

People Buy Cars For All Kinds of Reasons. The Audi Has All of Them.

1975

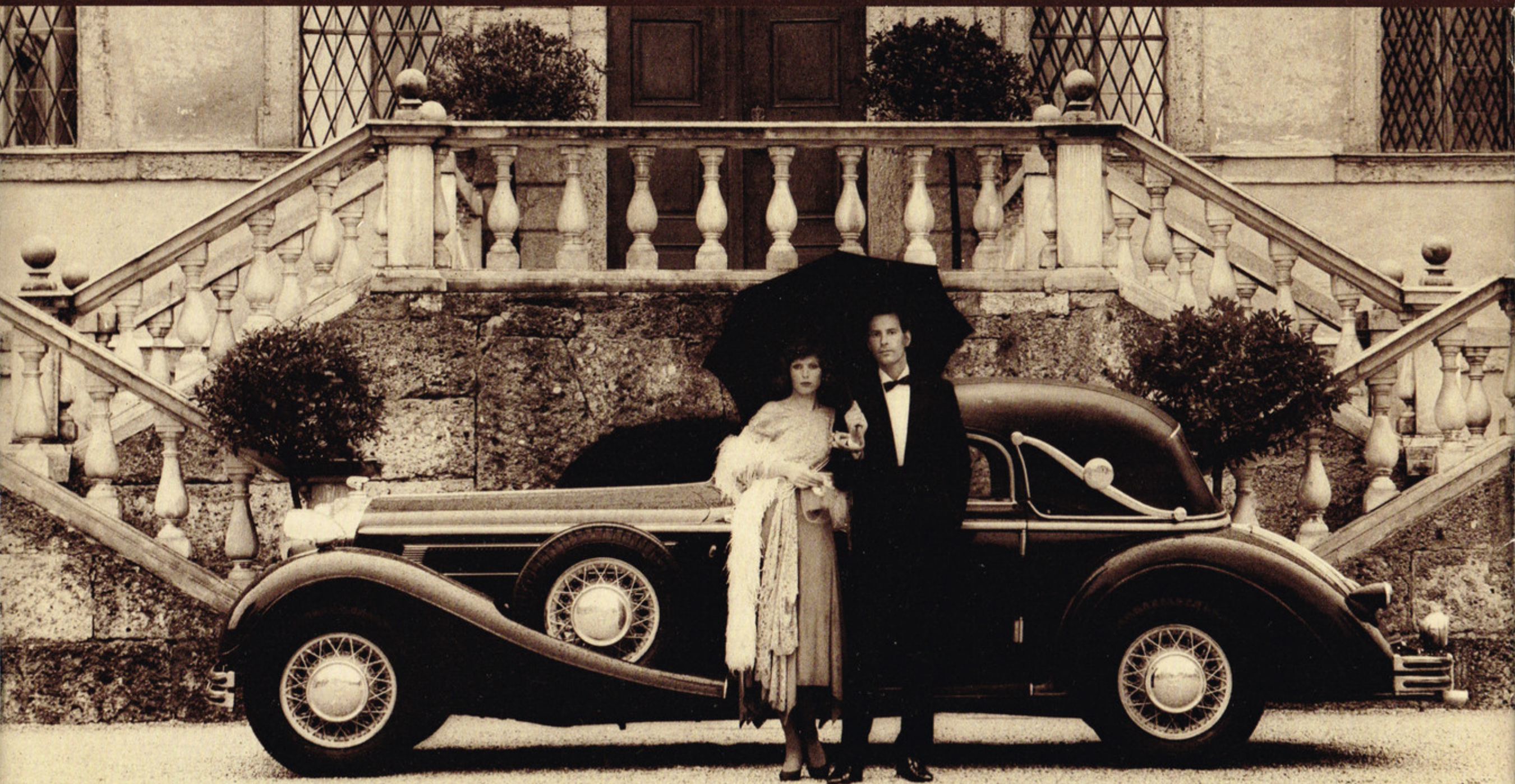


A car as old as the automobile.





1913 Audi Alpensieger Race Car



1939 Horch Cabriolet

The Audi 100LS combines, in one car, all the attributes that are most important for a car today. Practicality, performance, economy, luxury, advanced engineering, and last but not least, style.

A car like this isn't built in a day or in a year. In fact, the Audi 100LS of today is the product of more than 75 years of automotive evolution.

The story of the Audi goes back to 1899, when a young automotive wizard named August Horch, Audi's founding father, produced his first automobile.

