



A1

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Dare to make your mark

Introducing the bold, intuitive and intelligent entry level model, the new Audi A1 Sportback is here to redefine convention. The Audi A1 Sportback is stylish, urban and sporty – staying ahead of the game with forward-

thinking technology and pioneering design. Whether you're navigating the city or a weekend adventure, the Audi A1 Sportback's formidable engines turn every drive into a memorable, exciting experience.





Your everyday
made extraordinary





Wherever the day leads you, the Audi A1 Sportback allows you to drive a statement home.

The wide track and short overhangs provide for a taut, sporty and masculine look. The design of the shutters for the main light functions draws inspiration from sailing and days spent soaking in the sun.

A low-set, concentrated look in conjunction with the small rhombus segments in the top section of the headlights create a bold and confident appearance.



Performance



Agile
and assertive





The Audi A1 has a sporty, design and powerful, efficient petrol engines to match, with outputs ranging from 85 kW to 147 kW. Powerful turbocharging, direct injection and a particulate filter are standard and take the Audi A1 from 0 – 100km/hour in 9.4 seconds.

The Audi A1 offers agile yet refined handling. The Intelligent driver assist system is there to make your driving experience even easier, with start/stop system that includes regenerative braking, Hill start assist, and Electronic Stability Control (ESC).

The Audi A1 will impress you with its confidence on the road, offering just enough vigour while also remaining elegant, composed and practical. With responsive engines, tidy driving dynamics and premium execution, you'll enjoy how refined it is, but with a playful edge.





Innovation made seamless

The Audi A1 offers the best infotainment in its class, with customisable interior colours and finishes. Built with premium styling and intuitive technologies, the A1 Sportback comes standard with an 8.8" colour centre screen with MMI touch display and a smartphone interface that seamlessly connects your phone to your vehicle.

The Audi virtual cockpit ensures a highly elevated driving experience. Set in a fully digital 10.25-inch instrument display, the digital cockpit plus allows you to customise the information you see across a range of driver-centric speed, navigation, audio and phone settings.





Urban edge meets everyday comfort

Step inside the Audi A1 and discover a space where premium materials, intuitive technology, and bold design come together.

From the driver-focused digital cockpit to the refined finishes throughout, every detail is crafted to elevate your everyday drive. Compact has never felt this sophisticated.



Travel in style

The Audi A1's seating and upholstery options vary from functional fabric and sporty trims to luxurious leather, whatever your preferred aesthetic there is a premium quality material with thoughtful detail for you.

Whichever direction you choose to go in, comfort is always front and centre in the Audi A1 with the front seats offering height adjustment, head restraints for front and three back seats and folding rear seat backrest, as well as a luggage compartment package with variable loading and luggage net.





Leave the ordinary behind

The Audi A1's lighting combines practicality with elegance. LEDs are standard on certain models, offering sophistication and flair. The use of separate daytime running lights and optional auto-lighting systems not only improve nighttime visibility but also elevate the A1's identity on the road and bring a sharp, modern edge

to the A1's compact frame. Personalise your interior lighting for an elevated experience, with packages such as the LED package which offers elegant white LEDs that create ambient illumination across multiple zones including the doors and roof, footwells, reading lights and makeup mirrors.



Uniquely unmissable

Exterior Colours



Cortina White



District Green



Navarra Blue Metallic



Glacier White



Dew Silver



Mythos Black



Arrow Gray Pearl



Progressive Red



Chronos Grey





Dynamic by design

The A1 30 TFSI's energetic lines are complemented by the 15" alloy wheels, combining form and function to cement the A1 as the ideal lifestyle and urban companion.

Every detail of the Audi A1 is crafted to turn heads and the wheels are no exception. Bold, modern and unmistakably Audi, they strike the perfect balance between sportiness and elegance. With precision engineering and a variety of striking designs, the wheels don't just carry you forward they define your style on every journey.



Audi exclusive



Plenty of room for personality

Turn your Audi into an unmistakably unique vehicle that reflects your personality in ever finish. Choose from fine materials and a wide range of colours to give your vehicle individuality. Combine a range of options and experience the diversity and customisation possibilities of Audi exclusive.





Standard Equipment

30 TFSI

Highlights

- ▶ 15 inch alloy, 5 arm style
- ▶ Digital cockpit
- ▶ MMI Radio Plus with additional 8.8 inch centre screen integrated into black glass look centre dashboard
- ▶ Leather steering wheel, 3 spoke, with multifunction plus
- ▶ Start/stop system with regenerative braking
- ▶ Tyre pressure monitoring system
- ▶ Exterior mirrors power adjustable and heated

Exterior Equipment

- ▶ Halogen headlights
- ▶ Separate daytime running lights
- ▶ Rear fog lamps
- ▶ Anti theft wheel bolts
- ▶ Additional front underbody guard with underbody stone guard
- ▶ Mirrors in black
- ▶ Roof dome in body colour

Driving Dynamics

- ▶ Standard suspension
- ▶ Hill start assist
- ▶ Electronic Stability Control (ESC)
- ▶ Electromechanical power steering

