



**Communications Model Lines, Innovation and Technology**

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**PRESS INFORMATION**

## **The New Audi A1 Sportback**

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**The equipment, data, and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.**



Condensed Information

## **New Audi A1 Sportback— ideal companion for an urban lifestyle**

**In 2010, a brand-new Audi model line made its debut in the shape of the A1. And now the second generation of the compact success model is rolling to the starting line. Its dynamic design characterizes the new Audi A1 Sportback. It is the ideal companion in the urban environment and is also very well-suited for longer journeys. With its full-size-worthy infotainment and driver assistance systems, the A1 Sportback is firmly networked with the digital world. New trim lines provide ample opportunity for customization.**

### **Exterior design: Striking, masculine with genes of the sporty Ur-quattro**

The A1 Sportback has grown significantly in length—with an additional 56 millimeters (*2.2 in*), it now measures 4.03 meters (*13.2 ft*). At the same time, the width has remained almost the same at 1.74 meters (*5.7 ft*). The new-generation model is only 1.41 meters (*4.6 ft*) tall — including antenna, the car is 1.43 meters (*4.7 ft*) tall. The wide track and short overhangs provide for a taut, sporty look. The wide, low-placed Singleframe grille and the implied side air inlets dominate the distinctive front. Below the edge of the hood are three flat slits—an homage to the Sport quattro, the brand's rally icon from 1984.

The new A1 Sportback also emphasizes a resemblance to the Audi Ur-quattro and Sport quattro when viewed from the side: The wide, flat sloping C-pillar seems to push the car forward even while standing still. The roof contrast line, which is available in two dark colors, ends above the C-pillar. This gives the impression that the roof is flatter and the complete car is even lower-slung. All lines on the flanks, from the window edge to the sill, slope upward toward the rear in a wedge shape. The distinctively highlighted wheels and the low shoulder line in between give the A1 Sportback a solid stance on the road. The low line between the fender edges draws the visual focal point downward even further.

With S line equipment, Audi has emphasized the sporty character even more through numerous features. These include larger air inlets, additional sill trims, three flat slits located centrally beneath the hood—the middle slit is larger than the two outer ones. The larger rear wing rounds off the sporty overall package. The top-of-the-line engine is also recognizable with its striking twin tailpipes.

The distinctive daytime running light graphics of the optional full-LED lights echo the dynamic wing shapes from sailing, known as hydrofoils. The design of the trims for the main light functions also draws inspiration from sailing. The wing segments on the flanks create an impression of maximum width. A low-set, concentrated look in conjunction with the small rhombus segments in the top section of the headlights provides a sporty appearance.

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used



The dynamic segmentation motif also features in the rear lights to reinforce the instant recognizability of the A1 light graphics. It is encased in the striking 3D geometry of the lens. The seamless light pattern of the graphics in the dark constitutes a remarkable feature of the two-part rear lights.

**More space and comfort: the space concept**

The new A1 Sportback is much more spacious—making life much more comfortable for the driver, front passenger and rear passengers. Despite the compact exterior dimensions and the sporty roof line adults in the rear seats still enjoy plenty of head and leg room.

Luggage capacity has increased by 65 l (*2.3 cu ft*): Normal capacity is 335 liters (*11.8 cu ft*); with the rear seats folded down, this increases to 1,090 liters (*38.5 cu ft*). Loading sill height is a comfortably low 67 centimeters (*2.2 ft*).

**Fully digital: operation and display**

The new Audi A1 Sportback is fit for the digital future. Even the basic version comes standard with an all-digital instrument cluster with a high-resolution, 10.25-inch display and a multifunction steering wheel. The optional Audi virtual cockpit with an extended range of functions presents comprehensive and diverse information such as animated navigation maps and graphics of some driver assistance systems in the driver's direct field of vision.

**Fully connected and always up to date: Infotainment and Audi connect**

The Infotainment concept in the new A1 Sportback comes from the full-size class. The MMI radio comes as standard—it can be operated via the multifunction buttons on the steering wheel and the display in the fully digital instrument cluster. In the top configuration, MMI navigation plus offers a 10.1-inch MMI touchscreen, which blends seamlessly into the black glass look area. As with a smartphone, all commands are via touch input. The latest generation of voice control further improves the dialogue between driver and car.

In conjunction with Audi connect, MMI navigation plus offers A1 Sportback drivers functions such as hybrid route guidance—this calculates the route in the cloud, taking into account the entire traffic situation.

Additional highlights are the satellite map view and the new 3D city models, which offer a precise map view of many urban centers. Up to four map updates per year are automatically downloaded and installed free of charge—in addition, the customer can also use the versatile online services from Audi connect.

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used



The Audi smartphone interface ensures you are always well connected on board the new A1 Sportback. It integrates iOS and Android smartphones using Apple CarPlay and Android Auto into an environment in the MMI programmed specifically for them and offers two USB interfaces (1x USB-A, 1x USB-C with increased charging current). Another option, the Audi phone box, in this way ensures improved reception quality with LTE support and charges the smartphone inductively via wireless charging according to the Qi standard.

Music and acoustics aficionados will be pleased to find a Digital Audio Broadcasting tuner, the Audi sound system and the Bang & Olufsen Premium Sound System. The B&O system drives eleven speakers with an output of 560 watts. Its 3D effect uses the windshield as a reflecting surface.

#### **Safety first: the driver assistance systems**

The driver assistance systems for the Audi A1 Sportback also come from the full-size class. They keep the small compact car at the right distance from the car ahead, making it easier for drivers to maintain the lane and help them with parking.

The standard lane departure warning helps the driver to keep the car in the lane from a speed of 65 km/h (*40.4 mph*). Also standard is the speed limiter, which reliably prevents the A1 Sportback from exceeding a selected maximum speed.

Another standard feature is Audi pre sense front. The radar sensor recognizes critical situations involving other vehicles, crossing pedestrians or cyclists ahead of the vehicle, even when visibility is poor such as in fog. The system then gives an acoustic and visual signal to warn the driver. At the same time it prepares for a possible full brake application and, if necessary, initiates automatic emergency braking in order to prevent an imminent collision or reduce its impact. If necessary, the protective measures of the optional Audi pre sense basic are initiated. The front seat belts are electrically tensioned, the windows are closed and the hazard warning lights are switched on.

