The new 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.

Then we introduced the new Audi 100 and in designing it 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 help you be a better driver.

The new Audi 100.

A car whose advantages have been thouroughly proven in 875,000 miles of reliability testing.

Though new, the Audi 100 is not unproven. We've driven it up to the Arctic and down to the Equator to see if it works as well in practice as it does in theory.

We discovered, for example, the lifespan of all the major components in the car, and we strengthened those that didn't meet our durability standards.

As we drove we discovered, with fine adjustments, how we could reduce still further the fuel consumption and bring the interior noise level down to even lower levels.

And, most important of all, we proved that a car consisting of thousands of completely new components was completely reliable. A chassis developed from 2,100 hours on machines that simulated the world's worst roads.

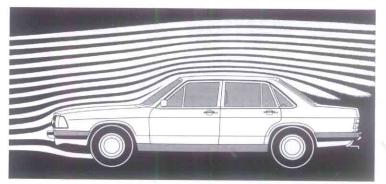
How you feel at the end of a journey depends not just on the roads you've been driving on, but on the car you've been driving in.

That's why we spent a great deal of time developing a suspension and chassis that can smooth away the ups and downs that make a journey tiring. We found, for example, new ways to isolate the suspension system so fewer vibrations are passed on to the passenger compartment.

We developed new rubber buffers that allow the suspension to be "soft", vet still absorb hard bumps.

We lengthened the wheel base and widened the track, to give extra stability to the car.





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

A shape created by 260 hours in the wind tunnel.

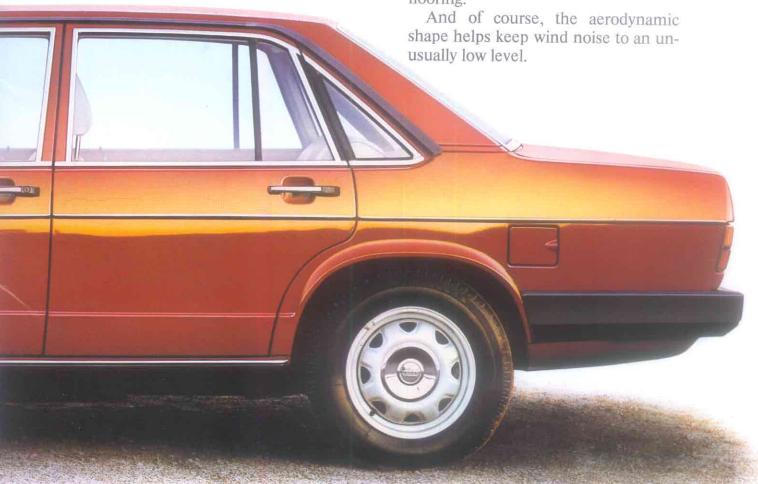
The lines of the Audi 100 were finally decided not by a stylist, but by the laws of aerodynamics. Little by little, in 260 hours of wind tunnel testing, we developed a shape that had a drag coefficient unbeaten by any other car in its class.

We reduce, for example, air turbulence at the rear end of the car to new minima. And by doing so, help make this one of the most economical saloons you can buy for high speed cruising.

A level of quietness developed by 2 years of intensive noise tests.

We decided that a car can be really comfortable only if it is very quiet as well. That's why we spent 2 years on exhaustive testing to develop new ways to reduce noise.

We found new ways to "tune" the bodywork to a frequency level that is less audible to the human ear. We developed new ways of constructing bodywork so that "booming" becomes impossible. The suspension for engine gears and axles has been doubly insulated against noise. And the interior is protected from noise by a new type of flooring.



Two new power units.

The Audi 100 is available with two unique engines. The 5 cylinder, 115 bhp 2.2 litre engine and the 5 cylinder, 136 bhp 2.2 litre unit fitted with K-jetronic fuel injection. Unique because the Audi 100 is the first production car in the world to be powered by a five cylinder petrol engine.

Both engines demonstrate 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 the features are described on this page. But you'll need to take a test drive to appreciate the quietness, smoothness and flexibility of the new engines.

And their low fuel consumption.

The 5 cylinder engine. Why a five cylinder engine? The concept of a five cylinder petrol engine is not exactly a new one.

