



The new Audi A1



The new Audi A1.

The next big Audi.

The new Audi A1 is emotional in appearance. Its design proportions are harmonious with its athletic and powerful looks. The roof arch optionally available in a contrasting colour, form a particularly attractive feature that emphasises the roof line.

The sporty rear spoiler and wrap-around tailgate add to the sense of technical prowess. The new Audi single-frame grille design accentuates the vehicle's breadth at the same time as symbolising sporty lightness. Meanwhile, the bold shoulder line running continuously around the vehicle links the front and rear in sporty, elegant fashion.

Always on the move-even at standstill. The interior detail of the new Audi A1 recalls the design of turbines, yachts and aircraft wings. And there are plenty of scopes for adding individual touches. Two optional equipment lines make the decision easier: the Audi A1 Attraction emphasises the emotional character of the A1, whilst the A1 Ambition underlines its sportiness. Both equipment lines can be supplemented, if desired, with media style package which includes such features as LED interior lighting package and the Audi music interface to give you more freedom with regards to your design and infotainment choices.

The new Audi A1 is tremendous fun to drive. Its sporty steering and dynamic suspension make it extremely agile in town, at the same time as giving it dynamic and direct handling in the country. With TFSI[®] technology employed under the bonnet. The new A1 combines the advantage of FSI[®] – efficiency and dynamism – with a turbocharger, to ensure even better power delivery. The Sporty 1.4 TFSI engine generates 90kW of power and is designed for top performance and fuel economy. It powers the new Audi A1 to a top speed of 203km/h with torque of 200Nm.

The new Audi A1 is available in both a 6-speed manual and the sporty S tronic dual-clutch automatic transmission delivering the sportiness of a manual gearbox with the advantages of an automatic for seamless power flow.

Authentic in form. Emotional in appearance. Unique in every way. The new Audi A1.



Model

1.4 TFSI manual (S tronic) transmission

Authorised Audi dealers will provide up-to-date information on individual model pricing. Please contact your local authorised Audi dealer.

Technical Data

Engine type	4 cylinder petrol with direct injection and turbo-charger
Capacity (cc)	1,390
Power (kW/rpm)	90 / 5,000
Torque (Nm/rpm)	200 / 1,500-4,000
Driven wheels	Front wheel drive
Transmissions	6-speed manual (7-speed S tronic) both transmission with start-stop system
Acceleration (sec) 0-100km/h	8.9
Combined fuel consumption* ADR 81/02 ▶ Litres per 100km's ▶ CO ² emissions grams per km	5.3 124 (122)

Figures for the manual transmission are in () brackets

Safety

Airbags for driver and front passenger	•
Side airbags at front	•
SIDEGUARD head airbag curtain for front and rear passengers	•
Head restraints and three point seat belts for all 4 seats	•
Electronic stabilization program (ESP) with electronic cross-axel lock, incorporating ABS, ASR and EDL	•
Power steering	•
Safety steering column with tilt and telescopic adjustment	•
Hill hold assist (S tronic transmission only)	•

Wheels, Tyres, Suspension and Audi Drive Select

	Attraction	Ambition
15" x 6.5 alloy wheels 7-arm design	•	-
16" x 7 alloy wheels 10-spoke design	0/\$1,500*	-
16" x 7 alloy wheels 7-arm dynamic design	-	•
17" x 7.5 alloy wheels 5-spoke V design, anthracite, part polished	0/\$,2870*	0/\$1,750*
17" x 7.5 alloy wheels 5-arm dynamic design, with decorative elements	0/\$2,870*	0/\$1,750*
17" x 7.5 alloy wheels 5-double-spoke design (Audi exclusive)	-	0/\$2,050*
Sports suspension	-	•



Exterior Features – General	Attraction	Ambition
Audi parking system rear	0/\$650*	0/\$650*
Audi parking system plus at front and rear	0/\$1,200*	0/\$1,200*
Anti-theft alarm	0/\$650*	0/\$650*
Comfort key, full keyless entry and start	0/\$600*	0/\$600*
Exterior mirrors electrically adjustable and body coloured with integrated LED indicator	•	•
Front fog lights	-	•
Temporary size spare wheel	•	•
Metallic paint (includes pearl effect paint) surcharge	0/\$990*	0/\$990*
Roof arches in contrasting colour	0/\$720*	0/\$720*
Remote central locking	•	•
Security engine immobilizer	•	•
Sunroof; panoramic glass sunroof	0/\$2,090*	0/\$2,090*
Xenon plus headlights with LED daytime driving lights	0/\$1,850*	0/\$1,850*

Interior Features – General	Attraction	Ambition
Air conditioning with manual control	•	•
Air conditioning with automatic climate control	0/\$720*	0/\$720*
Auto dimming interior mirror	0/\$490*	0/\$490*
Cruise control system	•	•
Driver Information System (DIS)	Part of Media packages	•
Electric windows at front	•	•
Floor mats at front and rear	•	•
Front centre armrest	0/\$250*	•
Heated front seats	0/\$600*	0/\$600*
Interior lighting package; LED	0/\$300*	0/\$300*
Light and rain sensor	•	•
Steering wheel, sports, in leather	•	•
Steering wheel, multifunction, sports, in leather	Part of Media packages	•
Storage package with luggage compartment package	0/\$430*	0/\$430*