The adaptive cruise control also is radar-based. It keeps the Audi A1 Sportback at the desired distance from the vehicle ahead. If the vehicle is equipped with S tronic, the system covers a speed range of 0 to 200 km/h (*0 to 124.3 mph*); with the manual transmission, the range begins at 30 km/h (*18.6 mph*). In stop-and-go traffic, the A1 Sportback with S tronic transmission brakes to a standstill and gets going again under certain conditions automatically.



The new Audi A1 Sportback offers various systems to make parking easier. For the first time there is a reversing camera in addition to the parking system, rear. The front ultrasonic sensors of the parking system plus recognize objects in front of the car and emit acoustic and visual warnings. The park assist steers the A1 Sportback lengthways and sideways into parking spaces. With the new version of the assistant, the A1 Sportback also parks forward into perpendicular parking spaces, maneuvering multiple times if necessary. The system also exits parallel parking spaces.

**Light and particularly robust: the body**

The body of the new Audi A1 Sportback includes components made out of hot-formed steel that form the backbone of the passenger cell. The rigid body and exact fits ensure sporty, precise driving and prevent intrusive noise on board. With a front area of 2.07 sq m (*22.3 sq ft*) and a drag coefficient of 0.31, the new A1 Sportback offers very little windage.

**Plenty of scope for customization**

The new A1 Sportback is available in a choice of ten colors. The roof of the small compact model can be optionally finished in a contrasting color from the A-pillar to the roof edge spoiler. The exterior mirror housings, the side front spoiler lips and the side sills are also available in a contrasting color.

The “edition one” model, based on the S line equipment line and available from market launch, is particularly distinctive. It impressively showcases the design language of the A1 with numerous contrasts. Large 18-inch wheels—in bronze, white or black depending on the exterior finish—set powerful accents. The Audi rings in film on the side of the car are also available in the rim color. Borrowing from the legendary Audi Sport quattro, the LED headlights and LED rear lights are dark-tinted. The Audi rings in the Singleframe and the model designation at the rear are in black.

**Freely combinable: the equipment lines**

A new feature in the A1 Sportback is the modular lines structure. This provides for a particularly high degree of flexibility. For the first time, customers can combine exterior and interior lines however they like.

Depending on the equipment line—basic, advanced or S line—the attachments on the exterior are available in various configurations. The black styling package sets additional accents. By offering the lines “Interior advanced,” “Interior design selection” and “Interior S line,” Audi is additionally affording customers numerous possibilities to select colors and materials accordingly.

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used



### **New look: the interior design**

“The sportiest interior in the compact class,” that was the stated aim of the design. The interior is accordingly driver-focused, with its emotive, customizable design. The eye is drawn in particular to the sporty compact unit of air vent nozzles, hood and the digital instrument cluster. All of the controls and the optional MMI touch display are strongly driver-oriented, thus emphasizing the distinctive cockpit character.

The display and the air vent strip on the front passenger side are integrated into an area in black glass look. The optional contour and ambient lighting package brings the interior design to life in the dark, if desired, through LED light elements in 30 selectable colors.

### **Powerful and efficient: the engines**

Whether running around town or going on a weekend excursion—its powerful engines in particular make driving the new Audi A1 Sportback so much fun. There is a choice of efficient TFSI engines with outputs ranging from 70 kW (95 metric horsepower) to 147 kW (200 metric horsepower). Turbocharging, direct injection and a particle filter are standard.

Audi offers four different engines for the A1 Sportback. As a three-cylinder engine with 1.0 l of engine displacement, there is the 25 TFSI (combined fuel consumption in l/100 km: 4.7–4.6\* (50.0–51.1 US mpg); combined CO<sub>2</sub> emissions in g/km: 106–104\* (170.6–167.4 g/mi)) with 70 kW (95 metric horsepower) and the 30 TFSI (combined fuel consumption in l/100 km: 4.9–4.8\* (48–49 US mpg); combined CO<sub>2</sub> emissions in g/km: 111–108\*) (178.6–173.8 g/mi) with 85 kW (116 metric horsepower) of power. The A1 Sportback 35 TFSI (combined fuel consumption in l/100 km: 5.1–5.0\* (46.1–47.0 US mpg); combined CO<sub>2</sub> emissions in g/km: 116–115\* (186.7–185.1 g/mi)) is a 1.5-liter four-cylinder that boasts 110 kW (150 metric horsepower) and the cylinder on demand efficiency system. The 40 TFSI (combined fuel consumption in l/100 km: 6.0\* (39.2 US mpg); combined CO<sub>2</sub> emissions in g/km: 137–136\* (220.5–218.9 g/mi))—also a four-cylinder—is the Audi A1’s most powerful engine with 147 kW (200 metric horsepower) and 320 Nm (236.0 lb-ft).

Audi is making a manual transmission or the S tronic dual-clutch transmission available depending on the engine. The four-cylinder variants, which are equipped with the S tronic as standard, are an exception to this.

### **Sporty, poised tuning: the suspension**

The axle design of the new Audi A1 Sportback delivers agile handling and a sporty, poised driving experience. The front suspension is a McPherson construction; A compact, lightweight torsion beam axle is used at the rear. Besides the basic suspension, there is an option for a tauter sport suspension.

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used



Dynamic packages, individually configured for every engine version, bundle equipment options to give the A1 Sportback an even sportier trim. The “Basis” dynamic package for the 25 TFSI includes a sport suspension, red brake calipers and larger brake discs. Audi offers the “Performance” dynamic package for the other engine versions. This also includes red brake calipers and larger brake discs as well as a suspension with adjustable dampers, a sound actuator and Audi drive select.

The brakes of the new A1 Sportback can be precisely metered and provide a responsive, taut pedal feel. The optional hold assist enhances safety on uphill and downhill slopes by preventing the car from rolling after stopping. Wheels are available in sizes from 15 to 18 inches.

**Four modes for an individual driving sensation: Audi drive select**

The new A1 Sportback rolls off the production line with the Audi drive select dynamic handling system as an option. With it, drivers can select from four modes that influence the driving characteristics: Auto, dynamic, efficiency and individual.

**On Europe’s roads since fall 2018**

The new Audi A1 Sportback launched on the European market in fall 2018. Prices in Germany start at 19,950 euros.

