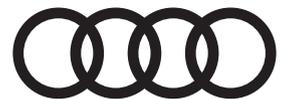




A1|S1



Contents

This guide is designed to give you an overview of the features and options of the Audi A1 range. For more detailed information and pricing, please download the pricelist from www.audi.co.uk/pricelist. You can also configure your perfect A1 using our online configurator at www.audi.co.uk/configurator.

The images featured in this guide are for illustrative purposes only and may feature left-hand drive vehicles and include equipment that is not UK specification.

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Create the car you've always imagined.

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The Audi A1

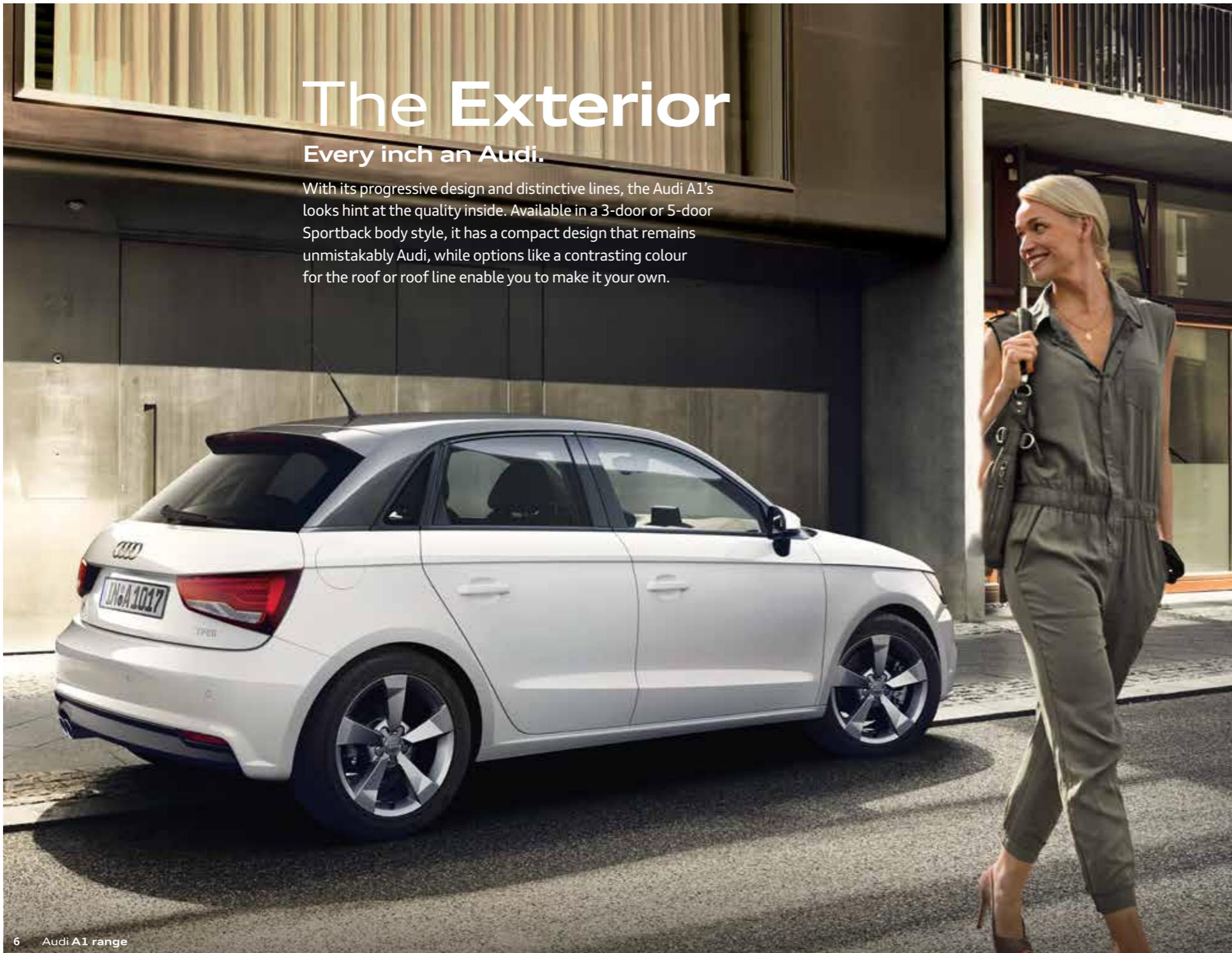
Concentrated Audi.

The humble paper clip. The tungsten filament. The silicon chip. Sometimes, the biggest ideas are found in the smallest things. And the same goes for the Audi A1. It includes premium materials and a range of technology you'll find in our larger models, combined with a wide selection of engine and colour choices. The result is a compact car full of big ideas.

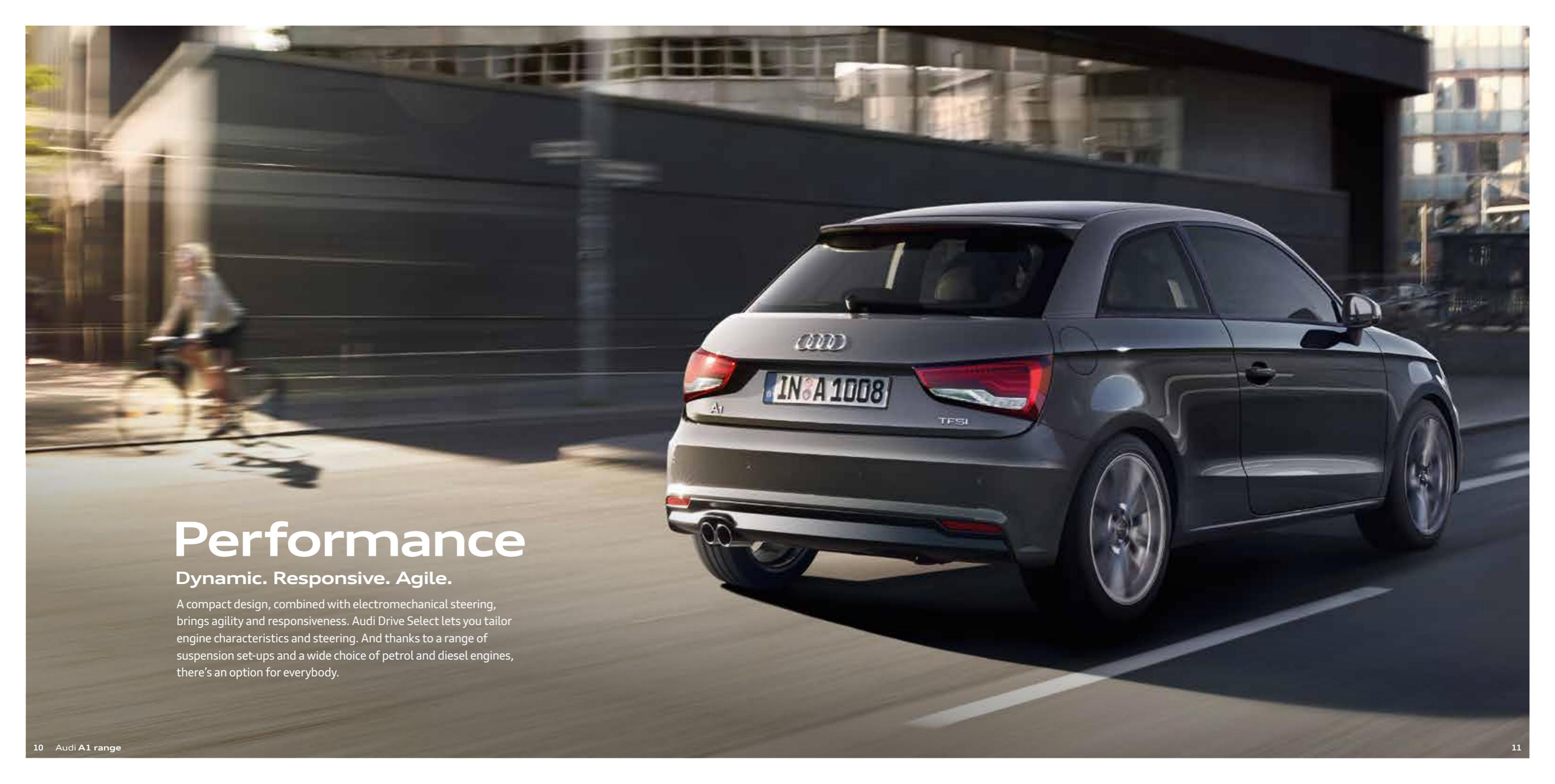
The Exterior

Every inch an Audi.