During the 1930's a British engineer conceived the principle of a five cylinder unit. Just a decade later another respected engineer, Granville Bradshaw, advocated the unit as "... probably a better engine for a car". Recent technological advancement has made it possible to eliminate, totally, the problems of imbalance by altering the location of balance weights and thus shifting the plane of vibration.

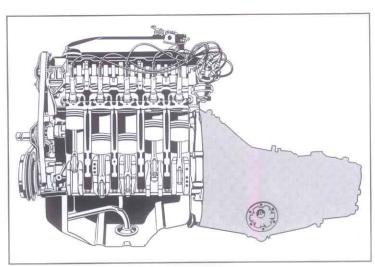
Why not a six cylinder engine? Simply, the advantages of a 5 cylinder engine over a six cylinder version are less weight, for lighter steering, and a more favourable fuel consumption in conjunction with the higher degree of smoothness in operation common to six cylinder engines. In short, the five cylinder unit brings together most of the benefits found in both four and six cylinder engines and in doing so offers performance, economy and reliability in a combination previously unknown.

5 cylinders with fuel injection. The 136 bhp, fuel injected version offers you efficient use of fuel to provide the power to take you to 60 mph in just 9½ seconds and on to a top speed of 117 mph.

5 cylinders with a carburettor. Our twinchoke 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.

The car with the 10,000 mile main service interval. The efficiency of the Audi 100 engines makes them reliable, too. They have 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 range from the north of Sweden to the Sahara. And, in 875,000 miles of tests, put the engines under far greater stress than they are 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.



The five cylinder 2.2 litre engine.





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 har-

monized between the front and rear axles, to prevent the car from pitching. The springs have long travel, and large additional rubber bumpers keep them comfortably soft while still enabling them to absorb rough bumps or potholes.

The long wheel base 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.

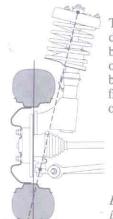


The safety steering and braking system.

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 self-stabilising steering and braking system. An Audi was the first production car in modern times 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 exampel), it will not be pulled off course.

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



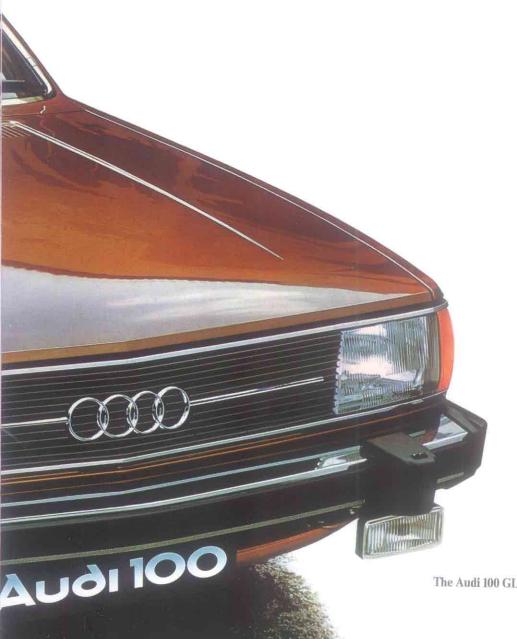
The dual diagonal circuit braking system. The two braking circuits in the Audi 100 are diagonally linked. If one circuit fails, the brakes will still work on one front wheel and on the diagonally opposite back wheel. The braking power is evenly distributed between front and rear, with 50% of the braking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



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

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



The Audi 100 GL-5E





The car that's designed to make you a better d

"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 that there was plenty of window space. so you wouldn't feel confined. We chose colours that were soft and harmonised, so you would feel relaxed. 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, distraction, so you can concentrate on driving."

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.

Instruments. As well as speedometer and an extremely accurate quartz clock (and a tachometer for GL models) there is also an econometer, a very useful piece of equipment that assists you in driving as economically as possible. (For the 1979 model year, water temperature indication is provided by warning lights).



driver.

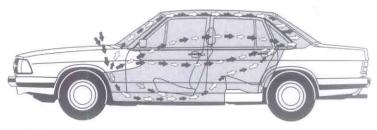
The ventilation system. Stale air can make you tired and irritable. And that can make you a bad driver. So we developed an entirely new ventilation system. It's very powerful, but also very quiet.

