



Audi 100



# The new Audi 100.

The original Audi 100 developed a rare reputation for its remarkable combination of performance, economy, safety and space. Which is unusual for a luxury car.

And more than 800,000 were sold. Which is also unusual for a luxury car.

In designing the new Audi 100, we set ourselves to retain those virtues and improve them.

And, apart from one or two nuts and bolts it is a completely new car.

Aerodynamically, it is one of the most efficient cars on the road.

It has even more "active" safety features.

And its "passive" safety is stronger than the world's most stringent standards require.

The interior gives you even more space.

And it has been designed to be relaxing and comfortable, and reduce fatigue to a minimum.

Because, in this day and age, we feel that we should not only offer you a better, more luxurious car.

We should also do all in our power to make you a better driver.















## The car which was styled by the wind.



*The new Audi 100 spent 260 hours in the wind tunnel.*

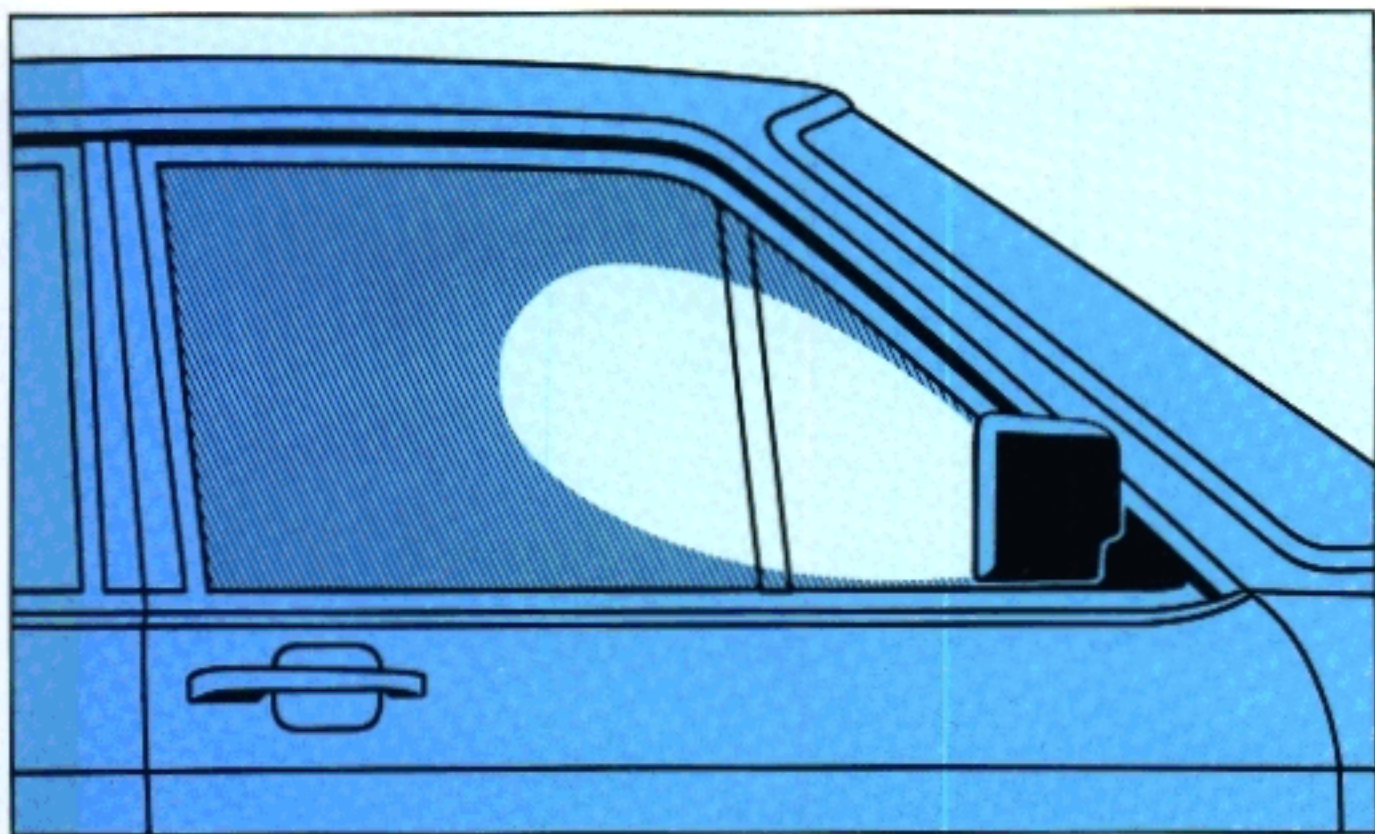
**A clean shape means an economical car.** A car's fuel consumption is determined by the size and efficiency of its engine and its power-to-weight ratio. And, above about 60 mph, by its shape. The less wind resistance it offers, the less fuel it uses. So we tested the shape of the new Audi 100 in the wind tunnel.

Then improved it. Then tested it again. Until we arrived at a design which is completely eddy-free around the front end, so it cuts through the air like a knife. The result is a car whose drag-coefficient is among the lowest of any production car. And is remarkably economical on long journeys.

**A clean shape means a clean car.** Because the Audi 100 is aerodynamically efficient, it actually uses the wind to keep itself clean.

The trim strip along its sides protects the side windows from mud and water thrown up by the wheels. And we even shaped the foot of the outside mirror so that the side window is always clear and the mirror is always easy to see.

We believe, after all, that styling is more than a matter of making a car look good.



*An outside mirror which is clear even in bad weather.*

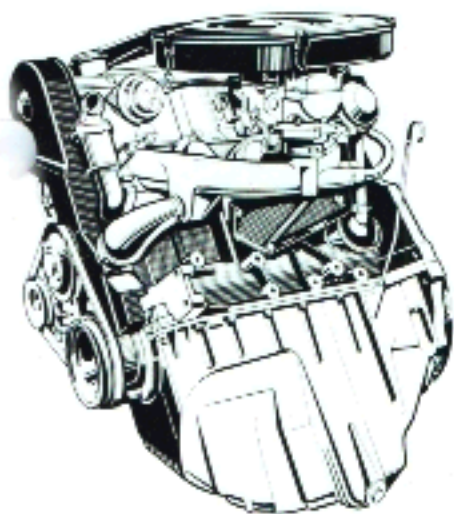


# The Engine.

**Performance, economy, reliability.** The new Audi 100 has a newly developed 2 litre/115 DIN bhp engine. It demonstrates our conviction that a luxury car needn't be a wasteful car. And that an engine needn't sacrifice economy or reliability in order to achieve good performance.

Some of its features are described on this page. But you'll need to take a test drive to appreciate its quietness and smoothness and flexibility.

And it will take you even longer to appreciate the advantages of its low fuel consumption.



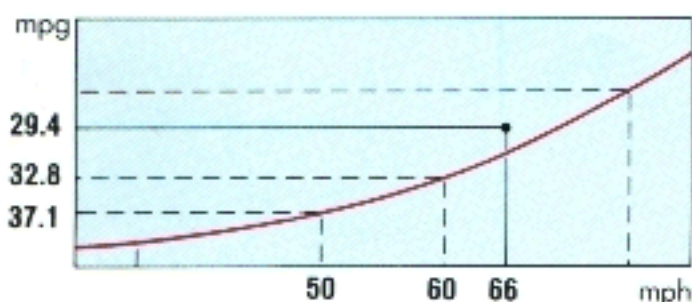
*A powerful engine needn't be a thirsty engine.*

**A big engine shouldn't mean a big fuel bill.** By giving careful attention to the design of our engine, we have been able to make it remarkably economical. The combustion chambers have a unique shape and the intakes have deflectors which ensure that the petrol and air are mixed in exactly the right proportions. So you use no more fuel than you need and get the most out of each drop.

Our twin-choke carburettor means that you use only one stage for cruising. The second stage operates only when you need it for very high speed or fast acceleration. Again, the result is to save petrol. And there is an automatic pre-heater on the choke, which reduces fuel consumption when the engine is cold.

Because we believe that big fuel bills are one luxury you don't need.

**Petrol consumption figures for the 2-litre Audi 100.**



*Lower fuel bills on short journeys.*

**The petrol economy every luxury car would like to have.**

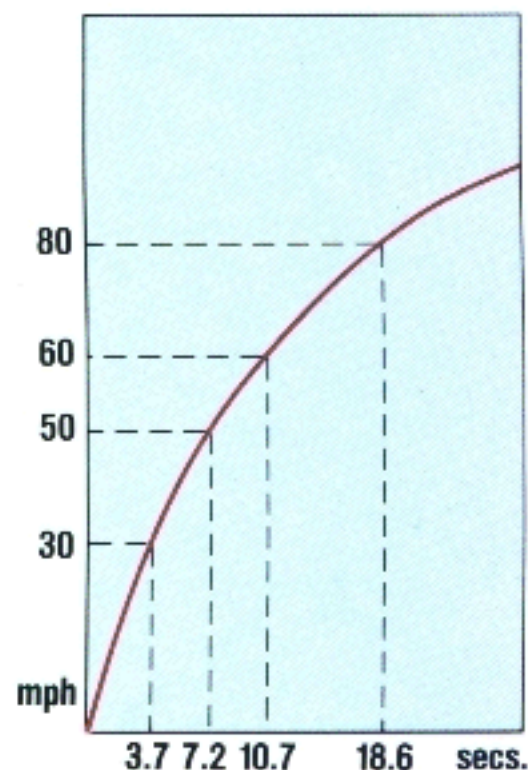
Overall consumption (DIN)	29.4 mpg
Specific consumption: at 50 mph	37.1 mpg
at 60 mph	32.8 mpg

**The car with the 10,000 mile main service interval.** The efficiency of the Audi 100's engine makes it reliable too. It has an overhead camshaft, which eliminates the need for a large number of working parts to control the valves, and so reduces wear. The cooling system has an electric fan automatically controlled by the water temperature. We tested the lubrication system in conditions which ranged from the north of Sweden to the Sahara. And, in 870,000 miles of tests, put the engine under far greater stress than it is ever likely to meet in ordinary driving. The result is that the Audi 100 needs a main service only once every 10,000 miles, or once a year. And an oil change every 5,000 miles or twice a year.

**Fast acceleration for safe overtaking.**

Another advantage of the Audi 100's engine is its flexibility. It gives fast, sure acceleration even at low revs. And it means, too, that you have to change gear less often. Acceleration is improved still further by the high power-to-weight ratio, and the aerodynamic efficiency of the body. The result is that the Audi 100 is a particularly relaxing car to drive, as you know that you have the acceleration you need when you need it.