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used



Facts and figures

## The New Audi A1 Sportback

### Exterior design and body

- Distinctive, masculine design
- Sporty front with a wide, flat Singleframe
- Reminiscent of the Sport quattro: Hood with three flat slits
- Wide, flat C-pillar
- Optional full LED headlights with daytime running light in the style of dynamic hydrofoils
- Two-part rear lights, optionally in [LED](#) technology and a dynamic flashing light
- Individualization: Ten exterior colors and two contrast colors for the roof and attachments
- Equipment lines basic, advanced and S line flexibly combinable with interior lines
- 4.03 m (*13.2 ft*) long, 2.56 m (*8.4 ft*) wheelbase, 1.74 m (*5.7 ft*) wide, 1.41 m (*4.6 ft*) tall
- Weight: 1,165 kilograms (*2,568.4 lb*) (with driver)

### Interior and controls

- Radically new interior design with black-panel look
- Driver-oriented cockpit
- Fully digital instrument cluster—10.25 inches—standard
- [Audi virtual cockpit](#) is optional
- Interiors “advanced,” “design selection” and “S line” offer numerous opportunities in terms of colors and materials
- LED light package: Contour and ambient light with 30 selectable colors
- Much more spacious for driver, front-seat passenger and rear passengers
- 335 l (*11.8 cu ft*) of luggage capacity, 65 l (*2.3 cu ft*) more than the previous model

### Infotainment and Audi connect

- Infotainment concept from the full-size class
- MMI navigation plus with 10.1 inch MMI touchscreen
- [Natural-language control system](#) for more convenience
- Wide-ranging online services from [Audi connect](#)
- [Audi smartphone interface](#) for integrating Apple and Android smartphones into the Audi MMI system
- [Audi phone box](#) for improved reception quality and inductive charging
- High-end option: Bang & Olufsen premium sound system with innovative 3D sound, 11 loudspeakers and 560 watts of power



## Driver assistance systems

- Driver assistance systems from the full-size class
- Standard: Lane departure warning, [speed limiter](#) and [Audi pre sense front](#)
- Optional [Audi pre sense basic](#) offers additional safety measures
- Adaptive cruise control with Stop&Go function
- Also available: [Parking system](#), [reversing camera](#) and [park assist](#)

## Engines and transmission

- New efficient TFSI engines
- Standard: Turbocharging, direct injection and a particle filter
- A1 25 TFSI (combined fuel consumption in l/100 km: 4.7–4.6\* (*50.0–51.1 US mpg*); combined CO<sub>2</sub> emissions in g/km: 106–104\* (*170.6–167.4 g/mi*)): 1.0 TFSI with 70 kW (95 metric horsepower) and 175 Nm (*129.1 lb-ft*)
- A1 30 TFSI (combined fuel consumption in l/100 km: 4.9–4.8\* (*48–49 US mpg*); combined CO<sub>2</sub> emissions in g/km: 111–108\* (*178.6–173.8 g/mi*)): 1.0 TFSI with 85 kW (116 metric horsepower) and 200 Nm (*147.5 lb-ft*)
- A1 35 TFSI (combined fuel consumption in l/100 km: 5.1–5.0\* (*46.1–47.0 US mpg*); combined CO<sub>2</sub> emissions in g/km: 116–115\* (*186.7–185.1 g/mi*)): 1.5 TFSI COD with 110 kW (150 metric horsepower) and 250 Nm (*184.4 lb-ft*)
- A1 40 TFSI (combined fuel consumption in l/100 km: 6.0\* (*39.2 US mpg*); combined CO<sub>2</sub> emissions in g/km: 137–136\* (*220.5–218.9 g/mi*)): 2.0 TFSI with 147 kW (200 metric horsepower) and 320 Nm (*236.0 lb-ft*)
- Manual transmission with five or six gears
- Dual-clutch transmission [S tronic](#) with six or seven gears

## Suspension

- Agile handling and sporty, poised driving sensation
- Three suspensions: Basic suspension, tauter sporty suspension and sporty suspension with adjustable dampers (in conjunction with the dynamic package)
- Electromechanical power steering
- Dynamic handling system [Audi drive select](#)
- Varied wheel range 15 to 18 inches

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used

The car in detail

## The New Audi A1 Sportback

The Audi A1 Sportback is a conqueror. It captivates young, progressive customers. For many people, the compact vehicle with the dynamic design is the first new car they buy. It is the ideal companion in the urban environment and is also very well suited for longer journeys. With its full-size class-level infotainment and driver assistance systems, the new Audi A1 Sportback is firmly rooted in the digital world.

### Exterior design and body

The new Audi A1 Sportback has clearly grown in length—at 4.03 m (*13.2 ft*), it exceeds the previous model by 56 mm (*0.2 ft*). At 1.74 m (*5.7 ft*), its width is virtually identical to its predecessor; 1.41 m (*4.6 ft*) tall (1.43 m (*4.7 ft*) with the roof antenna).



### **Sporty-taut: With the genes of the sporty Ur-quattro**

At the very first look, the new A1 Sportback is a genuine Audi, through and through. The wide track and shorter overhangs make for a sporty-taut appearance. The dynamic body line and the wheelbase, which has been enlarged to 2.56 m (*8.4 ft*), enhance its visual impact.



The wide, low-placed Singleframe grille and the implied side air inlets dominate the distinctive front. Below the edge of the hood are three flat slits—an homage to the Sport quattro, the brand's rally icon from 1984.

The new A1 Sportback also bears a resemblance to the Audi Ur-quattro and Sport quattro when viewed from the side: The wide, flat sloping C-pillar seems to push the car forward even while standing still. All lines on the flanks, from the window edge to the sill, slope upward toward the rear in a wedge shape. The distinctively highlighted wheels and the low shoulder line in between give the A1 Sportback a solid stance on the road. The low line between the fender edges draws the visual focal point downward even further.

#### **Markedly distinctive: headlights and rear lights**

The distinctive daytime running light graphics of the optional full-[LED](#) lights echo the dynamic wing shapes from sailing, known as hydrofoils. The design of the trims for the main light functions also draws inspiration from sailing. The hallmark Audi segmentation of the daytime running lights has been interpreted forcefully on the new A1. The wing segments on the flanks create an impression of maximum width. A low-set, concentrated look in conjunction with the small rhombus segments in the top section of the headlights provides a sporty appearance. The dynamic segmentation motif also features in the rear lights to reinforce the instant recognizability of the A1 light graphics. It is encased in the striking 3D geometry of the lens. The seamless light pattern of the graphics in the dark constitutes a remarkable feature of the two-part rear lights.

#### **Unladen weight: 1,165 kilograms (2,568.4 lb)**

The new A1 Sportback weighs 1,165 kilograms (*2,568.4 lb*) (with driver). Its body is light and particularly solid. Components made of hot-shaped steel form the backbone of the passenger cell. The ultra-high-strength composite comprises 27 percent of the body-in-white, providing for passive safety and high torsional rigidity. The rigid body and exact fits ensure sporty, precise driving and prevent intrusive noise on board.