With its progressive design and distinctive lines, the Audi A1's looks hint at the quality inside. Available in a 3-door or 5-door Sportback body style, it has a compact design that remains unmistakably Audi, while options like a contrasting colour for the roof or roof line enable you to make it your own.





A dark grey Audi A1 is shown from a rear three-quarter view, driving on a city street. The car is in motion, with a blurred background of buildings and a cyclist. The license plate reads 'IN A 1008'. The Audi logo and 'TFSI' badge are visible on the rear. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

Performance

Dynamic. Responsive. Agile.

A compact design, combined with electromechanical steering, brings agility and responsiveness. Audi Drive Select lets you tailor engine characteristics and steering. And thanks to a range of suspension set-ups and a wide choice of petrol and diesel engines, there's an option for everybody.





14 Audi A1 range



15



The Interior

Refined materials. Luxurious touches.

The A1's interior is finely crafted and considered, right down to the look of the optional coloured air vents and the feel of the chrome-plated controls and leather-covered steering wheel. Our 6.5" MMI display comes as standard, showing you important information on a clear, high-resolution display.





Beauty in the detail.

The cabin features a level of quality rarely seen in a car this size. Zeitgeist cloth upholstery and split-folding 60:40 rear seats come as standard, with luxurious leather and Alcantara available as options. Choose the Sport model and the front seats are also upgraded to the Sport seat design.





Technology

Big on tech.

In the A1, you'll find optional technology you might only expect at the top of the range. Like advanced key that lets you access and start your car with the key in your pocket, or options like HDD Navigation and Audi Connect that come as part of the Technology Pack. You can also add BOSE® Surround Sound System and LED Interior Lighting Pack to bring even more refinement to the interior. With so many innovations to choose from, you can create an Audi A1 that's as individual as it is advanced.





S1

Compact performance.

More power. More torque. Even more fun to drive. The Audi S1 is a high-performance model that can power from 0-62mph in just 5.8 seconds.* Sport suspension, 'S' steering and quattro all-wheel drive come fitted as standard for improved road-holding and a more engaging experience behind the wheel.







S1

Powerful looks.

But it's not just about performance. There are small but striking details, like contrast stitching, S1 badging and stainless steel pedals. Combined with optional Super Sport seats and a quattro Interior Styling Package, they help to ensure the S1 looks as impressive on the inside as it feels to drive.

Vorsprung durch Technik



Not just a slogan. A philosophy.

Progress. It's behind everything we do at Audi. It's why, in the Audi A1, we've incorporated new technologies to help you on the road and engines to deliver impressive performance and fuel economy.

The Audi A1 is the embodiment of our forward-thinking approach.

Driving confidence, whatever the weather.

Loose gravel. Icy patches. A tight bend in the rain. Conditions on the road are always changing, so quattro changes too. Standard on S1, it analyses your grip – automatically distributing power between all four wheels to where it's needed most. It's made for the most challenging conditions of all – the ones you encounter every day. Whatever the road holds, you can be confident that quattro will react.



quattro





Audi

Connect Infotainment Services

The world at your fingertips.

Audi Connect Infotainment Services is the link between your Audi and the internet, giving you access to entertainment, information and search functions via scrolling and tapping.

With 3G internet access in your car,* you can call up news reports, fuel prices and weather, as well as high-resolution aerial and satellite pictures from Google Earth™.

When purchased as part of the optional Technology Pack, Audi Connect Infotainment Services is available as a 36-month subscription on all trims and models, with the exception of SE.

Image for illustrative purposes only.
*Please note that an external data source is required to enable Audi Connect Infotainment Services.
Terms and conditions apply. Please see pages 73 and 74 for additional information.



Stay connected on the move.

The following Audi-supported services are currently available:

Infotainment.



Weather information

Gives you the latest weather for today, as well as weekly forecasts and a weather map for your chosen destination.



Online news

Text and images from a variety of news sources with text-to-speech function so you are kept up to date with what's happening in the news.

Mobility and navigation.



Navigation with Google Earth™

Displays high-resolution aerial and satellite images to help guide you to your destination.



Points-of-interest (POI) search with voice control

Allows internet searches via Google for special destinations so that you can access POI information such as opening hours, visitor reviews and photos. Integrated voice recognition, which can be conveniently operated by pushing the button on the multi-function steering wheel, offers even more convenience. You can also access POI information straight from your smartphone with the Audi MMI app.



Destination entry via Google Maps™*

Using your smartphone or tablet and myAudi, you can conveniently plan your journey using Google Maps™ and send the destination details to your car's navigation system.



Travel information

With Travel information you can find out what's happening nearby and at your destination. The online search engine provides detailed information such as sights, restaurants, shops, etc. which can be loaded directly into your navigation destination. You can also access travel information from your smartphone with the Audi MMI app.



Parking information

Helps you find car parks nearby and, where available, information on prices and currently vacant spaces.



City events

The City events function provides information about current events and places of interest at your location or travel destination.



Fuel prices

Information on filling stations with the cheapest prices in your selected search area. You can sort by price or by distance for your convenience, and can load destinations directly into your navigation system.



Traffic information online

Receive the latest information about your route, such as traffic congestion and roadwork updates. The traffic information data is continuously updated and displayed in colour on the navigation map, and the dynamic route guidance will keep you updated.

Compact, yet innovative.

The Audi A1 comes with a high-resolution 6.5" MMI display and DAB digital radio as standard. There's also a huge range of optional features available, some of which are packaged together for your convenience in our Technology Pack.

You can choose options that take the strain out of driving, like high-beam assist and Satellite Navigation, as well as Audi Parking System Plus that makes it easier to get into the tightest of spaces. And for the ultimate in entertainment, you can also add the BOSE® Surround Sound System.



Technology



Build your Audi

**Express your individuality
with a choice of standard
and optional features.**

The following sections of this guide are designed to make it easy for you to understand the specification of your Audi A1 and select the options you want. So with just a few choices, you can begin to create the Audi you've always imagined. However, if you want more details, please download the relevant pricelist from www.audi.co.uk/pricelist

A1 SE

Available on A1 and A1 Sportback.

The SE offers an attractive level of specification as standard. Highlights include 15" alloy wheels, 3-spoke Sport steering wheel and a 6.5" MMI display screen in high-gloss black.

Equipment highlights include:*

- ▶ 15" x 6.0J '5-arm' design alloy wheels
- ▶ Dynamic suspension
- ▶ Electromechanical power steering
- ▶ Automatic Start-Stop function
- ▶ Halogen headlights
- ▶ Exterior mirrors – heated and electrically adjustable
- ▶ Standard seats in Zeitgeist cloth upholstery
- ▶ Split-folding rear seats
- ▶ 3-spoke Sport steering wheel
- ▶ Air vent sleeves in Matt black
- ▶ Centre console with 2 cupholders and 12V socket
- ▶ Illuminated glovebox
- ▶ Manual air conditioning
- ▶ 6.5" MMI display screen in High-gloss black – manually retractable
- ▶ Concert radio/single CD player with MP3 file compatibility, 6 speakers in front and rear and 2 tweeters
- ▶ DAB radio
- ▶ SD memory card reader
- ▶ ISOFIX child seat mounting – for outer rear seats, including Top Tether attachment
- ▶ Cruise control
- ▶ Rear parking sensors



Main image. A1 SE in optional Glacier white, metallic paint and optional Xenon Plus headlights. 1. 15" x 6.0J '5-arm' design alloy wheels. 2. Standard seats in Zeitgeist cloth. 3. 6.5" MMI display screen in High-gloss black. 4. Split-folding rear seats.

A1 Sport Nav

Available on A1 and A1 Sportback.