**Fast acceleration even at low revs.**







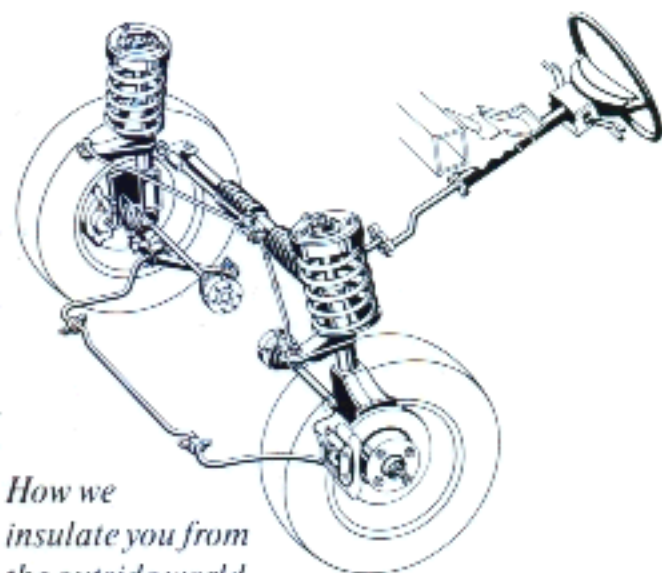






# The suspension and front-wheel drive.

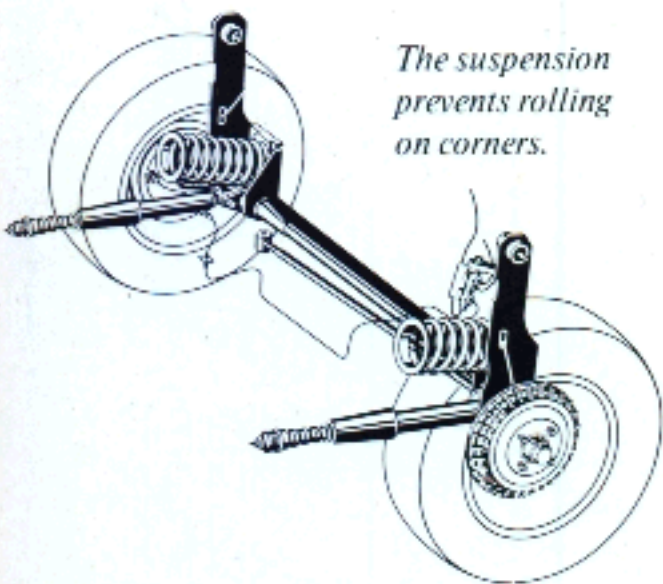
We give it a rough ride to give you a smooth ride. To insulate you from the ups and downs of the world outside, we gave the Audi 100 the equivalent of 2,100 hours of travel on extremely poor roads. As a result, the springing is harmonized between the front and rear axles, to prevent the car from pitching. The springs have a long travel, and large additional rubber bumpers keep them comfortably soft while still enabling them to absorb rough bumps or pot-holes.



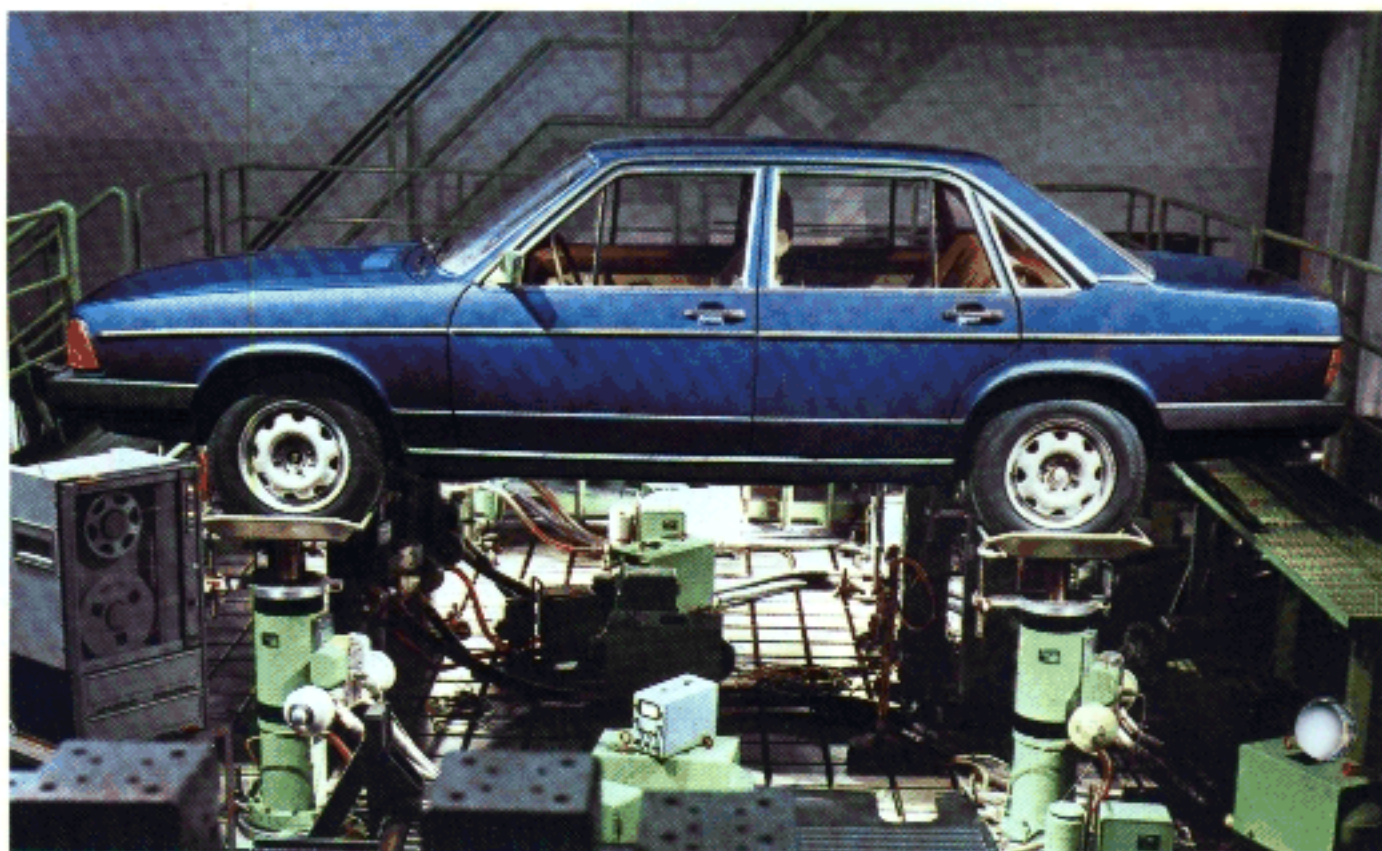
*How we insulate you from the outside world.*

The long wheelbase and wide track also help to keep the car stable. Stabilisers help to prevent it rolling uncomfortably on corners.

At the front, there are suspension struts and wishbones. At the rear, a torsion beam axle with a Panhard rod for extra lateral control.



*The suspension prevents rolling on corners.*

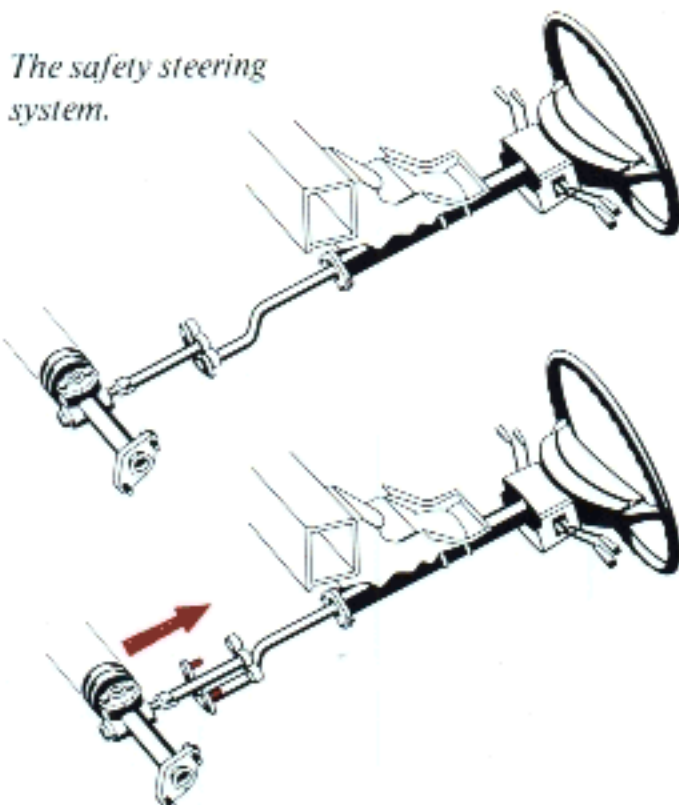


*530,000 miles on the vibrator.*

You won't feel as though you're driving a big car. The Audi 100 has rack-and-pinion steering. It is almost as light as power-steering, as many of the main parts are coated in Teflon non-stick material. And although it's very precise and responds quickly we've left enough play in it to prevent a sudden bump from pulling you off course. It takes only a few turns from lock to lock, so parking is easy, too.

The steering gear is behind the drive unit

*The safety steering system.*

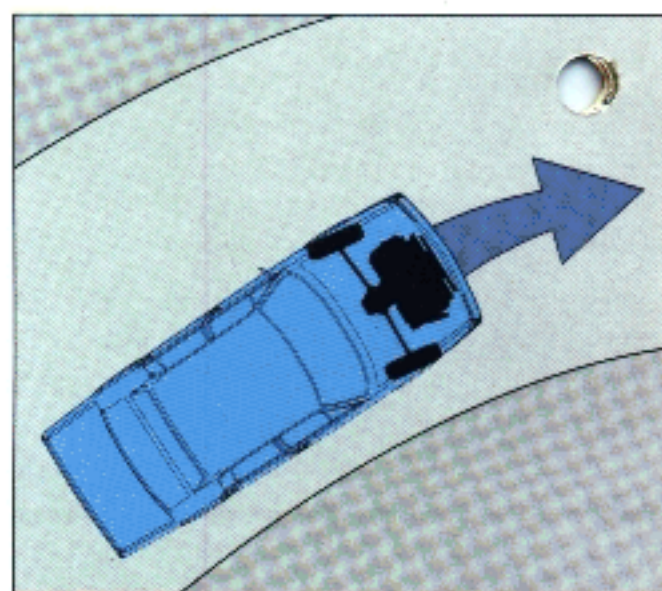


and the front axle, to protect it in a collision. And the steering column has a detachable coupling and a flexible mesh element, so that it collapses safely under impact.

## The advantages of front-wheel drive.

It is unusual to find as large a car as the Audi 100 with front-wheel drive. But it gives several advantages which a conventional system cannot.

