



Audi Australia Pty Ltd
Shaun Cleary
Corporate Communications Manager
T: +61 2 9695 6252
E-Mail: shaun.cleary@audi.com.au
<http://autodeadline.com.au/audi>

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PRESS INFORMATION

The New Audi A1 Sportback

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The equipment and features outlined in this material may be either standard or available as an option, depending on the model. This information should be read in conjunction with the latest Audi customer specification guide, for clarity on exactly which drivetrains, features and equipment are standard, optional and/or available in the Australian market.



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 characterises the new Audi A1 Sportback. It is the ideal companion in the urban environment and is also very well-suited for longer journeys. With all-new infotainment and driver assistance systems, the A1 Sportback is firmly networked with the digital world.

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

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

The new A1 Sportback also emphasises 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 comes in black and finishes 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 emphasised 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 recognisable with its striking twin tailpipes.

The distinctive daytime running light graphics of the 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.

The dynamic segmentation motif also features in the rear lights to reinforce the instant

recognisability 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 litres. Normal capacity is 335 litres; with the rear seats folded down, this increases to 1,090 litres. Loading sill height is a comfortably low 67 centimetres.

Fully digital: Controls and displays

The new Audi A1 Sportback is fit for the digital future. Even the entry variant comes standard with an all-digital instrument cluster with a high-resolution, 10.25-inch display and a multifunction steering wheel. The 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 up to date: Infotainment and Audi connect

The infotainment concept in the new A1 Sportback features technology from the top-end of the Audi range. The MMI radio plus comes as standard with an 8.8-inch MMI touchscreen. The screen can be operated either via the multifunction buttons on the steering wheel or the touchscreen. In the top configuration, MMI navigation plus offers a 10.1-inch MMI touchscreen, which blends seamlessly into the black gloss centre console. 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 centres. 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.



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 light, is able to charge 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 3D 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.

You can't be too safe: The driver assistance systems

The driver assistance systems in the Audi A1 Sportback also come from flagship Audi models. 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. Also available in all variants 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 recognises critical situations involving other vehicles, crossing pedestrians or cyclists ahead of the vehicle, even when road visibility is poor during bad weather conditions, such as 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 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. All vehicles offer S tronic transmission, which covers a speed range of 0 to 200 km/h. In stop-and-go traffic, the A1 Sportback 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 front and rear parking sensors. The front ultrasonic sensors of the Parking system plus will recognise objects in front of the car and emit acoustic and visual warnings. 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 and a drag coefficient of 0.31, the new A1 Sportback offers very little wind resistance.

Ample opportunity for customisation

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

New look: The interior design

“The sportiest interior in the compact class” was the aim of the design. The interior is accordingly driver-focused, with its emotive 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 MMI touch display are strongly driver-oriented, thus emphasising the distinctive cockpit character.

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

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 85 kW to 147 kW). Turbocharging and direct injection are standard.

At the start, three engines are available: The 30 TFSI, a 1.0-litre, three-cylinder engine with 85 kW of power (combined fuel consumption in l/100 km: 5.4; combined CO₂ emissions in g/km: 122), a strong 110 kW 1.5-litre four-cylinder with the efficiency system cylinder on demand (CoD) as a 35 TFSI, as well as the 40 TFSI with 147 kW and 320 Nm of torque.



Audi is offering the A1 Sportback primarily with the seven-speed S tronic dual-clutch transmission. The exception is the 40 TFSI, where a six-speed S tronic transmission shifts gear.

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. Basic suspension is offered on the 30 TFSI and 35 TFSI, while the 40 TFSI comes with sport suspension and adaptive dampers.

The brakes of the new A1 Sportback can be precisely metered and provide a responsive, taut pedal feel. Hold assist enhances safety on uphill and downhill slopes by preventing the car from rolling after stopping. Wheels are available in sizes from 16 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.



