



**Innovators in Engineering
Since 1909**

The 1983 Model Range

Audi 80



Our best selling car gets a turbo-diesel engine.

When it was launched, the Audi 80 was voted Car of the Year in six countries. Since then, it has become the best selling car in our range. During 1982, three different versions were available - the CL and GL models equipped with the well-proven four cylinder 1588 cc engine and the CD, the first Audi 80 to be powered by 5 cylinders.

New for 1983 is the Audi 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 consumption can only result from low performance. Like every model in the successful 80 range, the Turbo Diesel offers the expected standards 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. When the car is stationary and would normally be idling wastefully, the touch of a button simply cuts out the engine. Then when the clutch and accelerator are depressed, the engine starts again. Put this with a

4 + E gearbox, electric windows and central locking and you have an economy car with indulgent overtones. The luxurious 115bhp 80 CD offers all kinds of refinements. Power assisted steering, steel sunroof, central locking, electric windows... the list is totally comprehensive.

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

The 1983 Model Range:

	cc	Bhp	Top Speed	0-60 mph	Fuel			
					Consumption	S.U.D.C.	@ 56 mph @ 75 mph	
80 CL	1588	75	99 mph	13.8 secs	80 CL (Man)	25.4 mpg	47.1 mpg	29.4 mpg
80 GL	1588	85	102 mph	12.1 secs	GL (Man)	24.6 mpg	46.3 mpg	35.3 mpg
80 CD	1921	115	113 mph	10.3 secs	CD (Man)	22.4 mpg	43.5 mpg	33.2 mpg
80 Turbo Diesel	1588	70	99 mph	14.3 secs	Turbo Diesel (Man)	38.6 mpg	58.7 mpg	40.3 mpg

Audi Coupé



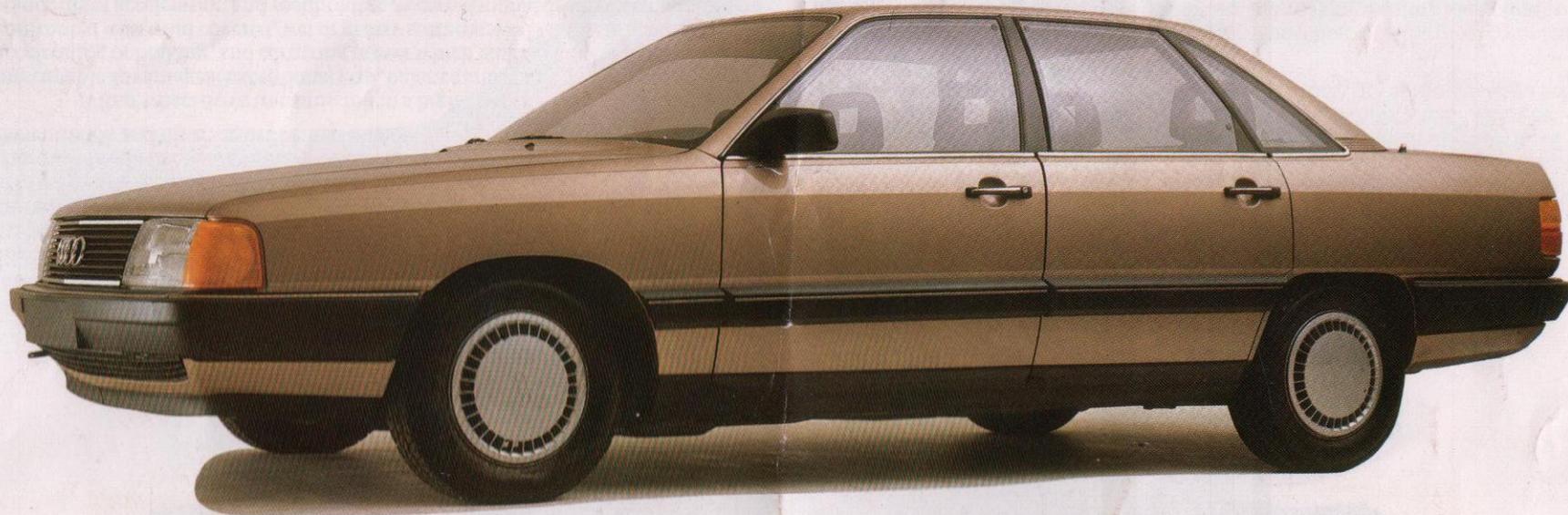
Audi Coupé GT and Fuel Injection. Fast or very fast but with saloon car comfort.

