



Butchering the Bull

Its reputation ripped, Audi ravages racing

BY JIM DONNELLY

PHOTOGRAPHY BY HAL CROCKER, INTERPRETED BY HURLEY HAYWOOD

A pile-on by vapid media talkers is no kind of novelty. It's easy to envision a Toyota dealer, head-spun by the past year's calamities, bent over a bar next to an entrepreneur who's been an Audi retailer since the Fox and the 100 were in his showroom. Over iced Jack, the Toyota guy wails about the year that was. His Audi cohort just remembers and nods.

The Audi guys were there, too, drowned out as the Audi 5000 uncontrollable-acceleration news blitz exploded into judgmental bluster, a case study alongside *We Are the World* and the Baby Jessica watch as meaninglessness from that sorry era. Just in case you were marooned in space 25 years ago, this was when the yammering class chased its tail over whether the Audi 5000, the 100/200 to the rest of the world, really did somehow demonically race away on its own and cause accidents.

An unintended consequence was that the 5000 morass forced Audi back into circuit racing in a very big way, particularly in the

United States, to re-establish itself. The Indy folk hero Bobby Unser scored one of his 13 Pikes Peak overall wins, an unapproachable record, in a Group B quattro rally car. Jo Hoppen, marshal of Porsche racing forever, got the orders to rescue Audi. He first approached Hurley Haywood to run a nearly stock Audi 200 quattro during a night race at Road Atlanta.

"We clobbered the field," Haywood recalls today. "The first thing Jo Hoppen asks me is, 'Did you have fun?'"

Haywood, one of the greats of Porsche in North America, had badly broken his leg after viciously crashing a 935 at Mosport in 1983, not long after his second Le Mans victory. His path back into pro racing was through the Group 44 operation of Bob Tullius, which was running the Jaguar XJR program. Their Hewland gearboxes minimized clutching, a good thing for Haywood's mending leg. When Jaguar moved on, Haywood, Tullius and Hoppen got together to field the 200 in the SCCA Trans-Am.

"Basically, we were so good that they threw us out. We won practically every race and the season championship in 1988. So we took it over to IMSA and their GTO series with the new Audi 90 quattro. We won most of the races in 1989, but not the championship, because we didn't do Daytona and Sebring. It wasn't a distance kind of car. It was more of a sprint-type car, which most of the GTO races were."

The wins were divided between Haywood and Hans-Joachim Stuck, with the Audi rally megastar Walter Röhrl as an occasional third driver. Today, Haywood is a Hall of Fame figure in road racing, with three wins at Le Mans and five at the 24 Hours of Daytona. He is vice president of Brumos Porsche in Jacksonville, Florida, for whom he performed magic in the driver's seat, and chief instructor at the Porsche Driving School in Birmingham, Alabama. He walks us through Audi's year of dominance through the images of Roswell, Georgia's, Hal Crocker. 🌐

"WE RAN UP FRONT. Hans is here on the street circuit at San Antonio, Texas. Then Audi went home. You've got to understand the reason why Audi wanted to come to the United States to race anyway. And that was a huge marketing effort based around the unintended-acceleration problems. 60 Minutes had crucified Audi, which was totally uncalled for, unjustified, and Audi was out to recover its market share in the United States. Audi figured racing was the best way to do that. We won the championship in the Trans-Am, and then did it again in IMSA GTO. They had accomplished what they wanted to do, and then just very quickly closed the whole thing down. I wish that they had continued on, but for whatever reasons, they decided they'd done what they needed to do, and they went home. I was asked by Audi a couple of years ago to race at the Nürburgring, in a vintage race. They had just returned one of my cars, beautifully restored, and I got to drive it on the Nordschleife, the long course. That was really cool. Truly one of my favorite race cars."



"JO HOPPERT DIED A COUPLE OF years ago. I first met Jo when he was dealing with Peter Gregg back in the early Seventies. He was very instrumental in [sorting out] all the politics involved in racing as they related to Porsche and Audi. He got the playing field pretty favorable to Porsche. Because Porsche and Audi were together—Audi and Porsche were together and most of the dealerships were called Porsche-Audi—that was how we got reacquainted. We always were friends. He brought me on board with the Audi program in 1987."

"BOB TULLIUS BASED HIS GROUP 44 RACE TEAM out of Winchester, Virginia. However, the race cars were built by Audi, factory built and factory sponsored. They were built in Ingolstadt and then brought over to the United States. All the mechanics, or most of the mechanics, flew back and forth to the races. We shipped the cars back to Ingolstadt for servicing, although Bob did some of it, and a couple of the mechanics would stay over here between the races when they were close together, but this was totally run by Audi AG. This is the paddock at Miami."



"HANS STUCK IS NOW ON THE advisory committee for Volkswagen, for all the manufacturers that fall under the Volkswagen umbrella, including Bentley and Lamborghini. He's a consultant to them. He had a pretty bad accident about two months ago, on a road or street near the Nürburgring, so he's kind of on the mend right now. I haven't seen Hans in many years, but I do talk to him every once in a while. He was a great teammate. Hans is accelerating here at Heartland Park Topeka. The acceleration in these cars was linear, meaning that you never actually got the sensation of acceleration like in a GTP car, where you were slammed back in the seat because all the power was coming through the back wheels.