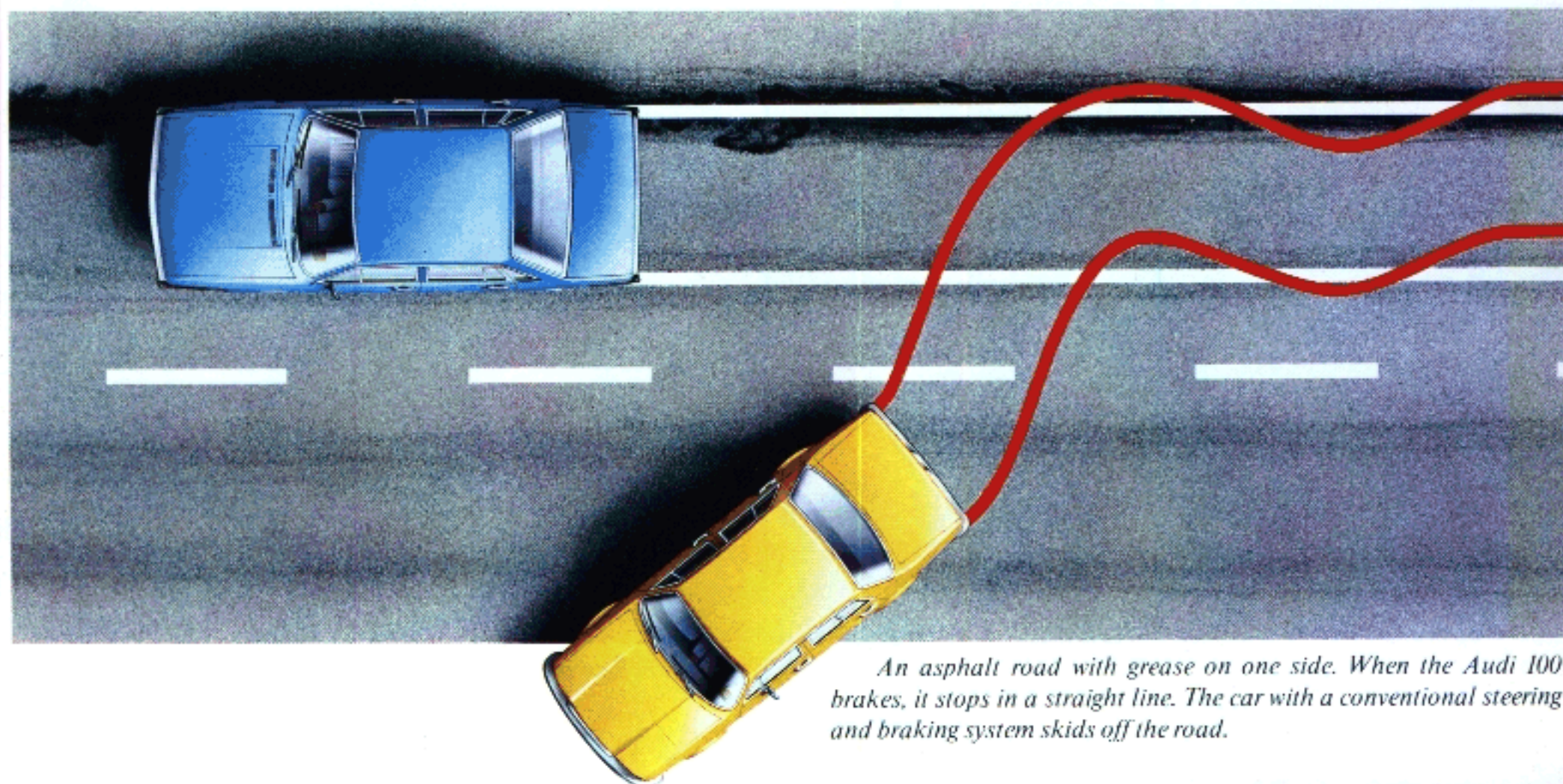
The engine, gearbox and differential are ahead of the front axle which increases the weight over the front wheels and so improves their grip. And the centre of gravity is in the front third of the car, which makes it far less susceptible to sidewinds.



*Front-wheel drive pulls the car round corners.*



# The safety steering and braking system.

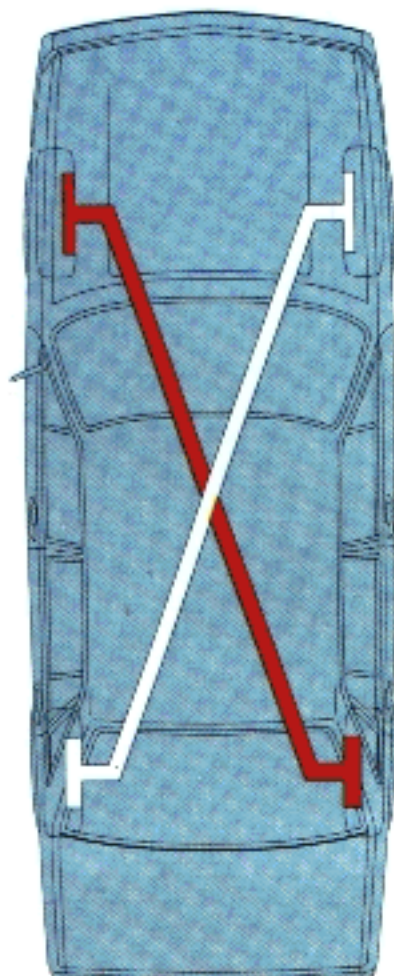


*An asphalt road with grease on one side. When the Audi 100 brakes, it stops in a straight line. The car with a conventional steering and braking system skids off the road.*

The steering-stabilising braking system of the Audi 100 is based on the combination of outboard scrub radius at the front axle and a dual diagonal braking circuit system. This system ensures that the car maintains a straight course when braking in an emergency.

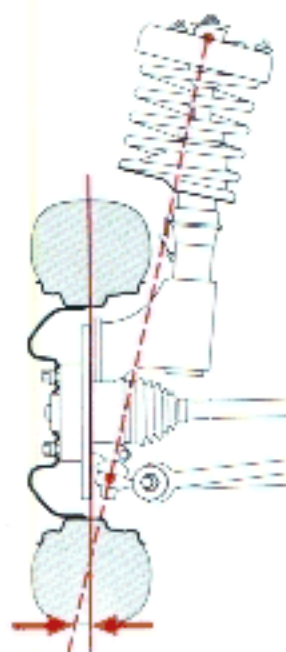
**The dual diagonal circuit braking system.** The two braking circuits in the Audi 100 are diagonally linked. If one circuit fails, the brakes will still work on one front wheel and on the diagonally opposite back wheel. The braking power is evenly distributed between front and rear, with 50% of the braking effect on each axle.

**The self-stabilising steering and braking system.** An Audi was the first production car to have a negative roll radius steering and braking system. It is automatically self-stabilising. If a front tyre bursts or skids at speed, the car will stop in a straight line. If the wheels on one side of the car hit a slippery or soft surface (the central reservation of a motorway, for example), it will not be pulled off course.

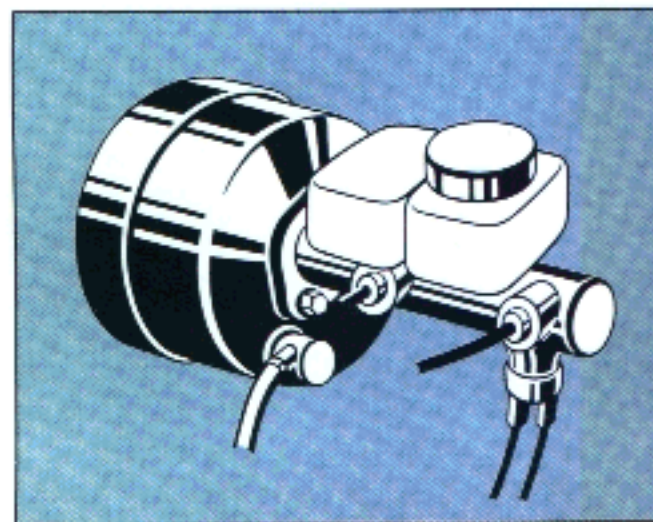


*Even if one brake circuit fails, the braking effect is evenly distributed.*

*In the Audi 100, the steering axis (shown by the dotted line) ends outside the wheel's centre plane. In a conventional system, it ends inside or at the centre (positive or neutral roll radius).*



*Large, floating caliper front discs.*



*The brake pressure booster.*





Please note: a radio is available as an optional extra.  
The Audi 100 is fully prepared for radio installation.







# The car that's designed to make you a better driver.

## "Adapting the car to human needs."

Professor P. Nestler, from the Academy of Fine Arts in Munich, has this to say:

"No human being is consistently efficient. But any human being will stay alert longer in a pleasant, well-designed, controlled environment. That is what we set out to provide in the Audi 100. And we redesigned the interior from scratch. We made sure there was plenty of window-space, so you wouldn't feel cramped. We chose colours that were soft and harmonised, so you would feel relaxed. (That's why the Audi 100's interior is trimmed with brown, not black. Research showed us it was more restful.) We designed body-contoured seats, and put all the controls within easy reach. We developed a completely new ventilation system. And a new form of noise insulation. The overall effect is to reduce fatigue, tension and distraction, so you can concentrate on driving."

**The seats.** The Audi 100 has full-foam, body-contoured seats, with specially developed spring and shock absorbers to insulate you from the ups and downs of the world outside. The seats have high backs, and strong lateral support. The front-seats have head restraints as standard.



Front-wheel drive means that there is no transmission shaft under the floor, and since the engine takes up less room, we've been able to give you more.

The sides of the car have been designed to give you the maximum of hip and shoulder room. The front seats are fully adjustable for reach.

And, should you feel a little tired, the backrests are fully reclining.

**The ventilation system.** Stale air can make you tired and irritable. And that can make you a bad driver. So we developed an entirely new ventilation system. It's very powerful, but also very quiet.

It can change the air every 15 seconds, even when the car is standing still.

Once you've selected a temperature, it stays constant irrespective of fluctuations in the temperature of the engine.

And if you want to change it, then it reacts almost immediately.



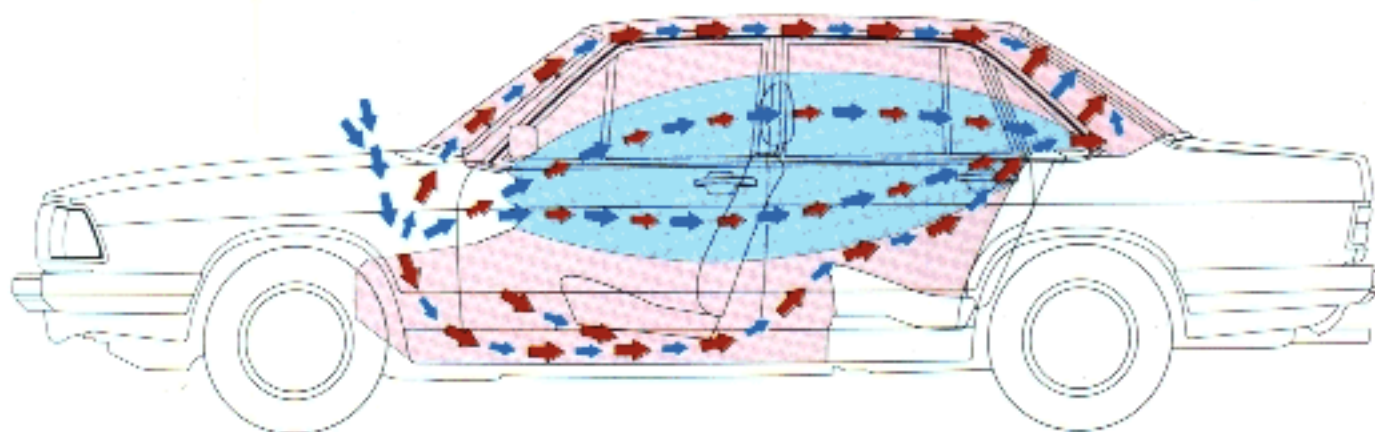
*All the information you need is easy to read.*

It automatically controls the temperature throughout the passenger compartment, with cool air at face level and warm air at floor level, to keep your mind alert and your feet warm. Side ducts demist the

front side windows.

