

Summary

The Audi A1 in sport mode

The Audi A1 has been a major success following its market debut and now Audi Australia introduces the new top-of-the-line version – the A1 1.4 TFSI Sport. It is the next big Audi ... in sport mode.

Exceptional design, state of the art technology, white-knuckle performance and uncompromising quality – these are the hallmarks of the new Audi A1 1.4 TFSI Sport. With this new top-of-the-line A1 model Audi is unleashing the most dynamic and best-equipped car in the segment. The Audi A1 1.4 TFSI is the sportiest car in its class.

Its agile chassis, sport suspension and muscular engine immediately move the A1 Sport to the head of its class, and the A1's character is evident from the very first glance. Its highly modern design perfectly integrates the A1 into the Audi family. The standard S line exterior kit adds a muscular presence that is unmistakeable. The front end with the large single-frame grille, the side line with the distinctive roof arch, the coupe-like C-pillars and the large wheel arches are among its defining style elements. The bonnet and rear hatch encompass the body; the tail lights are three-dimensionally moulded and are unmistakable by day or by night.

The interior: spacious and sophisticated

The interior of the A1 is modern, spacious, bright and airy. The instrument panel resembles an airplane wing; its four round air-vents are reminiscent of jet engines. The clean, clear control layout is just as much a classic Audi strength as the high level of fit and finish. The attention lavished on numerous details underscores the premium character of the A1.

Innovative materials and modern colours and sharp design emphasise the dynamic and sporty character of the A1 Sport. Whether coloured air vents or seat covers in expressive colours – customisation is the key. The equipment program offers countless opportunities for matching the A1 to the driver's own personal style. There are even a variety of paint finishes from which to choose for the roof arch. Customers can also order many features after the initial sale to follow a trend or a personal style.

The available infotainment and multimedia systems come directly from the luxury class. The top of the line is MMI navigation plus, a media centre that sets new standards in the compact segment. It borrows from the system used in Audi's new A8 flagship, including the monitor that folds out from the instrument panel and the control unit, which uses MMI logic.

The 465 watt Bose surround sound system is just one example of the high-end modules available.

Razor sharp: the sportiest car in its class

The A1 Sport comes standard with expertly-tuned sport suspension and the agile chassis elevates the A1 to the head of its class. Tenacious grip, cornering precision and verve, the latest Audi is always great fun to drive thanks to its dynamic focus, optimal weight distribution and direct steering. The ESP stabilisation program with electronic limited slip differential – which comes standard – makes the handling even more precise while also enhancing driving safety.

The new A1 Sport also sets new efficiency standards with its dual-charged 1.4 litre TFSI petrol engine. This engine embodies Audi's downsizing principle to achieve performance and efficiency: substituting turbocharging for displacement and utilising direct fuel injection units. This muscular 136 kW TFSI engine combines exhilarating performance with excellent efficiency.

High-tech and efficiency: the seven-speed S tronic

At Audi, efficiency means high-tech. The A1 Sport is standard with the 7-speed S tronic dual-clutch transmission, which shifts extremely quickly, comfortably and with no perceptible interruption to the flow of power. It can be operated as a full automatic transmission or can be shifted manually, with paddles on the steering wheel available as an option. The seven-speed S tronic provides for tremendously fun driving and also further reduces fuel consumption – typical Audi features.

At a glance

Design and body

- Distinctive, progressive, coupe-like design, encompassing shoulder line, large wheel arches, distinctive roof arch optionally available in contrasting colour
- Headlights with characteristic appearance, standard xenon plus with LED daytime running lights, three-dimensionally styled tail lights

- High-strength body with excellent crash characteristics
- S line exterior kit as standard, including front and rear bumper, rear diffuser and rear spoiler
- 17-inch 5-spoke V-design (polished) wheels as standard, wide range of optional 17- and 18-inch wheels

Interior and equipment

- Dynamic, modern interior design
- Innovative materials and modern colours, premium fit-and-finish
- On-board computer with efficiency program as standard
- Leather multi-function steering wheel as standard
- LED interior lighting package as standard
- Many customisation options, numerous comfortable and sporty features available

