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Audi's RS 6 Avant helps fuel the comeback of the wagon

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FOURTH QUARTER 2019

## What's Old is New Again.

#### Audi's RS 6 Avant Helps Fuel the Station Wagon's Comeback

#### By Mike Dallin

SSF Autofocus Contributor & Volkswagen/Audi Product Manager

Thirty years ago elementary school pick-up and drop-off lines were filled with station wagons. Fast forward to today and we find 600 hp wagons lapping the Nürburgring with the capability of making grown men cry. How did we get here? When did wagons become cool, and where does the new Audi RS6 fit in?

With sales peaking in 1976, the station wagon accounted for 10% of all vehicles sold in the U.S. But replaced by minivans and SUVs, wagons were nearly extinct in America's showrooms just a few years ago. Minivans were particularly desirable offering sliding rear doors, easy-access third row seating and an abundance of cargo space, while others preferred the persona of the beefier SUV. However, there were still many who not only liked station wagons, they loved them! The American Station Wagon Owners Association (ASWOA) formed in 1996 and held regular events for its members to show off their cars and prove that there was still demand for wagons.

Meanwhile, European automakers continued to make wagons throughout the 1990s and 2000s but most were forgettable to the average consumer. Occasionally performance wagons, like the S4 and S6, were available in the United States but frequently enthusiast had to ogle over the goods only available in Europe.

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But all you wagon enthusiasts can now rejoice! A new generation is snubbing the peer pressure to drive SUVs and crossovers, and is getting behind the wheel of the beloved wagon. Fueled by the introduction of several stylish new models, (not your grandfather's wagon anymore) the move back to station wagons has been referred to as "a remarkable renaissance" by Bloomberg News. Sales of the niche automobile class are among the fastest growing in the past five years, out pacing full-size pickup trucks and all other classes of traditional passenger cars.

While manufacturers like Mercedes-Benz and Volvo have proven the demand for hot wagons for decades, today other European auto makers are following their lead. Even Porsche entered the wagon market with their new Panamera Sport Turismo. The answer for Audi was obvious. Something they've made for years for other markets. Something the forums have not-so-quietly been asking for, the RS6 Avant.

The all-new 2020 Audi RS6 Avant is coming to America, finally! The 592 hp, 590 lb-ft of torque, 189-mph top speed, Quattro all-wheel drive, 0-60 in 3.6 seconds, twin-turbocharged V8 RS6 wagon is coming to America!

The RS6 boasts impressive supercar-like abilities while maintaining the practicality of a five-passenger wagon. This balance is also reflected in the aggressive yet refined RS-styling. It fits in at soccer practice as well as the local car meet up. The Audi also packs some impressive technology. The 4.0-liter V-8 is paired with a 48-volt mild-hybrid system that contributes to the go-fast experience. The driver modes, available carbon ceramic brakes, Quattro system, and infotainment system all appear to be on par with the greatest technology offered by other manufacturers. Time will tell if the RS6 lives up to the forbidden fruit hype but for now it's looking pretty good.

As the saying goes, what's old is often new again, and that is certainly the case with the iconic station wagon. At SSF we're excited to see the RS6 and other coveted models come to the United States. We know our custom-

ers are passionate about these halo cars too and we're committed to carrying only the best parts for them. After all, cars capable of 189 mph demand quality parts.

On behalf of SSF, welcome to America RS6!

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### Welcome Aboard!

## *Trevor Potter joins SSF as VP of Product & Marketing*

On August 19th, we welcomed Trevor Potter to the SSF Team. Trevor joins SSF as our new Vice President of Product and Marketing.

Trevor has an extensive and broad career background in the US and Canadian Aftermarket and brings a unique set of skills and experience to SSF. He has been in key positions on the distribution and retail side in both the United States and Canada, and has worked for manufacturers as well as for a major buying group.

Trevor is very excited to be part of the SSF team saying that for decades he has admired the reputation for quality and service that SSF is known for in the automotive aftermarket industry.

As a self-confessed car nut, Trevor spends his free time putting the finishing touches on his Sprinter RV so that he and his wife Colette can soon travel to visit thier three kids in style.



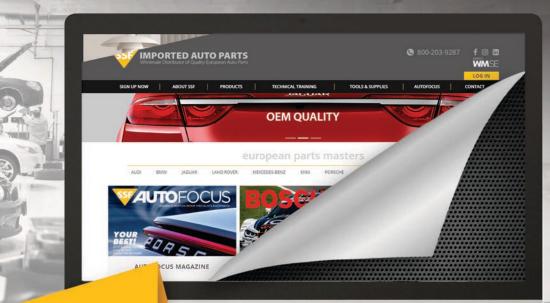
"We are fortunate to have such deep and long-standing partnerships with so many premier European shops and vendors. I look forward to getting to know many of you in the coming months."

Trevor and Colette Potter

Trevor has already gotten deeply involved with several exciting new SSF promotions and product offerings, and is looking forward to taking the SSF brand to the next level and to provide even better service to our customers.

Everyone at SSF extends our warmest welcome to Trevor and are looking forward to working together; keeping SSF on the move for years to come!

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