

Audi

Innovators in Engineering Since 1909

The 1983 Model Range



Audi: A History of Inspired T

The 1983 Audi Model Range

80 CL:	1588 cc, 4 cylinder carburettor engine, 75 Bhp
80 GL:	1781 cc, 4 cylinder carburettor engine, 90 Bhp
80 CD:	1921 cc, 5 cylinder carburettor engine, 115 Bhp
80 Turbo Diesel:	1588 cc, 4 cylinder turbo-charged diesel engine, 70 Bhp
80 Sport:	1781 cc, 4 cylinder Fuel Injected engine, 112 Bhp
80 Quattro:	2144 cc, 5 cylinder Fuel Injected engine, 136 Bhp with permanent four wheel drive

Coupe GT:	1921 cc, 5 cylinder carburettor engine, 115 Bhp
Coupe Fuel Inj.:	2144 cc, 5 cylinder Fuel Injected engine, 130 Bhp
100 CC:	1921 cc, 5 cylinder carburettor engine, 100 Bhp
100 CS/CD:	2144 cc, 5 cylinder Fuel Injected engine, 136 Bhp
100 Turbo Diesel:	1986 cc, 5 cylinder turbo-charged diesel engine, 87 Bhp
Quattro:	2144 cc, 5 cylinder Fuel Injected turbo-charged engine with inter-cooler, 200 Bhp with permanent four wheel drive.



The new Audi 100. The most aerodynamic production car in the world.

To drive one of today's Audi models is to experience the results of one of the world's most technologically advanced and inventive motor companies.

It is to experience standards of performance, economy, comfort and safety that will take other manufacturers several years to emulate.

Yet for Audi, building cars which incorporate the most advanced technology has been a way of life since the Company's formation in 1909.

In fact one of our earliest developments was front-wheel drive. It may not seem much today, but we first produced front-wheel drive cars 50 years ago. Like so many of the best ideas it was so simple that few people recognised it. And yet today it is an engineering principle adopted by major motor manufacturers throughout the world.

Now, in the 1980s, Audi stand alone in perfecting the application of a permanent four wheel drive system in high performance cars - The Quattro and 80 Quattro.