Infotainment

- Modern, sophisticated and class-first infotainment technologies, fold-out display screen is standard on all Australian A1 Sport models
- Bluetooth compatibility with voice activation function as standard
- High-performance navigation system with MMI operating concept (optional)
- Interfaces for mobile phone and mobile music storage media (optional)
- BOSE surround system with 14 speakers and high-end sound (optional)

Drivetrain

- 136 kW dual-charged 1.4 TFSI petrol engine, turbocharged and supercharged with direct fuel injection for strong power, high performance and excellent efficiency
- 7-speed S tronic dual-clutch transmission as standard

Chassis

- Sporty chassis with standard sport suspension, wide tracks and direct steering ratio
- Optional S line suspension package
- Balanced axle load distribution and low total weight
- ESP stabilisation system with electronic front limited slip differential to bolster agile handling and provide outstanding roadholding

Safety

- 6 airbags
- Electronic stability control
- 5 star EuroNCAP rating

Full version

The Audi A1 1.4 TFSI Sport – Power, precision and luxury

Dynamic, sporty, powerful and premium – This is the Audi A1 in sport mode. The A1 Sport condenses all of the premium virtues of the four-ring brand to within a space of less than four metres, and injects a shot of adrenalin with its high-output 136 kW engine and dynamic chassis. The A1 Sport the sportiest car in the segment.

Exterior design

The Audi brand represents a passion for automobiles. The A1 Sport is a typical, fully-fledged and formed Audi. It has a confident road stance – powerful and distinctive. Its dimensions also document the dynamic lines: It is 3,954 millimetres long and 1,740 millimetres wide, but only 1,416 millimetres high. Its wheelbase measures 2,469 millimetres; the overhangs are correspondingly short for a muscular stance.

The roof arch, the distinctive, encompassing shoulder line and the sharply sloped C-pillars give this three-door model a characteristic silhouette. All body details have a high-quality feel and are cleanly executed.

The Audi A1 Sport comes standard with the aggressive S line exterior package. Comprising lower and deeper front and rear bumpers as well as the S line roof spoiler and rear diffuser, the A1 Sport exudes a powerful presence.

The front end bears an unmistakable Audi family resemblance, but the details feature unique accents. The single-frame grille, for example, takes an evolutionary step. Its angular upper corners were first seen on the A8 luxury sedan. The crossbars appear to float. The large air inlets with the three-dimensional edges and the horizontal slats play a major role in the sporty appearance of the A1, with fog lights integrated into their outside corners.

The Audi A1 Sport fixes the road with a determined and concentrated gaze, like a sprinter in the split-second before the starting gun fires. The lower edges of its headlights form a wave; a contour known as the wing, which differs in shape depending on the lighting technology used, structures the interior of the headlights. As with every Audi, high-efficiency daytime running lights are standard. With the standard xenon plus headlights, the daytime running lights are implemented as two ten-watt light-emitting diodes per headlight, whose light is radiated via a light guide. They appear to be a continuous band that traces the wing. The turn signals are below.

The headlights can be paired with the optional high-beam assistant – another first in the compact class. The system uses a small camera integrated into the rearview mirror to detect oncoming vehicles and automatically switches between the high and low beams.

Unmistakeable characteristic: the roof arch

The dynamic flow of the roof arch is a characteristic element when the A1 Sport is viewed from the side. The arch terminates with the C-pillar, which is even flatter than on many coupes. This gives the rear end a dynamic outline that is further emphasised by the roof spoiler.

The rising line visually lengthens and accelerates the A1. The upper edge of the bonnet extends below the side windows to the rear end. As with the Audi TT sports car, the point where the wrap-around bonnet meets the front fenders is the point of origin for a typical Audi design element – the tornado line. It extends through the door and the rear side section, running tightly above the wheel arches, giving the A1 Sport a powerful road stance.

The heavy shaded edge beneath the tornado line, the athletically arched sheet metal surfaces on the flanks and the rising dynamic line above the sills are additional elements from the brand's design language. The same applies to the ratio of sheet metal surfaces to the greenhouse, which is two-thirds to one-third. The side mirrors are mounted on the doors like the TT and R8; the door handles are distinctly bow-shaped. 17-inch, 5-spoke V-design wheels (polished) are standard, with a wide range of optional 17- and 18-inch wheel variations.