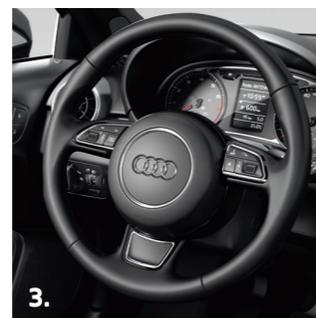
Specification in addition or replacement to SE.

As standard, the Audi A1 Sport Nav includes striking 16" alloy wheels, as well as front Sport seats for added support.

In the cabin, technologies like Bluetooth and Audi Music Interface keep you connected while you're on the move.

Equipment highlights include:*

- ▶ 16" x 7.0J '5-spoke' 'Sport' design alloy wheels
- ▶ Sport suspension with stiffer spring and damper settings (de-selection is available)
- ▶ Audi Drive Select
- ▶ Polished tailpipe(s)
- ▶ Front Sport seats in Tornado cloth upholstery
- ▶ Manually adjustable lumbar support in front seats
- ▶ 3-spoke leather Sport multi-function steering wheel (with gear-shift paddles for S tronic transmissions)
- ▶ Driver's Information System (DIS) – 3.5" monochrome display
- ▶ Air vent sleeves in High-gloss black
- ▶ Aluminium trim for control switches, glove compartment, door handles and door sills
- ▶ Audi Music Interface
- ▶ Bluetooth interface†
- ▶ Voice control of key telephone and radio functions
- ▶ Satellite Navigation system – SD card-based



Main image. A1 Sportback Sport Nav in optional Nano grey, metallic paint and optional Xenon Plus headlights. 1. 16" x 7.0J '5-spoke' 'Sport' design alloy wheels. 2. Driver's Information System (DIS). 3. 3-spoke leather Sport multi-function steering wheel.

4. Air vent sleeves in High-gloss black.



*For full equipment listing and information, please download the pricelist from www.audi.co.uk/pricelist

†For mobile phone and software version compatibility, please visit your Audi Centre or www.audi.co.uk/phonecompatibility

A1 S line Nav

Available on A1 and A1 Sportback.

Specification in addition or replacement to Sport Nav.

Upgrade to S line Nav to add 17" alloy wheels, S line exterior styling and distinctive Xenon headlights. When you're behind the wheel, you'll enjoy an even more dynamic ride thanks to S line Sport suspension.

Equipment highlights include:*

- ▶ 17" x 7.5J '10-Y-spoke' design alloy wheels
- ▶ S line Sport suspension
- ▶ Xenon headlights with LED daytime-running lights
- ▶ LED rear lights
- ▶ S line body styling
- ▶ S line badges on front wings
- ▶ Rear diffuser – painted in Platinum grey
- ▶ S line roof spoiler
- ▶ Front Sport seats in Sprint cloth/leather upholstery with embossed S line logo
- ▶ 3-spoke leather Sport multi-function steering wheel with aluminium inlay, S line badging and perforated leather trim (with gear-shift paddles for S tronic transmissions)
- ▶ Black cloth headlining
- ▶ Door sill trims with aluminium inlays and S line lettering
- ▶ LED Interior Lighting Pack



Main image. A1 S line Nav in optional Scuba blue, metallic paint with contrast roof line in Brilliant black. 1. 17" x 7.5J '10-Y-spoke' design alloy wheels. 2. LED rear lights. 3. Front Sport seats in Sprint cloth/leather.



A1 Black Edition Nav

Available on A1 and A1 Sportback.

Specification in addition or replacement to S line Nav.

The Black Edition Nav+ gives added impact to your A1, adding a Black Styling Pack with privacy glass. The looks are enhanced further with 18" alloy wheels, and the interior benefits from the impressive Audi Sound System.

Equipment highlights include:*

- ▶ 18" x 7.5J '5-V-spoke' design titanium finish, diamond cut alloy wheels
- ▶ Black Styling Pack includes:
 - ▶ Rear diffuser in High-gloss black
 - ▶ Radiator grille frame and struts in High-gloss black
 - ▶ Side air inlets in High-gloss black
 - ▶ Tailpipes and front lip spoiler in High-gloss black
 - ▶ Number plate holder in Matt black
 - ▶ Radiator grille in Matt black
- ▶ Light and rain sensors
- ▶ Privacy glass
- ▶ Front Sport seats in leather/perforated Alcantara upholstery with embossed S line logo
- ▶ 3-spoke leather Sport multi-function flat-bottomed steering wheel with S line badging and perforated leather trim (with gear-shift paddles for S tronic transmissions)
- ▶ Electronic climate control
- ▶ Centre console in High-gloss black
- ▶ Pedals in stainless steel
- ▶ Audi Sound System



Main image. A1 Sportback Black Edition Nav in optional Misano red, pearl-effect paint. 1. 18" x 7.5J '5-V-spoke' design titanium finish, diamond cut alloy wheels. 2. 3-spoke leather Sport multi-function flat-bottomed steering wheel. 3. Electronic climate control.

*For full equipment listing and information, please download the pricelist from www.audi.co.uk/pricelist
†Exterior colour choices are limited. For details, please download the pricelist from www.audi.co.uk/pricelist

S1 Nav

Available as S1 and S1 Sportback.

Specification in addition or replacement to Sport Nav.

There's more to the Audi S1 Nav than power alone. 'S' design body styling, quattro permanent all-wheel drive and 17" alloy wheels come as standard, while S1 embossed front Sport seats and 'S' badging give a unique aspect to the interior.

Equipment highlights include:*

- ▶ 17" x 7.5J '5-parallel-spoke' 'S' design alloy wheels
- ▶ 'S' Sport suspension with adjustable dampers
- ▶ 'S'-specific, more direct steering
- ▶ quattro permanent all-wheel drive
- ▶ Audi Drive Select
- ▶ Xenon headlights with LED daytime-running lights
- ▶ LED rear lights
- ▶ 'S' design body styling
- ▶ 'S' roof spoiler
- ▶ Rear diffuser incorporating dual-branch oval twin tailpipes
- ▶ Exterior door mirrors in aluminium styling
- ▶ Black brake calipers with S1 logo on front calipers
- ▶ Light and rain sensors
- ▶ Black Sector cloth/leather upholstery with embossed S1 logo and contrasting red stitching
- ▶ 2 rear seats (3-door and Sportback)[†]
- ▶ 'S'-specific gear-lever knob
- ▶ 3-spoke leather Sport multi-function steering wheel with high-gloss S1 badge
- ▶ Door sills with aluminium inlays and S1 logo
- ▶ LED Interior Lighting Pack
- ▶ Electronic climate control
- ▶ Pedals in stainless steel
- ▶ MMI with S1 logo
- ▶ Centre console and door armrests in mono.pur



Main image. S1 Nav in optional Vegas yellow, gloss paint and contrast roof line in Brilliant black, gloss paint with optional 18" x 7.5J '5-parallel-spoke Star' 'S' design alloy wheels. **1.** 17" x 7.5J '5-parallel-spoke' 'S' design alloy wheels. **2.** Dual-branch oval twin tailpipes. **3.** Door sills with aluminium inlays and S1 logo. **4.** 3-spoke leather Sport multi-function steering wheel with S1 badge.

*For full equipment listing and information, please download the pricelist from www.audi.co.uk/pricelist

[†]Please note that the 3-seat rear bench is not available on S1.

S1 Competition Nav

Available as S1 and S1 Sportback.

Specification in addition or replacement to S1 Nav.

Larger 18" alloy wheels. Eye-catching decals. Carbon exterior mirror housings. A double-blade roof spoiler. The Audi S1 Competition Nav has a range of features that set it apart.

Equipment highlights include:*

- ▶ 18" x 7.5J '5-arm-wing' design matt black finish, diamond cut alloy wheels
- ▶ High-gloss Black Styling Pack includes:
 - ▶ Radiator grille frame and horizontal bars in High-gloss black
 - ▶ Side air inlets in High-gloss black
 - ▶ Number plate holder in Matt black
 - ▶ Radiator grille in Matt black
- ▶ V-design decal in Brilliant black, matt[†] – also available in Daytona grey, matt[^]
- ▶ Rear tailgate decal in Brilliant black, matt[†] – also available in Daytona grey, matt[^]
- ▶ Double-blade roof spoiler – design differs between 3-door and Sportback models
- ▶ Exterior door mirror housings in Carbon
- ▶ Privacy glass. Dark tinted glass from B-pillar backwards



Main image. S1 Sportback Competition Nav in optional Sepang blue, pearl-effect paint. 1. High-gloss Black Styling Pack. 2. Exterior door mirror housings in Carbon. 3. Double-blade roof spoiler, with V-design and rear tailgate decal in Daytona grey, matt for S1 Competition Nav.