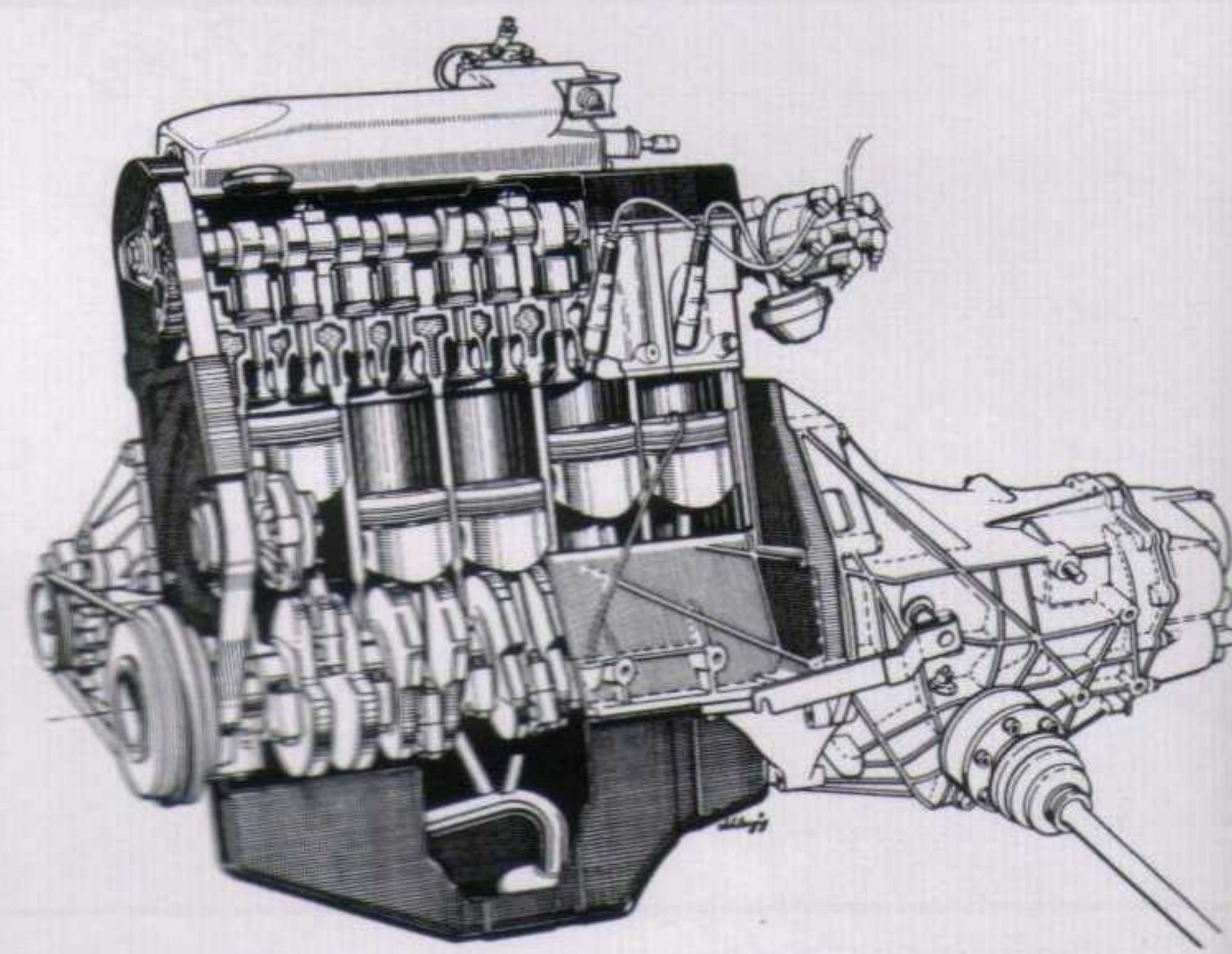
But establishing new thresholds of automobile design and con-

struction is an accepted standard of Audi's pedigree.

By actually designing the new 100 in the wind tunnel, Audi have succeeded in styling a car with a drag co-efficient of only 0.30, which means in plain English, 30% more aerodynamic than the average saloon car. As the most aerodynamic production car in the world, the new Audi 100 confirms the spectacular advances Audi engineers are making in aerodynamic design, styling a range of vehicles so aerodynamically efficient that they will establish new drag co-efficient thresholds and dramatically influence the shape of styling to come.

But wind cheating aerodynamics is but one of those fundamental elements determining performance and low fuel consumption. With petrol prices continuing their upward spiral - in December 1973 a gallon of four-star petrol cost a mere 42p, 10 years later and that price has quadrupled - the problem presented to each car manufacturer was how to achieve maximum fuel economy without impairing performance. Yet maintaining the same standards of

safety. Audi engineers tackled the problem in their own innovative manner - and were alone in creating engines which could give six cylinder performance with four cylinder economy, without reducing car size and passenger comfort. Audi technology



The powerful 5 cylinder 2.2 litre fuel-injected engine.

created the remarkable five cylinder engine.

Not resting on their laurels, Audi engineers then researched the most fuel efficient means of extracting even greater performance from their unique engine: Turbo-charging. The turbo-charged cars manufactured by Audi today convincingly demonstrate that the days when increased performance could only be achieved at the expense of greater cubic capacity or more cylinders have long since gone.

Lightweight body construction is another element crucial to the performance/economy equation. Years ago Audi recognised the need to discard the out-dated heavyweight approach and developed vehicles with substantially improved power to weight ratios. Under no circumstances did this more efficient distribution of weight involve cutting corners on materials or reducing the car's integral strength. On the contrary, it merely reflected Audi's search for an even greater appreciation of the inter-relationship of design technology to gain a more profound understanding of the selective and economic deployment of materials.

This research has enabled Audi to build cars with safety-conscious structural designs which allow kinetic energy to be transformed into potential deformation energy in the

Technological Innovation.