Interior Equipment

- ▶ 6 speaker system (passive)
- ▶ USB type A for charging external devices
- ▶ Manual air conditioning
- ▶ “Delta” fabric seat
- ▶ Floor mats front and rear
- ▶ Accent surfaces surrounding interior airvents in black
- ▶ Programmable speed limiter
- ▶ Non smoker’s package
- ▶ Bluetooth interface
- ▶ Light/rain sensor
- ▶ Headlining in titanium grey fabric
- ▶ Anti theft alarm system
- ▶ Space saving spare wheel
- ▶ Tool kit and car jack
- ▶ First aid kit with warning triangle
- ▶ iSize child seat mounting on front passenger seat & outer rear seats
- ▶ Luggage compartment package with variable loading & luggage net
- ▶ Front seats with height adjustment
- ▶ Folding rear seat backrest
- ▶ Head restraints for front and three back seats
- ▶ Windshield in heat insulating glass
- ▶ Dimmable interior rear view mirror
- ▶ Deactivation switch for front passenger airbag
- ▶ Side airbags in front and curtain airbag system
- ▶ Inlays in polygon structure design, black
- ▶ Front centre armrest
- ▶ Voice recognition





Standard Equipment

35 TFSI

Highlights

- ▶ 16 inch alloy wheel, 10 spoke style
- ▶ LED headlights
- ▶ LED rear combination lamps with dynamic indicators
- ▶ Digital cockpit
- ▶ MMI Radio Plus with additional 8.8 inch centre screen integrated into black glass look centre dashboard
- ▶ LED interior lighting
- ▶ Leather steering wheel, 3 spoke, with multifunction plus
- ▶ Tyre pressure monitoring system
- ▶ Start/stop system with regenerative braking
- ▶ Exterior mirrors power adjustable and heated

Exterior Equipment

- ▶ Separate daytime running lights
- ▶ Rear fog lamps
- ▶ Anti theft wheel bolts
- ▶ Additional front underbody guard with underbody stone guard
- ▶ Body coloured exterior mirrors
- ▶ Roof dome in body colour

Driving Dynamics

- ▶ Standard suspension
- ▶ Hill start assist
- ▶ Electronic Stability Control (ESC)
- ▶ Electromechanical power steering

Interior Equipment

- ▶ 6 speaker system (passive)
- ▶ USB type A for charging external devices
- ▶ Manual air conditioning
- ▶ “Delta” fabric seat
- ▶ Floor mats front and rear
- ▶ Accent surfaces surrounding interior airvents in black
- ▶ Programmable speed limiter
- ▶ Non smoker’s package
- ▶ Bluetooth interface
- ▶ Light/rain sensor
- ▶ Headlining in titanium grey fabric
- ▶ Anti theft alarm system
- ▶ Space saving spare wheel
- ▶ Tool kit and car jack
- ▶ First aid kit with warning triangle
- ▶ iSize child seat mounting on front passenger seat & outer rear seats
- ▶ Luggage compartment package with variable loading & luggage net
- ▶ Front seats with height adjustment
- ▶ Folding rear seat backrest
- ▶ Head restraints for front and three back seats
- ▶ Windshield in heat insulating glass
- ▶ Auto dimming interior rear view mirror
- ▶ Deactivation switch for front passenger airbag
- ▶ Side airbags in front and curtain airbag system
- ▶ Inlays in polygon structure design, black
- ▶ Front centre armrest
- ▶ Voice recognition





Standard Equipment

40 TFSI

Highlights

- ▶ 17 inch alloy wheel, 5 spoke design with platinum grey inserts
- ▶ LED headlights
- ▶ LED rear combination lamps with dynamic indicators
- ▶ Digital cockpit
- ▶ MMI Radio Plus with additional 8.8 inch centre screen integrated into black glass look centre dashboard
- ▶ LED interior lighting
- ▶ Tyre pressure monitoring system
- ▶ Exterior mirrors power adjustable and heated
- ▶ S line exterior package
- ▶ 2 zone automatic air conditioning
- ▶ Cruise control
- ▶ Audi drive select
- ▶ Aluminium look in the interior
- ▶ Sport seats
- ▶ Red brake calipers

Driving Dynamics

- ▶ Sports suspension with adjustable dampers
- ▶ Hill start assist
- ▶ Electronic Stability Control (ESC)
- ▶ Electromechanical power steering
- ▶ Start/stop system with regenerative braking

Exterior Equipment

- ▶ S line roof spoiler
- ▶ Radiator grille in titanium black
- ▶ Frame of the radiator grille in matte aluminum silver
- ▶ Side air intakes in front matte black, grained
- ▶ Frame of side air intakes in titanium black
- ▶ Blade front spoiler in platinum grey matte
- ▶ Side skirts in body colour
- ▶ S line emblem on the outer fenders
- ▶ Diffuser in titanium black matte
- ▶ Separate daytime running lights
- ▶ Rear fog lamps
- ▶ Anti theft wheel bolts
- ▶ Additional front underbody guard with underbody stone guard
- ▶ Body coloured exterior mirrors
- ▶ Roof dome in body colour
- ▶ Door sills with aluminium insert & 'S' lettering



Standard Equipment

40 TFSI Continued



Interior Equipment

- 6 speaker system (passive)
- USB type A for charging external devices
- Novum™ fabric seat & Floor mats front and rear
- Accent surfaces surrounding interior airvents in silver grey
- Inlays in polygon structure design, slate grey
- Programmable speed limiter
- Non smoker's package
- Bluetooth interface
- Light/rain sensor
- Leather steering wheel, 3 spoke, with multifunction plus
- Headlining in titanium grey fabric
- Anti theft alarm system
- Space saving spare wheel
- Tool kit and car jack
- First aid kit with warning triangle
- iSize child seat mounting on front passenger seat & outer rear seats
- Luggage compartment package with variable loading & luggage net
- Front seats with height adjustment
- Folding rear seat backrest
- Head restraints for front and three back seats
- Windshield in heat insulating glass
- Auto dimming interior rear view mirror
- Deactivation switch for front passenger airbag
- Side airbags in front and curtain airbag system
- Front centre armrest





Audi Vorsprung durch Technik