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
- Full LED headlights with daytime running light in the style of dynamic hydrofoils
- Two-part rear lights, available in [LED](#) technology and a dynamic flashing light
- Individualisation: Ten exterior colours and two contrast colours for the roof and attachments
- Equipment lines basic, advanced and S line flexibly combinable with interior lines
- 4.03 m long, 2.56 m wheelbase, 1.74 m wide, 1.41 m tall
- Weight: 1,165 kilograms (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](#)
- LED light package: Contour and ambient light with 30 selectable colours
- Much more spacious for the driver, front-seat passenger and rear passengers
- 335 l of luggage capacity, 65 l more than the previous model

Infotainment and Audi connect

- Infotainment concept from the Parent 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
- [Audi phone box](#) light for inductive charging
- High-end option: Bang & Olufsen 3D Sound System with innovative 3D sound, 11 loudspeakers and 560 watts of power



Driver assistance systems

- Key driver assistance systems standard across the range
- Lane departure warning, [speed limiter](#) and [Audi pre sense front](#)
- [Audi pre sense basic](#) offers additional safety measures
- Adaptive cruise control with Stop&Go function
- Also available: [Park assist](#), [reversing camera](#) and parking system plus with front and rear sensors

Engines and transmission

- New efficient TFSI engines
- Standard: Turbocharging, direct injection
- A1 30 TFSI: 1.0 TFSI with 85 kW and 200 Nm
- A1 35 TFSI: 1.5 TFSI CoD with 110 kW and 250 Nm
- A1 40 TFSI: 2.0 TFSI with 147 kW and 320 Nm
- Dual-clutch transmission [S tronic](#) with six or seven gears

Suspension

- Agile handling and sporty, poised driving sensation
- Two suspensions: Basic suspension and sporty suspension with adjustable dampers
- Electromechanical power steering
- Dynamic handling system [Audi drive select](#)
- Varied wheel range 16 to 18 inches

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. Through dynamic 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, it exceeds the previous model by 56 mm. At 1.74 m, its width is virtually identical to its predecessor; 1.41 m tall 1.43 m 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 line layout and the wheelbase, which has been enlarged to 2.56 m, 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 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 recognisability 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: under 1,200 kilograms

The new A1 Sportback weighs 1,165 kilograms, 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 m² and a c_w value 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”—was the aim of the design. This is how the interior of the new Audi A1 Sportback presents itself: Driver-focused and emotional. 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 characterise the entire interior and feature on the dashboard, as well as in the doors and the centre console. All of the controls and MMI touch display are driver-oriented and thus emphasise 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.

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) shoulder (+36 mm) and elbow (+29 mm) room.

Audi offers a choice of two seats. Seat heating is available as an option. 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 litres compared to the previous model: Normal capacity is 335 litres, with the rear seats folded down, this increases to 1,090 litres. The loading sill height is a comfortably low 67 cm. Because the springs and dampers are installed separately, the compartment between the wheel arches is exactly one metre wide. The storage and luggage compartment packages offer additional storage space.

Controls and Displays

Operation is intuitive—as is the case in every Audi. The centre console is inclined slightly towards the driver. The 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 entry model variant comes standard with a fully digital instrument cluster with a high-resolution, 10.25-inch display. Also available 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 [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 plus services) to the graphics of some driver assistance systems.

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 centre 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). Given they don't rely on certain angles to capture sensor activity, the same devices are also used in high-quality devices in the consumer electronics sector.

Infotainment and Audi connect

The infotainment concept in the new A1 Sportback provides a dynamic driving experience.

MMI Radio plus

With the MMI Radio plus, the cockpit includes 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 recognises handwriting input with a finger trail, not even having to stop and wait for individual letters. The MMI Radio plus is 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 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 centres.



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 and enable navigation with Google Earth and Google Street View. The weather report and the latest fuel prices can also be queried.

Audi smartphone interface and Audi phone box light

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 charges the smartphone inductively via wireless charging according to the Qi standard.

Further 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 an even better listening experience: Two sound systems

The Audi sound system features eight loudspeakers including a subwoofer and a six-channel amplifier producing 180 watts. Customers can also choose the Bang & Olufsen 3D 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 allow the car to keep the right distance from the car ahead, making it easier for drivers to maintain their lane, and assist with parking.



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 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 prevents the A1 Sportback from exceeding a selected maximum speed.

Audi pre sense front and Audi pre sense basic

Another standard feature is [Audi pre sense front](#). The radar sensor recognises critical situations involving other vehicles, crossing pedestrians or cyclists ahead of the vehicle, even when visibility is poor due to bad weather conditions 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 [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.