Our new ventilation system is, in fact, almost as effective as air conditioning, but for two things:

It is quieter. And needs far less power.



*Efficient ventilation can make you a better driver.*



*A quiet car can make you a better driver.*

**The sound insulation.** Our research has shown us that noise is tiring and irritating. And it has also shown us how to build a quieter car.

For example, we found that certain resonances in the chassis and bodywork were particularly tiring. So we have eliminated them. As each new part was developed we tested its resonance, and if it wasn't right, we changed it.

The suspension for the engine, gearbox

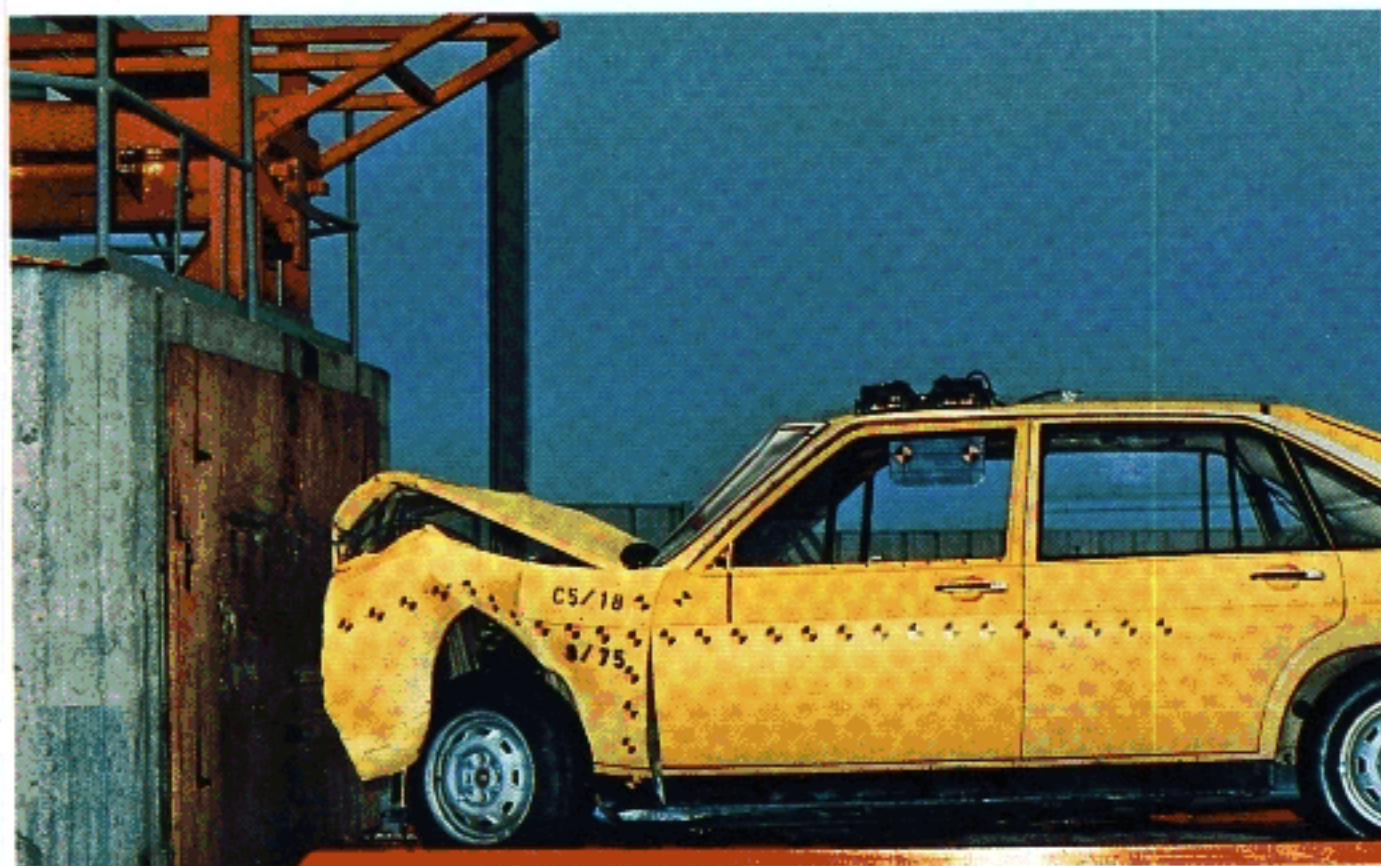
and front axle is doubly insulated from the engine and running noise. Again the effect is to eliminate unpleasant resonance.

We have also developed an entirely new type of insulation against road and tyre noise. The passenger compartment is insulated with a new type of flooring: a layer of bitumen, a layer of felt, a layer of dense matting and the carpet on top of that.

While the Audi 100's aerodynamic shape reduces wind noise to a whisper.



# A unique safety system.



*We tested the Audi 100's impact-resistance in 500 simulated accidents.*

So far we have described the Audi 100's "active" safety; the features designed to keep you out of an accident. But we have also devoted a great deal of time to those features designed to protect you in an accident. And we have used the knowledge we gained in developing our own experimental safety vehicle.

The Audi 100 has a rigid safety cell around the passenger compartment. And we have used a completely new technique for the first time ever in a production car to give greater impact resistance in a frontal collision.

**The passenger safety cell.** The safety cell lists impact not only in front, rear and side collisions. In a roll-over its strength goes far beyond the level set by American safety standards, which in themselves are among the highest in the world.

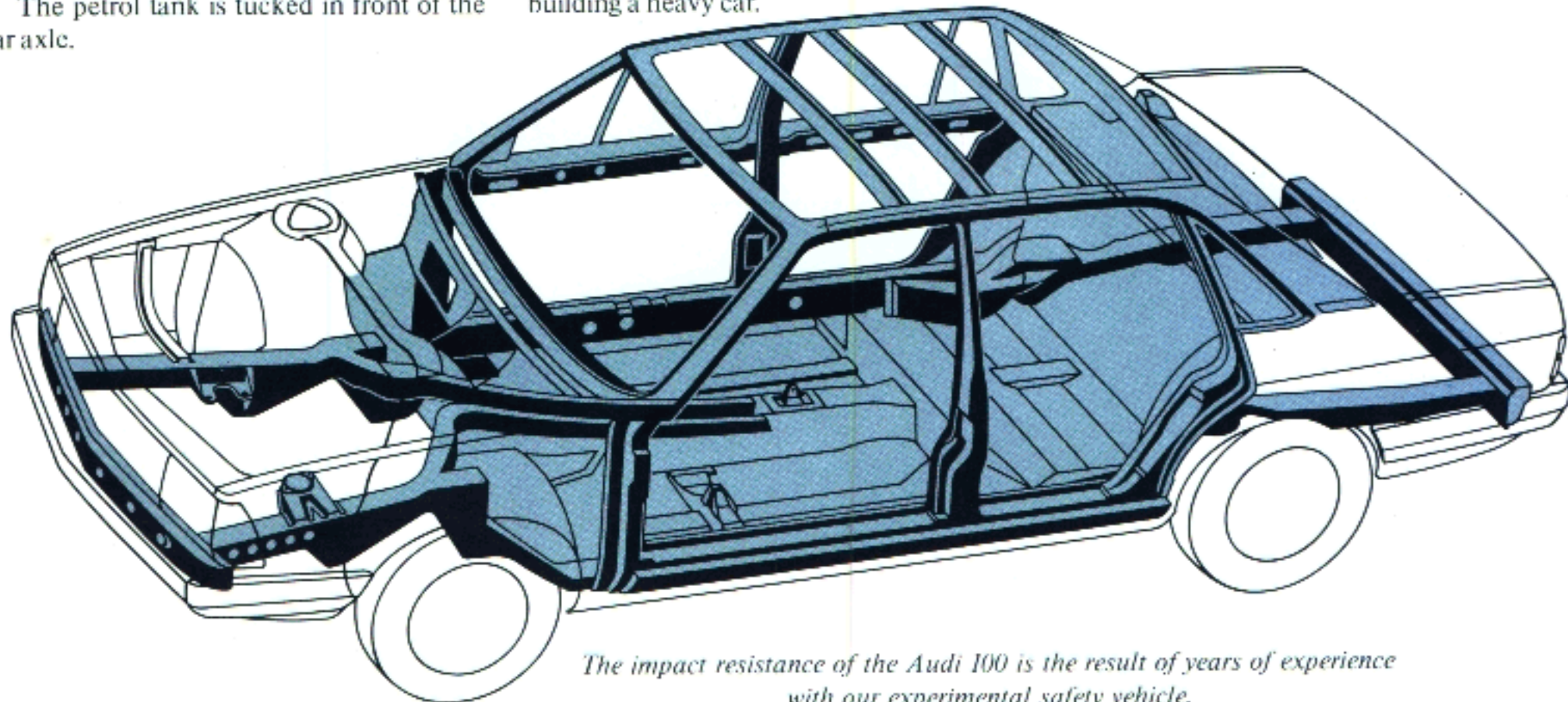
The petrol tank is tucked in front of the rear axle.

**The front and rear crumple zones.** We designed the front and rear of the car to collapse progressively in a collision, and so absorb the impact.

At the front there is a completely new type of side member which is being used for the first time ever in a production car. They are square section tubes (one on each side) which, in a collision, pleat (rather like an accordion) evenly from front to rear.

As a result the Audi 100 can resist an impact of 40 mph, again considerably exceeding American safety standards. The sides, too, are impact-resistant. We have left a large space between the bodywork and the interior metal sheets, to give them greater leeway for deformation.

By using computer calculations, we've been able to give you this protection without building a heavy car.



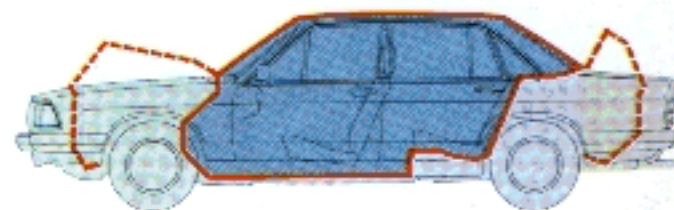
*The impact resistance of the Audi 100 is the result of years of experience with our experimental safety vehicle.*



*The front side members of the Audi 100 can resist a frontal impact of 40 mph.*

**The safety interior.** We designed the interior, too, with safety in mind.

The front seats have specially reinforced fastenings. And the backrests have knee protection for back seat passengers.