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

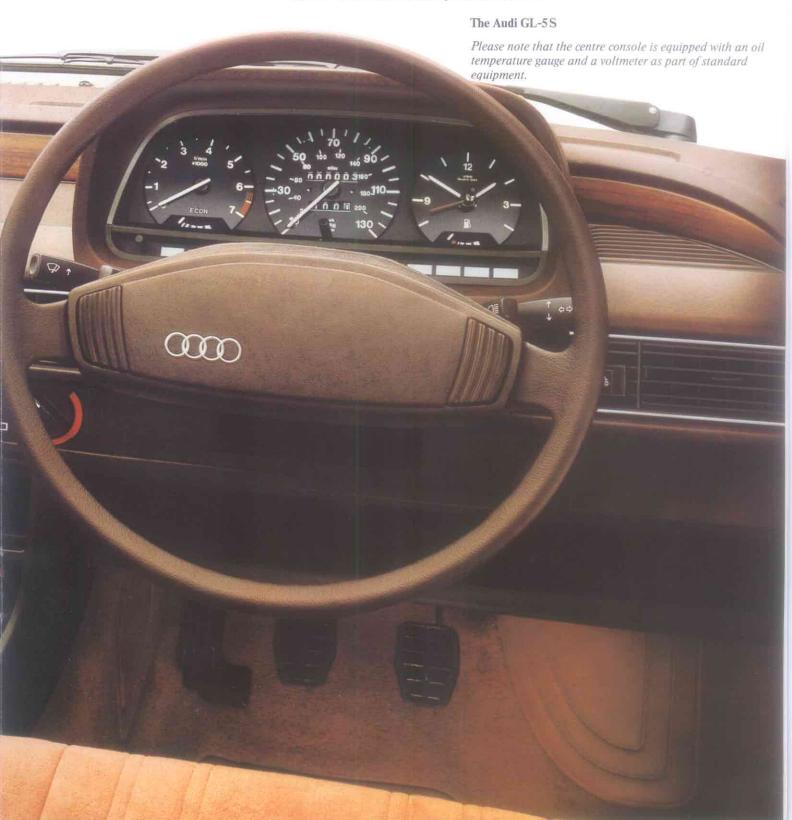
Once you've selected a temperature, it stays constant irrespective of fluctuations in the temperature of the engine.

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

It automatically controls the temperature throughout the passenger compartment keeping the occupants warm and comfortable or cool and refreshed. Side ducts demist the front windows.



Efficient ventilation can make you a better driver.



A unique safety system.

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 completely new techniques 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 resists 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

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 a frontal impact of 30 mph. The sides, too, are impactresistant. 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 build-

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

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

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.

A heated rear window is fitted as standard.





The range.

The Audi 100 saloon range is available in 4 versions. The Audi 100 L-5 S, a 2.2 litre, 115 bhp model, the GL-5 S with the same power unit, but more luxuriously equipped and the Audi 100 GL-5 E, a 136 bhp, fuel injected model, also with the GL equipment pack, but additionally with power steering. Finally, at the top of the range is the "flagship" model,

the Audi 100 CD-5E. This model is referred to in greater detail in a separate brochure which is available upon request.

The Audi 100 is also available as a hatchback. The 3 versions of this model are the Audi 100 Avant L, an 85 bhp, 1.6 litre version with the L equipment pack. The Audi 100 Avant GL-5S, specified with the GL equipment pack and, finally, at the very top of the range, the superbly equipped Audi 100 Avant CD-5E. The Avant models are described in greater detail in a separate brochure. The Avant CD-5E is also referred to in the same brochure as the saloon version of this model.



Bumper side extensions for added protection. Adjustable wide beam halogen headlights.



You can adjust the outside mirror from inside the car.



Flow-through ventilation distributes the air throughout the passenger compartment.

Refinement through attention to detail.

The new Audi 100 is one of the most comprehensively equipped saloons available. Whichever model you choose 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 L-5S. This model 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 driver's side is roomy. Two ashtrays have been provided for the rear seat passengers and throughout, there is wall to wall carpeting.

Please note that Azure interior trim is available with Diamond Silver and Dolomite Grey exterior finishes only.



The glovebox is lockable and illuminated.