The wrap-around hatch emphasises the wide of the rear end – a solution new to the compact segment. The hatch is distinctively shaped, forming a spoiler lip above the license plate. Below the edge are the undivided tail lights. They have

a wedge shape similar to the front headlights and are sculpturally integrated into the design.

The light pattern of the tail lights is unusually wide and well resolved. With the standard xenon plus, each of the tail lights are equipped with 54 LEDs, which all together consume only 3.5 watts of power. The SuperRed LEDs emit an intensive, deep red colour and produce a three-dimensional light sculpture in the shape of two flowing arcs.

Two chrome bezels give the brake lights, which are amplified with reflectors, a ring-shaped appearance. The rear fog light is integrated into the brake light and uses its variably activated LEDs. Because the tail lights cannot be seen when the hatch is open, the A1 has additional LEDs on the C-pillars – another example of Audi's attention to detail and enthusiasm for technology.

A grey S line diffuser at the rear forms the bottom of the tail end and visually anchors the A1 Sport to the road. On the left side, the exhaust system terminates in two tailpipes, which feature elegant trims in the Ambition trim line. The entire exhaust system is very light in weight. High-grade stainless steels permit low wall thicknesses in the pipes and the mufflers.

Audi offers the A1 in 12 exterior colours. The solid finishes are Amalfi White, Cumulus Blue and Brilliant Black; the metallic pearl-effect colours are Ice Silver, Phantom Black, Teak Brown, Shiraz Red, Scuba Blue, Misano Red, Sphere Blue and Glacier White, as well as Audi exclusive Daytona Grey paint.

An A1 Sport for every taste: the exterior configurations

Audi has served up a wide range of customisation options that go beyond the paint. There are more than 1000 possible exterior configurations available, including the signature roof arch. The side mirror housings can be painted in the arch colour or the body colour.

Body

A core Audi truism applies to the A1 1.4 TFSI Sport: the body establishes the foundation for the quality, for the precise, sporty handling, and for a quiet cabin and excellent safety.

High-strength and ultra high-strength steels of different strength classes make up two-thirds of the A1 superstructure. The strongest of these are the hot-

shaped steels. The blanks are heated in a furnace to high temperatures then immediately shaped in a water-cooled pressing die. This rapid change in temperature imparts them with very high tensile strength.

Hot-shaped steels make up 11 percent of the body. They are used in the areas of the passenger cell, the rear sections of the longitudinal members, the roof arch and in the A-pillars and B-pillars – all the places where ultra high-strength combined with low weight is particularly important. The high-strength and ultra high-strength steels are a significant factor for the low body weight of only 221 kilograms. The combination of high torsional rigidity, strong body structure and low weight is the perfect platform for the A1 Sport.

Another factor that increases rigidity is the joining method used for the body at the newly equipped Audi plant in Brussels. 66 metres of structural adhesive are used per car, with optical systems monitoring its application in many areas. The adhesive provides for strong and tight connections, often eliminating the need for additional sealing measures and thus saving weight.

The high body rigidity also plays a major role in the excellent acoustics and refinement of the A1, which is free of annoying resonances. The Audi development engineers devoted considerable attention to the sound radiation of the large sheet metal panels and their rigidities. All regions at which forces are induced during driving were specially reinforced. A lightweight insulation package provides a premium-level of quietness inside the vehicle.

The A1 Sport is also at the top of its class with respect to occupant protection. In the event of an offset frontal collision, the energy imparted is directed to the side facing away from the collision to keep loads on the occupants to a low level. The B-pillars, the wall in front of the footwell and the rear longitudinal members offer a particularly high degree of protection thanks to their extreme strength. Four sensors that react to acceleration and an increase in air pressure provide the airbag controller with detailed information in any type of crash.

The A1 Sport is a five-star crash performer and comes standard with a total of six airbags: two front airbags, thorax-pelvis side airbags in the backrests of the front seats and curtain head airbags. Belt tensioners and belt force limiters plus the integral Audi headrest system, which mitigates the consequences of a rear-impact collision, round out the package. The belt status for front occupants is displayed in the instrument cluster.

