

IAA

Spotlight on the IAA

Faszination Auto

New faces, new cars

Two of the industry's best known names – **Dieter Zetsche** and **Wolfgang Bernhard** – roll out key models at this year's IAA. Zetsche will launch the new S class, the carmaker's flagship, two weeks into his new job as Mercedes Car Group CEO. The S class must restore the German premium carmaker's reputation for reliability and technology leadership. Four months after becoming chairman of Volkswagen's core VW brand, Bernhard launches the carmaker's new Eos coupe

convertible. VW badly needs the Eos to be a hit to help counter negative publicity at home, boost sales in the US and restore some glamour to the conservative brand. Want an indication of just how important the Eos is to Bernhard? He has been flying to the Eos' assembly plant in Portugal every two weeks for the past three months to check on the car's progress, company sources say.

Sergio Marchionne, who heads both Fiat Auto and the Fiat group, will oversee the

launch of the new Fiat Punto, arguably the car that, if it sells well, can return Fiat to profitability.

But Asian rivals are not standing still. Honda shows its new Civic; Toyota launches the new Yaris and RAV4. And for the first time Chinese brands also will be showing their European entries in



Frankfurt. Europe's biggest auto show will feature many crucial car launches at a critical time for the industry.



BENTLEY



Bentley Azure

Production car: Bentley Azure
Bentley, Volkswagen group's British luxury brand, will beat arch rival Rolls-Royce to market with a top-of-the-range convertible. Based on the Arnage, the new Azure convertible will be Bentley's flagship – just like the original Azure introduced in 1995. The four-seat Azure will resemble the Arnage Drophead concept car unveiled at the Geneva auto show in March. The Azure will be introduced early next year. Rolls-Royce plans to launch its convertible version of the ultra-luxury Phantom, likely to be called the Corniche, in 2007.



BMW



BMW Z4 coupe

Concept cars: Z4 coupe, X3 hybrid, possible design studies for new 1 series variants
The Z4 coupe likely will go on sale next summer as BMW's answer to the Porsche Cayman S, which debuts at the IAA. The Z4 coupe will be built at BMW's US plant in Spartanburg, South Carolina, alongside the Z4 roadster.
The coupe will be powered by a 260hp, 3.0-liter inline six-cylinder gasoline engine. M versions of the car get a 360hp variant of the M3's 3.2-liter I-6 gasoline engine.

Audi steers into SUV market



Audi Q7



AUDI

Concept car: Prototype previewing the second-generation TT is likely
Production cars: The Q7, face-lifted A4 cabriolet
At 5086mm long, Audi's Q7 premium SUV is bigger than its upper-premium A8 sedan and larger than its rivals, the Mercedes M class and BMW X5. The Q7 needs to be big because its main market will be the US, where customers like their vehicles large. The car offers seven seats in three rows. Prices start at €48,900 for the 233hp, 3.0-liter, V-6 diesel version. The face-lifted A4 cabriolet is the latest Audi to get the automaker's new single-frame grille.
Technology: Audi will debut a 14-speaker, 1,100-watt sound system from home entertainment specialist Bang & Olufsen in an A8 sedan. Audi is B&O's first partner, but the Danish company aims to work with Germany's other premium carmakers.

The Q7 has a lane-departure warning system that vibrates the steering wheel if the car drifts out of its lane. Other features include blind-spot detection, and a rear-view camera for parking.
Unlike some of its SUV/crossover competitors, the Q7 performs well off road because of a descent-assist program for going downhill. It also has optional air suspension to give the car extra ground clearance plus Audi's all-wheel-drive quattro system, which sends 60 percent of torque to the rear tires.
Not shown: Audi is one of the Volkswagen group's success stories. To keep up the momentum, lots of new models are coming – among them are: a smaller SUV likely to be called the Q5, A6 and A4 versions with Audi's all-wheel-drive quattro system, an A4 coupe, and a supercar based on the Gallardo sports car from its Italian unit, Lamborghini.

