



# Finely Tuned Instruments

Audi North Scottsdale introduces the all-new 2011 Audi A8 at MIM



## The MIM

The Audi A8 evening included a performance by the Chestnut Brass Company. The group has its roots on the streets of Philadelphia, but they now take a combination of talent, skill, historical knowledge and lighthearted entertainment on tours worldwide. They bring to life an entire timeline of military buglers, minstrels and bands, as sounds were combined, instruments refined and actual scores written, playing and displaying instruments that are among only two or three examples in the world. For more information, visit [www.chestnutbrass.com](http://www.chestnutbrass.com).

The Musical Instrument Museum, a new gem in the Valley, is an energetic cultural and musical venue—part Rock and Roll Hall of Fame, part Lincoln Center, part Smithsonian and completely its own animal—where the young, the old, the uninitiated and the knowledgeable can explore the rich diversity of the world's music and musical instruments. MIM has musical instruments from every country in the world, preserved, protected and ready to share. Museum guests enjoy a close encounter with the instruments, with state-of-the-art audio and video that offer the sounds and sights of these instruments as experienced in their cultures of origin. The MIM theater has live performances of music from every corner of the globe in an intimate, comfortable environment with superb acoustics, among the best we've ever heard.

The museum is on the corner of Tatum and Mayo Boulevards, just south of Loop 101 in north Phoenix.

### MIM

4725 East Mayo Boulevard  
Phoenix AZ 85050  
480-478-6000  
[www.themim.org](http://www.themim.org)



Be it this Audi A8 air suspension strut or the fine brass baritone at right, a finely engineered instrument is music to the human ear. And don't these two make a pair, as Audi North Scottsdale revealed the all-new 2011 Audi A8 luxury sedan at the spectacular new Musical Instrument Museum in north Phoenix. (They held similar events at the Rhythm & Wine Restaurant and at the Westin Kierland Resort & Spa a few days before and after this one.)

The Audi A8 'bahn-burning' sedan blends innovation, performance and luxury. For 2011, new prices start at \$78,050 for the normal wheelbase model, or \$84,000 for the long wheelbase.

The base price for the Audi flagship includes an 8-speed Tiptronic® transmission and next-gen Audi MMI® system with exclusive touch technology and handwriting recognition for multime-

dia, navigation and communications commands. The A8 comes with quattro all-wheel-drive and aluminum ASF® construction. Available is a 1400-watt Bang & Olufsen® Advanced Sound System with 19 speakers, fully incorporated into the structure from the earliest stages of development.

There are a variety of other premium comfort, convenience and entertainment packages available. Audi North Scottsdale General Manager Mark Reicks expects most models, with typical options, to run about \$90-93,000.

For more information:  
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