The new A1 1.4 TFSI Sport goes well beyond legal requirements when it comes to pedestrian protection. The front bumper, the crossbeam behind it and the

bonnet satisfy all of the key criteria. The bonnet is secured to the body by two releases, allowing a construction that makes it very rigid and yet low in weight.

Low-speed collisions result in no major damage. The damaged elements in the bumper can be replaced individually. The front crossbeam and the bolted-on crumple boxes in front of the longitudinal members are made of aluminium. They form a structure that provides effective protection for expensive components such as the radiator and air conditioners as well as the welded body structure.

The Audi A1's safety credentials have been proven with a 5-star EuroNCAP crash safety rating.

Extremely sophisticated: the aerodynamics

With a drag coefficient of 0.34, the Audi A1 Sport is one of the best cars in its class. Its frontal area measures 2.04 m². The sophisticated aerodynamics are the result of extensive fine-tuning in the Wind Tunnel Centre at the Ingolstadt plant.

The body has been extensively optimised in every detail, from the wheels to the spoiler lips at the tail lights to the small corners that connect the roof spoiler to the body. Visually understated, they improve separation of the air flow and thus increase aerodynamic stability.

A plastic liner covers most of the underbody, protecting it against salt and stone chipping and providing for a more aerodynamic flow of air. The developers also paid very close attention to the smallest details here – the spoilers are integrated in front of the wheels and even at the spare wheel well. The aerodynamic trim panel lowers the cD value by roughly ten percent.

In the A1 Sport, the single-frame grille and the surrounding area are completely sealed so that the inflowing air reaches the radiator with virtually no losses, rather inducing turbulence. A stepless radiator fan contributes to this efficiency package.

The A1 Sport glides quietly through the wind thanks to the extensive development work done in the acoustics wind tunnel. The seals, the windows and many details of the body geometry all play a role here. The side mirrors also serve an additional function: their grooves and deflector edges reduce fouling of the side windows and the mirror glass on wet roads.

Interior

Sportiness, precision and youthful freshness – these properties characterise the interior of the Audi A1 Sport. The designers drew inspiration from aeronautical engineering and the associated field of lightweight construction in many areas.

The elegantly curved instrument panel is reminiscent of an aircraft wing. With its horizontal stepping, it maintains the perfect balance between airiness and solidity. Four circular, protruding air vents are located on the dividing line on the instrument panel's front face. They resemble the turbines of a jet and can be adjusted using a sophisticated ball mechanism.

The centre console tunnel is shaped like the stern of a yacht. It appears to float above the tunnel, separated from the dashboard. The upright centre console is inclined slightly toward the driver. Located on its lower end is a strip with secondary switches and three turbine-like controls for the automatic air conditioning.

The Audi A1 TFSI Sport comes standard with automatic air-conditioning, with the system taking into account the position of the sun and humidity. Its three dials – finely rippled cylinders that move precisely with exact click sounds – are a visual and haptic highlight.

Unparalleled: the retractable monitor

The middle of the centre console is home to the controls for the radio or the optional MMI operating and infotainment system. The 6.5-inch display, which comes standard with the concert radio, is retracted into the instrument panel. Tap it and it extends upward in a smooth, even motion into an excellent position where it can be read quickly and easily. The retractable monitor is unparalleled in this class.

The A1 Sport comes standard with a three-spoke multifunction sport steering wheel wrapped in Fine Nappa leather and decorated with chrome-design inlays. A multifunction steering wheel is standard, with optional paddles for manual shifting of the cutting-edge S tronic transmission.

The instrument cluster with the large round dials – black faces, red needles and white numbers – is laid out clearly and elegantly. As always with Audi, operation via the steering column stalks is logical and ergonomically perfect. At night the instruments are lit in white, the buttons in red.

The standard LED interior lighting package is another exclusive solution in the segment. Both elegant and efficient, white light-emitting diodes are used for the ambient lighting in the doors and roof module, the cabin and reading lights and to illuminate the footwells branded with S line logo, the entry area of the doors and the vanity mirrors. The LED interior lighting package is standard in the A1 Sport. If the A1 Sport is equipped with the BOSE surround system the frames of the bass/mid-range speakers in the front doors are indirectly lit with white light, creating a fascinating visual effect.