*The passenger safety cell is protected by front and rear crumple zones.*

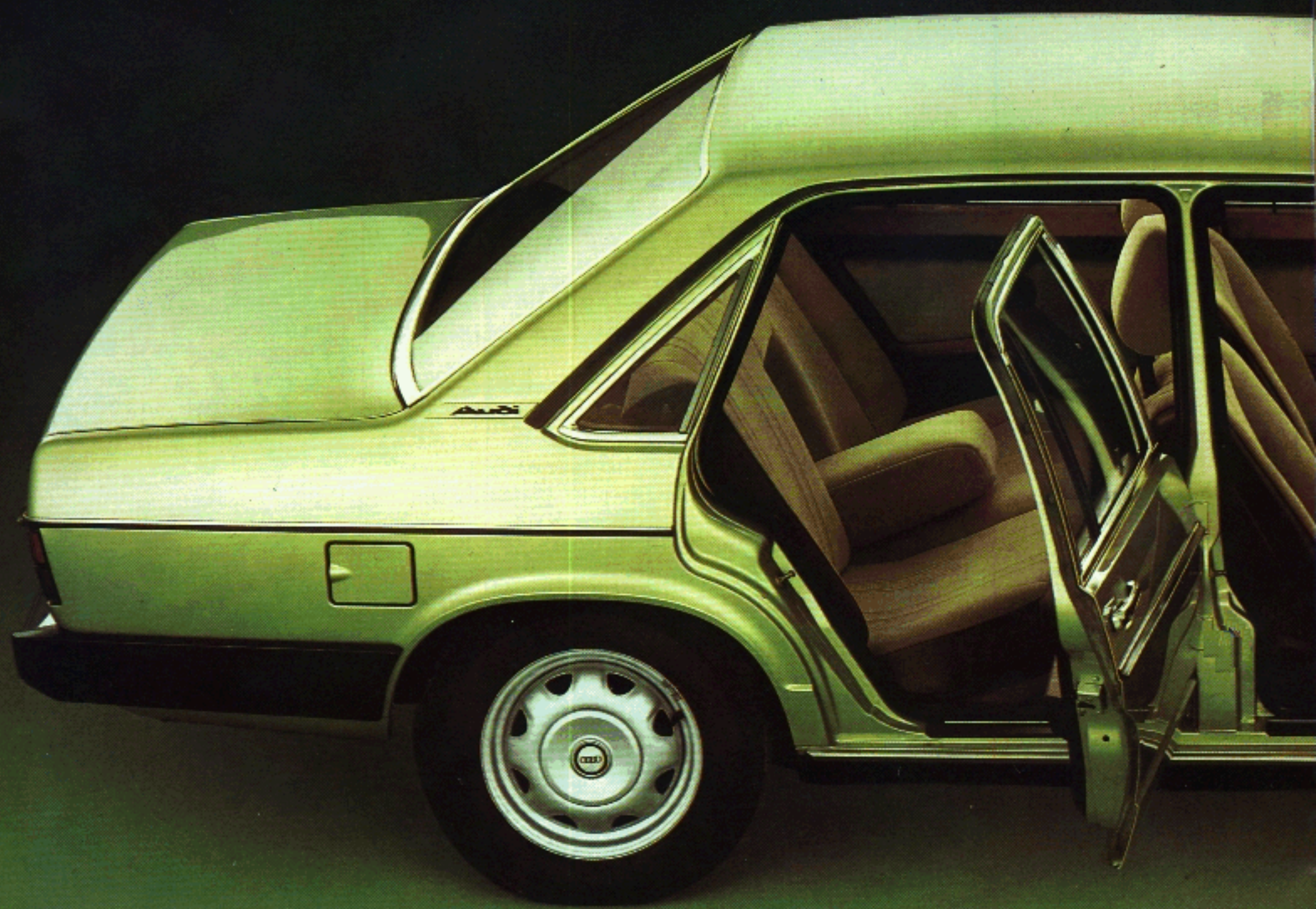
Front-seat head restraints are standard equipment.

The instruments and controls are protected so that there are no protruding edges. The arm rests and window winders are flexible, and the door handles are recessed.

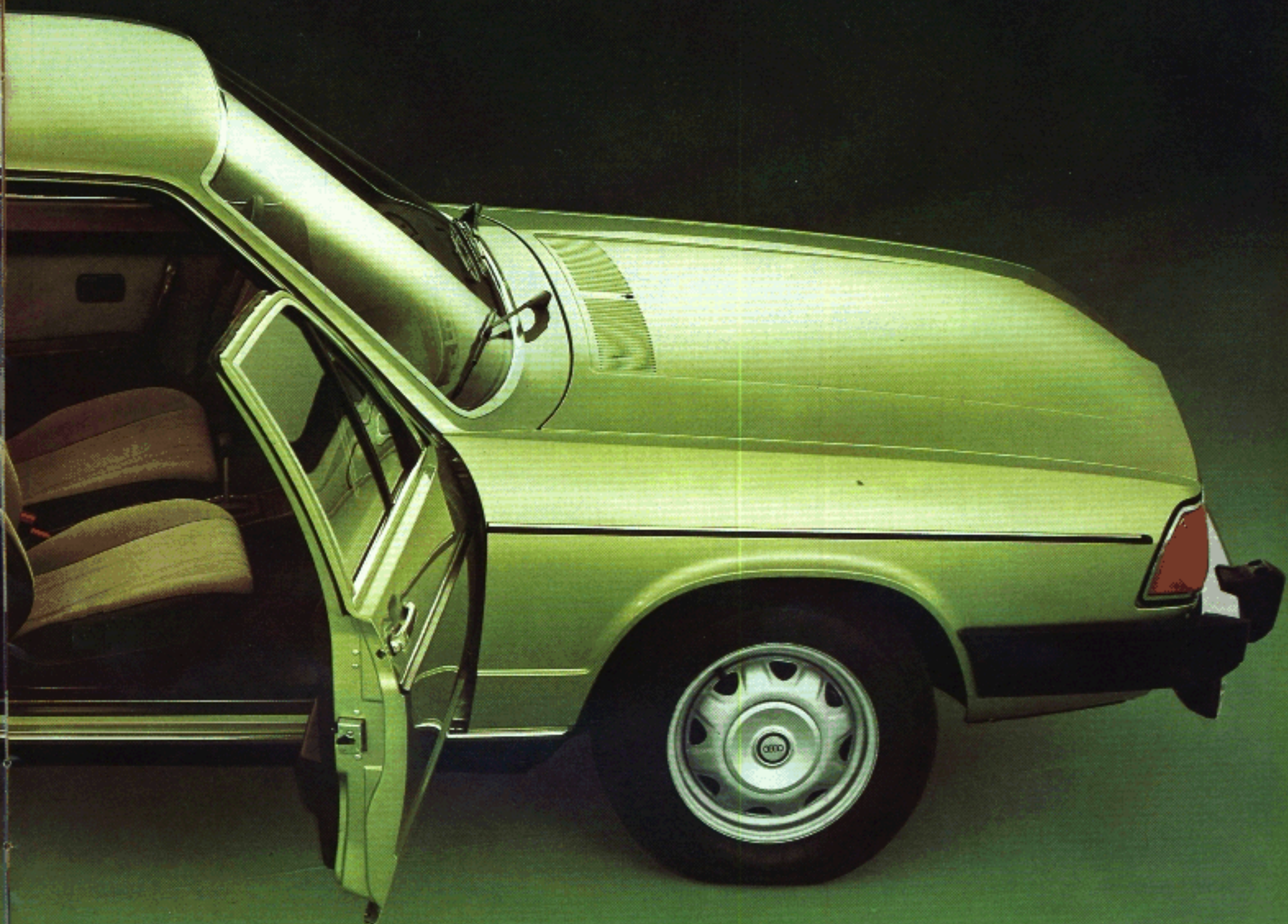
The dashboard is impact absorbing.

And a heated rear window is fitted as standard.











# Refinement through attention to detail.

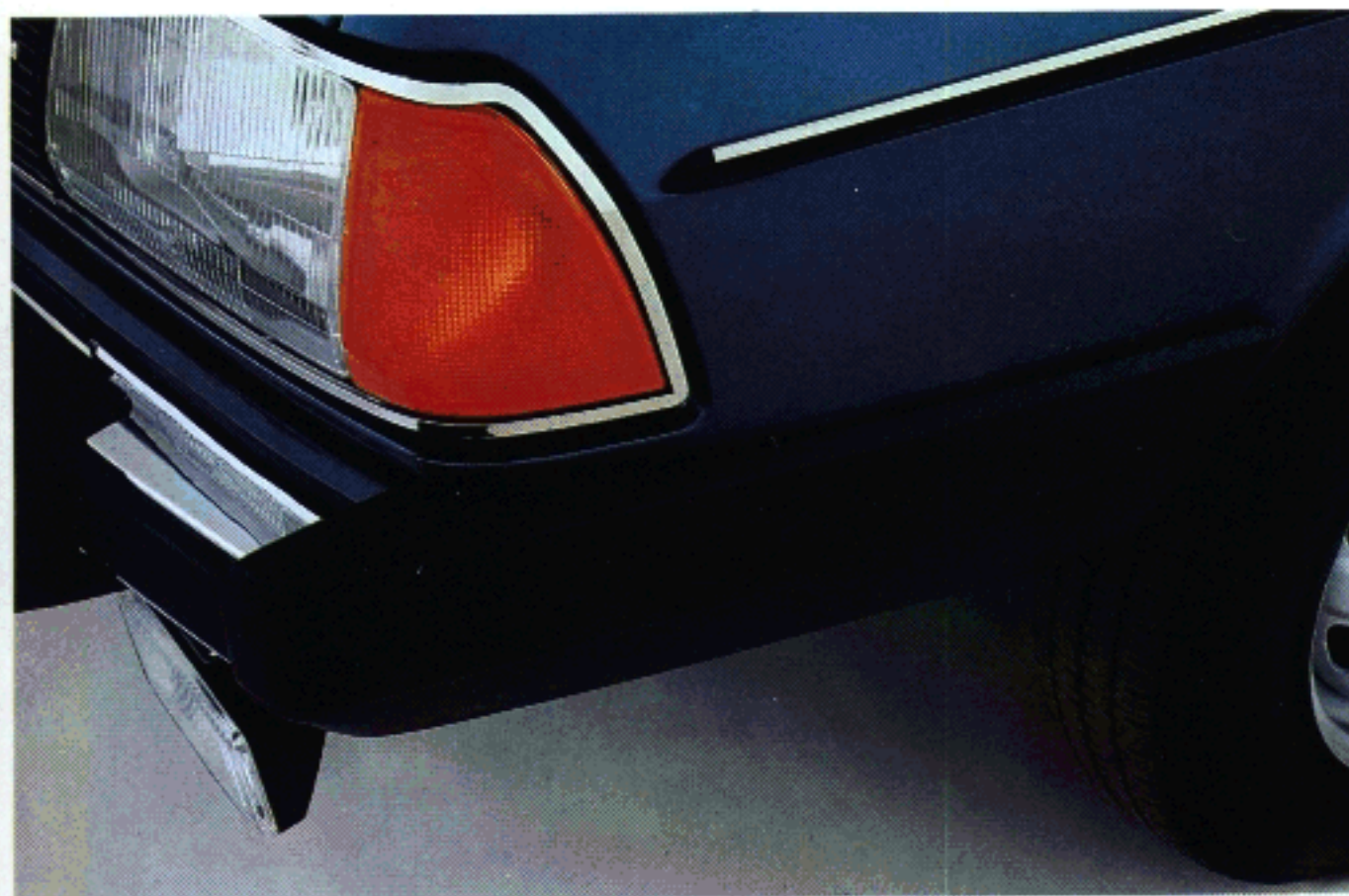
The new Audi 100 is one of the most comprehensively equipped saloons available. Whether you choose the LS version or the luxuriously equipped GLS model you will find that our attention to detail will satisfy the most demanding requirements. Here we describe just a few of the many items of equipment.