The A1 Sportback has a front area of 2.07 m<sup>2</sup> (*22.3 sq ft*) and a drag coefficient of 0.31. On the body, details such as the aero triangles on the roof edge spoiler and the sculpted rear lights provide a defined flow separation. The underfloor is largely covered with paneling.

## Interior

“The sportiest interior in the compact class”—that was the stated aim of the design. This is how the interior of the new Audi A1 Sportback presents itself: Driver-focused, emotional and customizable. The design of ventilation nozzles, the digital instrument cluster and of the hood above the instruments is as striking as it is impressive. An all-encompassing unit that conveys a particular sense of sportiness.



Sporty lines and surfaces characterize the entire interior and feature on the dashboard, as well as in the doors and the center console. All of the controls and the optional MMI touch display are driver-oriented and thus emphasize the interior's cockpit character. The display and the air vent strip on the front passenger side are integrated into an area with its black-panel look, which continues through into the doors.

The three interior lines “advanced,” “design selection” and “S line” offer numerous opportunities to choose colors and materials. This is another area where the design breaks with old viewing habits and goes for a modern touch, such as applications in the handle recesses of the doors or in the air outlets.



**More space and comfort: the space concept**

The new A1 Sportback is much more spacious—making life much more comfortable for the driver, front passenger and rear passengers. Despite the compact exterior dimensions and the sporty roofline of the A1 Sportback, adults in the rear seats enjoy much more head (+7 mm (*0.3 in*)), shoulder (+36 mm (*1.4 in*)) and elbow (+29 mm (*1.1 in*)) room.

Audi offers a choice of two seats. Seat heating is available as an option for both variants. The sport seat comes as standard with manual height adjustment on both sides. Pronounced side bolsters and two-way lumbar support provide additional support. Despite the compact exterior dimensions and the sporty roofline of the A1 Sportback, adults in the rear seats still enjoy plenty of head and leg room.

**Even more spacious: the luggage compartment**

The luggage capacity of the A1 Sportback has grown by 65 l (*2.3 cu ft*) compared to the previous model: Normal capacity is 335 liters (*11.8 cu ft*); with the rear seats folded down, this increases to 1,090 liters (*38.5 cu ft*). The loading sill height is a comfortably low 67 cm (*26.4 in*). Because the springs and dampers are installed separately, the compartment between the wheel arches is exactly one meter (*3.3 ft*) wide. The optional storage and luggage compartment packages offer additional stowage space.

## Controls and displays

Operation is intuitive—as is the case in every Audi. The center console is inclined slightly towards the driver. It integrates the air conditioning system (which is available as standard) or the optional automatic air conditioning system. The optional MMI touchscreen is available in two versions, and fits seamlessly into the black glass look of the cockpit.



The new Audi A1 Sportback is fit for the digital future. Even the basic version comes standard with a fully digital instrument cluster with a high-resolution, 10.25-inch display. Also available as standard is a multi-function steering wheel in a sporty three-spoke design. It is available in different versions—round or flattened at the bottom, with or without rocker switches.

### Everything in view: Audi virtual cockpit

The optional [Audi virtual cockpit](#) presents comprehensive and diverse information directly in the driver's field of view, from navigation arrows to the dynamic animation of the navigation map and infotainment content (including Audi connect services) to the graphics of some driver assistance systems.

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used



Operation is via the multifunction steering wheel, with which the driver can also change the view. In the infotainment view, the focus is on a central window showing the navigation map or telephone, radio and media lists. The tachometer and speedometer are depicted as small dial instruments on the right and left. In the second, classic view, they appear about as large as analog instruments, and the center window is correspondingly smaller.

### **Rich in contrast: MMI touchscreens with IPS technology**

The high-resolution and contrast-rich MMI touchscreens (8.8 or 10.1 inches) have been designed in in-plane switching technology (IPS). Since they are less dependent on the view angle, they are also used in high-quality devices in the consumer electronics sector.

## **Infotainment and Audi connect**

The infotainment concept in the new A1 Sportback comes from the full-size class. The MMI radio comes as standard in the new A1 Sportback—it can be operated via the multifunction buttons on the steering wheel and the display in the digital instrument cluster. Even in its basic form, it features a tuner, a map reader, four loudspeakers, a USB socket for charging and a Bluetooth interface.

### **MMI radio plus**

With the MMI radio plus, the first option element, the cockpit gains an 8.8-inch MMI touchscreen in the cockpit of the new A1 Sportback, one that integrates seamlessly into the black-panel look. As with a smartphone, all commands are via touch input. Just as is the case with the big brother Audi A8, the new [MMI touch](#) operating concept also recognizes handwriting input with a finger trail, not even having to stop and wait for individual letters. The MMI radio plus can be combined with the [Audi smartphone interface](#).

### **MMI navigation plus**

In the top configuration of the infotainment system—the MMI navigation plus—the Audi A1 Sportback has a 10.1-inch MMI touchscreen on board. With an active data connection, up to four free map updates per year are automatically downloaded and installed. They can also be updated manually via SD card after downloading them from myAudi.



In conjunction with [Audi connect](#), MMI navigation plus offers A1 Sportback drivers functions from the full-size class such as hybrid route guidance, which calculates the route in the cloud, taking into account the entire traffic situation. Hybrid destination entry—a combination of onboard and online search—helps customers find gas stations, parking lots, restaurants and hotels. It downloads information such as fuel prices, parking space availability or Yelp customer reviews and displays it directly in the destination pick list. Alternatively there is the option of a Google search. Additional highlights are the satellite map view and the new 3D city models, which offer a precise map view of many urban centers.

#### **In dialogue: Natural-language interaction**

The latest generation of [voice control](#), which comes with the MMI navigation plus, further improves the dialogue between driver and car. It understands a large number of everyday expressions. A second microphone in the interior filters out disturbing background noises.

Commands like “I want to talk to Peter” or “Connect me with Peter” are now sufficient to call a contact. The navigation system also reacts to simple questions such as “Where can I get gas?” The same applies for the radio and media.

#### **Tailor-made services: Audi connect**

With MMI navigation plus, customers can also use the versatile online services from [Audi connect](#). They provide such things as travel, parking and traffic information, access to Twitter and your email in-box, and enable navigation with Google Earth. The weather report and the latest fuel prices can also be queried.