It was a remarkable car for its time, and helped set the

standard for all future Audis, including the 100LS of today.

Horch's first car boasted such incredible features as a four-cylinder engine with overhead valves, a dual ignition system, and a mind boggling top speed of 44 miles per hour.

In 1910 Horch began building another car. The Audi. Before long, his newest marvel had won the Alpine Cup, the most prestigious auto race of its day, three times.

Then, in 1932, Horch and Audi joined together with two other prominent cars of the time, the revolutionary DKW, and a sleek, six-cylinder wonder called the Wanderer. Thus creating what became known as the Auto Union. And

also creating the four-ring symbol which has become the Audi trademark.

Innovation also became the Audi trademark. As the Auto Union helped to pioneer such technological breakthroughs as the aluminum engine. Independent front suspension. Front-wheel drive. And the four-speed transmission.

This heritage, and a continuing dedication to outstanding craftsmanship, styling and engineering, combine to make the Audi 100LS one truly superior automobile. As it should be. After all, we started building it back in 1899.



1933 Audi "Front" Cabriolet

A car that's more than an automobile.



Any car with as distinguished a history as the Audi is bound to be more than simply a means of transportation. The Audi 100LS is much more.

The 100LS is a car that combines all the important features that people look for in a car, but can never seem to find all in one place.

It's a car that offers economy. Without economizing

on comfort.

It's a car that offers luxury. And style. Without ostentation.

It's a car that offers you agility. Maneuverability. And precise engineering. Without sacrificing economy.

Because of all this, the Audi is quite unlike most other cars in another important way. It's a good investment. It's

built to hold up through years of driving. And because of all this, its value holds up too.

When you buy an Audi, you're buying a car with distinction. One that makes you look like you're going places. Even when it's standing still.



A car with living room comfort at a price that leaves you room for living.



On the inside, the Audi 100LS is designed to provide you with many of the comforts of home while you're on the road.

The interior is large enough to hold five adults comfortably. With just about as much head, leg and shoulder room as a Rolls Royce Silver Shadow. A flow-through ventilation system allows for a complete air change in seconds, and is even designed to circulate warm and cool air simultaneously if desired.

We took great pains to design seats that wouldn't

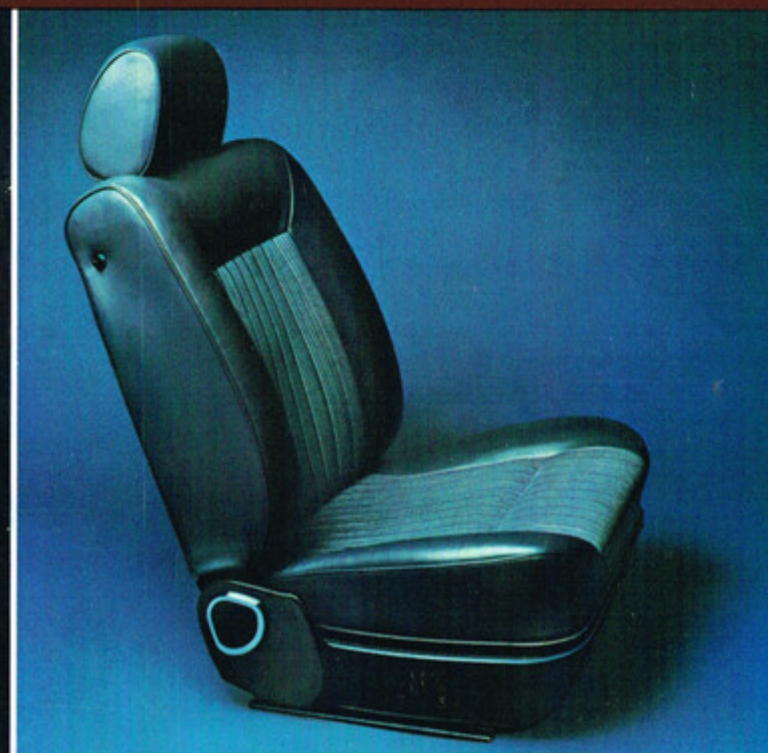
cause you pain on long trips. They're higher than the average car seats. (Which are ridiculously low.) They're soft enough for perfect comfort, but firm enough to give your back the support it needs.

Besides being a pleasure to ride in, the 100LS is a pleasure to drive. Because of the little conveniences we put at your fingertips. An electric rear window defogger is standard. The high/low beam control is placed on the steering column, as are the controls for the electric windshield wipers, equipped with an automatic wipe/wash cycle that

shuts itself off after a few wipes. Inertia type seat belts allow you to move about freely, holding you tightly only when necessary.