*For full equipment listing and information, please download the pricelist from www.audi.co.uk/pricelist

[†]Decals in Brilliant black, matt are not available in combination with exterior colours Brilliant black, solid or Mythos black, metallic.

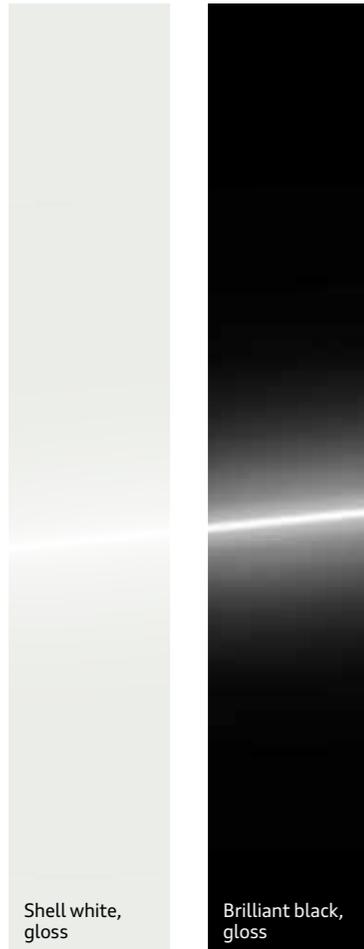
[^]Decals in Daytona grey, matt are not available in combination with exterior paint colours Daytona grey, pearl effect or Nano grey, metallic.

Your colour

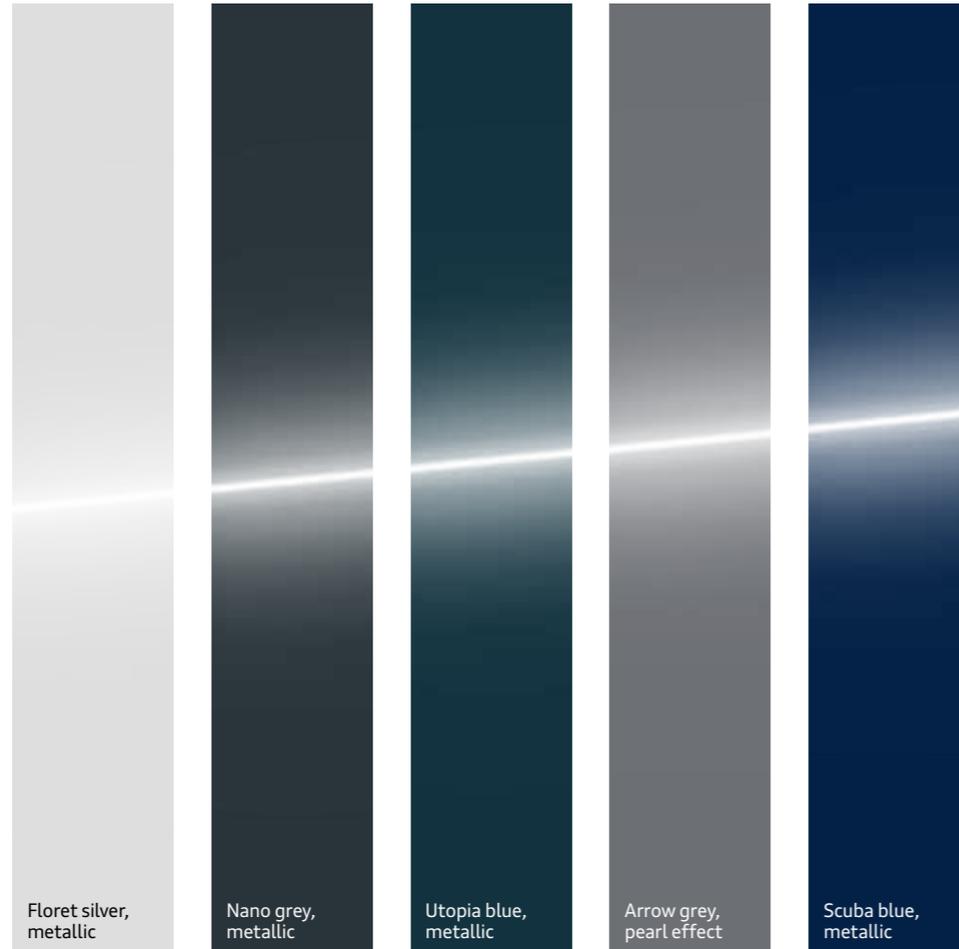
Express your individuality with a choice of standard and optional paints.

Choose from a selection of 2 standard or 9 optional paint colours. S line, Black Edition and S1 trims have the additional colour choice of Daytona grey whilst S1 and S1 Competition are also available in Vegas yellow or Sepang blue. For more specialist options, see the Audi exclusive section on page 52. Please contact your local Audi Centre for details.

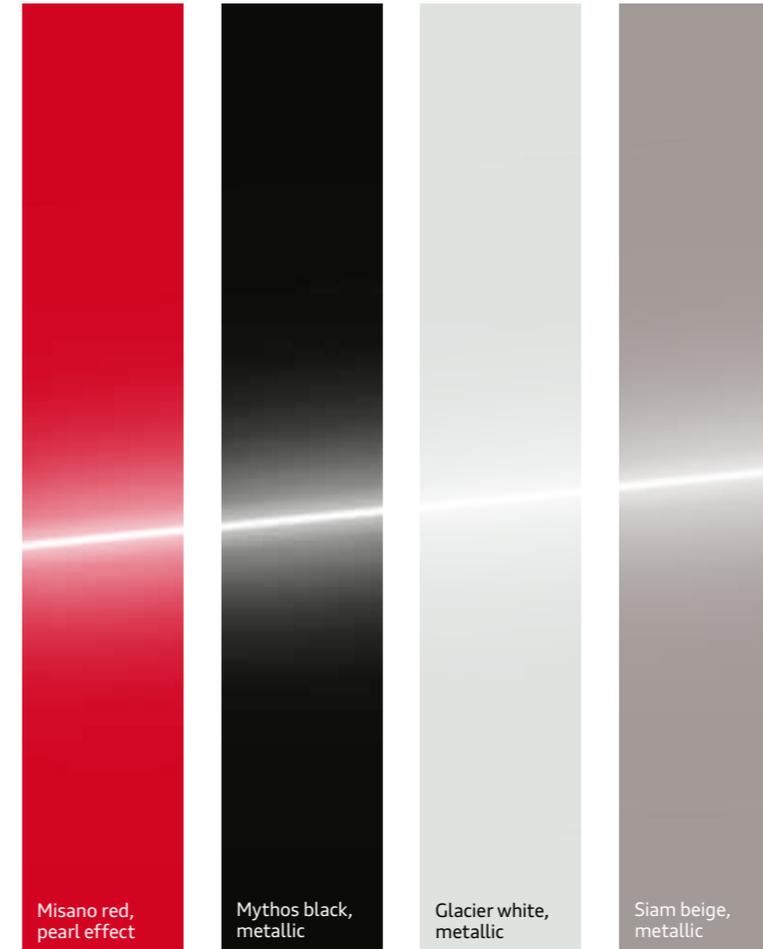
Standard colours*



Optional colours*



Optional colours*

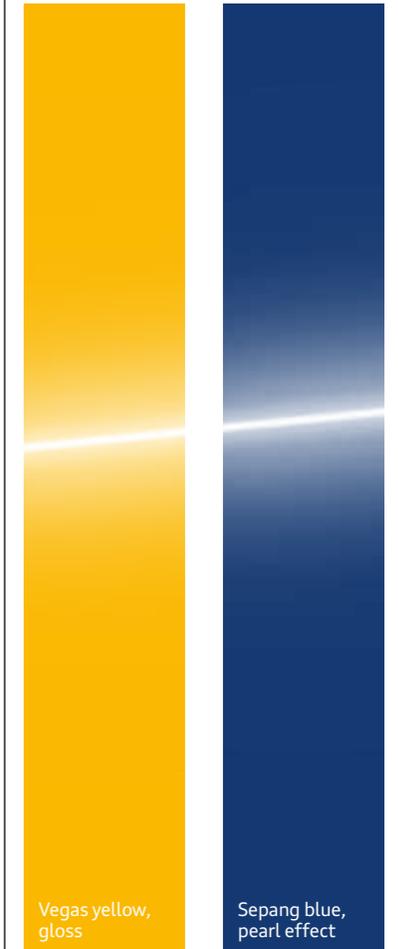


S line, Black Edition and S1 trims colour



S1 and S1 Competition colours

Optionally available on S1 and S1 Competition only



All the colour swatches on this page are matched as accurately as possible to the actual paint colours used. However, due to print processes, Audi UK cannot guarantee that colours shown are 100% accurate. Visit your local Audi Centre for a more accurate colour swatch. Options are subject to availability and may extend time taken for delivery.