#### **Audi smartphone interface and Audi phone box**

The [Audi smartphone interface](#), which integrates iOS and Android smartphones via Apple CarPlay and Android Auto in an environment specially developed for them in the MMI, as well as two USB interfaces ensure you are always well connected on board the new A1 Sportback. One of the two USB sockets features the new standard USB-C and a stronger charging output, such as for laptops.

Another option, the [Audi phone box](#), connects the smartphone to the vehicle antenna for improved reception quality with LTE technology and charges the smartphone inductively via wireless charging according to the Qi standard.

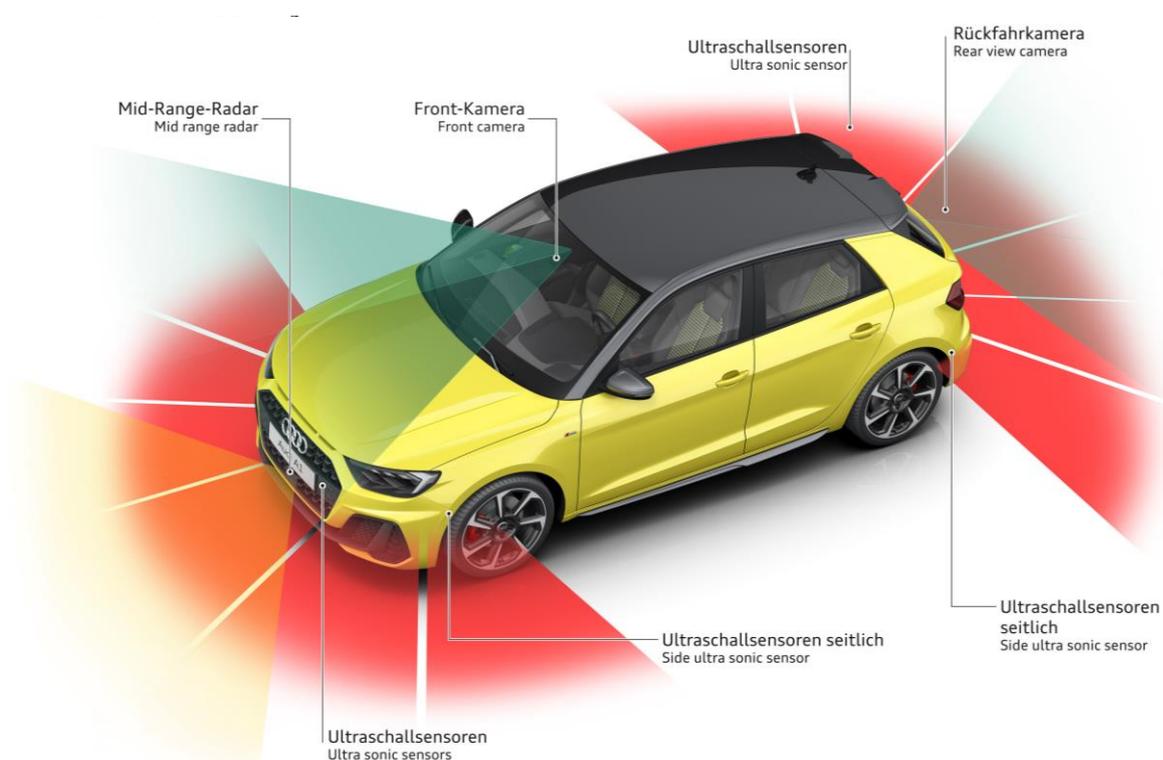
Further optional modules round off the infotainment lineup. These include DAB reception and the “hybrid radio” function, which automatically and with no noticeable interruption switches from terrestrial radio (FM/DAB) to an online stream if reception is poor. The online stream allows customers to access more than 25,000 stations and podcasts from around the globe.

### **For even greater listening pleasure: two sound systems**

The optional Audi sound system features eight loudspeakers including a subwoofer and a six-channel amplifier producing 180 watts. Customers can also choose the Bang & Olufsen Premium Sound System with 11 loudspeakers and 560 watts. Its 3D effect, with the windshield used as a reflecting surface for the four loudspeakers in the dashboard, delivers an extraordinary listening experience that is unrivaled in the segment. The additional layer of sound generated at head level by special algorithms really opens up the space acoustically.

### **Driver assistance systems**

The driver assistance systems in the new Audi A1 Sportback come directly from the full-size class. They keep the car at the right distance from the car ahead, make it easier for drivers to maintain their lane, and they help with parking.



\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used



### **Standard: Lane departure warning and speed limiter**

The standard lane departure warning helps the driver to keep the car in the lane. At speeds of 65 km/h (*40.4 mph*) and above, the system uses a camera to detect the lane markings and uses corrective steering interventions and warning vibrations to keep the car in the lane. Also standard is the speed limiter, which reliably prevents the A1 Sportback from exceeding a selected maximum speed.

### **Audi pre sense front and Audi pre sense basic**

Another element of the basic equipment is [Audi pre sense front](#). The A1 Sportback sets the standard in its segment with this system. The radar sensor recognizes critical situations involving other vehicles, crossing pedestrians or cyclists ahead of the vehicle, even when visibility is poor such as in fog. If Audi pre sense front identifies a pending collision, it warns the driver according to a graduated concept. If there is no reaction following an acoustic and visual warning, the system initiates a short jolt of the brakes.