Adaptive cruise control with Stop&Go function

The adaptive cruise control also is 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](#). 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 Parking system plus with front and rear sensors. The [Parking system plus](#) also detects objects in front of the car and informs the driver acoustically and visually.



[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 correct 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.

Customisation

The new Audi A1 Sportback offers wide-ranging design opportunities.

Customised to individual requirements: Colour tones and contrast colours

The new A1 Sportback is available in a choice of eleven colours. On request, the roof of the new A1 Sportback stretches from the A-pillar to the roof edge spoiler in Mythos black. The exterior mirror housings and the side front spoiler lips are also available in Mythos black.

With up to 30 colours: LED light packages

When it is dark, the LED light package creates an atmospheric interior design. It is available for selection in two variants. LED colour interior lighting package lights, and backlights individual design elements are available in 30 selectable colours, and ensures a feel-good atmosphere.



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 85 kW to 147 kW. The right engine is available whatever the requirements—in accordance with the Audi rightsizing philosophy. The entry variant is propelled by three cylinders with one litre of engine displacement; above this, there are four cylinders with 1.5 or two litres of engine displacement.

Three engine versions will be available: the 30 TFSI, (combined fuel consumption in l/100 km: 5.4); combined CO₂ emissions in g/km: 122), the 35 TFSI and the 40 TFSI. Turbocharging and direct injection are a standard feature in all engines.

A1 30 TFSI: The 1.0 TFSI with 85 kW

In the efficient 1.0 TFSI engine with 85 kW (combined fuel consumption in l/100 km): 5.4*; combined CO₂ emissions in g/km: 122*), there is no shortage of driving fun. The powerful engine delivers a torque of 200 Nm at between 2,000 and 3,500 revolutions per minute. The A1 Sportback thus sprints from 0 to 100 km/h in 9.4 seconds. Its top speed is 203 km/h.

A1 35 TFSI: The 1.5 TFSI CoD with 110 kW

The 1.5 TFSI CoD (cylinder on demand) is an agile and cultivated turbo four-cylinder with 1,498 cm³ engine displacement. At its maximum power of 110 kW it provides between 5,000 and 6,000 rpm. At an rpm of only 1,500 to 3,500, it develops a maximum torque of 250 Nm. In only 7.7 seconds, it accelerates to a speed of 100 km/h; its maximum speed is 222 km/h.

The 1.5 TFSI CoD is a genuine high-tech engine. Combined with the S tronic transmission, cylinder deactivation occurs as early as between 1,400 and 3,200 rpm. 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 litre 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.

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 there are the APS-coated cylinder working surfaces, valve cooling between the cylinders as well as a cross-flow cooling system in the cylinder head.

* Fuel consumption and CO₂ emission figures given in ranges depend on the tires/wheels used.

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

The top gasoline engine for the new A1 Sportback is the 2.0 TFSI. From an engine displacement of 1,984 cm³, it generates a power of 147 kW, and delivers 320 Nm in the wide speed range from 1,500 to 4,400 rpm. In just 6.5 seconds, the new A1 Sportback with the six-speed S tronic sprints from 0 to 100 km/h; its maximum speed is reached at 235 km/h.

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 realises 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 exclusively visible tail pipes to the vehicles behind.

Transmission

The new Audi A1 Sportback distributes the engine power to the front wheels as standard. Audi is making the seven-speed S tronic dual-clutch transmission available for all engines. The exception is the 40 TFSI, where a six-speed S tronic transmission shifts gear as standard.

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 convenient: The seven-speed S tronic

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

The 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 stabiliser 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.

Customized configuration: Three options

Audi offers two different suspension configurations for the new A1 Sportback. Besides the basic suspension, there is an option for a sporty suspension with adjustable dampers.



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. 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. Other components, such as the S tronic, adaptive cruise control with Stop&Go function, cruise control, start-stop system, engine sound and the sporty suspension with adjustable dampers are connected to the dynamic handling system.

Poised: The brake system

The brakes of the new A1 Sportback can be precisely metered and provide a responsive, taut



pedal feel. The vented front discs measure 276 millimetres in diameter; the rear discs 230 millimetres. Also available in the 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 on the engine variant, 16, 17 or 18-inch wheels are standard.