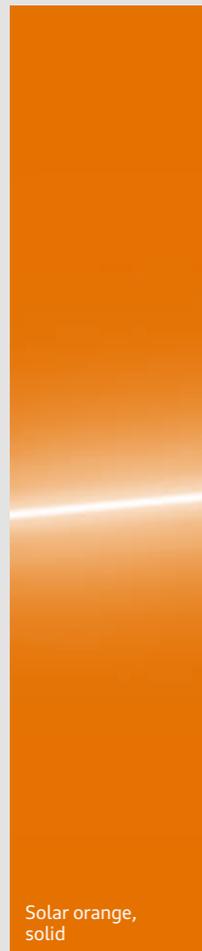
Audi exclusive paint

Make your A1 truly unique.

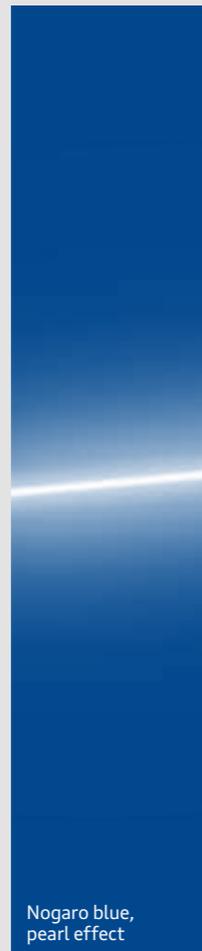
Everyone has a favourite colour. No matter what yours is, Audi exclusive provides a range of unique colours that have been designed to set your car apart. There are over 100 exclusive paints* to choose from, a selection of which you can see below, or specify any other paint colour in the Audi range. You can also order customised paint+ – if you have a particular colour in mind, we'll mix the exact metallic or pearl-effect shade you want.



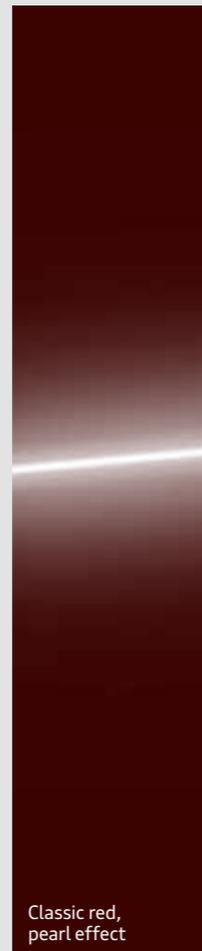
Viper green,
solid



Solar orange,
solid



Nogaro blue,
pearl effect



Classic red,
pearl effect



Saddle brown,
pearl effect



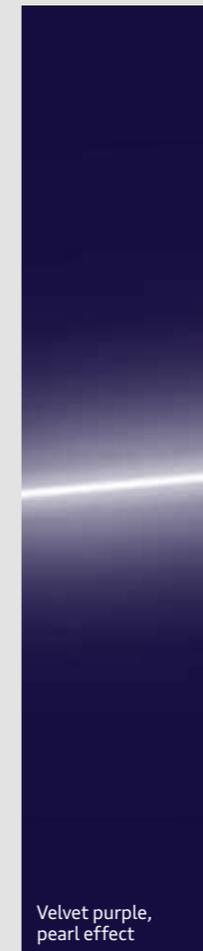
Palace blue,
pearl effect



Gomera green,
pearl effect



Aventurine orange,
mica



Velvet purple,
pearl effect



Nardo grey,
solid



Nimbus grey,
pearl effect



Audi exclusive/
customised

*Audi exclusive paint is subject to factory approval. Visit your local Audi Centre for colour samples.
+Customised paint is subject to factory approval, and is available for metallic and pearl-effect water-based paints only. Three-colour process colours and two-tone schemes are not available.

All the colour swatches on this page are matched as accurately as possible to the actual paint colours used. However, due to print processes, Audi UK cannot guarantee that colours shown are 100% accurate. Visit your local Audi Centre for a more accurate colour swatch. Options are subject to availability and may extend time taken for delivery.

Your contrast roof line

Personalise your A1 or S1 3-door by choosing a roof line in a contrast colour.

To help you choose the exterior design of your A1 and S1 3-door, please use this guide which shows possible paint and contrast roof line combinations.

A1 and S1 contrast roof line colour*

Glacier white, metallic		not available		not available	
Floret silver, metallic		not available			
Daytona grey, pearl effect	not available				
Brilliant black, gloss					
	Nano grey, metallic	Floret silver, metallic	Scuba blue, metallic	Arrow grey, pearl effect	Utopia blue, metallic

A1 and S1 body paint colour*



not available						
		not available				
	not available					
Glacier white, metallic	Mythos black, metallic	Daytona grey, pearl effect	Misano red, pearl effect	Siam beige, metallic	Vegas yellow, gloss	Sepang blue, pearl effect

A1 and S1 body paint colour*

S1 body paint colour*

All the colour swatches on this page are matched as accurately as possible to the actual paint colours used. However, due to print processes, Audi UK cannot guarantee that colours shown are 100% accurate. Visit your local Audi Centre for a more accurate colour swatch. Options are subject to availability and may extend time taken for delivery.

Your contrast roof

Personalise your A1 or S1 Sportback by choosing a roof in a contrast colour.

To help you choose the exterior design of your A1 and S1 Sportback, please use this guide which shows possible paint and contrast roof combinations.



A1 and S1 Sportback contrast roof colour*

Floret silver, metallic		not available			
Daytona grey, pearl effect	not available		not available		not available
Brilliant black, gloss					
	Nano grey, metallic	Floret silver, metallic	Scuba blue, metallic	Arrow grey, pearl effect	Utopia blue, metallic

A1 and S1 Sportback body paint colour*

					not available	
		not available				
	not available					
Glacier white, metallic	Mythos black, metallic	Daytona grey, pearl effect	Misano red, pearl effect	Siam beige, metallic	Vegas yellow, gloss	Sepang blue, pearl effect

A1 and S1 Sportback body paint colour*

S1 Sportback body paint colour*

Illustrations show the Audi A1 Sportback in Scuba blue, metallic paint with contrast roof in Floret silver. *Colour combinations are dependent on model, trim and/or package choice. For details, please download the pricelist from www.audi.co.uk/pricelist

All the colour swatches on this page are matched as accurately as possible to the actual paint colours used. However, due to print processes, Audi UK cannot guarantee that colours shown are 100% accurate. Visit your local Audi Centre for a more accurate colour swatch. Options are subject to availability and may extend time taken for delivery.

Your design

Style your Audi A1 with a choice of alloy wheels.

Whatever your taste, there's a set of alloy wheels that will enhance the look of your Audi A1. This is just a selection – discover more online using the Audi configurator or by exploring the full pricelist.