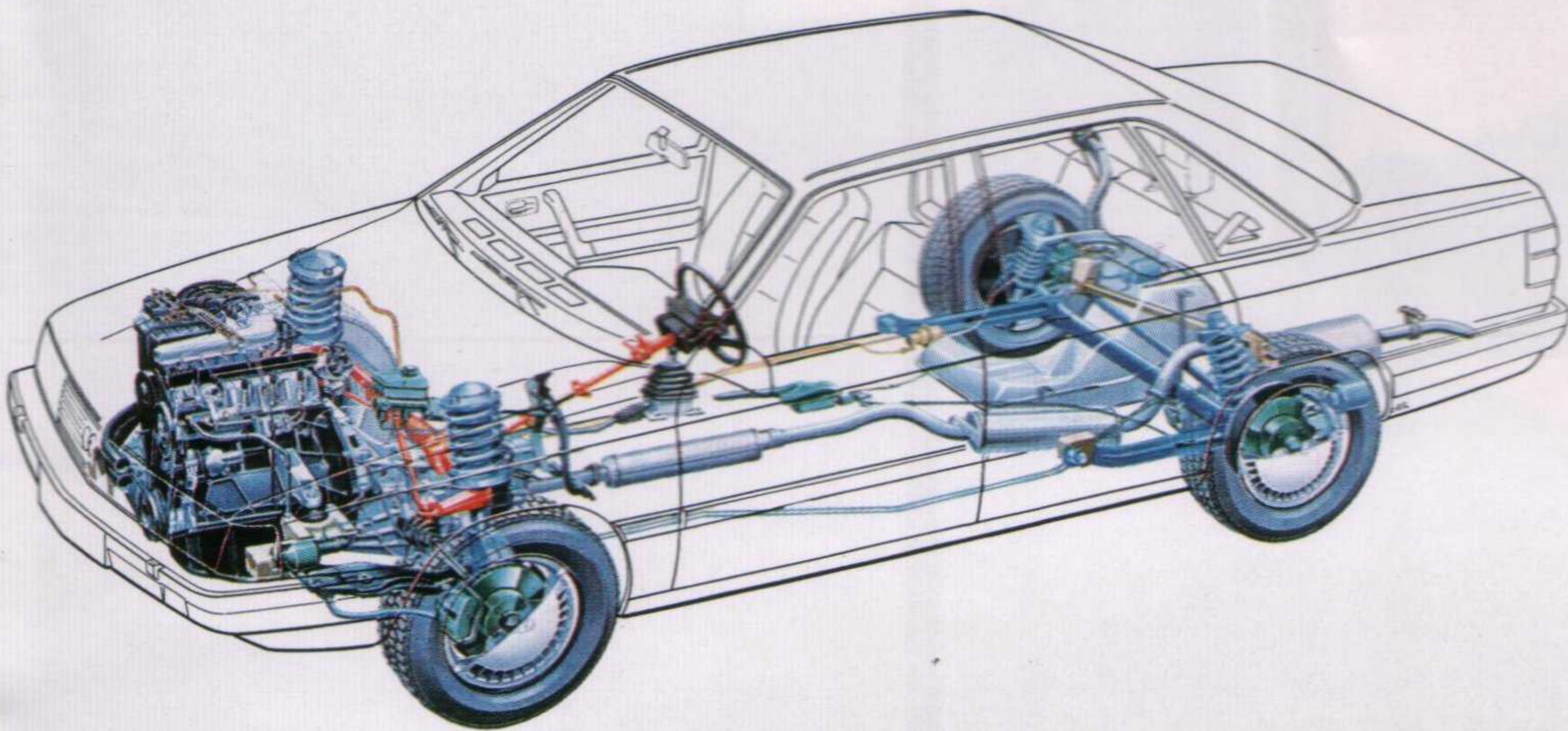
event of a collision.

Our development engineers at Ingolstadt were the first to apply computerised techniques in the calculation of weight-optimised structural designs. This has made many profound discoveries in the search for a

Unlike many, we at Audi believe that constant innovation is the only approach to designing and building cars, and the new 100 is a supreme example.