If comfort and convenience aren't enough, you get luxuries. An African hardwood veneer dashboard inlay. Quartz clock. Fully reclining front seats. Velour upholstery. Wall to wall cut pile carpeting.

But although we kept the comfort level high, we kept the price low. To leave you something for other luxuries.



A car that responds to you as quickly as people respond to it.



At Audi, we believe very strongly that a car has to offer more than just creature comforts. It should offer you the comfort of knowing that its reflexes are as quick as your own.

The Audi 100LS offers you this because of the way it's engineered. The 100LS is equipped with a four-speed transmission. It's also equipped with front wheel drive. For better handling and steady traction, since the weight of the engine is over the drive wheels. Steel belted radial ply tires are standard. For even greater control and maneuverability.

Not to mention improved gas mileage and longer wear.

The 100LS is equipped with rack and pinion steering. The same type of steering system used in some of the world's greatest racing cars.

When driving an Audi you also have the comfort of knowing your car is equipped with power assist brakes. And disc vented brakes up front. All standard.

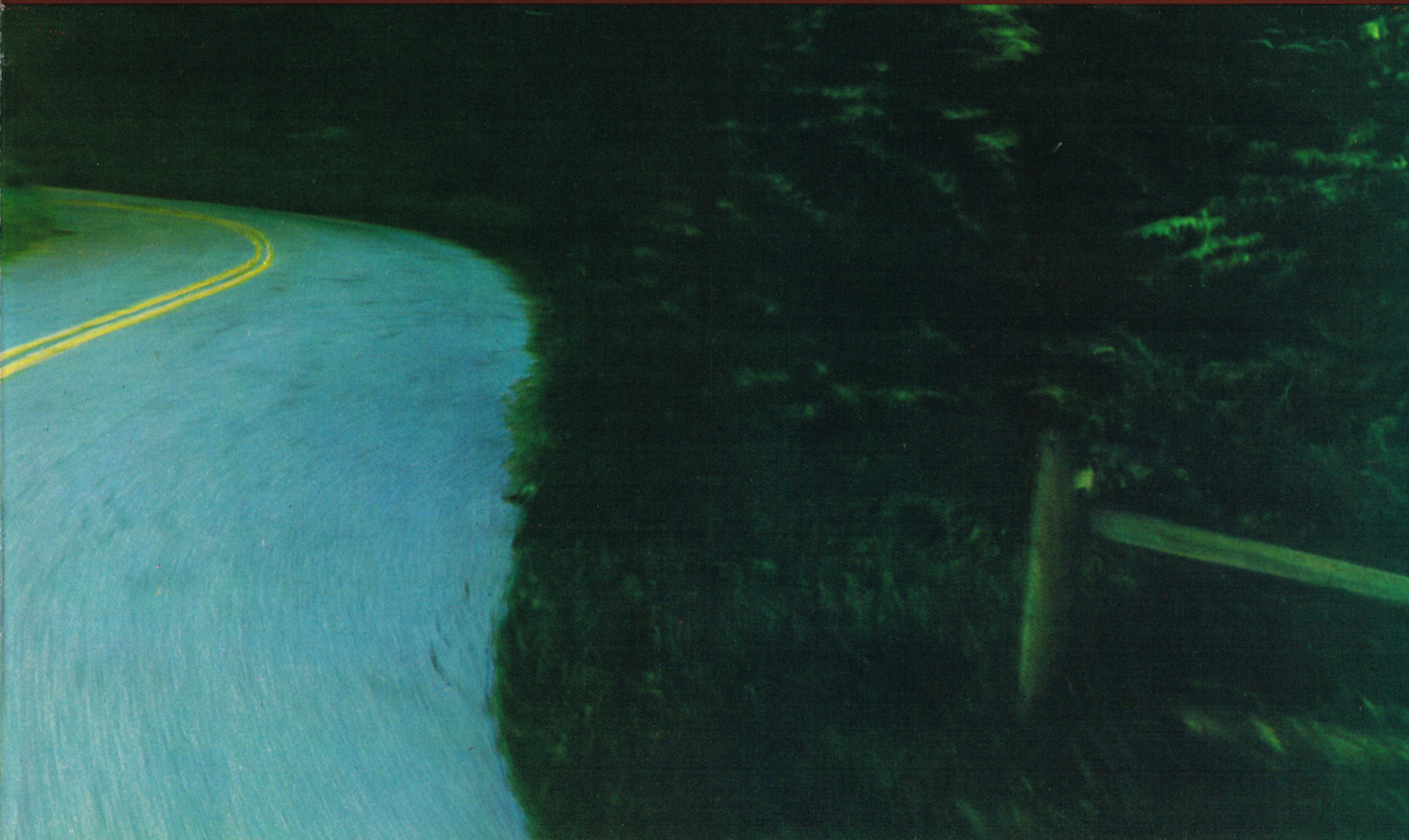
The 100LS is also built with independent front suspension. So when one wheel hits a bump, the other wheel

doesn't feel it.

