



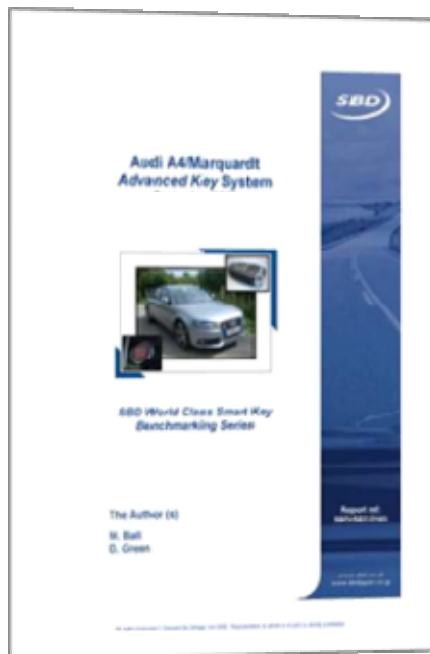
**Marquardt / Audi A4 Advanced
Key system tested**
How convenient?
What are the features?
How secure?

Marquardt system on Audi A4 offers unique operation and best interior coverage.

Extensive testing has revealed that the Audi A4 Advanced Key system technology supplied by Marquardt offers excellent overall performance, class leading interior coverage for Smart Start, and intuitive back-up methods in the event of system failure.

But what does “excellent” look like and how has Marquardt achieved this rating for the Audi A4 model?

The latest report in SBD's **“World Class Smart Key”** benchmark series takes a detailed look at the Audi A4 Smart Key System and helps answer these questions from a technical and end user perspective; crucial knowledge for any OEM and supplier.



This report will help you to:

- **Understand** the effectiveness of the technology used to deliver the smart start and smart entry functions
- **Balance** the technical features against the customer experience of using the Smart Key technology
- **Identify** the critical features for your Smart Key system
- **Highlight** important functionality issues and understand how Audi have dealt with them

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Flexible, unique, and intuitive...

...the driving force in automotive technology

In a critical time for the global development of smart key technology, Marquardt are fast establishing themselves as the market leaders for suppliers of smart key systems. This particular development with Audi offers one of the best smart key solutions available, with some unique features which combine good system performance with significantly reduced hardware.

Continuing SBD's "World Class Smart Key Benchmarking" research programme, this report explains what makes this system a market leader, as well as giving a full functional analysis and a comparison with UK insurance requirements.

This Audi/Marquardt system uses intelligent software to "locate" the position of the remote control, resulting in the need for only three antennae to provide both the smart entry and smart start ranges. Furthermore, the smart start range balances interior coverage with external leakage to provide the best-defined range that SBD have tested to date.

Feature levels are also high on the Audi A4 system, with selective unlock and the display/warning messages providing particularly good customer convenience. All configurable options are accessed through clear and easy-to-use computer menus. A wallet key is also provided for convenience in emergency situations. However, two potential security risks are highlighted in relation to locking a remote control within the vehicle and are detailed in the report.



TABLE OF CONTENTS

| | | | |
|-----------|--|-----------|--|
| 1. | Executive summary | 5. | Smart start operation |
| 1.1 | Conclusion | 5.1 | Overview |
| 1.2 | Overview of key points | 5.2 | Smart start |
| 2. | Introduction | 5.3 | Accessory and ignition positions |
| 3. | Performance evaluation summary | 5.4 | Ignition port start |
| 3.1 | Smart entry performance | 5.5 | Accessory and ignition positions |
| 3.2 | Smart start performance | 5.6 | Emergency start |
| 3.3 | Thatcham smart entry / smart start criteria issue 3 | 5.7 | Electric Steering Column Lock (ESCL) |
| 3.4 | Summary of UK insurance prediction | 5.8 | Drive away without remote control |
| 4. | Smart entry operation | 6. | Performance against Thatcham criteria |
| 4.1 | Overview | 6.1 | External smart entry operating range - requirement |
| 4.2 | Smart entry | 6.2 | External smart entry operating range - results |
| 4.3 | Keyless entry | 6.3 | Immobiliser un-setting - requirement |
| 4.4 | Emergency operation | 6.4 | Immobiliser un-setting test - results |
| 4.5 | CDL switch | 7. | Smart key system functionality |
| 4.6 | Other locking features | 7.1 | MMI Functionality |
| 4.7 | Observations and anomalies for the lock and unlock operation | 7.2 | Lock system functionality |
| | | 7.3 | Unlocking system functionality |
| | | 7.4 | Engine starting functionality |

LIST OF FIGURES

| | |
|---------|--|
| Fig. 1 | Summary of performance |
| Fig. 2 | Overview of key points |
| Fig. 3 | Text Vehicle |
| Fig. 4 | Performance prediction against new Thatcham criteria |
| Fig. 5 | Location of smart entry system components |
| Fig. 6 | Remote control functions |
| Fig. 7 | Mechanical unlocking and locking |
| Fig. 8 | Emergency plastic wallet key |
| Fig. 9 | Locking the doors manually |
| Fig. 10 | CDL switch and LED |
| Fig. 11 | Locking functionality |
| Fig. 12 | Location of smart start system components |
| Fig. 13 | Reminder alerts user to press clutch pedal (after 10s) |
| Fig. 14 | Cycle of ignition positions |
| Fig. 15 | Ignition port start |
| Fig. 16 | Reminder alerts user to press clutch pedal (after 10s) |
| Fig. 17 | Cycle of ignition positions |
| Fig. 18 | "Key not in vehicle" warning message |
| Fig. 19 | Thatcham maximum allowed exterior range |
| Fig. 20 | External smart entry operating range result |
| Fig. 21 | Thatcham guideline on exterior leakage |
| Fig. 22 | Rear glass to bumper dimension |

LIST OF FIGURES cont.

| | |
|---------|--|
| Fig. 23 | Exterior leakage - RH side door measurement |
| Fig. 24 | Exterior leakage - LH door measurement |
| Fig. 25 | Exterior leakage - Trunk lid measurement |
| Fig. 26 | Interior smart operating range |
| Fig. 27 | Explanation of flowchart colour scheme |
| Fig. 28 | MMI - Unlocking single door ON |
| Fig. 29 | MMI - Auto locking ON |
| Fig. 30 | MMI - Locking boot lid/tailgate ON |
| Fig. 31 | Lock - Smart entry |
| Fig. 32 | Lock - Keyless entry |
| Fig. 33 | Lock - Mechanical key |
| Fig. 34 | Unlock (from double locked) - Smart entry |
| Fig. 35 | Unlock (from double locked) - Keyless entry |
| Fig. 36 | Unlock (from double locked) - Mechanical key |
| Fig. 37 | Unlock (from single locked) - Smart Entry |
| Fig. 38 | Unlock (from single locked) - Keyless entry |
| Fig. 39 | Unlock (from single locked) - Mechanical key |
| Fig. 40 | Smart engine starting operation |
| Fig. 41 | Ignition port start engine operation |
| Fig. 42 | Emergency start engine operation |
| Fig. 43 | Engine OFF and steering lock engagement |

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Michael Ball is a Technical Analyst with SBD. He has contributed to a number of keynote studies on Smart Key systems and focuses on helping clients improve their Cost of Ownership through improved Vehicle Security.

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