By building our cars around a long wheelbase and wide track, dri-

In the highly unlikely event of one circuit failing, the braking pressure is evenly distributed between the diagonally opposite wheels. However, should the worst happen and an accident occurs, every Audi incorporates passive safety features designed

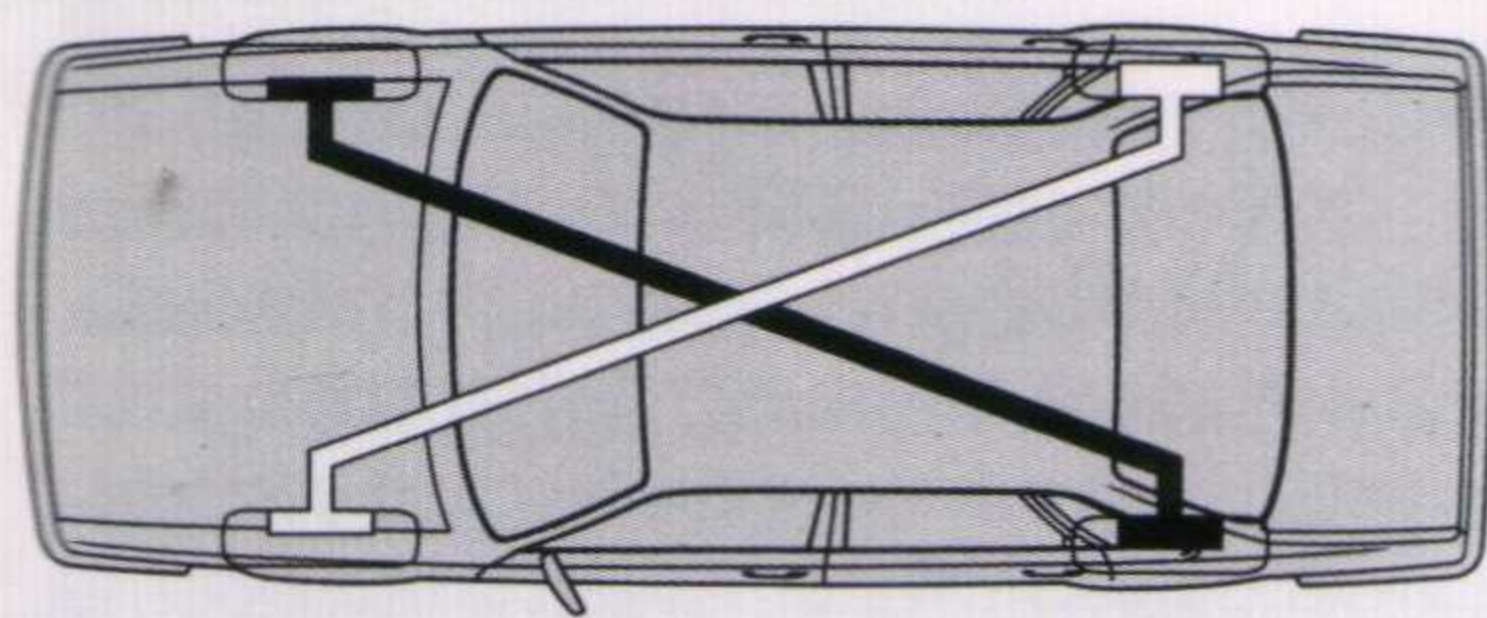


The remarkable chassis and suspension design ensures the new 100 runs smoothly, quietly and safely.

more favourable distribution of weight. These discoveries are incorporated in each and every Audi built today.