And, so you won't feel the high price of gasoline quite so much, the 100LS is equipped with a fuel injection system, for better mileage. In fact, the Audi will squeeze a very impressive 24 miles out of every gallon.*

When it comes to economy, performance, precise engineering and safety, the Audi 100LS doesn't take a back seat to any car in the world.

*Based on German Industry Standard DIN 70030.



Audi



100LS



A car with a lot to give. Especially when there's a lot to take.



When we designed the Audi, we remembered that passengers aren't the only things it should carry in comfort.

So we built 20 cubic feet of trunk space into the 100LS. Which is no small feat, considering the Audi's compact, parkable length. Or lack of length. More important than mere cubic feet, is the fact that the trunk is designed to

make all the space useable. Special compartments are provided on each side to hold small items. Like the tool kit and car jack. This means you have plenty of unobstructed room left for suitcases, wardrobes, golf bags, camping equipment, even trunks.

And for those items too small for the trunk, there's a

lockable glove box, pockets built into the front doors, and a parcel shelf under the dashboard.

When you travel in an Audi 100LS, you get more than just leg, hip and shoulder room.

You get a car that doesn't cramp your style.



A car that's put together in a way that sets it apart.



At Audi, we don't believe an automobile should be hastily mass produced. We think it should be carefully assembled.

Which is why we rely on individual craftsmanship and painstaking hand labor wherever we think they produce better results.

Our headrests, for example, are hand sewn.

Our bodies and frames are hand sanded. And hand ground. To eliminate the gaps, irregularities and imperfections a machine might miss.

Our unitized body and frame are welded into one piece. For solidity and strength.

The Audi is given its final coat of paint by painters. Rather than painting machines.

And every step of the way, the Audi is checked by a small army of inspectors, and their work is checked by still more inspectors. Looking for the smallest imperfections.

The way we see it, the more attention an Audi gets at the factory, the less chance of an Audi needing attention once it leaves the factory.



A car serviced with pride, because that's the way it was built.



When you buy an Audi, we don't give you the cold shoulder the minute you take it out on the road.

We pay as much attention to your car after you buy it, as we did while we built it.

We want to look at it after your first thousand miles. And again every fifteen thousand miles thereafter.

To help you maintain it in perfect running condition our mechanics go over your Audi with a fine tooth comb. They're all qualified to do it. Because they don't get a crash

course in maintaining your car. They learn how to maintain an Audi from the ground up at the twelve training centers we maintain around the country. You'll find qualified mechanics at every one of the more than 300 Audi dealers across the country. Where they have the latest factory service manuals, genuine Audi parts, and all the proper equipment at their fingertips.

And when you own an Audi, you have something very important at your own fingertips. Our 12/20 warranty.*

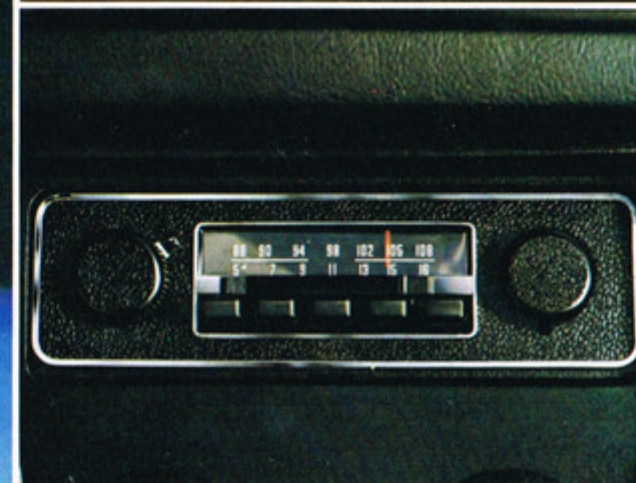
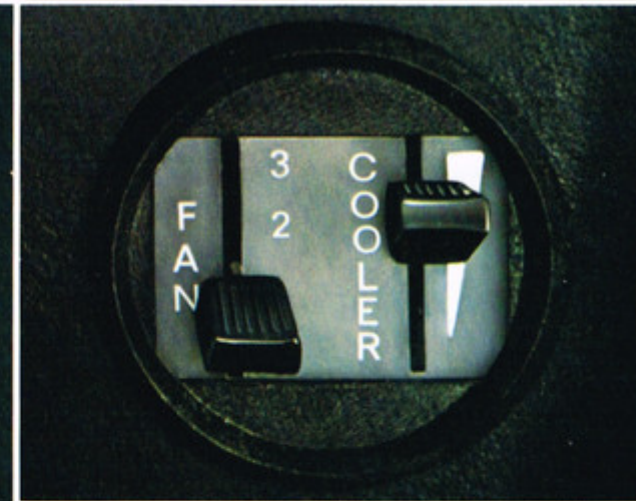
If anything goes wrong during the first 12 months or 20,000 miles, whichever comes first, due to defects in materials or workmanship, we'll make any and all repairs free.