18" x 7.5J '5-parallel-spoke Star' 'S' design alloy wheels

18" x 7.5J '5-V-spoke' design titanium finish, diamond cut alloy wheels

15" x 6.0J '5-arm' design alloy wheels

17" x 7.5J '10-Y-spoke' design gloss black alloy wheels

18" x 7.5J '5-arm-wing' design high-gloss titanium finish, diamond cut alloy wheels

17" x 7.5J '5-V-spoke' design bi-colour alloy wheels

16" x 7.0J '5-spoke' 'Sport' design alloy wheels

Wheels shown may not be available on all models and/or trims. Please note that the size of your chosen A1 wheel may affect the fuel consumption figures and the CO₂ emissions. This may result in a change in subsequent Vehicle Excise Duty payable. For details, please download the pricelist from www.audi.co.uk/pricelist. Options are subject to availability and may extend time taken for delivery.

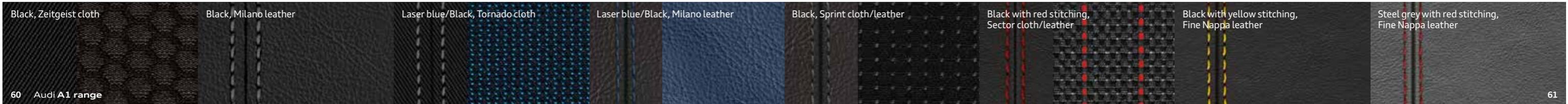


Your upholstery

**Front Sport seats or Super Sport seats?
Stylish cloth or luxurious leather?**

There's a wide range of options and materials to choose from for the interior of your Audi A1. Visit the Audi configurator or browse the pricelist to tailor your A1's seating to suit you perfectly.

Main image shows an S line Nav with front Sport seats in black sprint cloth/leather with S embossing. Upholsteries shown below may not be available on all models and/or trims. For details, please download the pricelist from www.audi.co.uk/pricelist. Options are subject to availability and may extend time taken for delivery.





Your detail

Contrasting interior elements add highlights to your interior.

Add a striking look to the interior of your car with colour accents which complement or contrast with the exterior colour.

Main image shows interior elements in Misano red.
The interior element colours shown below may not be available on all models and/or trims.
Rear view mirror trim not available in combination with auto-dimming rear view mirror. Not available in combination with high-gloss colour contrast air vents.
The choice of exterior paint colour may also restrict the available interior colours. For details, please download the pricelist from www.audi.co.uk/pricelist
Options are subject to availability and may extend time taken for delivery.

Floret silver

Daytona grey

Shell white

Misano red

Glacier white

Macao yellow/Gloss black

Your options

Optional equipment highlights.

Personalise your A1 with a range of optional equipment choices. Some options have been packaged together for added convenience whilst others are available individually. From striking options like the High-gloss Black Styling Pack and the quattro Styling Packages, to innovative options like the Technology Pack and Audi Phone Box, you can arrive at your perfect A1. To see our full list of options, download the pricelist from www.audi.co.uk/pricelist



Main image shows High-gloss Black Styling Pack with Audi exclusive paint in Solar orange. Options shown may not be available on all models and/or trims, or may only be available as part of a Pack. For details, please download the pricelist from www.audi.co.uk/pricelist. Options are subject to availability and may extend time taken for delivery.

Panoramic glass sunroof



Electronic climate control

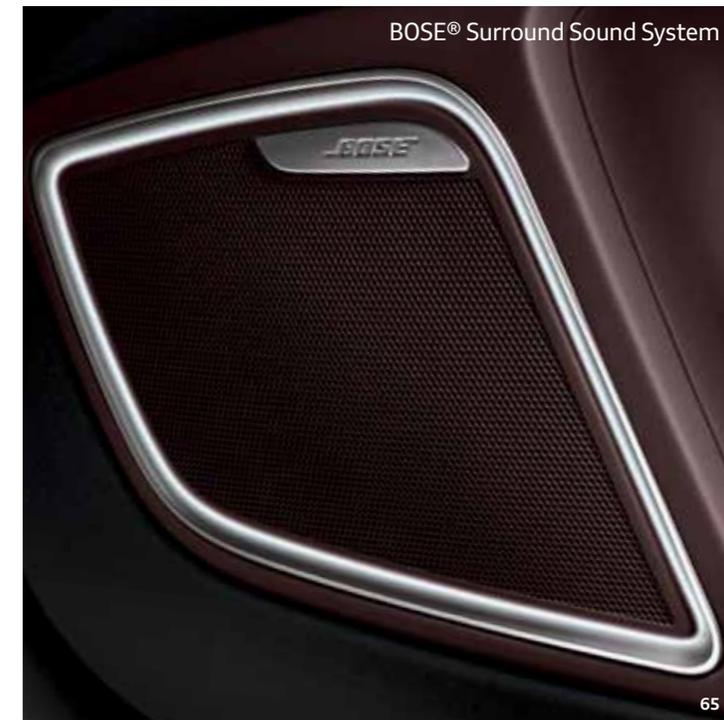


Parking System Plus

NEED HI RES



BOSE® Surround Sound System



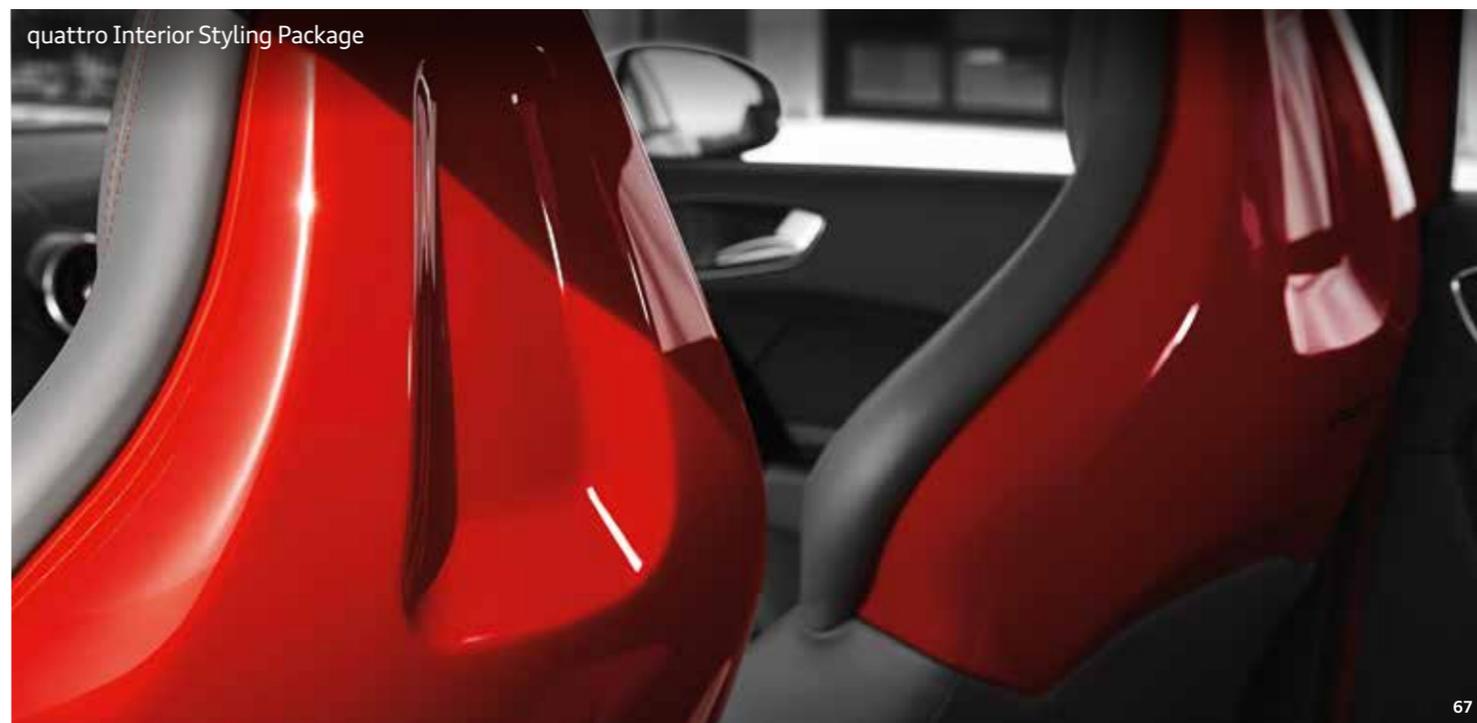
Your options

Optional equipment highlights.



