

CLASSIC DRIVER

[Geneva Preview: Audi A1](#)



Most people would think that VAG already had an excellent supermini, or 'city' car, in the all-new Polo. Audi, however, has other ideas and is clearly looking at the lucrative MINI/Fiat 500/Citroën DS3 market for small, luxury cars equipped with a host of - highly profitable - options.

The new **Audi** will be launched at **Geneva** this March. Compared with the innovative **A2**, it's, well, less 'innovative'; but clearly an **Audi** enjoying all the high brand values associated with the badge, a front-wheel drive hatchback with peerless finish and the familiar **Audi** family 'look'.

Prices in the UK are expected to start from £13,000 but you can expect to see this figure head ever-upwards once options such as the two-tone '**roof contrast line**', leather interior, **Multi Media Interface** (MMI) navigation-plus system, a **BOSE** sound system including **LED-lit woofers**, **DAB radio** and the **Audi Music Interface for iPod** connection are checked.





Three engines will be available from launch: two petrol (**86PS 1.2 TFSI** and a **122PS 1.4 TFSI**) and a **1.6 TDI diesel** offering 105PS. All will be economical and low on CO₂ emissions (from 102g/km to 119g/km).

More sporting drivers can opt for either a stiffer **'Sport'** configuration with lowered ride height, or an even more sporting **'S'** - a risky choice on the UK's broken Tarmac.

The temptations of the options palette aside, the **A1** will be delivered, as standard, with alloy wheels, air-conditioning, a single-CD audio system with MP3 compatibility, plus ESP (electronic stability programme) with a revised differential lock system.





A five- or six-speed (depending on engine) manual gearbox is standard, with the **twin-clutch S tronic** unit an option on the 1400cc petrol **A1**.

The new Audi A1:

Length 3950mm (A3 4238mm)

Width 1740mm (A3 1765mm)

Height 1420mm (A3 1421mm)

Wheelbase 2470mm (A3 2578mm)

Luggage capacity 267 litres (A3 350 litres) or 920 litres with standard split rear-seat folded (A3 1080 litres)









Text: *Steve Wakefield*

Photos: *Audi*

ClassicInside - The Classic Driver Newsletter

[*Free Subscription!*](#)

Gallery

Source URL: <https://www.classicdriver.com/en/article/geneva-preview-audi-a1>
© Classic Driver. All rights reserved.