The centre console is fully prepared for radio installation.



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



There are pockets in the doors for odds and ends.



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



Steel radial ply tyres are standard.

An atmosphere of luxury.

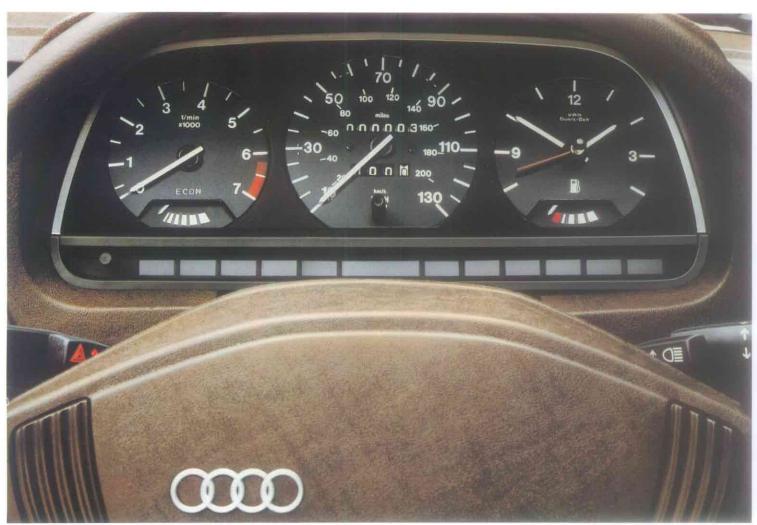
The Audi 100 GL-5S: Equipment includes: two halogen headlamps and bronze-tinted windows all round. Front and rear fog lamps, a chrome trim for the exhaust muffler and a headlight washing system as well.

There is a rev counter in the instrument panel, placed well within your field of vision. There is a large centre console and an additional shelf on the passenger side. There is a central armrest contributting to seating comfort at the rear. Velour upholstery and pile carpeting make travelling in the Audi 100 GL a luxurious experience.

Complete preparation for radio installation is standard for all models. 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 loud speakers are placed in special resonant cavities which improve the sound outstandingly.

The Audi 100 GL-5E: The Audi 100 GL-5E is equipped with the 5 cylinder, 136 bhp, 2.2 litre engine combined with a K-jetronic fuel injection system. This power unit offers excellent performance, smoothness and outstanding economy.

The Audi 100 GL-5 E has the same interior and exterior equipment as the GL-5S, but is additionally equipped with power steering.



The rev counter helps you drive even more economically as does the econometer.



Automatic transmission (Optional extra).



A twin-tone horn is standard.

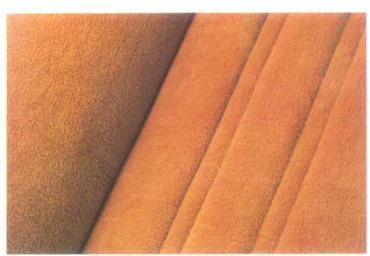
Simply superb.

The Audi 100 CD-5E: Again equipped with the powerful 136 bhp unit, the CD-5E has just about every item of specification that could be required in a superbly luxurious saloon. Heat

insulating tinted glass, electrically operated windows and sunroof, power assisted steering, alloy sports wheels, metallic paint finish, central locking system and automatic trans-

mission, to mention but a few.

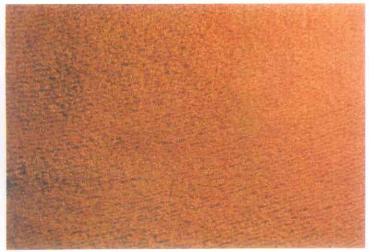
A separate brochure giving full details of both the saloon and hatchback versions of this model is available.



Thick velour upholstery.



Front and rear foglights for the GL and CD models.



A thick velour carpet provides insulation as well as luxury.



A centre armrest for the back seat.



Headlight washers to keep the headlights clean.



A hydraulic bonnet support.