Another top standard feature in the A1 Sport is the driver information system. It presents all key information from the audio sources, the telephone, the vehicle and the optional navigation system on the monochrome display between the instrument dials.

A modern tab concept and a freely programmable 'favourites' button make operation of the system intuitive and easy. As with the large models from Audi, the system can be controlled via the buttons, rocker switches and roller switches of the standard multifunction steering wheel.

Integrated into the driver information system is the on-board computer, which includes an efficiency program. The computer gives the driver tips for efficient driving.

Firm hold: the seats in the A1 Sport

The A1 Sport offers as standard front sport seats in 'Herzklopfen' cloth upholstery that offer great hold and support and for people of all sizes. Height-adjustment is standard for the driver's seat, along with lumbar support and a height-adjustable passenger seat.

The easy-entry function for comfortable access to the back is also standard. The rear seats are anatomically contoured; the headrests can be lowered so far that they do not impair the view in the rearview mirror.

There is ample storage at all seats – two cup holders, a large tray and a 12-volt power outlet on the console of the centre tunnel, plus roomy pockets in the doors and the rear side panels.

The Audi A1 Sport also boasts a height-adjustable centre armrest as standard. The optional storage package includes multi-attachment points with folding hooks in the rear, a locking glove box, a fold-down compartment under the left

front seat, two storage pockets on the backs of the front seats, a net in the front passenger footwell plus three cup holders and storage trays for the rear seats.

Upscale, youthful and truly premium: the quality and the materials

The premium character of the A1 Sport is also manifested in every detail of the interior. No compromises were made compared to larger Audi models with respect to the choice of materials, their fit and finish and the tight, even gaps. The surface of the instrument panel is softly backed with foam and elegantly textured. All buttons and controls are seated without play and move easily; even the pull handle that unlatches the bonnet releases moves precisely and crisply.

Standard are numerous aluminium-look control elements, including the entry strips, the dials for the air conditioning system, the glove box handle and the light dials. The ring of the three-spoke sport steering wheel, the handbrake handle and the gear shift lever are wrapped in leather and adorned with subtle aluminium clips.

The sport seats in the A1 Sport feature a two-colour design with titanium gray or wasabi green as a contrasting colour to black. A completely black interior is also available a no-cost option.

The optional Milano leather upholstery is available in a choice of three colours (black, red and grey) and combinations. The centre console and the armrest in the door match the seat colour; the bezels of the air vents gleam in the interior colour, high-gloss white or aluminium look.

Everything about colours and trim is premium, youthful and modern. A large choice of colours is available for the bezels of the air vents.

Depending on the interior colour, the customer can also choose the air-vent bezels in high-gloss white, titanium grey, amulet red, velvet beige and wasabi green – the latter is a trendy new colour that perfectly expresses the fresh character of the A1. The air-vent bezels come standard in high-gloss black, with aluminium-look highlights only available with the S line sports package.

Practical: the luggage compartment

The luggage compartment of the Audi A1 Sport has plane walls and a low step to the loading lip. It holds 270 litres and is very wide because the shock absorbers are located far to the outside of the body.

The plate of the cargo floor is particularly lightweight, and parts of it are made of natural fibres. It forms a level surface with the fold-down seat backs and the loading lip. Two small latches secure the cargo floor when it is folded up. A multi-attachment point is located on the right wall.

The split rear seat backs can be folded down quickly and easily in just one step. The headrests do not have to be removed. When loaded to the ceiling, cargo volume in this configuration increases to 920 litres. Audi also offers an optional luggage compartment package with practical storage compartments under the cargo floor, a second multi-attachment point, a versatile stretch net, a power outlet, a second light and a strap retainer.

Audi does not compromise quality in the luggage compartment, either. The hatch unlocks electronically, including via the remote key fob. It swings up and falls securely into the latch. Its clasp has a separate, small, spring-loaded cover that keeps it from getting dirty – another typical Audi detail.

Infotainment systems

The Audi A1 Sport offers luxury-class infotainment and multimedia systems. Typically Audi, its components are modular to allow for a wide range of possible combinations.