**The Audi 100 LS.** The LS equipment for the new Audi 100 includes a great many items both inside and out. Halogen headlights for example, with a beam width which can be regulated. An outside rear view mirror which can be adjusted from inside. A lockable tank cap and a protective strip around the waistline. A wide flow-through ventilation system of

sophisticated design. The large glovebox is lockable and illuminated, and the additional shelf on the drivers side is roomy. Two ash-trays have been provided for the rear seat passengers. And throughout, there is wall to wall carpeting.



*Adjustable wide beam halogen headlights.*



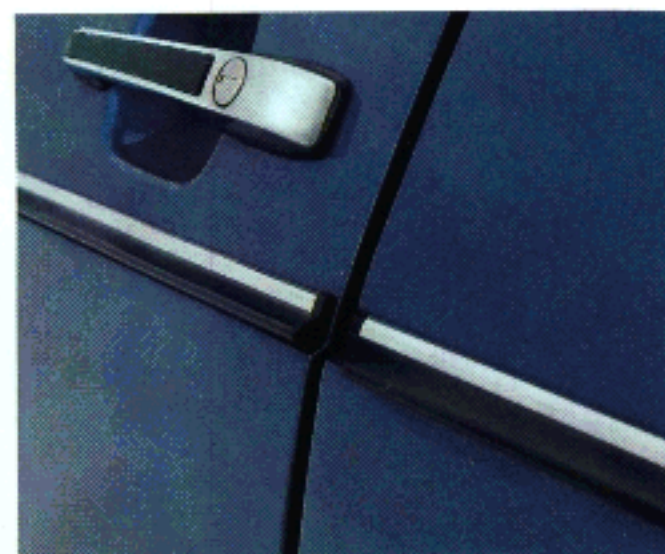
*Bumper side extensions for added protection.*



*You can adjust the outside mirror from inside the car.*

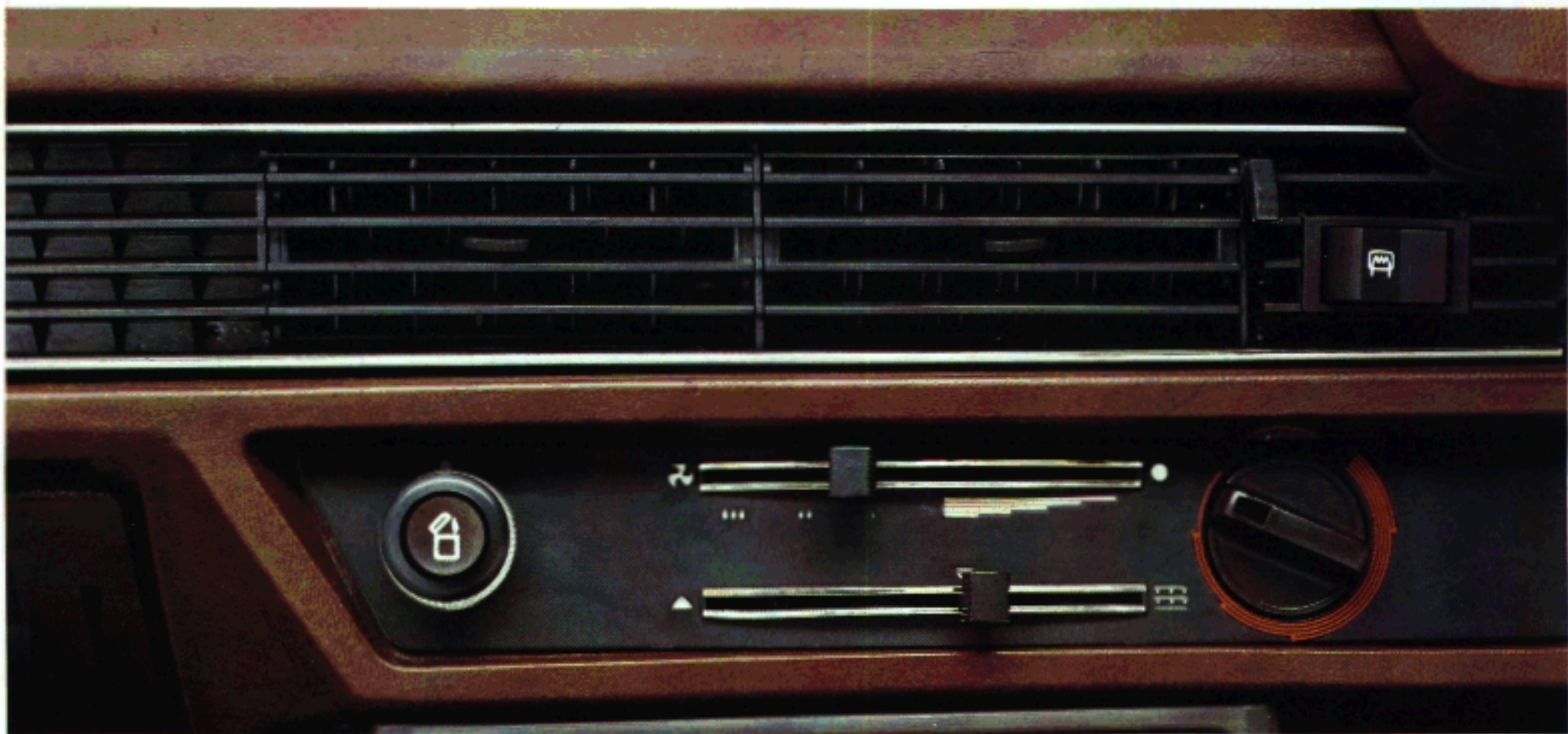


*The petrol tank is lockable.*



*The trim around the car's waistline has a rubber strip to protect the paintwork.*





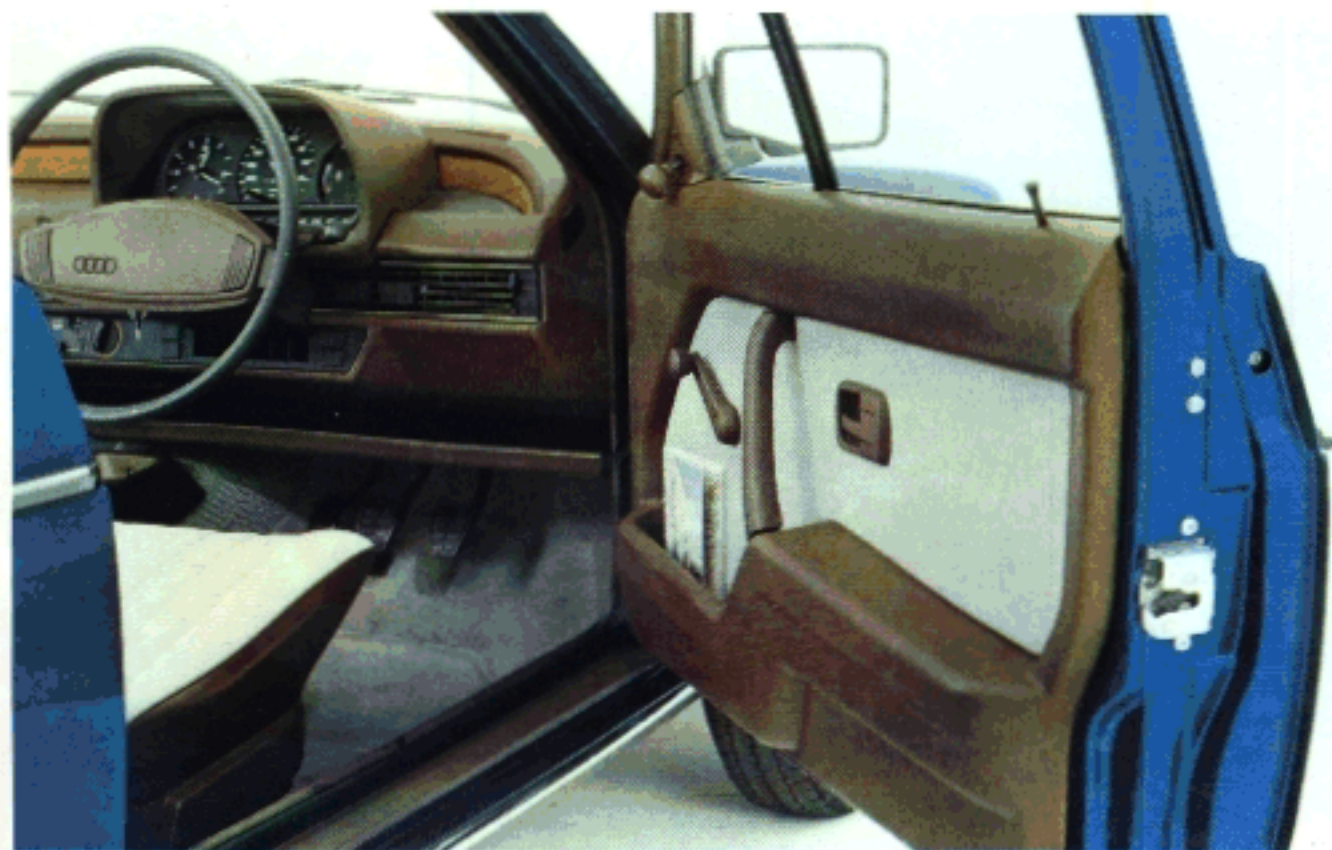
*Flow-through ventilation distributes the air throughout the passenger compartment.  
The 3-speed fan can change the air every 15 seconds.*



*The shelf on the driver's side is within easy reach.*



*The glove-box is lockable and illuminated.*



*There are pockets  
in the doors for odds  
and ends etc.*



# An atmosphere of luxury.

The GLS equipment of the new Audi 100 includes: two halogen fog lamps and bronze-tinted windows all round. A laminated windscreen. Front and rear fog lamps, a chrome trim for the exhaust muffler and a headlight washing system as well.