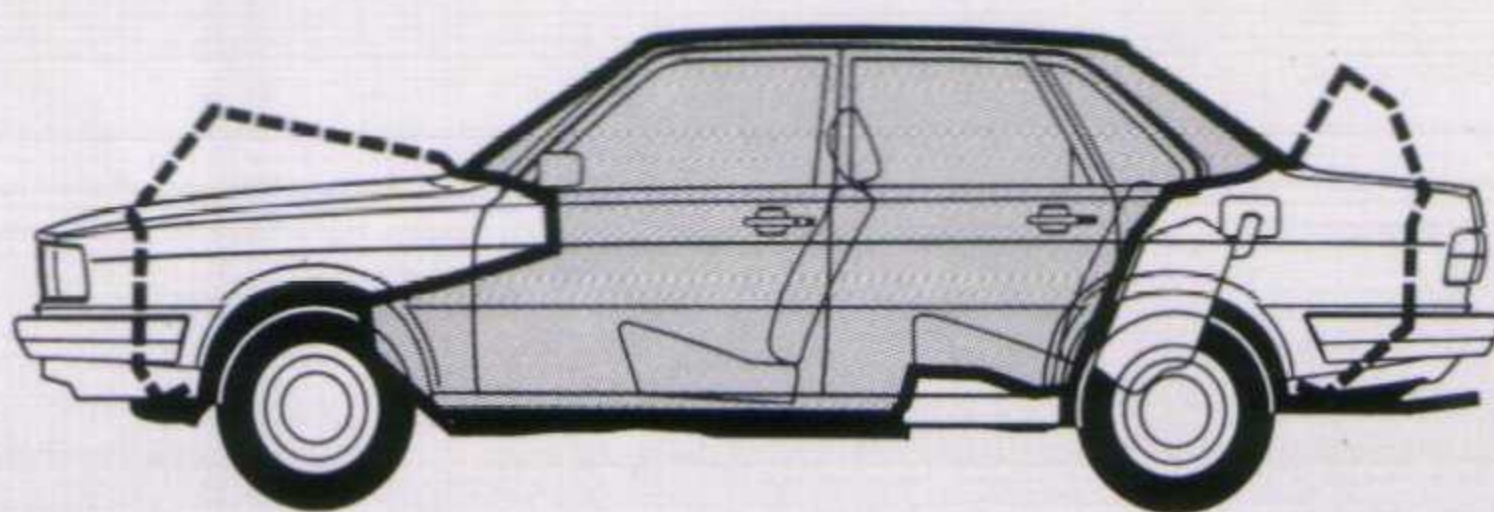
Over the last 50 years Audi have developed and improved their front wheel drive system to the point where it is now acknowledged as one of the finest systems in the world. On the road, Audis convincingly demonstrate that the directional stability of a car powered by the front wheels is far superior to one powered by its rear wheels. The Audi FWD system makes the car less susceptible to side wind and, indeed, among single axle drive systems, makes it almost unbeatable on wet surfaces.

As the engine is mounted over the drive axle, its weight gives maximum front wheel drive adhesion and ensures that each Audi delivers optimum fore and aft stability in straight line driving. And superb road driving. And holding when cornering.



Diagonal brake system.