Main image features quattro Exterior Styling Package with Misano red, pearl-effect paint and contrast roof in Brilliant black.

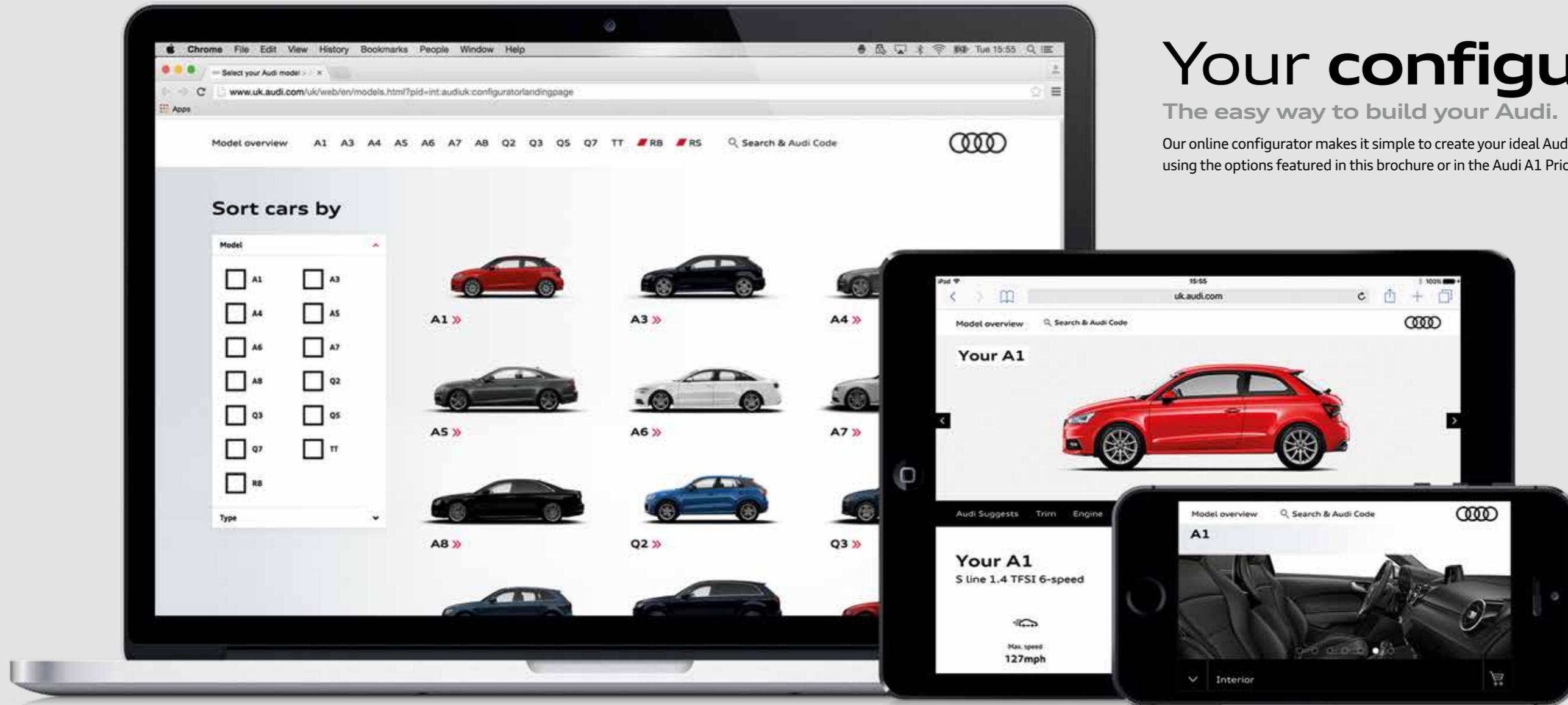
*Please note that stainless steel footrest is not available on right-hand drive models. Options shown may not be available on all models and/or trims, or may only be available as part of a Pack. For details, please download the pricelist from www.audi.co.uk/pricelist. Options are subject to availability and may extend time taken for delivery.



Your configurator

The easy way to build your Audi.

Our online configurator makes it simple to create your ideal Audi, using the options featured in this brochure or in the Audi A1 Pricelist.



Visit www.audi.co.uk/configurator to create your perfect Audi A1

Audi Genuine Accessories

Personalise your Audi today.

Make your Audi A1 your own by adding some genuine accessories. They're all created by Audi and specially crafted for our models, so they'll deliver the high standards you expect. What you see here is just a selection. See the full collection at www.audi.co.uk/accessories or speak to your Audi Centre for pricing.



Protection Pack

Protects your interior from mud, spills and daily wear and tear.



Business Pack

Provides convenient storage for everything from laptops to suit jackets.



Roof bars

Secures your bike, skis or roof box on any journey.



Roof box

Gives you extra carrying capacity when you need it.



Touring Pack

Includes a cool box, rear seat storage and more.



Comfort Pack

Helps you get organised – featuring a handy boot tidy and coat hanger.

Your finance

Get your finance quote in seconds.

Simply go to www.audi.co.uk and enter a few details to see the monthly payments you could be making on a new Audi A1. Below we've outlined some of the different options available – you just need to choose your annual mileage and length of term, then pay an initial deposit that could be as little as one monthly payment.*

Solutions Personal Contract Plan

A flexible finance plan designed to give you a number of options, making it ideal if you want to change your car more regularly. At the end of the agreement, you have three choices:

1. Exchange the car for a new Audi.
2. Pay the option to purchase fee and optional final payment, then take full ownership of the car.
3. Simply return the car to Audi (fees may be payable).

Hire Purchase

If you know you'd like to keep your Audi, Hire Purchase could be right for you. And as you're making your payments with a view to owning the car, there's no restriction on how far you can drive each year.

Contract Hire

If you don't want to own your Audi, Contract Hire could be a great option. You can add a service, maintenance and tyres plan and, for VAT-registered businesses, an element of the VAT on rentals may be recoverable. You simply need to commit to a regular monthly payment and hand your car back at the end of your agreement (subject to our return standards).

Online Finance Calculator

Use our Online Finance Calculator to get a personalised quote that suits you. Simply visit the Finance and Offers section on www.audi.co.uk and you can choose between our Solutions Personal Contract Plan and Contract Hire calculators to see what you can expect to pay for your new Audi.

Audi Insurance

To ensure you can start enjoying your new car from day one, the first five days' insurance[†] is included as standard with all new Audi models. To activate it, simply call 0330 303 6900, give us a few details and you can drive it away as soon as you take delivery.

Telephone lines are open Monday to Friday 8am–8pm, and Saturday 9am–4pm. For details of our full range of insurance products, visit www.insurewithaudi.co.uk

Audi Service Plan

To help keep your Audi A1 in the best possible condition, we offer a simple and cost-effective service plan to cover your servicing needs for five years or 50,000 miles (whichever comes first). There are two variants: a fixed service schedule plan for customers who travel under 10,000 miles per year, available for £450, and a flexible service schedule plan for customers who travel over 10,000 miles per year, available for £289. Go to www.audi.co.uk or visit your local Audi Centre for full details, including terms and conditions.

*An offer of finance depends on certain conditions. Finance subject to status. Available to 18s and over. Terms and conditions apply. Audi Financial Services. †Subject to eligibility criteria. Audi Motor Insurance is sold and administered by Ageas Retail Limited. Audi Financial Services is a trading name of Volkswagen Financial Services (UK) Limited ("VWFS UK"). Registered in England and Wales No. 2835230. Registered Office: Brunswick Court, Yeomans Drive, Blakelands, Milton Keynes MK14 5LR. Financial and consumer credit services are provided by VWFS UK. Volkswagen Financial Services (UK) Limited is authorised and regulated by the Financial Conduct Authority, registration number 311988. Audi Motor Insurance from Audi Financial Services is sold and administered by Ageas Retail Limited, registered in England and Wales No. 1324965. Registered office: Ageas House, Hampshire Corporate Park, Templars Way, Eastleigh, Hampshire SO53 3YA. Ageas Retail Limited is authorised and regulated by the Financial Conduct Authority (FCA), registration number 312468. Volkswagen Financial Services (UK) and Ageas Retail Limited are not part of the same corporate group.

