

How to recognize the difference between a good car
and an outstanding car.





An outstanding car doesn't merely take you places. It takes you there in style.

We built the Audi 100LS to be a luxury car with classic design. Excellent performance. And with the ultimate in comfort.

The seats were orthopedically designed to give you the proper support and feel as comfortable after hours of driving as when you first sit down.

Many controls are on the steering column and can be operated without taking your hands off the wheel.

Drive a 100LS, and you'll notice tinted glass. Flow-through ventilation. A rear-window defogger.

There's a lockable glove box. A console with a map light. Door pockets. An armrest. And plush carpeting—even in the trunk!

There's a luxurious amount of room for five people. And a 20-cubic-foot trunk.

So now that you have an idea of what it comes with, you can see why we call this Audi the 100LS. Because it's 100% a Luxury Sedan.

It's thousands of parts meticulously engineered to work perfectly with one another.

Every car is made up of thousands of parts.

When we designed the Audi we wanted to be sure the parts worked as perfectly as possible.

So our engineers took all the things we learned from years of building cars and designed an Audi. Electronically, in a computer.

But even the finest designs don't mean anything until they're actually turned into a car. And that's what goes on every day at our factory.

If you visited it, you'd see craftsmen welding floorpans to chassis, to form single shells and insure a tighter fit. You'd see them hand-sanding bodies. And hand-sewing seat covers.

You'd see Audis being treated with undercoating to help prevent chips. And painted by hand.

You'd see passenger compartments designed

with energy-absorbing sections. Reinforced side doors. And padded interiors.

And you'd see Audis being tested.

All because we want them to be the best that we can make them. And if something isn't right, we want to find it. Not you.

An outstanding car transforms power into performance in the most direct, economical way.

Practically every car's power comes from the same source. Gasoline. But not every car converts it into useable energy in the most efficient way.

Audi does. Its front-engine, front-wheel drive transmits power directly to the driving wheels. As a result, you get quick response. The car *pulls* you through turns. And maintains a straight course.

C.I.S. fuel injection feeds the engine the exact amount of fuel that it needs, giving you good acceleration—from 0 to 50 in 8 seconds. Good gas mileage—up to 29 mpg on the highway, 19 mpg in the City.*And there's no choke or carburetor to service.

So you see, the 100LS is more than a luxury sedan. It's also well planned for performance. And to leave you money for other luxuries.

*EPA estimates (with standard transmission). Your actual mileage will vary depending on where and how you drive, your car's condition and optional equipment.

It uses unconventional systems to give you uncommon control.

Drive a 100LS and one of the first things you'll notice is its uncanny control.

Part of the reason is power-assisted rack-and-pinion steering, giving you quick response in turns.

Negative steering roll radius helps you maintain directional stability in the event of a blowout.

And steel-belted radial tires that improve traction and can increase gas mileage.

The 100LS has a dual-diagonal, power-assisted system. Each circuit includes one front and one rear wheel on opposite sides, helping you to stop straight



even if one circuit should fail. The rear drum brakes have fins that increase the cooling area and prolong the life of the linings. And there's a rear brake pressure regulator that automatically adjusts the braking balance to the car's load.

But reading about how the 100LS handles isn't enough. You have to drive one. And discover a feeling that's even nicer than luxury: Security.

An outstanding car is ready to go whenever you are.

We want your 100LS to keep traveling in style.

That's why we have authorized dealers throughout the U.S.A. Each is staffed with specially trained mechanics who have special tools at their fingertips. And if your Audi ever needs a part, our computerized inventory will find it quickly.

We're as proud of that new Audi as you are. And we'll do all we can to keep it running like new.

And, an outstanding car can be tailored to fit your style of life.

With options and accessories, like an automatic transmission. A sliding steel sunroof. Air conditioning. A tachometer. Special upholstery. Radios. And more.

Ask your dealer to show them to you. And how to turn our Audi into your Audi.

AUDI 100LS—1976

ENGINE:	No. of cylinders	4 cylinders, in-line water cooled
	Displacement	114.2 cu. in. (1871 cc)
	Compression ratio	8.0:1
ENGINE DESIGN:	Cylinder block	Cast iron
	Cylinder head	Light alloy
	Cooling system	Water cooled with pump
	Lubrication	Full pressure system
ELECTRICAL SYSTEM:	Fuel/Air supply	CIS—Fuel injection
	Rated voltage	12 volt with alternator (770 watt)
	Battery	12V 54 Amp. hr.
DRIVE TRAIN:	Ignition	Battery, capacitive discharge system
	Location of engine	Front, ahead of front axle
	Clutch	Single dry plate, Automatic Triok torque converter
	Transmission	4-speed, fully synchronized; 3-speed automatic (optional)
	Location of shift lever	Floor console
	CHASSIS AND SUSPENSION:	Frame
Front suspension		Independent, with upper and lower control arms (stabilizer)
Front springing		Coil spring and shock absorber
Rear suspension		Torsion crank axle with built-in stabilizer and Panhard rod

CHASSIS AND SUSPENSION (cont'd):	Rear springing	Coil springs and double-acting hydraulic shock absorbers
	Foot brakes	Power-assisted dual diagonal brake system Vented disc brakes front; finned drum brakes rear
	Hand brake	Mechanical, on rear wheels
	Rims	5½ J x 14
CAPACITIES:	Tires	165 SR 14 Radial ply-steel belted
	Steering	Rack and pinion
	Engine	4.2 U.S. qts./3.5 Imp. qts.
DIMENSIONS:	Standard transmission	4.2 U.S. pints/3.5 Imp. pints
	Automatic	ATF 6.3 U.S. pints/5.2 Imp. pints
	Fuel tank	15.3 U.S. gals./12.7 Imp. gals.
	Radiator	7.9 U.S. qts./6.6 Imp. qts.
PERFORMANCE:	Wheelbase	105.3 in.
	Front track	57.0 in.
	Rear track	56.1 in.
	Overall length	187.9 in.
	Overall width	69.1 in.
	Overall height (unloaded)	54.6 in.
	Turning circle	33.8 ft.
	Trunk space	20.1 cu. ft.
	Top speed	105 mph (Automatic 103 mph)
	Litho. in U.S.A.	Specifications subject to change without notice.