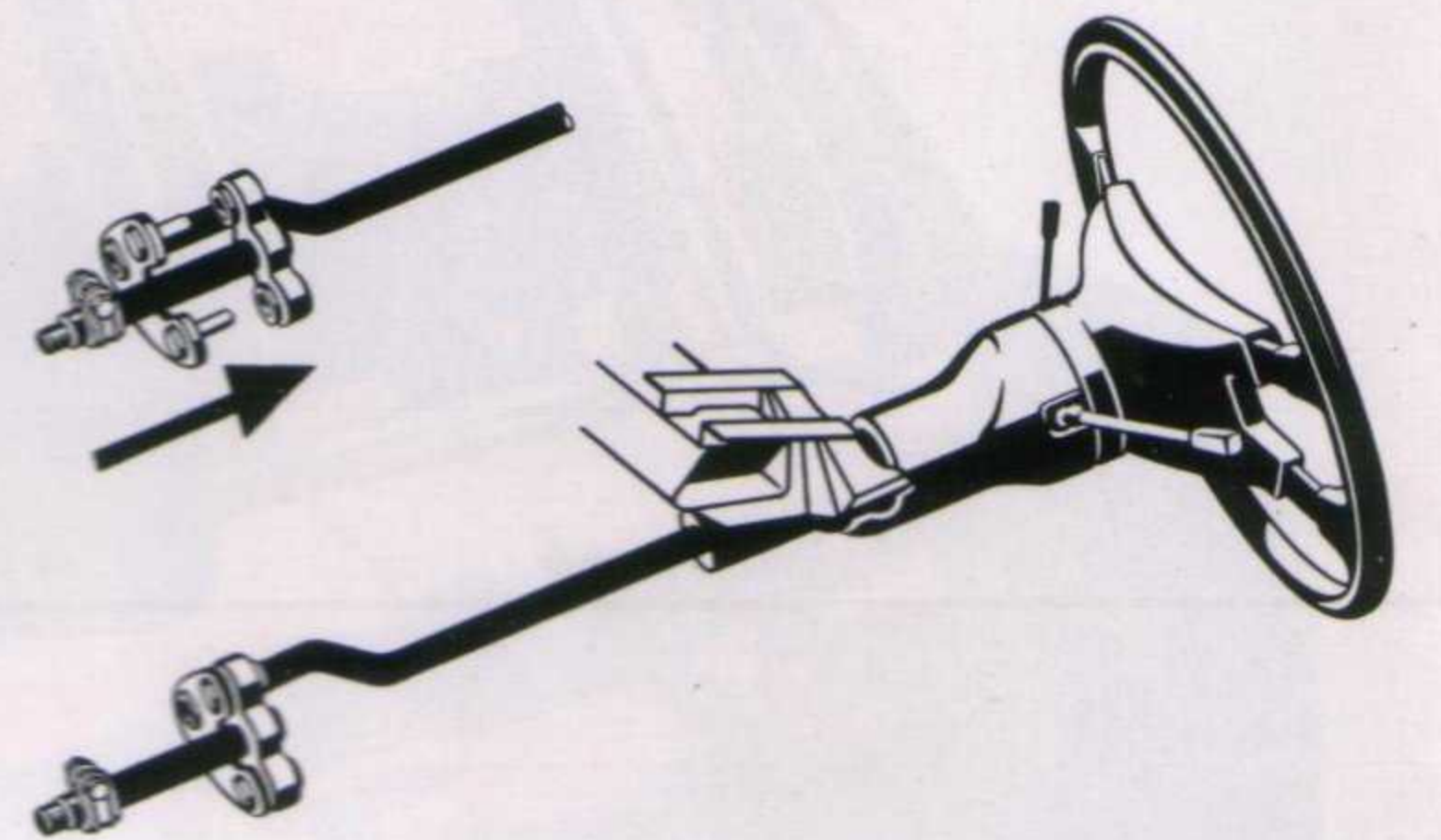
ve stability is assured. And, as a result of extensive Audi experimentation, the springing on each car is correctly harmonised between front and



The rigid steel safety cell passenger compartment.

rear axles to prevent pitching. The result is a safer, more balanced drive with the car remaining in full control of the driver.

Audi engineers have always been obsessed with safety, and all cars incorporate active and passive safety features which together combine to make an Audi one of the safest cars on the road. Built into each car is a feature - negative roll radius - specifically designed to help keep the car in control in the event of a tyre blow-out. This is due to the steering and suspension geometry which, coupled with front wheel drive, helps the driver pull up in a straight line when a tyre bursts. Also, all Audis are equipped with a diagonally linked dual-circuit braking system.



The safety steering column with flexible mesh element.

to withstand and absorb impact energy. The passenger compartment is surrounded by a rigid steel safety cell, and the front and rear of the car are designed to collapse progressively in a collision, thus absorbing impact energy.

The entire interior of the passenger compartment is designed with safety uppermost, and the steering column has a flexible mesh element so that it collapses under impact.

Audi then, possess a unique pedigree of automotive firsts. The engineers, not content to rest on their laurels, are now incorporating 1990s technology into standard production cars today, and the computerised digital display instrumentation on the Quattro's dashboard (scheduled for 1984) is but further evidence of their inspired innovative thinking.



The Audi 80 gets a turbo-die



When it was launched, the Audi 80 was voted Car of the Year in six countries. Since then, it has become Audi's best selling car.