Technical data. (For Audi 100 Saloon Versions)

		100 L-5 S/GL-5 S	100 GL-5 E/CD-5 E	Weights		100 LS/100 GLS	100 GL-5E	100 CD-5 E
Engine		Water cooled 5 cylinder in-line overhead camshaft		Unladen	bs	2579	2579	2649
Capacity	Litres	2.2	2.2	=	kg	T170	1170	1204
_	Cubic	2144	2144	Gross	lbs	3593 1630	3593 1630	3663 1664
Bore	mm	79.5	79.5	Payload	kg Ibs	1014	1014	1014
Stroke	mm	86.4	86.4	rayload	kg	.460	460	460
Output	bhp (DIN) kw	115 85	136 100	Axle Front	lbs	2039	2039	2039
	at rpm	5500	5700		kg	925	925	925
Compression		8.2:1 9.3:1		Rear	lbs	1786	1786	1786
Max. Torque	lb ft	122	127.5		kg	810 Iman/autal	810 Iman/autol	810 lautol
	at rpm	4000	4200	Trailer braked	lbs	2976/3086	3307/3528	3528
Fuel Induction		Down draught, 2 stage	K-jetronic fuel injection.		kg	1350/1400	1500/1600	1600
Seed to the Million	25	with automatic choke.	- 10	Unbraked	lbs	1367/1367	1367/1367	1367
Electrical System Battery		12 volt 54 Ah (man. trans.)	12 valt 63 Ah (man/auto trans.)	Po	kg	620/620	620/620	620
- amony		63 Ah lauto, trans.)	CG 7 III III GITO II GITO	Dimensions	All mod			
		All models		Length	ins mm	184.3 4680		
Cooling			ically driven	Width	ins	69.6		
		thermostati fan.	cally controlled	Wildin	mm	1768		
Lubrication		Full flow oil	filter	Height	ins	54.8		
Transmission			dry single-plate clutch, fully		mm	1393		
n unannaaron		synchronized four speed	gear box with reverse gear.	Wheelbase	ins	105,4		
			nsmission with three forward		mm	2677		
		ranges and one reverse re	and the second control of the second	Track Front	ins mm	57.9 1470		
Chassis		shock absorbers; in front,	, coil springs with telescopic	Rear	ins	56.9		
		Transverse stabilizer in fro		11001	mm	1445		
			sion mounted on a subframe.	Ground				
			wer wishbones in front with	clearance at	ins	5.1		
			d "caster offset" for extra safe	total weight	mm	130		
			crank axle with additional Panhard rod, mounted trans-	Turning Circle	feet metres	37.7 11.3		
		versely.	amara roa, moornea nara	Capacities	11.1011.03	1.7.190		
Steering		Self-adjusting	Power	Boot	cu. ft.	22.7		
		rack and pinion	assisted	Fuel Tank	gallons			
		Brakes: twin, diagonally	split hydraulic circuits ope-		litres	60		
		rating floating caliper dist at rear, self-adjusting. Bri						
			for real wheels. Cooling ribs					
		on brake drums.						
Wheels		51/2J x 14	51/2J×14/6J×14					
Tyres		Steel Radial ply 165 SR 14	185/70 HR 14					
Performance								
Top Speed (Man)	mnh	111						
(Auto)	mph mph	108	114					
	1.07							

All fuel consumption figures are in accordance with the fuel consumption tests as defined in the Passenger Car Fuel Consumption Order 1977.

2 91

Iman) secs 7.4 lauto) secs 8.7 Iman) secs 11.2

lman1 mpg - lit/100 km 18.7 - 15.1 lauto1 mpg - lit/100 km 20.3 - 13.9

(auto) secs

6.3 7.8 9.5

11.4

100 GL-5 E/CD-5 E

20.6 - 13.7 21.4 - 13.2

32.8 - 8.6

32.8 - 8.6 25.4 - 11.1 25.2 - 11.2

4 98

100 L-5 S/GL-5 S

(manl mpg - lit/100 km 36.7 - 7.7 (auto) mpg - lit/100 km 31.4 - 9.0 (manl mpg - lit/100 km 27.4 - 10.3 (auto) mpg - lit/100 km 24.1 - 11.7

Acceleration

Consumption * S.U.D.C.

at 56 mph - 90 km/h

at 75 mph - 120 km/h

Specific

Fuel Star Rating Octane

0-50 mph 0-60 mph

^{*} S.U.D.C. = Simulated Urban Driving Cycle.

(For Audi 100 Saloon Versions)

Specifications.

