



**Audi Original Parts®**  
The perfect match  
for your Audi customers

# Audi Original Parts®

## The perfect match for the professional repair business

Vorsprung durch Technik is part of the Audi DNA. It's present in every detail of an Audi. And in every Audi Original Part®.

### Quality is the sum of many parts

Audi Original Parts® are the perfect match – perfectly co-ordinated with each other and with your customers' Audi vehicles. Specifying only Audi Original Parts® for service and repair work, therefore, is the sure way to maintain an Audi's design integrity and performance.

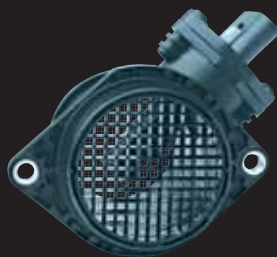
### How Vorsprung durch Technik translates into practical trade benefits

As you'll discover, preserving the essence of Vorsprung durch Technik not only protects your customers. It also protects the efficiency and professional reputation of your business. So before you fit any other replacement part to an Audi, get the facts.



**"Safer, technically better... cheaper"**

After carrying out independent tests on brake linings, the Kraftfahrzeug-technische Institut in Germany declared: "Investigations show irrefutably that Audi Original Parts® are safer, technically better and, taking into account possible subsequent costs, cheaper than the copied parts tested."



### The cost of non-original Audi parts can be very high

Reproduction air mass meters purporting to be original Audi parts have entered the UK. Independent tests<sup>1</sup> on these parts revealed that they cause excessive fuel consumption, loss of engine power of up to 50%, and risk of consequential engine and catalytic converter damage.



### Rated top by DEKRA

Audi OE batteries came out top in a head-to-head test of 10 car batteries by independent test organisation DEKRA.

# Your 5-point checklist

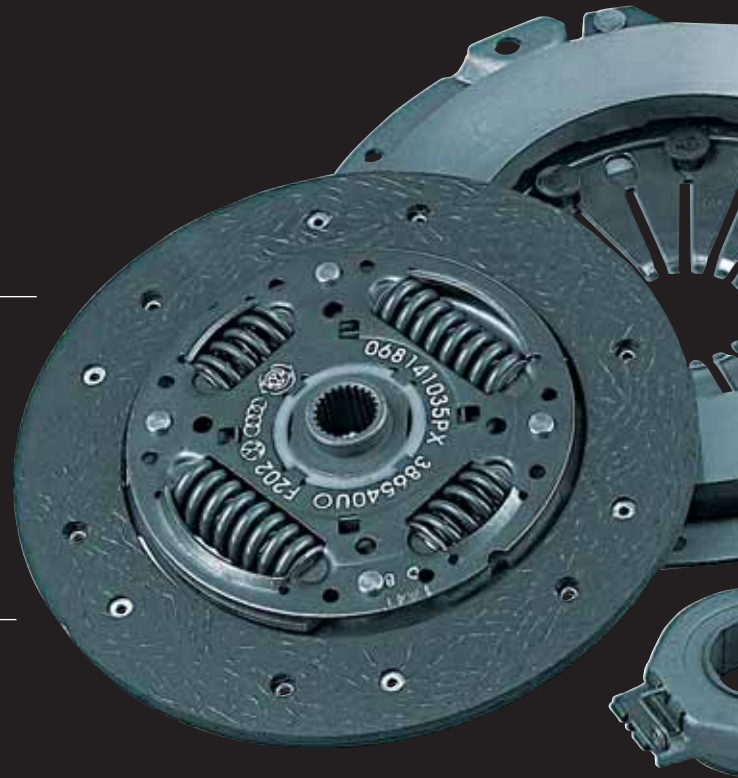
Why reproductions of Audi parts may not always deliver original Audi quality.

## 1 Is the part covered by a two-year warranty?

Many parts for Audis come with only a one-year warranty. Audi Original Parts® are covered by a full two-year warranty, excluding normal wear and tear.

## 2 Does the part only look the part?


Some reproduction parts that enter the UK aftersales market are passed off as Audi Original Parts®. However, in attempting to copy Audi Original Parts® the manufacturers build in underperformance, poor quality materials, low fatigue strength and risk of deformation or breakage of the part.†



†Source: Tests by Bosch on Chinese-manufactured reproduction air mass meters for Audi, Volkswagen and other vehicle brands.

††Source: KTI (Kraftfahrzeug-technische Institut und Karosseriewerkstatt GmbH & Co. KG).

†††Source: KTI; DEKRA; AUTO Strassenverkehr magazine.



### 3 Does the part benefit from Formula Q quality control?

Some non-original parts for Audis even omit vital components. Missing reinforcement plates and 70% thinner anti-corrosion coatings on body panels are two such examples.<sup>††</sup> Our unique Formula Q process ensures the highest standards of materials, components, tolerances, and all-round manufacturing excellence. Rest assured, all of our parts factories follow Formula Q to the letter.