BMW's X3 hybrid is equipped with super capacitors that BMW calls "supercaps." These provide short, high-energy bursts of power to an electric motor during standing-start acceleration, adding torque and power but saving fuel. Supercaps are lighter than a

full hybrid powertrain, and can be stored in the door sills.
Production cars: 3 series station wagon
BMW says the fourth-generation 3 series station wagon, which it markets under the name Touring, was developed in parallel with the

3-series sedan but as a different model. Although its front looks identical to the sedan's, BMW gave the station wagon a coupe-like appearance back from the A-pillars. The station wagon's luggage capacity is boosted by 25 liters to 460 liters. By equipping the car with run-flat tires, BMW has been able to add a storage box beneath the luggage compartment floor. The car is 42mm longer, (4520mm), 78mm wider (1817mm) and 9mm taller (1418mm) than its predecessor. The wheelbase is stretched 35mm to 2760mm.



CADILLAC



Cadillac BLS

Production cars: BLS, STS-V, XLR-V
General Motors wants Cadillac, its US luxury marque, to become a global brand. That is why GM developed the BLS lower-premium sedan just for Europe.
This "baby" Cadillac is designed to appeal to European consumers' tastes for cars smaller than the beefier Caddys favored by US buyers. Although based on the Saab 9-3, the BLS has Cadillac's bold, edgy look.
GM will build about 10,000 units a year of the BLS at Saab's plant in Trollhättan, Sweden. The BLS will go on sale next March.
To compete with Mercedes AMG and BMW M, the two German carmakers' high-performance divisions, Cadillac will bring V versions of the STS sedan and XLR roadster to Europe early next year. Those cars are powered by supercharged versions of the Cadillac Northstar 4.4-liter, V-8, gasoline engine. The STS-V's engine has 476hp, the XLR-V's has 448hp.
Technology: The BLS will be the first Cadillac to be sold in Europe with a diesel engine – a 150hp, 1.9-liter common-rail unit from GM Powertrain. It will have three turbocharged gasoline engines – two 2.0-liter units with 175hp or 210hp and a 255hp, 2.8-liter, V-6 unit sourced from GM's Holden subsidiary in Australia.



CHEVROLET EUROPE

Production cars: Aveo
Chevrolet Europe adds the Aveo four-door sedan to its lineup. Chevrolet parent General Motors touts the Aveo as its "world car." It will be built by GM Daewoo in Korea, China and South America and sold in more than 120 countries. Europe will get Korean-built Aveos next spring. Prices will start at €12,000. Chevrolet Europe CEO Hardy Spranger believes the Aveo has great potential in central and eastern Europe, where buyers prefer sedans.
Technology: The Aveo will be sold in Europe with 1.2- and 1.4-liter gasoline engines. Next year it likely will get a 1.5-liter common-rail diesel powerplant that GM Daewoo will start building at a new engine plant in Kunsan, Korea, under license from the Italy's diesel engine specialist VM Motori.
Not shown: The launch of Chevrolet's new S3X SUV will wait until the 2005 Geneva auto show because sister brand Opel debuts its all-new Frontera at the IAA (See Opel entry, Page 27). Both SUVs will be built on the same architecture in Korea.



CITROEN

Citroen hints at future luxury car

Concept car: C-SportLounge
Citroen continues to present futuristic-looking concepts at the IAA. Two years ago the C-Airlounge design study previewed the French carmaker's new C6 flagship executive sedan that debuted in March. This time Citroen shows the striking yellow C-SportLounge. Based on the C5, the concept is inspired by airplane design with sweeping, aerodynamic exterior looks to reduce drag and a cockpit-style integrated driver's seat and console inside. Citroen calls the concept a 2+2 coupe but it has two small rear doors with reverse opening for easy access to the back seats. It's not clear which future production models the concept will inspire, but with the current C5 is in its fifth year and needing replacement in 2007, the concept could hint at the way Citroen's next upper-medium model will look.
Production car: C3
The radical design of the C3 marked a return to Citroen's traditional quirky design philosophy four years ago. For the IAA, the small-segment car gets a minor face-lift that mostly upgrades the car's interior features.



Citroen C-SportLounge