At Audi, we're just as concerned after you've bought your car, as we were when you walked in to buy it.

*Warranty policy. See your dealer for full details.



A car where so much is standard, it's hard to believe you have options.



We've done a lot to make the Audi a truly unique automobile. Not the least of which, was including as standard equipment, a great many things you won't find standard on a great many cars. Especially in Audi's price range. Things like steel belted radial tires. Front wheel drive. Power assist brakes. Fuel injection. Side window defoggers. A quartz clock.

Not to mention such little extras as vanity mirrors,

grab handles coat hangers and ash trays in the back as well as in front. However, we still give you plenty of opportunities to make your Audi uniquely personal.

By adding, for example, an AM/FM radio. Or a tape deck. A sun roof. Or air conditioning. You might want to add a little dash to your dashboard with a Tachometer. Or choose power steering and automatic transmission. You might also take a shine to metallic paint. As well as tinted

glass, white sidewalls and leatherette upholstery.

Your Audi dealer can also equip your 100LS with many accessories such as ski racks, luggage racks and trailer hitches.

With features like these, you might say the Audi 100LS attains a new standard in options.



AUDI 100LS—1975

ENGINE:	No. of cylinders	4 cylinders, in-line, water cooled
	Displacement	114.5 cu. in. (1871 cc)
	Compression ratio	8.0:1
ENGINE DESIGN:	Cylinder block	Cast iron
	Cylinder head	Light alloy
	Cooling system	Water cooled with pump
	Lubrication	Full pressure system
	Fuel/air supply	CIS—Fuel injection
ELECTRICAL SYSTEM:	Rated voltage	12 volt with alternator (770 watt)
	Battery	12V54 A/h
	Ignition	Battery, Capacitive discharge system
DRIVE TRAIN:	Location of engine	Front, ahead of front axle
	Clutch	Single dry plate/Automatic: Trilok torque converter
	Transmission	4-speed, fully synchronized: 3 speed automatic (optional)
	Location of shift lever	Floor console
CHASSIS AND SUSPENSION:	Frame	Welded; pressed steel sections unitized with body
	Front suspension	Independent, with upper and lower control arms (stabilizer)
	Front springing	Coil spring, and shock absorber
	Rear suspension	Torsion crank axle with built-in stabilizer and Panhard rod

CHASSIS AND SUSPENSION:

	Rear springing	Coil springs and double-acting hydraulic shock absorbers
	Foot brakes	Power-assisted dual diagonal brake system vented disc brakes front, finned drum brakes rear
	Hand brake	Mechanical, on rear wheels
	Rims	4½ x 14 steel
	Tires	165 SR 14 Radial ply—steel belted
	Steering	Rack and pinion
CAPACITIES:	Engine	Approx. 4.2 U.S. qts./3.2 Imp. qts.
	Standard transmission	4.2 U.S. pints/3.5 Imp. pints
	Automatic	ATF 6.3 U.S. pints/5.2 Imp. pints
	Fuel tank	15.3 U.S. gals./12.7 Imp. gals.
	Radiator	8 U.S. quarts/6.7 Imp. qts.
DIMENSIONS:	Wheelbase	105.3 in.
	Front track	55.9 in.
	Rear track	56.1 in.
	Overall length	187.2 in.
	Overall width	69 in.
	Overall height (unloaded)	55.7 in.
	Turning circle	36.7 in.
	Trunk space	20.1 cu. ft.
PERFORMANCE:	Top speed	105 mph (Automatic 103 mph)

Specifications subject to change without notice.