There is a rev counter in the instrument panel, placed well within your field of vision. An indicator light for the hand brake was not forgotten. And the additional storage space

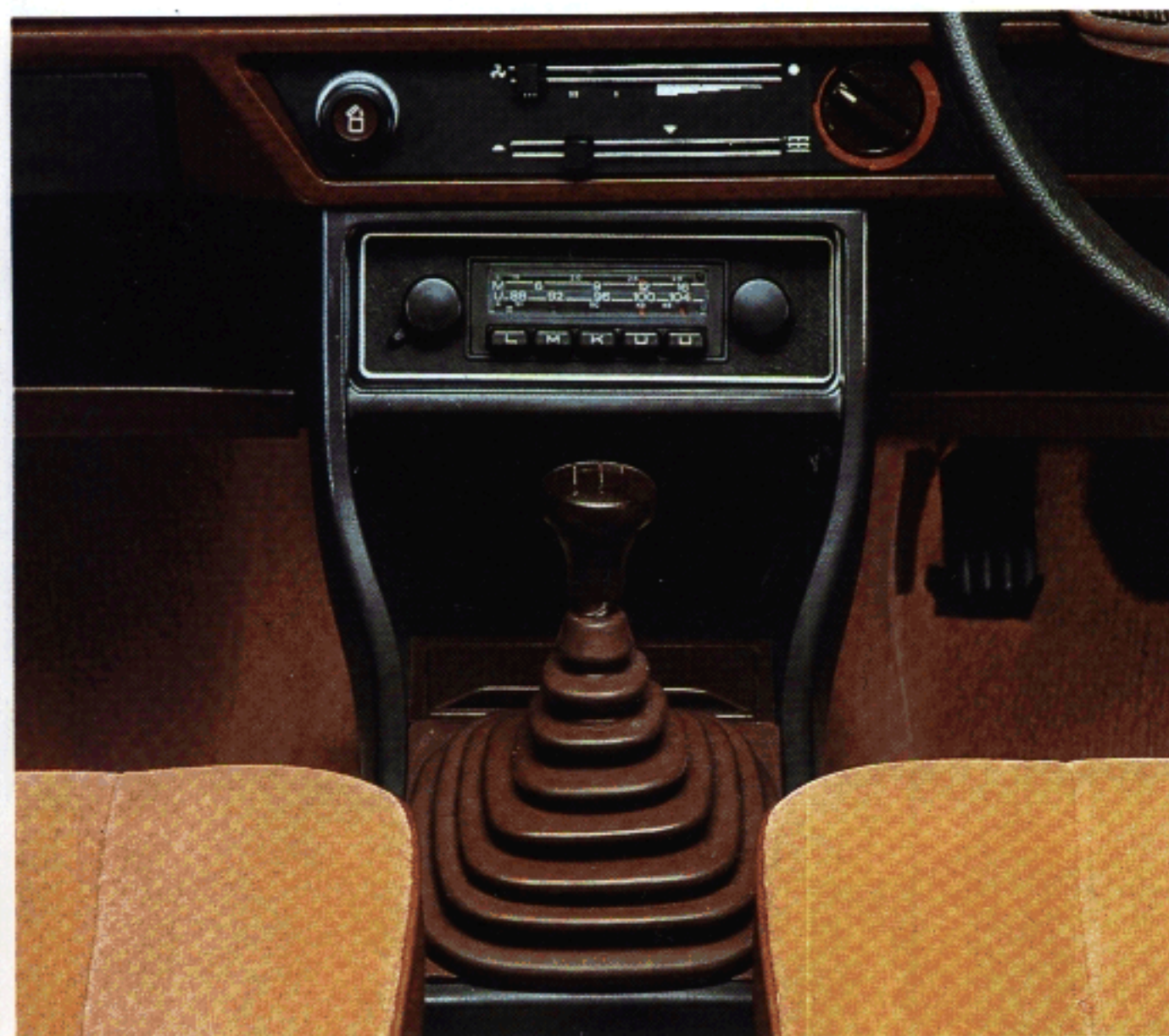
is exceptionally generous. There is a large centre console and an additional shelf on the passenger side. There is a central armrest contributing to seating comfort at the rear. But velour upholstery and pile carpeting makes travelling in the Audi 100 GLS a luxurious experience.

Complete preparation for radio installation is standard for both the Audi 100 LS and GLS. All you need is to have the radio of your

choice fitted as an optional extra plus, of course, any extra speakers you may require. The loudspeakers are placed in special resonant cavities which improve the sound outstandingly – a special advantage which has not been available in cars of this class before.



*The rev counter helps you drive even more economically.*



*The centre console is within easy reach and is fully prepared for radio installation including suppression and an exterior aerial. The speakers*



*A twin-tone horn is standard.*





*A thick velour carpet provides insulation as well as luxury.*



*The silencer has a polished tail pipe.*



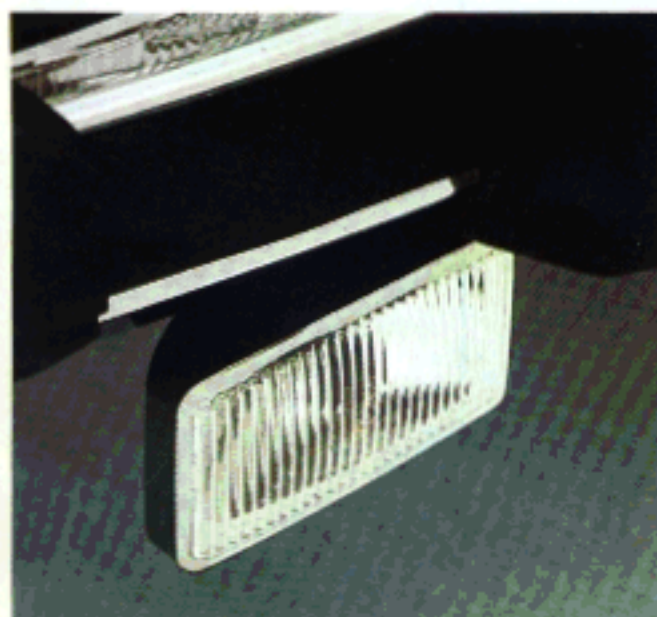
*A centre armrest for the back seat.*



*Thick velour upholstery.*



*If your headlights are even slightly dirty, you'll see less well.  
So we give you a headlight washer.*



*Two halogen front foglights and a rear foglight are standard on the GLS.*



# A summary of specifications of the Audi 100 models.

		100 LS / 100 GLS		Dimensions		100 LS / 100 GLS	
<b>Engine</b>		Water cooled, four cylinder in line overhead camshaft		<b>Wheelbase</b>	ins mm	105.4 2677	
<b>Capacity</b>	litres cubic	2.0 1984		<b>Track</b>	<b>Front</b> ins mm	57.9 1470	
<b>Bore</b>	mm	86.5			<b>Rear</b> ins mm	56.9 1445	
<b>Stroke</b>	mm	84.4		<b>Length</b>	ins mm	184.3 4680	
<b>Output</b>	bhp DIN SAE kW at rpm	115 110 85 5500		<b>Width</b>	ins mm	69.6 1768	
<b>Compression</b>		9.3 : 1		<b>Height</b>	ins mm	54.8 1393	
<b>Max. torque</b>	mkg (DIN) lb. ft. (SAE) at rpm	16.8 115.8 3500		<b>Ground clearance at total weight</b>	ins mm	5.1 130	
<b>Carburettor</b>		Down draught 2 stage with automatic choke		<b>Turning circle</b>	feet metres	37.7 11.3	
<b>Cooling</b>		With electrically driven thermostatically controlled fan		<b>Capacities</b>			
<b>Lubrication</b>		Full flow oil filter		<b>Boot</b>	cu. ft.	22.7	
<b>Electrical system</b>		12 v 54 Ah (manual transmission) 63 Ah (automatic transmission)		<b>Fuel tank</b>	gallons litres	13.2 60	
<b>Transmission</b>		Manual: front drive via dry single-plate clutch, fully synchronized four speed gearbox with reverse gear. Automatic: automatic transmission with three forward ranges and one reverse range.		<b>Weights (4 door models)</b>			
<b>Chassis</b>		Springing: front and rear, coil springs with telescopic shock absorbers; in front, in the suspension struts. Transverse stabilizer in front. Suspension: front suspension mounted on a sub-frame. Suspension struts and lower wishbones in front with self-stabilizing steering and "caster offset" for extra safe handling; rear torsion crank axle with additional support provided by a Panhard rod, mounted transversely. Steering: maintenance free, self-adjusting rack-and-pinion steering. Safety steering column with detachable coupling. Brakes: twin, diagonally split hydraulic circuits operating floating caliper disc brakes at front, drum brakes at rear. Brake servo and load sensitive brake pressure regulator for rear wheels. Cooling ribs on brake drums.		<b>Unladen</b>	lbs kg	2536 1150	(+ 55 lbs for automatic transmission)
				<b>Gross</b>	lbs kg	3550 1610	
				<b>Payload</b>	lbs kg	1014 460	(- 55 lbs for automatic transmission)
				<b>Axle</b>	<b>Front</b> lbs kg	2007 910	} max. weight
					<b>Rear</b> lbs kg	1786 810	
				<b>Trailer</b>	<b>Braked</b> lbs kg	2646 1200	} max. weight
					<b>Unbraked</b> lbs kg	1345 610	
<b>Wheels</b>		5 1/2 J x 14					
<b>Tyres</b>		Steel radial ply tyres 165 SR 14					
<b>Performance</b>							
<b>Top speed mph</b>	(man) (auto)	111 109					
<b>Acceleration</b>							
0-50 mph in secs.	(man) (auto)	7.2 8.5					
0-60 mph in secs.	(man) (auto)	10.7 12.4					
<b>Consumption (DIN)</b>	mpg						
	(man) (auto)	29.4 28.5					
at 50 mph:	mpg	37.1 34.8					
at 60 mph:	mpg	32.8 31.0					
<b>Fuel</b>	Star rating	**** (98 octane)					



## Interior Equipment

Speedometer  
 Quartz clock  
 Temperature gauge  
 Fuel gauge  
 Trip mileage recorder  
 Cigar lighter  
 Ashtray front/rear  
 Head lamp flasher  
 3 speed ventilation  
 Intermittent wipers - with  
 Two speed control - with  
 Wash/wipe action  
 Parking light contact  
 Illuminated switch panel  
 Instrument panel rheostat  
 Cigar lighter/front ashtray illumination  
 Glovebox illumination  
 Front door courtesy light contact switches  
 Hand/dual circuit brake light  
 Driver/passenger sun visors - with  
 Sideways action - driver  
 Sideways action - passenger  
 Vanity mirror  
 Lockable glove box  
 Driver's storage shelf  
 Day/night safety rear view mirror  
 Padded steering wheel  
 Safety door handles  
 Head restraints: front  
 Passenger grab handle: front/rear  
 Safety armrests/integrated grab handles  
 Padded instrument panel  
 Polished instrument panel trim  
 Styled gear lever with jacket  
 Reclining front seats  
 Felt type carpeting  
 Felt parcel shelf covering  
 Fine cord upholstery  
 Door storage compartments  
 Boot illumination  
 Side compartments in boot  
 Felt carpeting in boot  
 Centre console (prepared for radio installation)  
 Radio speakers concealed in dashboard