The standard concert radio features a high-performance, dual-core processor. The operating logic follows the MMI principle from the larger Audi model lines.

The fold-out on-board monitor – a 6.5-inch colour display – is standard at this level. Also included are a CD player, an SD card reader, an AUX-IN connection and eight speakers. The concert radio integrates a double tuner. The first tuner receives the signal; and the second searches in the background for additional stations.

Audi offers the concert radio system and Bluetooth connectivity, with voice activation function, as standard on the A1 Sport. The Audi music interface is optional.

High-end media centre: MMI navigation plus

The top of the line is MMI navigation plus: as a media centre, it is the benchmark in the compact vehicle class. It comprises four primary components – the main unit with a 60 gigabyte hard drive, the radio unit, the MMI control terminal and the colour display.

Thanks to its high resolution, the fold-out 6.5-inch display delivers tack-sharp images. Graphics, including the cover art for the audio titles, are elegantly sculptured. Customers can also upload video clips to the hard drive and watch DVDs while driving, up to a speed of 7 km/h.

A large rotary pushbutton is at the centre of the MMI control unit. It can be rocked in four directions like a joystick, which makes many functions even more convenient. To both sides and above the central element are the volume controls, seven soft keys and eight hard keys. These provide fast access to the Car, Tone, Radio, Media, Menu, Telephone, Navigation and Info functions. Sound flows from eight speakers.

The MMI navigation plus system can store 20 GB of music. It includes two SDHC card readers and uses a Bluetooth interface and the Audi music interface (AMI) to connect modern mobile media players very easily and conveniently. It has a drive for audio and video DVDs and voice control to activate certain functions.

Hi-fi fans can choose between two sound systems: the 180 watt Audi sound system with ten speakers and the BOSE Surround Sound system. A ten-channel, 465 watt amplifier sends the sound to 14 speakers, including a subwoofer. The BOSE surround sound system uses a special algorithm to play stereo signals in 5.1 surround sound. Its digital amplifier uses a microphone to analyse intrusive noises and adjusts music playback accordingly. And the distinctive illumination of the sub-woofers of the BOSE surround system is a visual highlight in the cabin.

From the concert radio up, Audi networks all of these systems using MOST bus, in which the controllers are arranged in a ring structure and communicate with one another via fibre-optic cables. The MOST bus, which was designed specifically for the transfer of media data, is another premier in the compact segment.

Drivetrain – maximum power, excellent efficiency

The A1 1.4 TFSI Sport has an exceptional engine – the dual-charged 1.4 TFSI, which exemplifies Audi's philosophy of performance and efficiency through downsizing. The lightweight four-valve engine produces a hefty 136 kW and 250 Nm of torque. The sprint from zero to 100 km/h takes just 6.9 seconds, and the top speed is 227 km/h.

The secret of all this power from the small displacement of 1,390 cc is the dual-charging system. From idle, a mechanical, engine-driven supercharger provides more than 1.0 bar of relative boost pressure. The positive-displacement supercharger, which is equipped with an internal transmission, is upstream of the exhaust turbocharger. The turbo joins in from 1,500 rpm.

In most situations, the supercharger disengages at 2,400 rpm. From 3,500 rpm at the latest, the exhaust turbocharger does all the work. Because it doesn't have to do as much work at the low end of the rev range, the developers were able to use a large turbo and design it for high efficiency.

At Audi, efficiency and driving dynamics go hand in hand: The 1.4 TFSI uses on average just 5.9 litres of fuel per 100 km and emits just 139 g CO₂ per km. These excellent figures are the product of the FSI concept, the dual-charging system and also technologies from the modular efficiency platform.

Cutting-edge transmission: the seven-speed S tronic

The 7-speed S tronic combines the convenience and smoothness of a torque converter transmission with the dynamics and efficiency of a manual transmission. It comprises two sub-units and integrates two multi-plate clutches that control the various gears. The large K1 clutch located on the outside directs the torque via a solid shaft to the gear wheels for the odd-numbered gears 1, 3, 5 and 7. A hollow shaft rotates around the solid shaft. It is connected to the smaller K2 clutch, which is integrated into the inside of its larger sibling, and which controls the gear wheels for the even-numbered gears 2, 4 and 6, as well as reverse gear.

