



# Fighting to be the very best

The Sports Car Club of America's Trans Am Championship, now in its 23rd season, is the place where automotive manufacturers fight it out for the right to be called "the

best." Over the years, all major automobile companies have devoted time and money proving superiority of their products in the

Trans-Am. Indeed, the real importance of the series may be measured more by those who have failed than by the few who have succeeded.



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When Hurley Haywood piloted his all-wheel-drive Audi 200 Turbo quattro to victory at the recent Dallas Trans-Am street race in just its second-ever series appearance, he upset all predictions of sport insiders. Haywood and Audi served notice that to win at Trans-Am demands more than just time and money.

Technology, attention to detail, superb preparation and the best drivers are the ingredients needed to run up front. In fact, most Trans-Am cars have been pushed so far they bear little resemblance to their supposed assembly-line brethren. Today, these cars feature custom constructed "tube" frames; relocated engines and transmissions are the norm rather than the exception.

Instead of full-bred competition vehicles clothed in production-like bodywork like its rivals, Audi modified a standard 200 Turbo quattro, using most of the car's production components instead of trading them in for "racing-only" equipment.

The idea was to clearly demonstrate that Audi's all-wheel-drive technology provides a superior measure of handling performance.

The basic layout of the 200 Turbo quattro, which brings together not only all-wheel-drive but advanced aerodynamics and the turbocharged five-cylinder engine, easily lent itself to modification into a Trans-Am contender.

For Audi, the road to the Trans-Am was a natural progression in a winning motorsports program that saw the company turn the international rally community on its ear when it debuted its first all-wheel-drive quattro Coupé in 1981.

The introduction of the quattro may well be remembered as one of the most significant events in the history of rallying. Today it is simply not possible to be a contender without all-wheel-drive.

Still, Audi's engineers wanted to move on. "We felt it was necessary to show what an all-wheel-drive car could do on the pavement," said Herwart Kreiner, manager of Motorsports and Racing Development at AUDI AG.

Audi's exploration manifested itself at Talladega in 1986 when three-time Indianapolis 500 victor Bobby Unser drove a 5000 CD Turbo quattro to a series of new speed marks, exceeding 320 km per hour on the high-banked speedway. From Talladega, Audi moved to the SCCA's Escort Endurance Championship, where once again the quattro was a winner.

The lure of the Trans-Am, however, remained. There, Audi could bring its experience in the endurance arena together with the ability to explore future technology applications through the Trans-Am's less restrictive rules structure.

Yet, having the "right stuff" in terms of engineering isn't enough to win in such a highly competitive environment, and Audi knew that.

The best drivers and the best team were also needed.

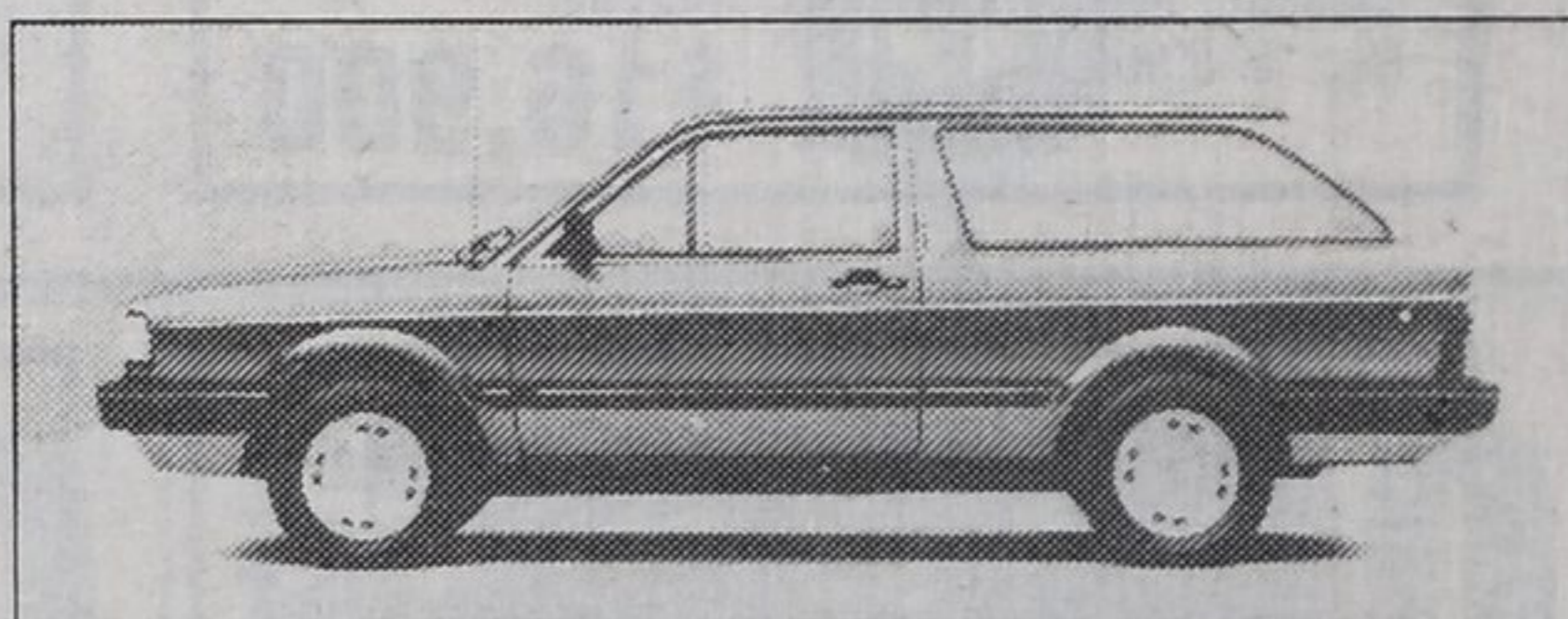
Audi found this in the prestigious Group 44 team and a headline driving trio consisting of Haywood, Walter Roehrl and Hans Stuck.