## Exterior equipment

Rubber bumper strips  
 Bumper extensions  
 Halogen headlamps with beam control  
 Int. & adjustable ext. mirror  
 Polished waistline impact strip  
 Polished rear impact strip  
 Lockable tank cap  
 Reversing lights  
 Heated rear window  
 Underseal  
 Radio aerial

## Additional equipment on the Audi 100 GLS

### Interior

Tachometer  
 Voltmeter  
 Oil temperature gauge  
 Passenger storage shelf  
 Pile carpeting  
 Pile parcel shelf covering  
 Velour upholstery  
 Pile carpeting in boot  
 Centre arm rest at rear

### Exterior

Laminated windscreen  
 Head lamp washers  
 Bronzed glass  
 Tailpipe trim  
 Halogen fog lights  
 Rear fog light  
 Self support bonnet  
 Twin tone horn

## Optional equipment

Headlight washer system	100 LS
Halogen fog lights	100 LS
Rear fog light	100 LS
Tachometer	100 LS
Laminated windscreen	100 LS
Vinyl roof	100 LS, GLS
Rear head restraints	100 LS, GLS
Radio; Radio cassette player	100 LS, GLS
Alloy wheels 6J x 14	100 LS, GLS
Automatic transmission	100 LS, GLS
Steel sunshine roof	100 LS, GLS
Quarter light side windows	100 LS, GLS
Heat insulating windows (green tint)	100 LS, GLS
Height adjuster for front seats	100 LS, GLS
Metallic paint finish	100 LS, GLS



# Seat upholstery for all Audi 100 models.

**Fine cord for the Audi 100 LS.**



Lime 10



Silver 11



Sand 12



Coral 13

**Velour for the Audi 100 GLS.**



Lime 26



Silver 27



Sand 28



Coral 29

Print processes do not allow exact reproduction of colours. This applies to exterior colours as well as to the interior trim.

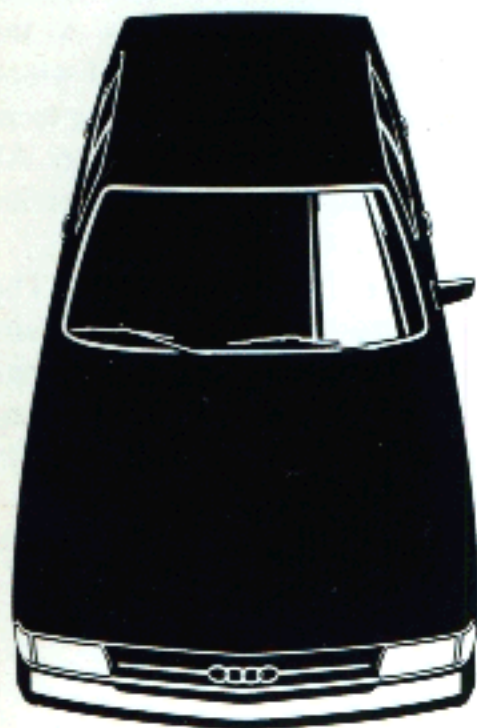
**Audi 100 Colour Combinations**

Interior trim		100 LS - Fine cord				100 GLS - Velour			
		Lime 10	Silver 11	Sand 12	Coral 13	Lime 26	Silver 27	Sand 28	Coral 29
Exterior finishes									
Black	A 1								
Island green	B 5								
Nubis red	H 6								
Brocade red	H 7								
Polar white	R 5								
Agate brown	T 1								
Metallic finishes									
Copper	W 2								
Reseda green	X 3								
Bahama blue	Y 3								
Diamond silver	Z 4								

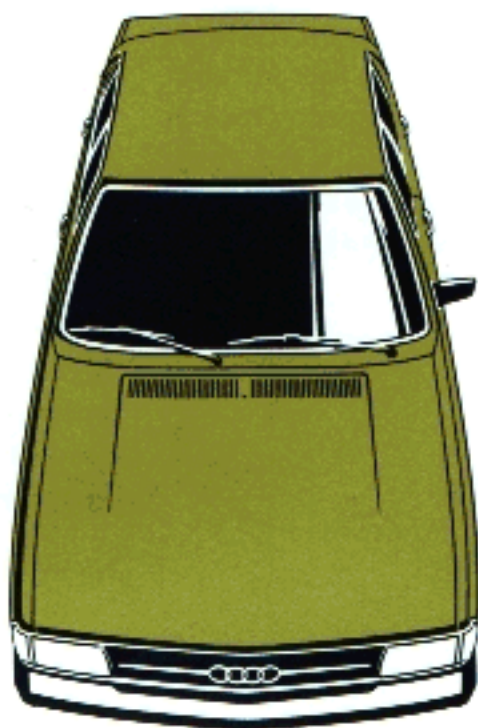
Metallic finishes are at extra charge.



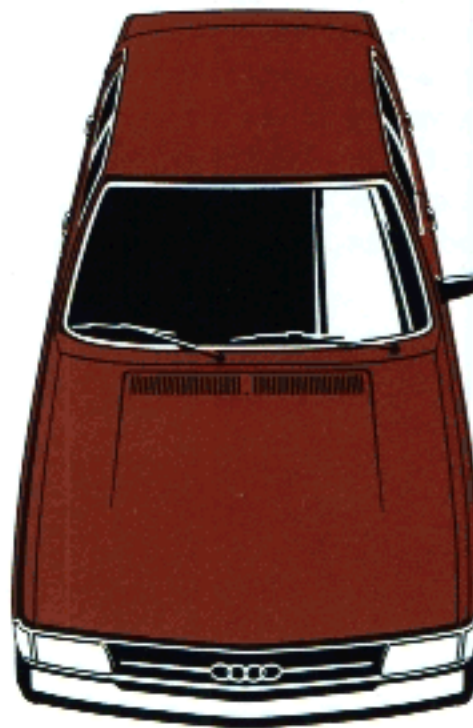
# Paintwork colours for all Audi 100 models.



Black A 1



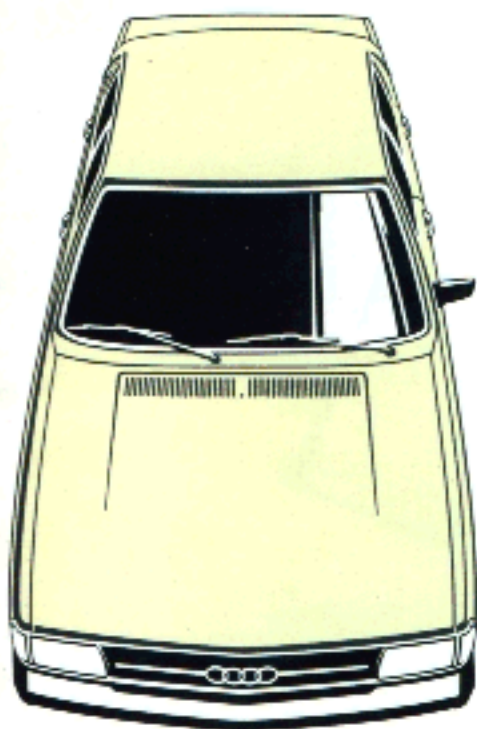
Island green B 5



Nubis red H 6



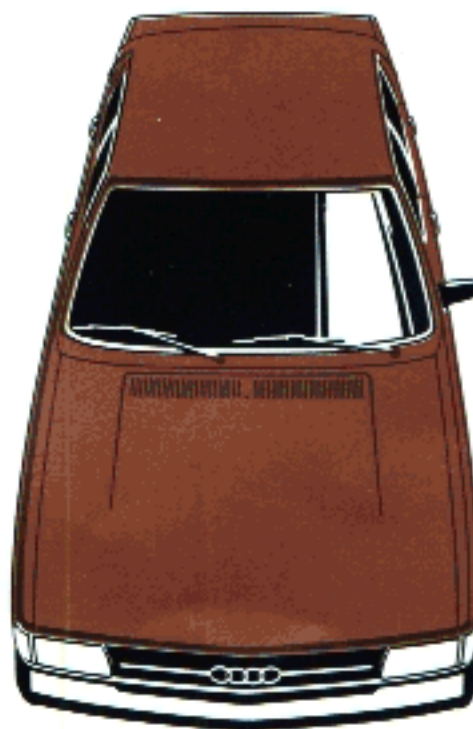
Brocade red H 7



Polar white R 5



Agate brown T 1



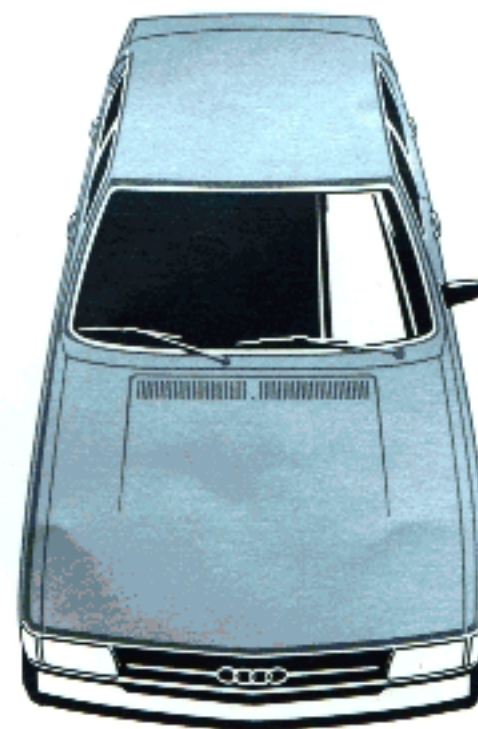
Copper metallic W 2



Reseda green metallic X 3



Bahama blue metallic Y 3



Diamond silver metallic Z 4

This brochure is intended to show the general appearance of the Audi 100.

Please refer to the last four pages of the brochure for exact details of specification.

Due to a continuous process of modification by the Manufacturer, some changes in specification may occur after the publication of this brochure.

Kindly confirm these with your authorised Audi dealer at the time of placing your order.

Please note: seat belts are fitted at extra charge.



# Service.

**The advanced 1-year warranty with no limit on mileage.** A manufacturer who gives this kind of warranty must be absolutely convinced of the quality of his cars. However, with this warranty we believe we give you more than just a proof of quality. We give you the assurance that you made the right choice. For economical, comfortable and safe motoring. The 1-year warranty has worldwide validity.

**A wide service network.** There is a wide network of Audi service stations around the world. The Audi service includes the latest in high efficiency equipment and special tools to provide maintenance and service for your car throughout its long life. Every Audi is equipped with a central socket for the Audi Computer Diagnosis System. All this guarantees a long life and high resale value for your Audi.

**Trained personnel.** The personnel of the Audi companies, service managers, mechanics, reception engineers, etc., receive regular training in factory-approved schools. At the factory there is a special department which carries out research into new servicing techniques in co-operation with Audi dealers. All this results in quicker, better quality service and lower maintenance costs.

**Spare parts and exchange units.** The Audi service includes a well-organized Parts Service. Guaranteed, high-standard exchange units are available from all Audi dealers. Genuine exchange units undergo stringent inspection at the factory.

SMITHFIELD GARAGE LIMITED,  
DICEETH,  
BIRMINGHAM, 5.



**Success through engineering.**