

Official fuel consumption figures for the A1 range in mpg (l/100km)
from: Urban 37.7 (7.5) – 64.2 (4.4), Extra Urban 55.4 (5.1) – 83.1
(3.4), Combined 47.9 (5.9) – 74.3 (3.8). CO₂ emissions: 139 – 99g/km.

Please contact your local Audi Centre for further information. Some of the cars illustrated are equipped with optional equipment for which an extra charge is made. Details concerning the delivery specifications, appearance and performance of the vehicle were correct to the best of our knowledge at the time of going to press. Deviations from the colours shown in the illustrations may occur. No liability is accepted for errors and printing errors. The right to introduce modifications is reserved. All images shown are for information purposes only and may not reflect UK specification.

Valid from May 2011.

For specification details visit audi.co.uk/A1

A1 Editions





Audi A1 Editions

The Audi A1 is full of big ideas. It's packed with premium innovations and advanced features you'd normally find at the top of the Audi range. Inside, you'll find a whole host of information and entertainment technology – such as MMI with a 6.5" colour screen, and options like 3D Satellite Navigation or a 465-Watt BOSE® 5.1 surround sound system, designed to make your journey easier and more enjoyable.

Our current Edition is the A1 Competition Line, which showcases a striking sporty design. From summer 2011 you'll also be able to opt for Contrast Edition, for a subtle new way to individualise your A1. The A1 Editions range builds on Sport trim, which already includes additional features such as Sports seats, a leather multi-function steering wheel and a Driver's Information System. Available as a series of limited runs, each Edition will feature a distinctive design to help set your A1 apart. What's more, you can further personalise your A1 Edition with a range of paint colours, upholsteries and options. Please ask a member of our sales team for details.



Competition Line

Competition Line is inspired by famous models from Audi's motorsport heritage, such as the legendary Audi quattro rally car which delivered numerous world championships in the early 1980s. It combines aerodynamic body styling with a striking, motorsport-inspired design both inside and out.



Exterior design elements:

- ▶ 18" 'Polygon' design alloy wheels
- ▶ Exterior styling package
 - Front spoiler
 - Double-blade roof spoiler
 - Side skirts
 - Rear diffuser in gloss black
 - Stainless steel tailpipe trims
- ▶ Exterior design features on:
 - Roofline
 - Shoulder line with 'Audi Sport' lettering
 - Number '1' on the bonnet and doors
 - Boot lid
 - Front spoiler lip, side skirts, wheel arch surrounds and double-blade roof spoiler
 - Rear sills with Audi rings





Interior design elements:

- ▶ Centre console trim
- ▶ Door handles
- ▶ Floor mats
- ▶ Rear-view mirror trim*
- ▶ Air vent sleeves in high gloss white

*Rear-view mirror trim not available with auto-dimming mirror.

Contrast Edition – coming in summer 2011

Contrast Edition will soon be added to the A1 Editions range. It's a subtle way to add style and individuality to your A1. The sporty exterior body styling package is enhanced with a contrasting coloured roof line, front spoiler lip, side skirts and double-blade roof spoiler. This sophisticated design is an understated way to set your A1 apart.



Image shows A1 Contrast Edition. The 18" 'polygon' design alloy wheels shown are available as an additional option via Audi Accessories.



Exterior design elements:

- ▶ 17" '5-arm' design alloy wheels
- ▶ Exterior styling package
 - Front spoiler lip
 - Side skirts
 - Double-blade roof spoiler
 - Rear diffuser in gloss black
 - Stainless steel tailpipe trims
- ▶ Roof contrast line
- ▶ Matching contrast on front spoiler lip, side skirts and double-blade roof spoiler



Engine overview

The Audi A1 Competition Line combines stylish design with advanced engines: the 1.4 TFSI® with 122PS and the diesel 1.6 TDI® with 105PS. While their size is relatively small, turbocharging ensures their power and performance isn't. These efficient engines include technologies like Start-Stop and Recuperation to ensure lower CO₂ and fuel consumption. And if you choose the 1.4 TFSI® engine, you can also replace the standard manual transmission with optional S tronic® – an innovative dual-clutch system for faster gear-shifts, uninterrupted power and even greater economy.

The table below shows the engine line-up in the Audi A1 Competition Line.

Competition Line

Engines	Power	Transmissions	CO ₂ g/km	Basic RRP	Total RRP inc VAT	Recommended OTR
1.4 TFSI	122PS	6-speed manual	124	£14,020.83	£16,825.00	£17,470.00
1.4 TFSI	122PS	7-speed S tronic	119	£15,229.17	£18,275.00	£18,920.00
1.6 TDI	105PS	5-speed manual	99	£14,562.50	£17,475.00	£18,120.00

Technology

Concert radio

A technologically advanced car needs a sound system to match – one designed to enhance the thrilling experience of every drive. The standard Concert radio incorporates an MP3-compatible CD player, AUX-IN socket, SD memory card reader and a 6.5-inch retractable display. Six high-performance speakers complete with two ‘tweeters’ work together to produce a sound to enliven any journey.

BOSE® surround sound system

The A1’s exterior is a perfect example of modern design. This is complemented inside, where you’ll find state-of-the-art technology throughout the cabin. Options include a BOSE® surround sound system with 14 high-performance speakers and a sub-woofer. The speaker housings are enhanced with bevelled edges. Thanks to a 10-channel amplifier, the speakers deliver 465 Watts of rich and clear sound, creating a rewarding listening experience – whatever kind of music you’re listening to.

LED technology

Upgrade to the Xenon light package and you’ll also benefit from LED daytime running lights, which provide a distinctive look with a unique, flowing design. Special reflectors focus the light emitted by each diode to create a powerful, uniform beam. And this technology also features in the rear lights, creating a striking design that is unmistakably Audi.

Technology package

The Audi A1 keeps many of its most impressive technologies concealed beneath sculptured bodywork and interior finishing. The optional technology package, with its HDD-based Satellite Navigation system, for example, gives you intuitive control of your car’s communication, information, navigation and entertainment functions. The MMI eight-way joystick lets you navigate maps quickly and easily in both 2D and 3D, while you can also use the Audi Music Interface to connect your iPod or the Bluetooth interface to stream music wirelessly from your mobile phone. There’s plenty of room to store your favourites too, as 20GB of the 40GB hard drive can be used to store up to 8,000 songs.

Mobile telephone preparation – High with online services

If you choose the technology package, you can also specify mobile telephone preparation – High, with online services. A world first in this class of car, it lets you keep completely up to date with the latest online services and turns your A1 into a Wi-Fi hotspot. So when you take a trip, you won’t just be able to check the weather before you leave, you’ll also have access to the latest forecast throughout your journey. Thanks to Wi-Fi connectivity, your passengers can access the internet while you drive, so they can check emails and browse the web using a laptop or smart phone. And finding your destination is easier too, as navigation through Google Earth makes it possible to identify real-life details and search for local landmarks and other points of interest.