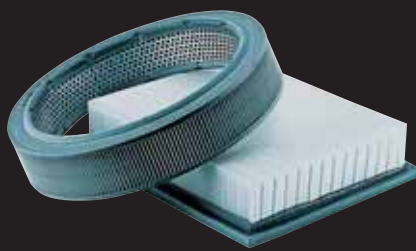
### 4 Can the part match the performance of Audi Original Parts® in independent tests?

Even lawfully produced non-original parts for Audis can fail to match our exacting standards. In certain cases these parts, though supposedly of the same quality, have proved no match for the performance of Audi Original Parts® in tests by independent motoring and safety organisations.<sup>†††</sup>

### 5 Does the part help you run a more efficient and professional business?

Each Audi Original Part® fulfils its task precisely and reliably, bringing peace of mind to you and your customers. What's more, optimal accuracy in design and manufacturing means 'fit-first-time' quality and shorter installation times in the workshop.

Just some of the Audi Original Parts® available at highly competitive trade prices from your Audi Trade Connect Centre



**Audi original filters.**  
Optimum filter fineness, flow resistance and precise fit.



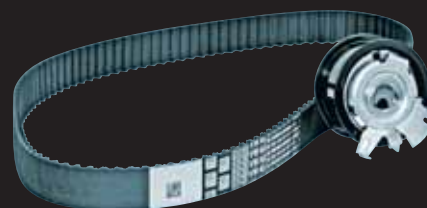
**Audi original brake linings.** "The best"\*... "Safer, technically better... cheaper.. "\*\*



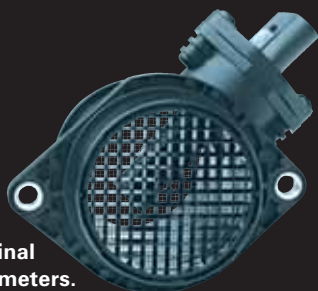
**Audi original shock absorbers.**  
Maintaining road adherence, bend stability and steering and braking safety.



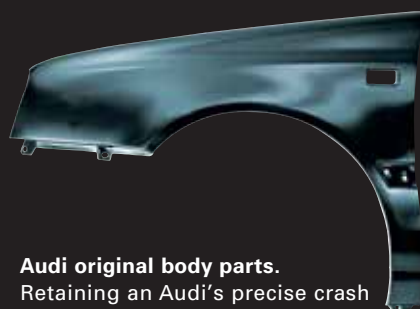
**Audi original clutch sets.** More competitively priced than individual components ordered together.



**Audi original cam belt kits.** For complete, efficient and economical cam belt replacements.



**Audi original air mass meters.**  
Accurate air mass measurement and protection from consequential engine damage.



**Audi original body parts.**  
Retaining an Audi's precise crash properties and safeguarding drivers and passengers.



**Audi original exchange parts.**  
Better use of resources – and a better deal for your customers too.



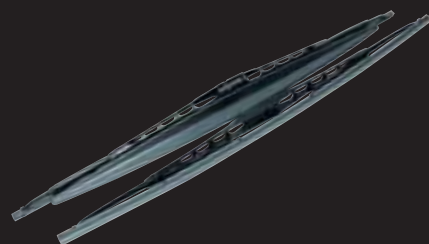
**Audi original spark and glow plugs.**  
Optimised ignition response and smoother, more fuel-efficient running.



**Audi original starter batteries.**  
Starting is guaranteed in temperatures as low as -25 C.



**Audi original anti-freeze.** Totally compatible with materials in the cooling circuit of all Audis, for all model years.



**Audi original wiper blades.** "Excellent wipe characteristics" and "Exemplary" performance\*\*\*



**Audi original windscreen washer fluid.**  
Essential anti-clog and anti-freeze performance with the new style Audi washer jets.

\*Source: Independent tests by AUTO Strassenverkehr magazine. \*\*Source: Independent tests by KTI (Kraftfahrzeug-technische Institut und Karosseriewerkstatt GmbH & Co. KG). \*\*\*Source: Independent tests by AutoBild magazine.

## Original parts, unprecedented value

Audi Trade Connect Centres offer consistently competitive trade prices on everyday, fast-moving Audi Original Parts® – and many more trade benefits besides.

The Trade Connect programme covers the Audi vehicles independent repairers see most frequently, which means most out-of-warranty Audi models as well as many applications for Audis aged three years or under.

To find out more, talk to your local Audi Trade Connect Centre.

## Audi Original Parts®

- ▶ Audi design, performance and quality through and through
- ▶ Formula Q materials, manufacturing and quality assurance
- ▶ First-time fit, to save you time and trouble
- ▶ Two-year warranty\*
- ▶ Highly competitive trade pricing and support through your Audi Trade Connect Centre
- ▶ Peace of mind for you and your customers

\*Excludes wear and tear.