New for 1983 is the 80 Turbo Diesel, heralded as the most advanced diesel in the world. Its combination of performance and economy has finally put paid to the commonly held belief that impressive fuel consump-

tion can only result from mediocre performance. Like every model in the successful 80 range, the Turbo Diesel offers the expected standard of Audi comfort, with a sumptuous interior giving plenty of space for heads, legs, and luggage. Audi's innovative engineering has also cut fuel costs on petrol engines. The 80 GL, for example, is equipped

with a revolutionary stop/start system. Put this with the new 1.8 litre, 4 cylinder engine which offers improved torque characteristics and enhanced all round performance (over 50 mpg at 56 mph), add a 5 speed economy gearbox, electric windows and central locking and you have an economy car with indulgent overtones.

sel engine, and permanent four wheel drive.



But if the GL is considered too economy conscious, there's an 80 mean on creature comforts . . . and performance. The Audi 80 Sport. Although fitted with the same engine as the GL, this time it's fuel injected, and that extra power is delivered to the wheels via a 5 speed sports gearbox, to take the 80 Sport away from the competition.

But if absolute luxury is of necessity, the lavishly equipped 115 Bhp, 5 cylinder 80 CD provides the answer. Power assisted steering, steel sunroof, electric windows . . . the full specification is totally comprehensive.

Finally, for those looking for out of the ordinary performance, there's the sensational 80 Quattro: the most advanced four wheel

drive saloon car in the world.

The 80s hold a great deal more for you than you may know, that's why it's become our best selling car.

Audi 100. Car of the Year 1983



By actually designing the new 100 in the wind tunnel, Audi have succeeded in styling a car with a drag co-efficient of only 0.30, which means in plain English, 30% more aerodynamic than the average saloon car. But not only is the new Audi 100 the most aerodynamic production car in the world, it is one of the most strikingly original and elegantly

styled seen for years. With such streamlined styling, it achieves remarkable savings in fuel consumption, making it the most economical car in its class. Such fuel efficient performance makes the new Audi 100 the ideal car for long distance motoring. Its effective driving range is particularly attractive - in excess of 625 miles on one full tank - providing, of

course, that your driving is not too spirited!

Three extremely economical engines are at the heart of the matter: the 100 Bhp, 1.9 litre unit which powers the 100 CC, the 136 Bhp, 2.2 litre engine incorporated on the CS and CD models and, finally, the 87 Bhp, 2.0 litre turbo-charged diesel option. All versions of Audi's well-proven and reliable 5 cy-

3.



linder engines. And yet the incredible savings achieved in fuel consumption are not to the exclusion of performance. The 136 Bhp engine takes the CS and CD models from a standing start to 60 mph in a mere 10.3 seconds, and on to a top speed of 125 mph.

Audi, then, have achieved the unique distinction of producing a car which effective-

ly combines the two elements of sheer power and fuel economy. And this in a vehicle which offers outstanding space and seating comfort, unmatched by any other competitive vehicle. Like the Quattro before it, the new 100 challenges the conventional standards of automobile design and construction, establishing new thresholds of all round performance

within the luxury car segment.

And the fact that it has been acclaimed as Car of the Year 1983 merely confirms Audi's position as the industry's pioneer of innovative engineering.

Audi Coupé GT and Fuel Inje with saloon car comfort.



Coupé. The word implies elegant styling and spectacular performance. Also, by definition, it suggests a cramped interior, limited luggage carrying capacity and prohibitive running costs.

But not so in this case. For all its sleek lines, the Audi Coupé is a full 5 seater that has

very little in common with the 2 + 2 concept.

Five full grown adults can travel inside with the comfort they'd enjoy in a large saloon. The back seats are real seats, with more than enough leg room, shoulder room and headroom. There's a 15½ cu. ft. boot to accommodate all their luggage and both mo-

dels - the GT and Fuel Injection - are remarkably fuel efficient, achieving for example 43.5 mpg and 38.2 mpg respectively at a steady 56 mph.