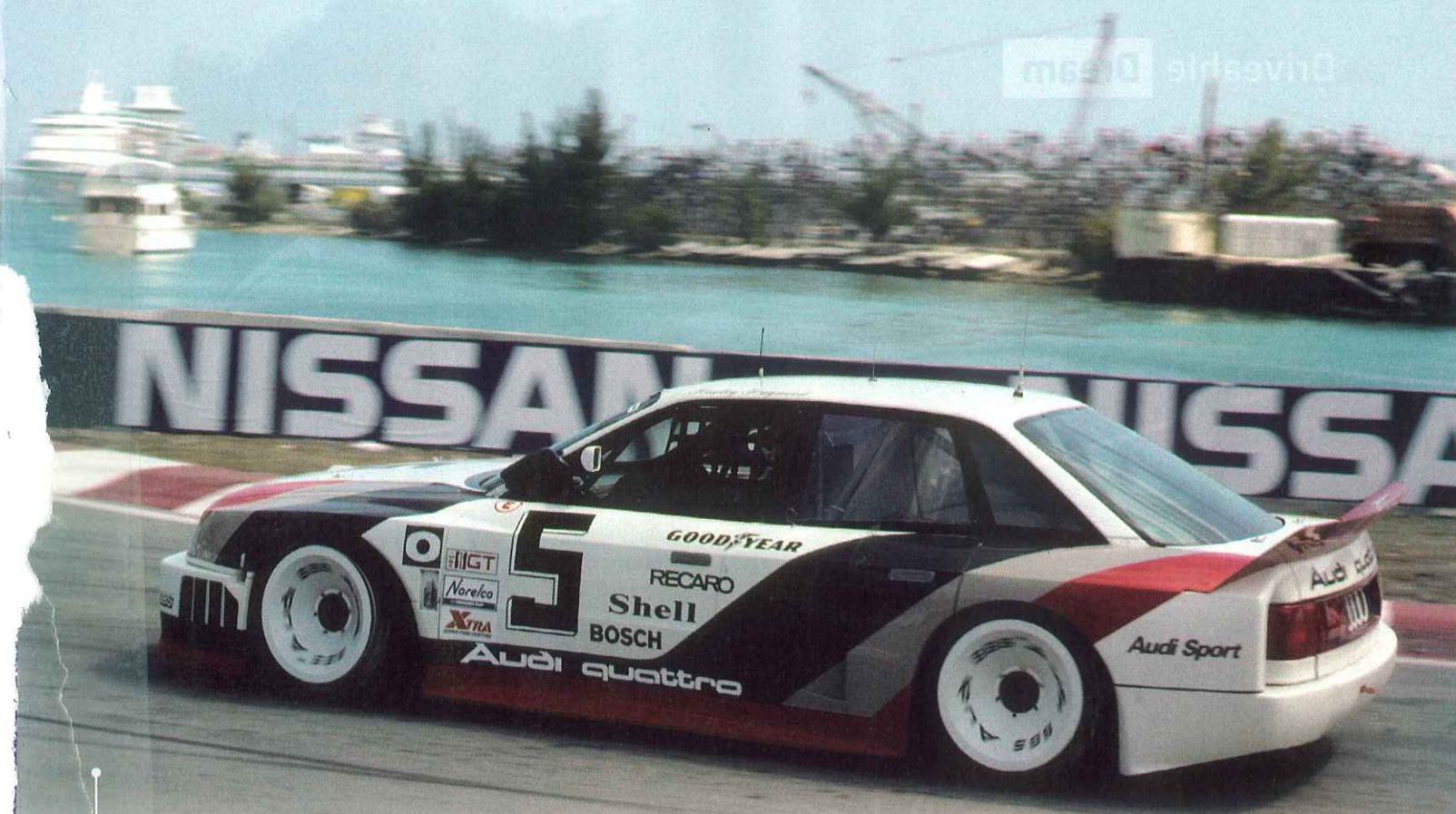


With the Audi, the exit speed at the corners was so much higher that you didn't get that sudden slap of acceleration. It was softer. Seamless, so smooth and constant. You didn't have to man-

age constant oversteer like you normally did. Unless you were around another car, eating it for lunch, you didn't have the sensation that you were going really fast."

"I'M PRETTY SURE THIS IS Miami, and the Mercury Cougar GTO behind me, I believe, is Scott Pruett. We never got that good to the point where we could lap the front-runners, so we were racing for position here, with us in front of him. This was a pretty frequent image, where we would get up front ahead of the other cars and just dominate, not just in IMSA GTO, but also in Trans-Am. We set lap records in those cars everywhere. It's much easier to manage 500 or 600hp over four driven wheels."





"THIS IS ME. I was in number 5 and Hans was in number 4, the photo taken at the Miami Grand Prix. You had to be sort of accelerating early in

the Audis to sort of spool everything up. It wasn't a 50-50 thing. We had a viscous coupling, so you had to manage the percentage split between the

front and the rear wheels. It's not something that you could do manually while the car was under way; the mechanic had to do it. The quattro system's sensors sensed where you needed the drive, but back then, you had it fixed based on what you'd chosen, say 70 percent at the rear, 30 percent at the front. Personally, I usually ran a 60-40 split. But with these cars, you drove them anywhere you wanted to. It was phenomenal, especially during the race. You threw them anywhere, power early, power late. We raced on a couple of street circuits, which tended to be single file, but with the Audis, you could run anywhere.'



"THOSE CARS WERE A LOT OF FUN TO DRIVE. In some of the pictures, you can see where the exhaust comes out through the right side. The canister for that pipe came right through the cockpit, so you can imagine how hot it was, especially here, at Heartland Park Topeka in the middle of Kansas. The crew was great. Bob Tullius did a great job of managing the environment. Jo Hoppen was a great guy, so instrumental to my early exposure to Porsche before bringing me onto the Audi program. They paid a lot of money, more money than I'd ever made in racing. Unfortunately, it was only a two-year thing."