Interior Equipment

Econometer Speedometer Quartz clock Temperature warning lights Temperature warning 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/rear door courtesy lights 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 Adjustable head restraints – front Passenger grab handle – front/rear Safety armrests/integrated grab handles Padded instrument panel Polished instrument panel trim Padded instrument panel trim Styled gear lever with jacket Reclining front seats Felt type carpeting Ribbed velour upholstery Door storage compartments Boot illumination Side compartments in boot lwith tool kit) Felt carpeting in boot Centre console (prepared for radio installation) Radio speakers concealed in dashboard Front seat angle adjuster Seat belts

Exterior Equipment

Rubber bumper strips
Bumper extensions
Halogen headlamps with beam control
Interior adjustable exterior mirror
Polished waistline impact strip
Polished rear impact strip
Lockable tank cap
Reversing lights
Heated rear window
Underseal
Radio aerial
Laminated Windscreen
Dual twin jet windscreen washers

Additionally for 100 GL-5S Interior

Tachometer
Voltmeter
Oil temperature gauge
Passenger storage shelf
Pile carpeting.
Crushed velour upholstery
Pile carpeting in boot
Centre armrest at rear

Exterior

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

Additionally for Audi 100 GL-5 E

Power assisted steering

Additionally for Audi 100 CD-5E Interior

Higher output heater
Auxiliary power sockets
Secondary courtesy light
2 additional seat cushions
Illuminated rear ashtray
Electrically operated windows
Central locking system
Automatic transmission
Rear head restraints
Iwithout; voltmeter
oil temperature gaugel

Exterior

Alloy wheels Metallic paint finish Heat insulating tinted glass Electrically operated sunroof

Optional Equipment

Vinyl roof L-5S/GL-5S/GL-5E
Rear head restraints L-5S/GL-5S/GL-5E
Radio
Radio cassette player
Automatic transmission L-5S/GL-5S/GL-5E/CD-5E
Quarter light windows L-5S/GL-5S/GL-5E/CD-5E
Heat insulating
windows Igreen tintl L-5S/GL-5S/GL-5E
Metallic paint finish L-5S/GL-5S/GL-5E
Alloy wheels L-5S/GL-5S/GL-5E
Power steering L-5S/GL-5S/GL-5E
Power steering L-5S/GL-5S/GL-5E
Lectric windows GL-5S/GL-5E
Central locking GL-5S/GL-5E
Air conditioning GL-5S/GL-5E/CD-5E

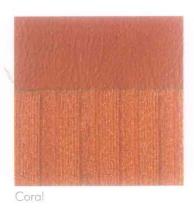
The upholstery.

Ribbed velour for the Audi 100 L-5 S









Azure











Azure

Reed

Sand

Coral

Audi 100 Colour Combinations

		Audi 100 L-5 S Ribbed velour				Audi 100 GL-5S/GL-5E Crushed velour			Audi 100 CD-5E Crushed velour				
Interior trim		Azure	Reed	Sand	Coral	Azure	Reed	Sand	Coral	Azure	Reed	Sand	Cora
Exterior finishes													
Black	9000												
Malaga red	H 5												
Alpine white	P-1												
Merian brown	Т2												
Metallic finishes													
Copper	W 2												
Azure	W 3												
Indian red	W 9												
Silver green	Y 4												
Diamond silver	Z 4												
Colibri green Z 7												5-1	
Dolomite grey	Z 9												

The paintwork.





Black 9000



Malaga red



H5 Alpine white



Merian brown

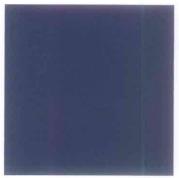
PI



Metallic finishes.



Copper



Azure



Indian red



Silver green



Diamond silver



Colibri green



Dolomite grey



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

Metallic finishes are at extra charge except on the Audi 100 CD-5E where this finish is standard.

The Audi 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 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 net-

work 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.

Trained personnel. The personnel of the Audi companies, service managers, engineers 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.

Personal Export. The Audi service also includes the Personal Export facility which arranges for Overseas, Military and Diplomatic sales of Audi vehicles.

For information on this service the Personal Export Centre, 95 Baker St. London, WI, should be contacted. (Tel. 01 486 8411)

Success through engineering