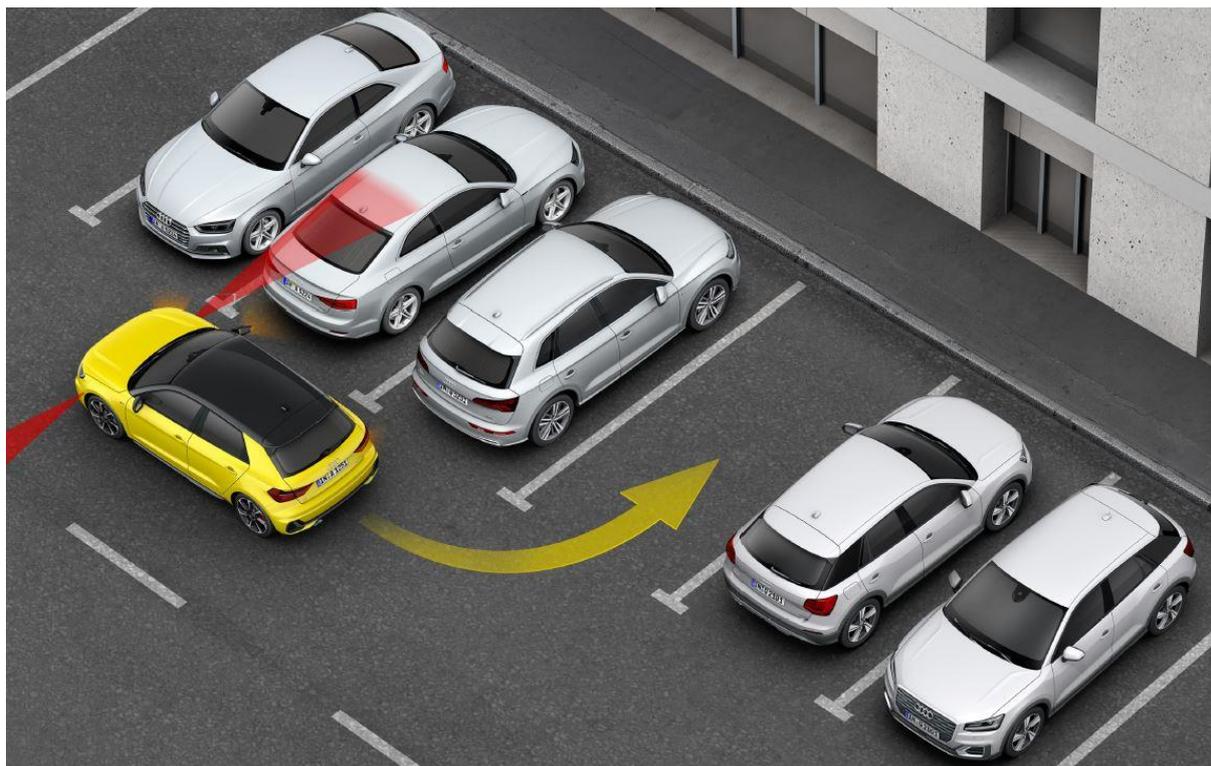
If the situation remains critical, the car decelerates automatically depending on the situation and surroundings, and brakes the vehicle to a standstill at low speeds. Depending on the conditions, the A1 Sportback can avoid a collision entirely or mitigate its severity by reducing the impact velocity. If necessary, the protective measures of the optional [Audi pre sense basic](#) are initiated. The front seat belts are electrically tensioned, the windows are closed and the hazard warning lights are switched on.

### **The adaptive cruise control with Stop&Go function**

The adaptive cruise control is also radar-based. It keeps the Audi A1 Sportback at the desired distance from the vehicle ahead. The driver can set the distance in five steps and adjust acceleration using the modes in [Audi drive select](#). If the vehicle is equipped with [S tronic](#), the system covers a speed range of 0 to 200 km/h (*0 to 124.3 mph*); with the manual transmission, the range begins at 30 km/h (*18.6 mph*). In normal traffic, the Stop&Go function works together with the S tronic to bring the Audi A1 Sportback to a complete stop behind the vehicle ahead. If the driver pushes the brake after the vehicle comes to a complete stop, the system remains active. Otherwise it shuts off after approximately three seconds.

### **Parking: simpler than ever**

The new Audi A1 Sportback offers various systems to make parking easier. For the first time there is a [reversing camera](#) in addition to the [parking system, rear](#). The [parking system plus](#) also detects objects in front of the car and informs the driver acoustically and visually.



The [park assist](#) can steer the A1 Sportback into parking spaces. While driving at slow speeds, two ultrasonic sensors detect suitable parallel or perpendicular parking spots. The driver just has to engage the proper gear, use the accelerator and the brakes. The park assist backs the car into the spot. With the new version of the park assist, the A1 Sportback can also pull forwards into perpendicular parking spaces, maneuvering multiple times if necessary. The system also exits parallel parking spaces.



## **Customization**

The new Audi A1 Sportback offers wide-ranging design opportunities. The individual equipment lines can be flexibly combined with each other for the first time.

### **Customized to individual requirements: Colors and contrasting colors**

The new A1 Sportback is available in a choice of ten colors. On request, the roof of the new A1 Sportback stretches from the A-pillar to the roof edge spoiler in one of the two contrast colors, mythos black or Manhattan gray. The exterior mirror housings, the side front spoiler lips and the side sills are also available in a contrasting color.

The “edition one” model, based on the S line equipment line and available from market launch, is particularly distinctive. It impressively showcases the design language of the A1 with numerous contrasts. Large 18-inch wheels—in bronze, white or black depending on the exterior finish—set powerful accents. The Audi rings in film on the side of the car are also available in the rim color. Borrowing from the legendary Audi Sport quattro, the LED headlights and LED rear lights are dark-tinted. The Audi rings in the Singleframe and the model designation at the rear are in black.

### **Freely combinable: the equipment lines**

Depending on the equipment line—basic, advanced or S line—the attachments—the radiator protective grille, the implied side air inlets, the bottom section of the two bumpers and the diffuser—are available in various configurations. In basic, they are grained black. In the advanced line, the Singleframe has an aluminum-colored frame around the radiator protective grille, while the C-shaped frame in the side air inlets as well as the diffuser are in high-gloss titanium black.

The equipment line S line, not to mention the sporty suspension, draws particular attention to the sporty character of the A1 Sportback by means of numerous features. Among the visual highlights are the larger air inlets, which have been kept in black, the front spoiler blade in matte platinum gray, additional sill trims, an elongated slit centrally below the hood with two fins and the larger rear wing. The diffuser with an additional grille in titanium black also features an insert in matte platinum gray. The black styling package sets additional accents in the interior. The top-of-the-line engine is also recognizable with its striking twin tailpipes.

A new feature in the A1 Sportback is the modular lines structure, which provides for a particularly high degree of flexibility. For the first time, customers can combine exterior and interior scopes however they like.

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used

### **Expressive: Decorative panels and upholstery**

The three optional interior lines “advanced,” “design selection” and “S line” offer numerous opportunities to choose colors and materials to reflect the customer’s individual taste. The design of the trim strip on the dashboard in front of the front passenger varies according to the equipment line—with coordinated color accents on air vents, center console and the door handle recesses: In slate gray with color accents in silver gray, mint or yellow for “advanced,” in fine paint finish ferrum gray with color accents in copper fine paint finish for “design selection,” and in diamond paint finish silver gray with color accents in quartz paint finish structured gray for “S line.”

The interior package “advanced” is available for selection in three variants: The front seats are either designed as normal seats in Debüt cloth, sport seats in Derby and Novum cloth or as sport seats in a leather/artificial leather combination. Sport seats, armrests in the doors, the center armrest, the gearshift/selector lever sleeve and foot mats receive a contrasting stitching in copper in “design selection” and in silver in “S line”.

