 miles £20995              | 03/53 A4 Avant 2.5 TDI SE Multitronic Akoya Silver, 32415 miles £17985   |
| 05/05 TT Roadster 1.8T 150 Mauritius Blue, 14138 miles £18995              | 05/54 A2 1.4TDI SE manual Silver, 8000 miles £12995                     | 03/03 A4 Cabriolet 1.8 T Sport manual Caribbean Blue, 35100 miles £19985 |
| 05/05 A4 Saloon 2.0TDI S-Line manual Black, 9499 miles £20995              | 04/54 A6 Saloon 3.0 TDI quattro SE Tiptronic Aurora, 25506 miles £24985 | 04/04 S4 quattro Cabriolet manual Silver, 20871 miles £29985             |
| 05/05 A4 Saloon 2.0TDI S-Line manual Silver, 8399 miles £20995             | 05/05 A8 6.0 W12 quattro Tiptronic Ebony Black, 12401 miles £56485      | 02/02 TT Coupe 1.8 T quattro 225 Moro Blue, 40750 miles £16985           |
| 05/05 TT Coupe 1.8T quattro 180 Brilliant Red, 2709 miles £21995           | 04/04 A3 3.2 V6 quattro S-line DSG Akoya Silver, 15462 miles £20785     | 04/54 A3 2.0 TDI Sport manual Mauritius Blue, 19490 miles £17385         |
| 05/05 Allroad 2.5TDI quattro Limited Edition Silver, 9017 miles £28995     | 05/05 A4 Saloon 2.0 TDI SE manual Akoya Silver, 3000miles £19985        | 03/53 A3 1.6 manual Mauritius Blue, 14906 miles £12485                   |
| 05/05 TT Coupe 1.8T manual 180 Silver, 2316 miles £19995                   | 05/55 A3 Sportback 1.6 manual Dolphin Grey, 246 miles £14585            | 04/53 A8 4.2 quattro Tiptronic Oyster Grey, 13757 miles £30985           |
| 05/05 A4 Cabriolet 1.8T Sport manual Black, 7843 miles £22995              | 04/04 A2 1.4 SE Colour Storm Brilliant Red, 3412 miles £10485           | 04/54 A3 3.2q manual S-Line Dolphin Grey, 6844 miles £20485              |

**Audi Approved Used Car programme includes**

- ▶ Audi guarantee
- ▶ 30 day exchange plan
- ▶ Vehicle provenance check
- ▶ Independent mileage check
- ▶ Comprehensive multi point inspection

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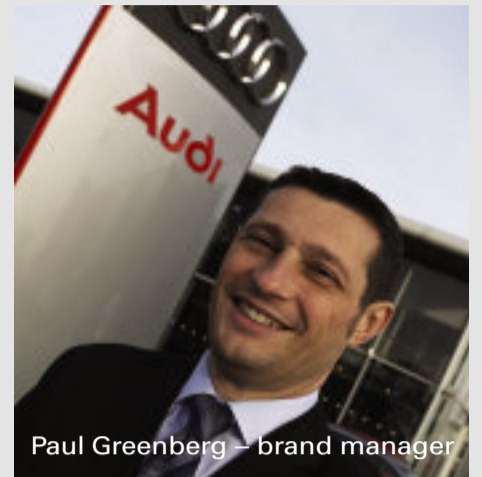


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Paul Greenberg – brand manager

## Audi centre opens its doors in Hatfield

**Hatfield Audi opened its doors for business on Monday 23rd January.**

Located at HR Owen Park, Great North Road, alongside parent company HR Owen Plc's two other businesses Lexus Hatfield and HR Owen Chrysler and Jeep, Hatfield Audi is the fifth centre forming a part of the successful HR Owen Group Audi division. Hatfield Audi operates as a stand-alone business but with the support of its sister centres – Finchley Road Audi, Whetstone Audi, HR Owen Audi in Colindale and Amersham Audi.

Under the direction of Paul

Greenberg, who has been in the role of brand manager at HR Owen Audi for the past 18 months, Hatfield Audi incorporates a seven-vehicle showroom, a seven-ramp workshop and a 30-strong Approved Used Audi forecourt, although the business has access to around 250 Audi vehicles in group stock.

Headed up by sales manager Paul Henderson, the sales team incorporates five sales executives and a business manager whilst an aftersales team consists of six workshop staff, two service

advisors and service manager Ray Southby.

We are starting with a clean slate and we are already working hard to ensure that the centre will be successful in a short space of time. Already the outlook is extremely positive as this is a high profile location and in the first two days of opening, the telephone was ringing constantly and we saw a dozen or so people in the showroom and sold three cars!"

### Sales Force

"We're determined that we'll be the lead centre in terms of customer care and business performance within HR Owen Group Audi," said sales manager Paul Henderson. "With our eye on being the best in the Audi UK retail network."

Paul's confidence is as a result of the sales team already in place with Jason Campbell and Sasha Lessing transferring from sister branch Whetstone Audi, Gary Powell who has joined from one of HR Owen Plc's BMW businesses

and new recruit Phil Harris.

"Our first goal is to re-establish the Audi brand in the area and provide customers with the very best service," added Paul who has worked within HR Owen Plc businesses for the past five years."

### Workshop Wonders

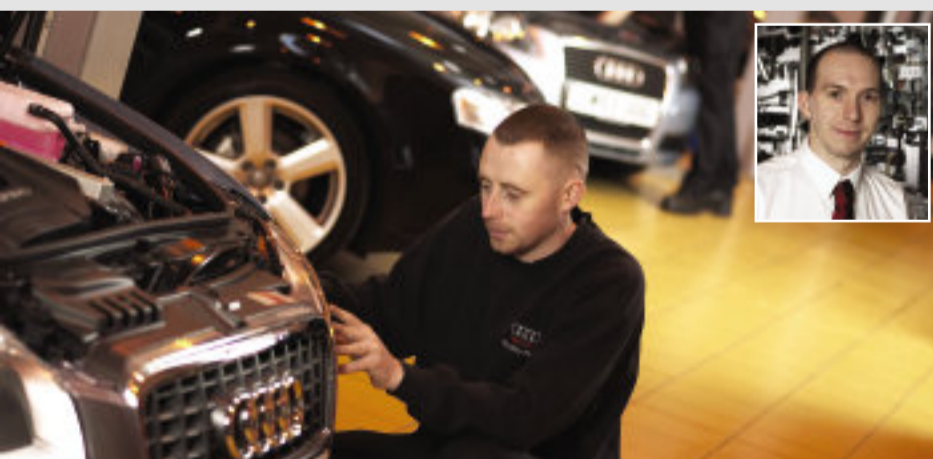
Working wonders in the workshop is initially a team of four technicians and master technician Cliff Galloway with workshop controller Dean Tobin in the driving seat.

Dean, who also has master technician status, takes up the role after undertaking the position of mobile master technician serving customers at all four centres within HR Owen Group Audi.

He explained: "We are a new team who have come together at the same time at the start of a new business. We have pulled together and are focused on the same goal. This is a unique opportunity and we are enjoying being at the start of something which we're confident will be a success."



Paul Henderson, sales manager and his team Gary and Jason.



Dean Tobin, workshop controller and one of his technicians.

## Hatfield Audi

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