



**Product and Technology Communications**

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## **The Audi S1 and the Audi S1 Sportback**

- **New 2.0 TFSI with 170 kW (231 hp) and 370 Nm (*272.90 lb-ft*) of torque, but just 7.0 liters per 100 kilometers (*33.60 US mpg*)**
- **From 0 to 100 km/h (*62.14 mph*) in 5.8 seconds**
- **First quattro drive in the small compact segment**

**Ingolstadt, February 12, 2014 – A great name makes a comeback: Audi is presenting the S1 and the S1 Sportback, the new flagship models in the compact A1 model line. Their 2.0 TFSI develops 170 kW (231 hp) and produces 370 Nm (*272.90 lb-ft*) of torque; the quattro permanent all-wheel drive and the extensively revamped suspension put the power effortlessly down onto the road. The Audi S1 and the S1 Sportback set the benchmark in their class for dynamic performance.**

Back in the 1980s an Audi S1 garnered a legendary reputation – it was the car that would see the brand dominate the World Rally Championship in its day. Now the abbreviation is coming back – but this time as a road-going version: the Audi S1 and the S1 Sportback constitute the new flagship models in the compact A1 model line, adding an entry-level version to the Audi S model portfolio.

“The Audi S1 offers all the virtues of a sports car, great performance, direct handling and permanent quattro drive that puts the power to the road in a superior way,” says Prof. Dr. Hackenberg, Audi Board Member for Technical Development, adding: “The quattro drive has a large following of fans, which is sure to become even larger thanks to the offering in this segment.”

A high-performance four-cylinder unit provides the drive. The 2.0 TFSI fitted with a turbocharger develops 170 kW (231 hp) and produces up to 370 Nm (*272.90 lb-ft*) of torque. The two-liter engine accelerates the Audi S1 and the S1 Sportback from 0 to 100 km/h (*62.14 mph*) in 5.8 and 5.9 seconds respectively. The top speed is 250 km/h (*155.34 mph*). On average the sporty, sonorous TFSI consumes just 7.0 (*33.60 US mpg*) or 7.1 (*33.13 US mpg*) liters of fuel per 100 kilometers (162 and 166 grams CO<sub>2</sub> per kilometer [*260.71 g/mile / 267.15 g/mile*]) respectively.



Like all Audi S models, the S1 and the S1 Sportback also come with quattro permanent all-wheel drive onboard. At its heart is a hydraulic multi-plate clutch located on the rear axle. Its specifically tuned control software boasts a decidedly dynamic setup. The electronic differential lock with the fine-tuned wheel-selective torque control is a function of the Electronic Stabilization Control (ESC). It features two-stage deactivation and supplements the work of the multi-plate clutch with additional finely metered braking intervention on the inside wheels – the interaction of both systems makes for extremely agile, precise and stable handling.

The suspension on the two compact sport models has been extensively revamped. The electromechanical power steering has been newly developed. Modified pivot bearings on the front axle enhance spontaneity when turning. At the rear a four-link design replaces the compound link rear suspension used on the A1 models. The setup is sporty and firm; the Audi drive select dynamic handling system comes with a range of settings to vary the response of the engine, automatic air conditioning and the likewise standard variable shock absorbers.

A larger brake master cylinder as well as large brake discs – front 310 millimeters (12.20 in) in diameter – ensure excellent deceleration. Red brake calipers with S1 logo can be ordered as an option. The two sporty compact models are supplied ex factory with 17-inch wheels with 215/40 R17 tires; Audi offers 18-inch wheels with 225/35 R18 tires as an option.

The Audi S1 and the S1 Sportback are instantly recognizable as the flagship models in the A1 model line. Their xenon plus headlights are all-new while the LED rear lights come with new, horizontally structured graphics. A host of details – particularly on the front and rear bumper, the side sills and the exhaust system – boast more striking styling. Four new exterior colors supplement the available paint finishes. The optional quattro exterior styling package hones the look further, courtesy of features such as a large roof spoiler.

The interior of the two compact sport models is finished in dark tones; black dominates, including on the air vent sleeves. The instruments feature S-specific dark-gray scales; the pedal caps are made out of brushed stainless steel. As an alternative to the standard sport seats, Audi fits the S sport seats with integrated head restraints. The quattro interior styling package can be selected as an option to add striking color accents.



The price of the Audi S1 and the S1 Sportback, which will be available at dealers in Germany in the second quarter of 2014, will be €29,950 and €30,800 respectively. The extensive standard equipment can be supplemented with optional high-end features such as the convenience key, the MMI navigation plus with fold-out color monitor or the Bose surround sound system. The Audi connect module including car phone provides a connection to the Internet, allowing passengers to access the Internet and send e-mails on their mobile devices via a Wi-Fi hotspot, while the driver enjoys in-car access to tailor-made services from Audi connect.

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The Audi Group delivered around 1,575,500 cars of the Audi brand to customers in 2013. From January through the end of September 2013 the Company posted revenue of €37 billion and an operating profit of €3.74 billion. The Audi Group is globally present in more than 100 markets and produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). The brand with four rings produces cars also in Foshan (China) since December 2013, in 2015 in São José dos Pinhais (Brazil) and 2016 in San José Chiapa (Mexico). AUDI AG's wholly owned subsidiaries include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The Group currently employs almost 73,000 people worldwide, including around 50,000 in Germany. Total investment of around €22 billion is planned from 2014 to 2018 – mainly in new products and sustainable technologies. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO<sub>2</sub>-neutral mobility.