

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





A car that's more than an automobile.

The 100LS combines all the features 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.

A car that offers luxury. And style. Without ostentation.

A car that offers you agility. Maneuverability. And precise engineering. Without sacrificing economy.

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

The 100LS includes as standard equipment many things you won't find standard on a great many cars. Especially at Audi's price. Like steel belted radial tires. Fuel injection. Front wheel drive. Side window defoggers. Front disc brakes. Plus little extras like vanity mirrors, grab handles, coat hangers and ash trays in back as well as in front.

However, you still have plenty of opportunities to make your Audi uniquely personal.

By adding, for example, an AM/FM

Because of this, the Audi is quite unlike most other cars in another important way. It's a good investment. Built to hold up through years of driving, 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.

radio. A tape deck. Sun roof. Or air conditioning. You can add a little dash to your dashboard with a tachometer. Or choose power steering and automatic transmission. You might take a shine to metallic paint. As well as tinted glass, white side-walls and leatherette upholstery.

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

With all this, you might say the Audi 100LS attains a new standard in options.

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

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

It's large enough to hold five adults comfortably. With just about as much head, leg and shoulder room as a Rolls Royce Silver Shadow. The flow-through ventilation system is even designed to circulate warm and cool air simultaneously if desired.

The seats are higher than the average car seats. Soft enough for perfect comfort, but firm enough to give your back the support it needs.

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. 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.

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



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
	Frame	Welded; pressed steel sections unitized with body
CHASSIS AND SUSPENSION:	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.	