Both transmission structures are continuously active, but only one is connected to the engine at any one time. For example, when the driver accelerates in third gear, the fourth gear is already engaged in the second transmission structure. Shifts are performed by switching the clutches. Shifting gears takes only a few hundredths of a second and is completed with no perceptible interruption of traction. Shifts are so fluid, dynamic and smooth as to be barely noticeable.

Only 37 centimetres long, the seven-speed S tronic is very compact and weighs only around 70 kilograms, which is extremely light for a high-end transmission. Its two clutches run dry, without a separate oil supply, further adding to the already impressive efficiency. Oil is required to operate the transmission; the oil pump responsible for supplying the oil is demand-regulated. The seven gears are laid out for a sporty response, with the top gear being high-gear to reduce engine speed. This, too, reduces fuel consumption.

The driver can operate the seven-speed S tronic via a selector lever or optional paddles on the steering wheel, as in a sports car. There are also two fully automatic operating modes available. In D mode, the transmission management system operates the engine as often as possible at low engine speeds to maximise fuel efficiency; in S mode, the driving style is sporty and the engine speeds are kept higher. A hill-start assist, which holds the A1 in place when starting on a hill, is standard with the S tronic. It can be ordered separately for the A1 with a manual transmission.

Chassis – tenacious grip and precise dynamics

The front-wheel-drive Audi A1 Sport is the sportiest car in the class. It is nimble in the city, steady and precise on interurban roads, and comfortable on the highway and yet corners with the speed and precision of a sports car. These qualities can be attributed largely to the sophisticated chassis with the favourable weight distribution and the expertly-tuned sport suspension that is standard on the A1 Sport.

The engineers devoted a great deal of attention to the distribution of axle loads during the development of the Audi A1 Sport. Only 808 millimetres long, the front overhang is unusually short. Only 61 percent of the weight is on the front axle. A number of different details contribute to this, such as the battery being located beneath the luggage compartment.

The front suspension is a classic MacPherson design with lower wishbones and new elastokinematics. The subframe is made of high-strength steel. A torsion beam axle with the springs and dampers separated is used in the rear. Newly designed guide bearings were used to optimise the elastokinematics for driving dynamics and comfort. The A1 has a purposefully wide track, measuring 1,477 millimetres up front and 1,471 at the back; ensuring excellent roadholding.

Optionally available is the S line sport suspension kit, which offers stiffer spring and damper setting for those customers who want the ultimate A1 Sport dynamic experience.

Precise and efficient: the power steering

The youngest, freshest Audi comes equipped with electrohydraulic, rack-and-pinion power steering. The flow of oil is produced by an electric motor, which works more efficiently than a strictly hydraulic system. As speed increases, the

speed of the electric motor and thus the power assist decrease. The volumetric flow increases with high steering angles.

Steering response is spontaneous; feedback is precise and sensitive. The steering ratio is a very direct 14.8:1. The high turn-in of the front wheels keeps the turning circle to 10.6 meters – both factors make the A1 Sport extremely agile.

Audi has tuned all chassis components for sportily balanced handling. The front control arm bearings, for example, are stiff to improve lateral support. The rear bearings, on the other hand, have non-linear characteristics for better comfort.

Twin-tube gas shock absorbers with supplemental polyurethane springs provide the damping at all four wheels. The tautly tuned sport suspension is standard with the A1 Sport

Dynamic and safe: ESP with electronic limited slip differential

The A1 Sport comes equipped with attractive and cutting-edge Audi technology – the ESP stabilisation system with electronic limited slip differential. Similar to a mechanical locking differential, it makes the already agile handling even more dynamic. If the controller detects that the load on the inside front wheel is reduced too much, it initiates brief, controlled braking of that wheel – not more than subtly brushing the pads to the disc with minimal pressure.

The smooth and continuous intervention takes place before excess slip, which would waste significantly more energy, can occur. The slight braking causes the excess torque to flow to the outside wheel, which can apply more power to the road. At the same time, the difference between the drive forces generates a certain yaw moment that helps the driver by turning the car very slightly into the corner.

