



Redefine life

The Audi A1 Sportback



Future is an attitude

Audi Vorsprung durch Technik

Dare to make your mark

Bold, intuitive and intelligent, the Audi A1 Sportback is here to redefine convention. The all-new Audi A1 is stylish, urban and sporty – staying ahead of the game with forward-thinking technology and pioneering design. Whether you're navigating the city or a weekend adventure, the Audi A1 Sportback's formidable engines turn every drive into a memorable experience.

There is a choice of efficient petrol engines with outputs ranging from 85 kW to 147 kW. Powerful turbocharging, direct injection and a particulate filter are standard.

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Write your own story

Modelled around living life in the moment, the interior is completely driver-focused and customisable with a variety of options to choose from.

With infotainment and driver assistance systems on par with the full-size class, the A1 Sportback is as firmly integrated into the digital world as you are.

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The future is now

Built with premium styling and intuitive technologies, the A1 Sportback comes standard with an MMI touch display and a smartphone interface that seamlessly connects your phone to your vehicle.

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

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Predictive Route Guidance



Navigation with satellite map



Destination Entry via myAudi



Detailed Point of Interest Display



Weather



Audi Incident Assist



Emergency Call



Online Roadside Assistance



Theft Alarm Notification



Parking Information



Vehicle Status Report



Audi Service Request



Privacy Mode



Remote Access



POI Search with Voice Control



Geofencing



Speed Alert



Valet Alert



Car Finder



Online News

Celebrate your individuality

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

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

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

The Audi A1 Sportback is available in a choice of ten daring colours to complement your individuality.

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Model highlights

- Digital cockpit
- Audi virtual cockpit and MMI touch navigation*
- 6 speaker system passive*
- Leather steering wheel
- Audi smartphone interface*
- 15-inch standard alloy wheels

*Optional extras





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