Interior Features – Seating and Leather Trim	Attraction	Ambition
Standard seats, front (in Zeitgeist cloth)	•	–
Sports seats, front (in Herzklopfen cloth)	–	•
Wunderbar cloth (with media style package)	Ordered with media style package	
Milano leather	0/\$2,300*	0/\$2,300*
Air vent sleeves; in matt black	•	–
Air vent sleeves; in high-gloss black	0/\$305*	•
Air vent sleeves; high-gloss titanium grey	0/\$620*	0/\$305*
Air vent sleeves; high-gloss white	0/\$620*	0/\$305*
Air vent sleeves; high-gloss red	0/\$620*	0/\$305*
Air vent sleeves; high-gloss velvet beige	0/\$620*	0/\$305*
Air vent sleeves; high-gloss wasabi green	0/\$620*	0/\$305*

Interior Features – Infotainment	Attraction	Ambition
Concert sound system^ with single disc CD (mp3 compatible), SDHC memory card reader, 6.5-inch colour display, MMI operating concept, AUX-in connection, 8 passive loudspeakers with 80 watts output	•	•
Audi sound system, 10 loudspeakers with 180 watts output	0/\$520*	0/\$520*
BOSE sound system, 14 loudspeakers with 465 watts output	0/\$1,450*	0/\$1,450*

Media Packages	Attraction	Ambition
Media package^ ▶ Bluetooth interface** ▶ multi-function steering wheel ▶ Audi music interface*** ▶ Driver information system (Attraction)	0/\$1,800*	0/\$1,450*
Media "Style" package^ Includes all Media package items plus the following on top: ▶ Wunderbar cloth ▶ LED interior lighting ▶ Air vents sleeves in high-gloss black (Attraction)	0/\$2,500*	0/\$1,800*
MMI navigation plus with Media package Includes all Media package items plus the following on top: ▶ Hard drive navigation system ▶ 20 GB of music storage ▶ Two SD card readers	–	0/\$4,500*
MMI navigation plus with Media "Style" package Includes all Media "Style" package items plus the following on top: ▶ Hard drive navigation system ▶ 20 GB of music storage ▶ Two SD card readers	0/\$6,500*	0/\$5,990*

● = Standard equipment

* = Optional equipment, Recommended Retail Price shown

NCO = No Cost option

*Individual Manufacturers List Price (MLP) of the factory fitted options quoted on this specification sheet exclude LCT. If the total price for the displayed vehicle excluding statutory charges is above the LCT threshold then LCT is applicable and the price of factory fitted options will need to be recalculated including LCT. Please enquire at your authorised Audi dealer for further details. This is a manufacturer's specification sheet and new vehicles must be purchased from authorised Audi dealers. Specifications are as planned from September 2010 and are subject to change without notice or obligation. All information in this specification sheet is correct at the time of publication, however variations may occur from time to time and Audi Australia Pty Ltd, in so far as it is permitted by law to do so, shall not be liable in anyway as a result of any reliance by any person on anything contained in this specification sheet. Authorised Audi dealers will provide up-to-date information on model specifications and prices. For individual prices please contact your local authorised Audi dealer.

**Fuel consumption figures according to Australian Design Rules (ADR) 81/02. The driving style, road and traffic conditions, environmental influences and vehicle condition can in practice lead to consumption figures which may differ from those calculated with these standards.

***It is not possible to install a phone cradle adapter as this is a Bluetooth connection only. Please check with your Audi dealer approved Bluetooth telephones that have been tested by Audi for compatibility.

***Please note Audi Music Interface (AMI) connector cables must be purchased separately through Audi Genuine Accessories.

^ The function of navigation is not active for Australia and it is not possible to retro fit Navigation to vehicles with Concert sound system, Media package or Media "Style" package. The option of Navigation for the Audi A1 is only possible with the selection of MMI navigation plus options.

Specifications are as planned at September 2010 and are subject to change without notice or obligation. All information in this specification sheet is correct at the time of publication, however variations may occur from time to time and Audi Australia Pty Ltd, in so far as it is permitted by law to do so, shall not be liable in anyway as a result of any reliance by any person on anything contained in this specification sheet. Authorised Audi dealers will provide up-to-date information on model specifications and prices.

Vehicle pictured is an overseas model Audi A1 Ambition S tronic, with the additional equipment of MMI navigation plus with Media "Style" package, BOSE sound system, Milano leather, Metallic paint with contrasting roof arches, Xenon plus headlights, Air vent sleeves, high-gloss red and extend colour leather interior elements.



Audi Australia Pty Ltd
ABN 86 077 092 776
895 South Dowling Street
Zetland NSW 2017 Australia
Tel (02) 9695 6200
Fax (02) 9695 6222
www.audi.com.au
Part No: AUDA1SS1110

Printed in Australia
November 2010