

## New book from Audi Tradition: “Audi 100 Coupé S”

**Ingolstadt, March 20, 2026 – Italian chic made in Ingolstadt: the Audi 100 Coupé S, which went into production in the fall of 1970, is the star of the latest book from Edition Audi Tradition. In the comprehensive history – titled “Audi 100 Coupé S” – author Dirk-Michael Conradt tells the story of this elegant automobile, revealing countless fascinating facts and exploring how the sports coupé helped shape the image of the brand with the four rings.**

When the Audi 100 Coupé S hits the market in October 1970, Audi NSU Auto Union AG – the precursor to today’s AUDI AG – is still in a difficult financial situation. Between 1965 and 1969, production of the VW Beetle helps keep the Ingolstadt plant busy, but it isn’t until 1968, with the unveiling of the Audi 100 C1 – developed without the knowledge of parent company Volkswagen – that Audi’s future in Ingolstadt seems assured. In 1969, the brand with the four rings presents the coupé version, which is clearly inspired by contemporary Italian design, at the IAA in Frankfurt. The interior of the Audi 100 Coupé S captures the fashion of the time, featuring plush corduroy seats and decorative wood trim. Under the hood, the model debuts with a 115-PS four-cylinder engine. The book “Audi 100 Coupé S” details the development of the Audi 100 C1 Sedan and provides an in-depth look at every aspect of the roughly six-year career of the Audi 100 Coupé S. With a total production run of just 30,687 units, the elegant yet powerful sports coupé remains a cult favorite and collector’s item among enthusiasts and individualists alike.

Dirk-Michael Conradt: “Audi 100 Coupé S.” 256 pages, 594 photos and illustrations, Delius Klasing Verlag, Bielefeld / Edition Audi Tradition. First edition 2025. ISBN 978-3-667-12975-8. The book (in German) is available for 39.90 euros from the museum store of the Audi museum mobile in Ingolstadt, from the Audi Tradition Shop at the Audi Forum Neckarsulm, from bookstores, and from the [Audi Tradition online shop](#). A 1:43 scale model of the [Audi 100 Coupé S](#) is also available to go with the book.

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The Audi logo consisting of four rings symbolizes the Audi, DKW, Horch, and Wanderer brands, which were merged into Auto Union in 1932. Auto Union and NSU merged in 1969 and played a major role in shaping the development of the automobile. Finally, in 1985, Audi NSU Auto Union AG became AUDI AG. Since 1998, Audi Tradition/Auto Union GmbH, together with NSU GmbH, has been maintaining and presenting Audi's extensive and wide-ranging history. The Audi museum mobile at the Audi Forum Ingolstadt is open Monday to Friday between 9:00 a.m. and 5:00 p.m. and from 10:00 a.m. to 4:00 p.m. on Saturdays, Sundays, and public holidays. The August Horch Museum Zwickau is open Tuesday through Sunday from 9:30 a.m. to 5:00 p.m. AUDI AG and the city of Zwickau each hold a 50 percent stake in August Horch Museum Zwickau GmbH. <http://www.audi.com/tradition>

Audi Tradition supports the work of Audi Club International e. V. (ACI). The umbrella organization officially recognized by AUDI AG represents all of the Audi brand clubs as well as the clubs of the predecessor brands of today's AUDI AG. For more information, please visit <http://www.audi-club-international.de/>

### **About Audi**

Audi drives transformation and shapes the mobility of tomorrow – with intelligent, electric products.

The premium automotive brand is available in more than 100 markets. Its global production network spans 22 sites in 13 countries. **Vorsprung durch Technik** unites more than 88,000 employees. With courage, passion, responsibility, and trust, they are reinterpreting more than 100 years of automaking tradition for the future. In 2026, Audi is entering Formula 1 with a factory team in a bold expression of its motorsports DNA.

The Audi Group also includes the supercar manufacturer Lamborghini, the luxury brand Bentley Motors, and the motorcycle maker Ducati.

Learn more about the Audi Group [here](#).

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