### **With up to 30 colors: the LED light packages**

The optional LED light package brings the interior design to life in the dark with a particular ambiance. It is available for selection in two variants. The contour and ambient light package lights and backlights individual design elements in 30 selectable colors, and thus ensures a feel-good atmosphere.



\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used



## Engines

Whether running around town or going on a weekend excursion, driving the new Audi A1 Sportback is great fun (combined fuel consumption in l/100 km: 6.0–4.6\* *(39.2–51.1 US mpg)*; combined CO<sub>2</sub> emissions in g/km: 137–104\* *(220.5–167.4 g/mi)*) thanks to its powerful engines in particular. There is a choice of efficient TFSI engines with outputs ranging from 70 kW (95 metric horsepower) to 147 kW (200 metric horsepower). The right engine is available whatever the requirements—in accordance with the Audi rightsizing philosophy. The basis is formed by three cylinders with one liter of engine displacement; above this, there are four cylinders with 1.5 or two liters of engine displacement.

The Audi A1 Sportback comes with four different engine versions: the 25 TFSI (combined fuel consumption in l/100 km: 4.7–4.6\* *(50.0–51.1 US mpg)*; combined CO<sub>2</sub> emissions in g/km: 106–104\* *(170.6–167.4 g/mi)*), the 30 TFSI (combined fuel consumption in l/100 km: 4.9–4.8\* *(48–49 US mpg)*; combined CO<sub>2</sub> emissions in g/km: 111–108\* *(178.6–173.8 g/mi)*), the 35 TFSI (combined fuel consumption in l/100 km: 5.1–5.0\* *(46.1–47.0 US mpg)*; combined CO<sub>2</sub> emissions in g/km: 116–115\* *(186.7–185.1 g/mi)*) and the 40 TFSI (combined fuel consumption in l/100 km: 6.0\* *(39.2 US mpg)*; combined CO<sub>2</sub> emissions in g/km: 137–136\* *(220.5–218.9 g/mi)*). Turbocharging, direct injection and a particle filter are a standard feature in all engines.

### **A1 25 TFSI: the 1.0 TFSI with 70 kW (95 metric horsepower)**

The smallest TFSI in the A1 range produces 70 kW (95 metric horsepower) (combined fuel consumption in l/100 km: 4.7–4.6\* *(50.0–51.1 US mpg)*; combined CO<sub>2</sub> emissions in g/km: 106–104\* *(170.6–167.4 g/mi)*) and develops a maximum torque of 175 Nm *(129.1 lb-ft)*. The charged three-cylinder with 999 cm<sup>3</sup> engine displacement accelerates the new A1 Sportback in 10.8 seconds from a standstill to a speed of 100 km/h *(62.1 mph)*—and reaches a maximum speed of 191 km/h *(118.7 mph)*. Its NEDC consumption correlated from the WLTP values is restricted with manual transmission to 4.6 liters per 100 km *(51.1 US mpg)*—CO<sub>2</sub> emissions of 104 grams per kilometer *(167.4 g/mi)*.

The compact design of the three-cylinder engine and its aluminum crankcase make for a weight of only 88 kilograms *(194.0 lb)*. The forged connecting rods and aluminum pistons are so finely balanced that the engine does not need a balancer shaft for quiet and smooth running. There are twelve valves at work in the cylinder head; their intake and exhaust camshafts can be adjusted by 50 and 40 degree crank angles, respectively. The valve train module in which they rotate is lightweight and rigid. Below the module lies the exhaust manifold integrated in the cylinder head—an important part of high-performance thermal management. Just like the crankcase, the head also has its own cooling circuit. Throughout the crank drive, the masses are low in magnitude, as is the friction loss.

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used



**A1 30 TFSI: the 1.0 TFSI with 85 kW (116 metric horsepower)**

With the efficient 1.0 TFSI that produces 85 kW (116 metric horsepower) (combined fuel consumption in l/100 km: 4.9–4.8\* (*48–49 US mpg*); combined CO<sub>2</sub> emissions in g/km: 111–108\*) (*173.8–178.6 g/mi*), there is no shortage of driving fun. The powerful engine delivers a torque of 200 Nm (*147.5 lb-ft*) at between 2,000 and 3,500 rpms. The A1 Sportback thus sprints from 0 to 100 km/h (*0 to 62.1 mph*) in 9.4 seconds. Its top speed is 203 km/h (*126.1 mph*). For the variant with S tronic, the NEDC consumption correlated from the WLTP values is 4.8 liters per 100 kilometers (*49.0 US mpg*), corresponding to a CO<sub>2</sub> equivalent of 108 grams per kilometer (*173.8 g/mi*).

**A1 35 TFSI: the 1.5 TFSI COD with 110 kW (150 metric horsepower)**

The 1.5 TFSI COD (cylinder on demand) is an agile and cultivated turbo four-cylinder with 1,498 cm<sup>3</sup> engine displacement. Its maximum power output of 110 kW (150 metric horsepower) (combined fuel consumption in l/100 km: 5.1–5.0\* (*46.1–47.0 US mpg*); combined CO<sub>2</sub> emissions in g/km: 116–115\* (*186.7–185.1 g/mi*)) is produced between 5,000 and 6,000 rpms. At an rpm of only 1,500 to 3,500, it develops a maximum torque of 250 Nm (*184.4 lb-ft*). With manual transmission, over a distance of 100 km (*62.1 mi*), the new A1 Sportback 35 TFSI can make do with 5.0 liters of fuel (= *47.0 US mpg*), with CO<sub>2</sub> emissions of 115 grams per kilometer (*185.1 g/mi*). In only 7.7 seconds, it accelerates to a speed of 100 km/h (*62.1 mph*); its maximum speed is 222 km/h (*137.9 mph*).

The 1.5 TFSI COD is a genuine high-tech engine. Combined with the six-speed manual transmission, the COD system deactivates the second and third cylinders at loads up to 100 Nm (*73.8 lb-ft*) and while coasting when the engine speed is between 2,000 and 3,200 rpms. If the seven-gear S tronic is installed, cylinder deactivation occurs as early as between 1,400 and 3,200 rpms. This is done by means of pins that are extended within milliseconds electromagnetically to activate what are called cam pieces—sleeves that each have two different cam profiles—on the camshafts.