Coupé. The word implies elegant styling and spectacular performance. Also, by definition, it suggests bad news for anyone unfortunate enough to ride in the back. 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, head room and shoulder room. And there's a 15½ cu. ft. boot to accommodate all their luggage. In every other way, though, the Audi Coupé retains the traditional sports car attributes. The 115 Bhp 1.9 litre GT can reach 60 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. With such impressive performance, you may well expect fuel consumption penalties. Not so with these Coupés. Both cars are remarkably fuel-efficient,

achieving, for example, 43.4 mpg and 38.2 mpg respectively at a steady 56 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 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.

The 1983 Model Range:				Fuel		
	cc	Bhp	Top Speed	0-60 mph	Consumption	S.U.D.C. @56 mph @75 mph
Coupé GT	1921	115	113 mph	10.3 secs	Coupé GT	24.1 mpg 43.4 mpg 34.0 mpg
Coupé Fuel Injection	2144	130	122 mph	9.1 secs	Coupé Fuel Injection	22.1 mpg 38.2 mpg 31.4 mpg

Audi 100



The most aerodynamic production car in the world.

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 100CC, the 136 Bhp 2.2 litre engine incorporated on the CS and CD models and, later, the 87 Bhp 2.0 litre turbo-charged deisel option. All versions of Audi's well-proven and reliable 5 cylinder 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 effectively 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 truly represents a fundamental challenge to the established standards of automobile construction, confirming Audi's position as the industry's pioneer of innovative design and engineering.

The 1983 Model Range:				Fuel				
	cc	Bhp	Top Speed	0-60 mph	Consumption	S.U.D.C.	@ 56 mph	@ 75 mph
100 CC	1921	100	110 mph	12.2 secs	100 CC	28.0 mpg	49.6 mpg	38.7 mpg
100 CS/CD	2144	136	125 mph	10.3 secs	100 CS/CD	23.7 mpg	45.6 mpg	35.8 mpg
100 Turbo					100 Turbo			
Diesel	1986	87	108 mph	14.0 secs	Diesel	33.6 mpg	51.4 mpg	37.2 mpg

Audi Quattro



“... A marvel that re-writes the motoring 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. In the words of CAR MAGAZINE: "Quattro: A sensation arrives." 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, 4WD 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 snow bound hills for example -

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 35.7 mpg is achieved at 56 mph, and 27.1 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."

Audi Quattro Rally Car



The fastest rally car in the World

The current Audi model range consists of motor cars which are technically extremely sophisticated, incorporating design concepts unmatched by competitive manufacturers.

The Quattro represents the ultimate in the range, the highly developed technical test bed for the most advanced engineering and technology. To test and improve these design concepts and to prove reliability and endurance under the most extreme conditions, Audi are pursuing the company philosophy of participating in Motorsport.

A policy implemented when the Company was formed in 1909.

Indeed, Audi possesses a sporting pedigree that few manufacturers can equal. Their cars dominated every Alpine Trial between 1911-1914, and, in the 1930's with the revolutionary Ferdinand Porsche-designed mid engined Grand Prix Racer, they stole the honours on all the circuits.

Resuming competition motor sport in the late seventies, their front wheel drive cars achieved victories in both national and international rallies. And, in the eighties with the 4 wheel drive Quattro, Audi have taken the World rally arena by storm.

The Audi Quattro has led just about every rally entered and is widely regarded as the first of a new generation of competition cars. With a top speed of about 160mph, and 0-100mph acceleration in just 13 seconds, there is no rival to its claim of fastest rally car in the world.

The succession of Quattro firsts, and the margins of victory both within and outside Europe, has opened a new chapter in rallying. Not since the days of the Auto Union Grand Prix racer has one car impacted so forcefully upon Motorsport, confirming in the process the brilliance of Audi's innovative design and engineering.

AUDI QUATTRO BRITISH AND WORLD CHAMPIONSHIP VICTORIES: 1982

BRITISH CHAMPIONSHIP:

- 1st - Mintex Rally, England
- 1st - Welsh International, Wales
- 1st - Scottish Rally, Scotland

WORLD CHAMPIONSHIP:

- 1st - Swedish Rally, Sweden
 - 1st - Portuguese Rally, Portugal
 - 1st - Acropolis Rally, Greece
 - 1st - Rally of Brazil, Brazil
 - 1st - 1000 Lakes Rally, Finland
 - 1st - San Remo Rally, Italy
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