The result is impressive: The A1 Sport remains neutral noticeably longer, and understeer is largely neutralised when turning into corners and when accelerating. The ESP stabilisation program intervenes later and more gently, if it is even necessary at all. Overall road behaviour is even more precise, agile and stable; further enhancing objective safety and the driver's subjective confidence in the car.

Sporty: the wheels and brakes

The ESP in the A1 Sport works in conjunction with large, powerful brakes. The A1 1.4 Sport model wears 288 millimetre ventilated discs at the front, with solid, 230 millimetres discs at the rear gripped by aluminium floating calipers. The brake lights blink during emergency braking to warn trailing traffic. The warning blinker is also activated when the car is at rest.

17-inch 5-spoke V-design (polished) wheels come as standard, with a wide range of optional 17- and 18-inch wheels.

All Australian-delivered A1 models carry a space-saver spare tyre.

Equipment and trim

The A1 Sport is being launched at the very competitive price of \$42,500. Based on the top-spec Ambition trim line, the A1 Sport offers even more standard equipment, technology and features including:

- 7-speed S tronic transmission
- Sport suspension
- 17-inch, 5-arm double spoke V design wheels (polished)
- S line exterior package
- Xenon headlights with LED daytime running lights
- Rear parking sensors
- Black headlining
- Extended coloured interior elements in mono.pur material
- LED interior lighting package
- Multi-function steering wheel
- Bluetooth connectivity including voice activation
- Automatic air conditioning

Luxurious: features from the luxury class

Much of the optional equipment that Audi offers for the A1 Sport comes directly from the luxury class.

Audi has devoted a great deal of attention to the aspect of light and visibility. The high-beam assistant detects other vehicles and automatically changes between the high and low beams. The standard light and rain sensor automatically turns on the low beams and the windshield wipers. The optional panoramic sunroof brings light and air into the interior. The convenience key, another innovation in

the compact class, can stay in the jacket pocket – the A1 Sport unlocks when the driver pulls the door handle and starts at the push of the start-stop button.

Additional options include an alarm system, heated and folding side mirrors, storage and luggage compartment package and an additional front and rear parking aid system. There are also heated front seats, Milano leather, an automatic anti-dazzle rearview mirror and a leather multifunction sport steering wheel, with optional shift paddles.

Two S line sport packages are also available, with even more focussed suspension. For the interior, quattro GmbH also offers the S line sports package including features such as the S line sports multi function steering wheel and gear lever in perforated black leather, S line sports seats in Sprint cloth/leather upholstery and optional air vents in aluminium look. The customer can order this package in two variants; with the sporty 17" 5 -double spoke design wheel or the 18" inch 5-arm rotor design wheel that has been used for various RS models in the past. The optional S sport seat provides even more support. .

Audi exclusive line

Audi exclusive is ultimately about choice – but if you'd rather leave some of the decisions in the experienced hands of our designers, the team at quattro GmbH have created Audi exclusive line, combining some of the most popular elements of the exclusive range in one, beautifully coordinated package. This interior design package is an excellent example of stylish and tasteful design as well as Audi's obsession with attention to detail.

The package includes:

- Sports seats with Jet grey Fine Nappa leather seat side sections. Seat centre section in style cloth with Sports stripes in Alabaster white Alcantara and contrasting stitching in Alabaster white
- Floor mats in black with piping in Jet grey
- Lower centre console in Jet grey
- Steering wheel rim and gear lever gaiter come in interior trim colour with contrasting Alabaster white stitching

Audi exclusive

Every Audi is intrinsically exclusive. It's the breathtaking design, the exceptional engineering, the Vorsprung durch Technik. But for that extra special touch, you can personalise your new Audi A1 with options from Audi exclusive.

Audi exclusive allows you to specify your seats in Fine Nappa leather in an array of different colours. Select just one all-over shade for each seat, or customise each panel in two or more complementary colours from the distinctive Audi exclusive palette. You can even choose the colour of the decorative stitching to match or contrast with your chosen upholstery. The exterior paint can also be matched to virtually any colour, for the ultimate in customisation.

Audi A1 1.4 TFSI Sport Manufacturers List Price:

(MLP excludes dealer delivery and government statutory charges)

Audi A1 1.4 TFSI Sport 7-speed S tronic: \$42,500

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