Haywood and Stuck, both multi-time Le Mans winners, are stars in sports car and prototype racing, while Roehrl has made his reputation as the king of the world rally drivers.



1988 Audi 200

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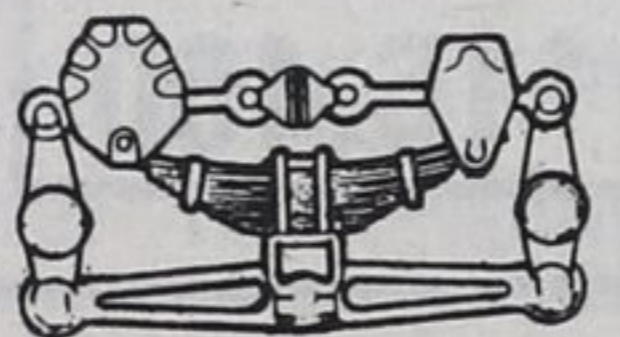
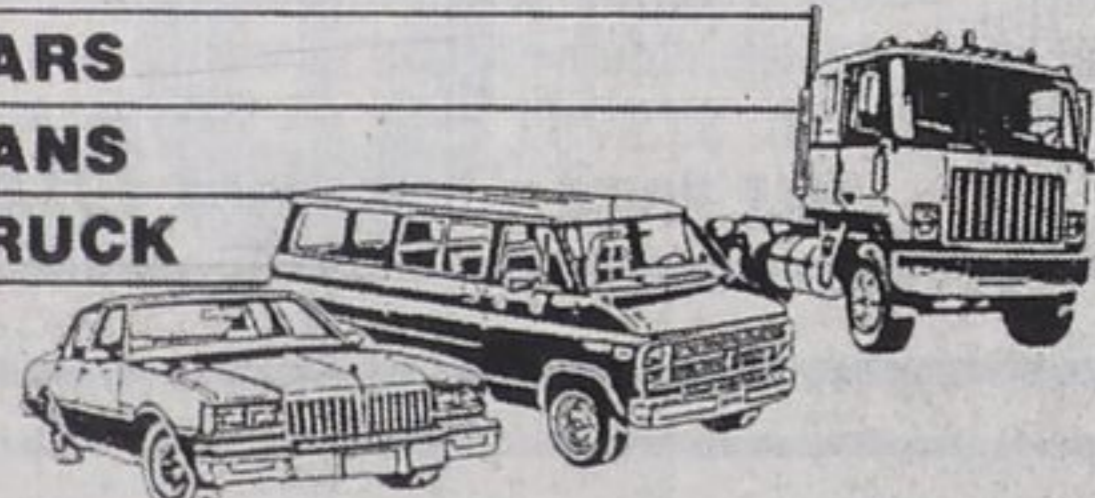
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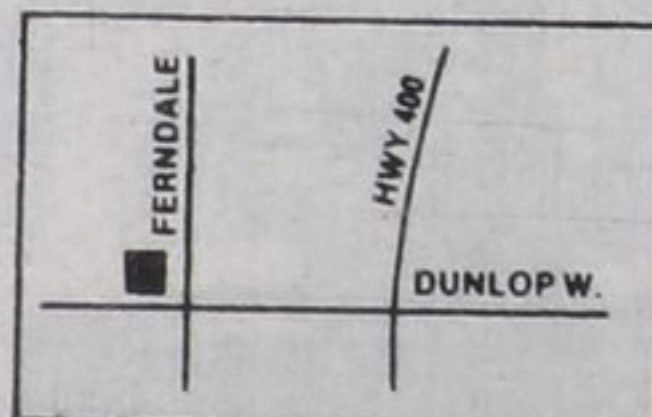
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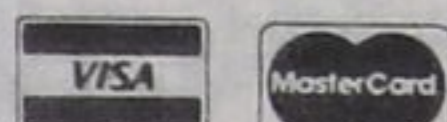


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