In every other way, though, the Audi Coupé retains the traditional sports car attributes. The 115 Bhp, 1.9 litre GT can reach 60

ection. Fast or very fast but



mph from rest in a mere 10.3 seconds and travels on to a top speed of 113 mph. As its name suggests, the Fuel Injection, new for 1983, is the more potent big brother. Powered by a 130 Bhp, 5 cylinder fuel injected engine, it goes from 0-60 mph in an electrifying 9.1 seconds and accelerates on to a top speed of

122 mph.

Like all Audi's, the Coupé is front wheel drive, equipped with the most advanced and sophisticated safety features, such as a stabilised steering and braking system with negative roll radius. Refinements too, are not forgotten. Electric windows, power assisted

steering, central locking are all standard. And on the Fuel Injection there's even a steel sunroof.

Audi's philosophy is that you should enjoy the Coupé in every conceivable way. All five of you.

Audi Quattro. "... A marvel rule books" (Car Magazine)



In 1980, the Audi Quattro was presented to the world's motoring press at the Geneva Motor Show. As the world's first and only four wheel drive, turbo-charged motor car its arrival caused something of a stir, stunning competitive manufacturers with its unique combination of roadholding, traction, handling and performance. Yet, Audi's philosophy

has always been one of innovative design and engineering and the revolutionary Quattro merely confirms how progressive is their outlook and the measure of their ability.

A four wheel drive transmission in a high performance car holds several inescapable advantages: exceptional grip, balance and stability when either accelerating or braking,

and cornering power which is almost beyond belief. When confronted with mud covered, wet or greasy surfaces, 4 WD imparts the same standards of acceleration and roadholding as conventional drive systems would on dry roads. The same equally applies when coping with even more treacherous conditions - climbing snowbound hills for ex-

that re-writes the motoring



ample – as centre and rear differential locks can be set for even greater traction.

Driving this unique transmission is the familiar 2.2 litre fuel injected 5 cylinder engine, but in this case turbo-charged and with an intercooled induction system. Developing 200 Bhp, it powers the Quattro from 0–60 mph in a mere 7.1 seconds, and on to

a maximum speed of 137 mph, firmly establishing the arrival of the Quattro within the supercar league.

And yet, as with every Audi, the power delivered is not at the expense of fuel consumption: a creditable 34.9 mpg is achieved at 56 mph, and 27.4 mpg at 75 mph. This economy, together with a 20 gallon fuel tank,

gives the Quattro a very substantial driving range. Now available in right hand drive, the Audi Quattro is the most complete performance car to have evolved in the last decade, making existing rivals appear obsolete.

In the words of AUTOCAR: “Getting back into an ordinary car feels like stepping back into the past”.

The Audi service.

In addition to the obvious advantages of owning an Audi are the outstanding benefits offered by a major automobile manufacturer: a comprehensive warranty and an extensive dealer network offering a wide range of services.

The advanced 1-year unlimited mileage warranty: 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. The 1-year warranty has worldwide validity.

6 year warranty: During manufacture, every Audi is comprehensively protected from rust attacking the internal cavities of the bodywork.

To reflect our confidence in the measures taken to provide the bodywork of each vehicle with adequate long term protection, it is covered by a 6 year warranty - effective from the date of purchase - against perforation of the body panels caused by corrosion occurring within the internal cavities of the vehicle. In the unlikely event of any corrosion oc-

curing within this six year period, your V.A.G dealer will effect the necessary rectification free of charge providing:

- a) the perforation of the body panel has not originally been caused by accident damage or external rusting
- b) the perforation has not been caused through neglect
- c) the dealer was informed of the rusting upon discovery by the owner
- d) all body repairs are carried out by approved V.A.G workshops to ensure the original level of anti-corrosion treatment is maintained.

A wide service network: There is a wide network of Audi service stations around the globe and approximately 400 in the UK alone. The Audi service includes the latest in high-efficiency equipment and special tools for your car throughout its long life. 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-organised Parts Service. Guaranteed, high-standard exchange units undergo stringent inspection at the factory.

Financing, insurance, leasing: The Audi service may include financing, insurance and leasing for your car. Your Audi dealer will be pleased to give you information on the availability of these services.

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 Street, London W1, should be contacted (Telephone 01486 8411).

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