When the zero-stroke sections are rotating above the valves, they do not actuate the valves, and the valve springs keep them closed. Injection and ignition are deactivated. The switchover process takes just milliseconds. The operating points in active cylinders one and four are displaced toward higher loads, increasing efficiency. Even with a firing interval of 360 degrees, the new 1.5 TFSI COD is quiet and vibration is low. When the driver presses the accelerator pedal, the deactivated cylinders are reactivated.

Compared with the 1.4 liter TFSI with COD technology, the new 1.5 TFSI COD represents a systematic further development. Internal friction has been reduced through the use of a fully variable, characteristics-controlled oil pump and a polymer-coated first main bearing of the crankshaft. A further highlight is the increase to 350 bar of the injection pressure of the common-rail system.

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used



Indirect charge air cooling with an improved cooling output is now performed even more efficiently. Temperature-sensitive components such as the throttle valve are now located behind the charge air cooling system. The 1.5 TFSI COD features innovative thermo management with a new characteristics field cooling module. Among the special features here are the APS-coated cylinder working surfaces, valve cooling between the cylinders as well as a cross-flow cooling system in the cylinder head.

The COD system can reduce fuel consumption by up to 20 percent with a moderate driving style.

**A1 40 TFSI: The 2.0 TFSI with 147 kW (200 metric horsepower)**

The top gasoline engine for the new A1 Sportback is the 2.0 TFSI. It draws 147 kW (200 metric horsepower) of power from its 1,984 cm<sup>3</sup> displacement (combined fuel consumption in l/100 km: 6.0\* (*39.2 US mpg*); combined CO<sub>2</sub> emissions in g/km: 137–136\* (*220.5–218.9 g/mi*)) and produces 320 Nm (*236.0 lb-ft*) in the wide engine speed range from 1,500 to 4,400 rpms. In just 6.5 seconds, the new A1 Sportback with the six-speed S tronic sprints from 0 to 100 km/h (*0 to 62.1 mph*); its maximum speed is reached at 235 km/h (*146.0 mph*). The NEDC consumption correlated from the WLTP values is 6.0 liters per 100 km (*39.2 US mpg*). This corresponds to CO<sub>2</sub> emissions of 136 grams per kilometer (*218.9 g/mi*).

The new combustion process of the 2.0 TFSI and a comprehensive package of high-tech solutions ensure sporty driving performances and exemplary efficiency. The technical finesses also include the exhaust manifold integrated in the cylinder head, the rotary slide module for thermal management, the Audi valvelift system (AVS) for the intake valves and the electrical wastegate of the turbocharger and dual injection—in the partial load range, indirect intake manifold injection enhances the direct injection. In partial-load operation, the four-cylinder engine realizes the fuel economy benefits of a smaller-volume engine, while offering the benefits of an engine with large displacement at higher loads.

The new top engine system 40 TFSI features, as standard, the dynamic package “Performance,” and presents exclusively visible tail pipes to the vehicles behind.

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used



## Transmission

The new Audi A1 Sportback distributes the engine power to the front wheels as standard. Audi is making a manual transmission or the S tronic dual-clutch transmission available depending on the engine. The four-cylinder variants, in which the S tronic shifts gear as standard, are an exception to this.

With all transmissions, the close-ratio lower gears provide for powerful acceleration. The wide ratio of each transmission's highest gear reduces engine speed and with it fuel consumption.

### **Dynamic and comfortable: the seven-speed S tronic**

With the [seven-speed S tronic](#), the engine speed level in the S mode is slightly higher, while the D mode operates at more moderate rpms. In cooperation with the optional [Audi drive select](#) dynamic handling system, there is a freewheeling function in the efficiency mode that further reduces fuel consumption. The selector lever serves for manual control of the seven-speed S tronic; the driver can also shift gears using the rocker switches on the steering wheel.

## Suspension

The axle design of the new Audi A1 Sportback delivers agile handling and a sporty, poised driving experience with precise directional stability as well as a safe and neutral cornering ability.

The front suspension is a McPherson construction with lower wishbones and cast aluminum pivot bearings. The A1 Sportback is equipped up front with coil springs and telescopic gas-filled shock absorbers. A compact, lightweight torsion beam axle with integrated stabilizer is used in the rear.

The new A1 Sportback is fitted with speed-dependent, electromechanical power steering, which reacts sensitively and works with high efficiency. The electronic stability control (ESC) completes the handling qualities of the new A1 Sportback perfectly.

**The configuration of the customer's choice: three options**

Audi offers three different suspension configurations for the new A1 Sportback. Besides the basic suspension, there is an option for a tauter sport suspension. The top version comes in the form of the third option—the sporty suspension with adjustable dampers.

Two dynamic packages bundle equipment options to give the A1 Sportback an even sportier trim. These include the sport suspension, red brake calipers and larger brake discs (except 2.0 TFSI). In addition to the adjustable dampers, the dynamic package “Performance” also features a sound actuator and Audi drive select.



**Four modes for an individual driving sensation: Audi drive select**

The new A1 Sportback rolls off the production line with the [Audi drive select](#) dynamic handling system as an option. With it, drivers can select from four modes that influence the driving characteristics: Auto, dynamic, efficiency and individual. In the base configuration, Audi drive select affects the power steering and the engine characteristic. Optional components, such as the S tronic, adaptive cruise control with Stop&Go function, cruise control, start-stop system, engine sound and sport suspension with adjustable dampers are connected to the dynamic handling system.

\* Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used



### **Supreme control: the brake system**

The brake system of the new A1 Sportback can be precisely metered and provides a responsive, taut pedal feel. The vented front discs measure 276 millimeters (10.9 in) in diameter; the rear discs 230 millimeters (9.1 in). With the optional dynamic package, the discs measure 312 mm (12.3 in) up front and 272 mm (10.7 in) in the rear. Another option available in the Audi A1 Sportback is the hold assist, which enhances safety by preventing the car from rolling after stopping on uphill or downhill slopes.

### **Designs in four dimensions: the wheels**

Audi offers a broad range of wheels for the new A1 Sportback. Depending the engine variant, 15, 16 or 17-inch wheels are standard. Alloy wheels in four sizes from 15 to 18 inches, including a 17-inch wheel with black or platinum gray inserts are available as options or as part of the “advanced” and “S line” equipment packages.

### **Market launch and prices**

The new Audi A1 Sportback launched on the European market in fall 2018. Prices in Germany start at 19,950 euros.

*Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the “Guide on the fuel economy, CO<sub>2</sub> emissions and power consumption of all new passenger car models,” which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany ([www.dat.de](http://www.dat.de)).*