Important information

Welcome to Audi.

By placing an order for your Audi, you're choosing to drive a car created in the spirit of Vorsprung durch Technik. And because we believe the service we offer should reflect the quality of our cars, we want to let you know exactly what you can expect from us, now and in the future.

Audi customer care

Every new Audi includes these reassuring features as standard:

- ▶ 3-year Audi warranty (unlimited mileage in the first 2 years, with a full mechanical and electrical warranty up to 60,000 miles in the third year)
- ▶ A 3-year paint warranty
- ▶ A 12-year anti-corrosion warranty
- ▶ 3-year UK roadside assistance and recovery
- ▶ 3-year Accessories warranty on any accessories purchased with your car (2-year warranty if purchased separately from your new Audi)*

You also have the option when ordering your new car of choosing a 4-year or 5-year Audi warranty. Speak to a member of the sales team for more information. Warranty terms and conditions apply. Please see www.audi.co.uk/warrantyterms for further details.

Information in this guide

We've done all we can to make the specifications and technical details and all other information you see in this brochure accurate at the time of publication. However, as our products are constantly being updated, we recommend checking the details with your Audi Centre.

You'll find full pricing information in the pricelist, which can be downloaded from www.audi.co.uk/pricelist

The images featured in this brochure are for illustrative purposes only. They may feature left-hand drive vehicles and include equipment that is not UK specification.

CO₂ emissions-based Vehicle Excise Duty

Vehicle Excise Duty (Road Fund Licence) is based upon the amount of Carbon Dioxide (CO₂) a vehicle emits, measured in grams per kilometre (g/km). First-year VED rates apply to the first year of ownership. Annual VED rates apply thereafter. The DVLA has created thirteen categories:

Vehicles registered on or after 1 April 2017

Petrol and diesel engines	First year	Standard rate* (second year onwards)
A - 0g/km	£0	£0
B - 1 to 50g/km	£10	£140
C - 51 to 75g/km	£25	£140
D - 76 to 90g/km	£100	£140
E - 91 to 100g/km	£120	£140
F - 101 to 110g/km	£140	£140
G - 111 to 130g/km	£160	£140
H - 131 to 150g/km	£200	£140
I - 151 to 170g/km	£500	£140
J - 171 to 190g/km	£800	£140
K - 191 to 225g/km	£1,200	£140
L - 226 to 255g/km	£1,700	£140
M - over 255g/km	£2,000	£140

Vehicle Excise Duty (VED) rates correct at time of going to print, but these may alter to reflect any change in the applicable VED rate. *Vehicles with a list price exceeding £40,000 (including factory installed options, delivery charge, number plates and VAT) will pay an additional £310 plus the standard annual rate for a 5-year period. After the 5-year period only the standard rate will apply.

Audi tax-free sales

If you are entitled to purchase a vehicle free of VAT, normally through military or diplomatic privilege, please contact your local Audi Centre for full details. Should you have any difficulty obtaining the information you require, please call 0870 241 5663.

Audi Connect Terms and Conditions

The Audi Connect Online Services ("Connect Services") are provided by Audi AG, and are included as standard in certain models within the Audi range of vehicles and are also available within some optional packs, such as the Audi Technology Pack. Audi AG is a company within our corporate group.

The Connect Services include:

- ▶ Audi Connect Infotainment Services ("Infotainment Services").

Some services require additional activation steps. In order to enjoy these services customers must register, accept the terms and conditions and follow the activation steps instructed on myAudi (please visit <https://login.audi.com>).

Some services also require the download of the Audi MMI app on a compatible phone or tablet (always check latest phone and software compatibility).

Whilst correct at the time of publication, the content and scope of the Connect Services offered may vary from time to time. Features vary by model. Audi AG may add, change, replace or remove individual services or features at any time during your subscription for the Connect Services.

Enhancements in vehicle technology, information technology and web-based services sometimes require the Connect Services to be adapted and enhanced in line with new forms of technology or changes in user behaviour. In this context, Audi AG reserves the right at any time to enhance, reduce or change the functional scope of the Connect Services in a manner that it considers is reasonable for the customer.

For full details of the specific Connect Services on your vehicle, together with complete and up-to-date terms and conditions for those Connect Services, please visit www.audi.co.uk/connectterms

Audi Connect Infotainment Services

An external data source is required to enable the Audi Connect Online Infotainment Services ("Infotainment Services").

One of two can be used:

- ▶ A Bluetooth-compatible mobile telephone with remote SIM access profile ("rSAP"). For mobile phone and software compatibility, please visit www.audi.co.uk/phonecompatibility or your local Audi Centre; or
- ▶ A separate SIM card with data option (which can be inserted into the vehicle SIM card reader). If 4G usage is required, the SIM card will also need a 4G option. When a separate SIM card is used, hands-free phone calls are possible by connecting a different mobile telephone via Bluetooth hands-free profile. For mobile phone and software compatibility, please visit www.audi.co.uk/phonecompatibility or your local Audi Centre.

Important information

Infotainment Services will only be available within the coverage area of your mobile phone network and there may be additional costs to you for the use of Connect Services (charges and billing correspond to your personal mobile phone contract or SIM card contract). Due to high data volumes, a mobile phone contract including an unlimited or high usage data plan is strongly recommended.

The Infotainment Services enable access to certain search, social media and other online services provided by third parties. Features vary by model. Permanent availability cannot be guaranteed as this is the responsibility of the relevant third party provider.

You may not use the Connect Services for any purpose other than the provision or receipt of services in accordance with these terms.

The subscription is activated from the point of vehicle registration. Should you wish to continue to use the Connect Services after your subscription expires, please consult your local Audi Centre for details (including the latest subscription fees). Charges will apply upon renewal.

Diamond cut finish alloy wheel

Diamond cut is a special finish on aluminium wheels. It is also sometimes referred to as 'polished' or 'partly polished'. Special aftercare should be taken when driving in extreme wintry road conditions.

For manufacturing reasons, these wheel surfaces do not have sufficient corrosion protection for such use and they can be permanently damaged by road salt or similar.

CO₂ and fuel consumption figures

Official fuel consumption figures for the A1 3-door range, in mpg (l/100km) from: Urban 42.8 (6.6) – 64.2 (4.4), Extra Urban 64.2 (4.4) – 85.6 (3.3), Combined 55.4 (5.1) – 74.3 (3.8). CO₂ emissions 120 – 97g/km.*

Official fuel consumption figures for the S1 3-door quattro range, in mpg (l/100km) from: Urban 30.7 (9.1) – 31.0 (9.2), Extra Urban 47.9 (5.9) – 48.7 (5.8), Combined 39.8 (7.1) – 40.4 (7.0). CO₂ emissions 166 – 162g/km.*

Official fuel consumption figures for the A1 Sportback range, in mpg (l/100km) from: Urban 42.1 (6.7) – 64.2 (4.4), Extra Urban 64.2 (4.4) – 85.6 (3.3), Combined 54.3 (5.2) – 74.3 (3.8). CO₂ emissions 123 – 97g/km.*

Official fuel consumption figures for the S1 Sportback quattro range, in mpg (l/100km) from: Urban 30.4 (9.3) – 30.7 (9.2), Extra Urban 47.1 (6.0) – 47.9 (5.9), Combined 39.2 (7.2) – 39.8 (7.1). CO₂ emissions 168 – 166g/km.*

Fuel consumption figures are correct at time of publication. For full technical data by engine, please download the pricelist from www.audi.co.uk/pricelist

*Fuel consumption and CO₂ emissions figures are obtained under standardised test conditions (Directive 93/116/EEC) using a representative model. This allows direct comparison between different models from different manufacturers, but may not represent the actual fuel consumption achieved in 'real world' driving conditions. Optional wheels may also affect emissions and fuel consumption figures. More information is available at www.dft.gov.uk/vca

Audi Vorsprung durch Technik

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Specifications and prices subject
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Images are for illustrative purposes only.
Models shown are left-hand drive.