



**Product and Technology Communications**

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**Save the date:  
online world premiere of the  
new Audi A3 Sportback**

- **Unveiling of the premium compact on Audi MediaTV and Audi social media channels on March 3 at 9:50 a.m. (CET)**
- **Brand with the four rings is continuing its electrification offensive**

**Ingolstadt, March 2, 2020 – Audi is going to broadcast the world premiere of the new Audi A3 Sportback online. Interested parties can follow the presentation on March 3 at 9:50 am (CET) on Audi MediaTV as well as Audi’s social media channels.**

The Audi A3 gave rise to the segment of premium compacts in 1996. It is the most successful model of its class to date, having sold more than 5 million vehicles. Audi wants to continue this success story with the fourth generation of the A3. Systematic electrification is naturally an integral part of this. “Plug-in-hybrid models are a central element in our electric offensive,” says Bram Schot, Chairman of the Audi Board of Management. “We are offering a mild-hybrid and a plug-in-hybrid version of the A3 this year. This means that systematic electrification of our model range has now reached the compact class as well.”

To mark the online world premiere, Audi will transmit a roughly 10-minute long program to give potential customers an exclusive look. Moderator Tyron Ricketts will guide viewers through the event and offer a look at the brand’s electrical future with the presentation of the Audi e-tron S models. After the world premier has concluded, additional TV footage will be available at [www.audimedia.tv](http://www.audimedia.tv). The following channels will transmit the event online:

- **Audi MediaTV:** [www.audimedia.tv](http://www.audimedia.tv) (German and English, link provided for embedding the live stream in other websites)
- via smart TVs and Apple TV through the **Audi MediaTV app**
- on the Facebook pages **@Audi.AG** and **@AudiDE**
- on the YouTube channel **@Audi**
- on Twitter **@AudiOfficial**
- on the LinkedIn page **@Audi AG**

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**The equipment, data and prices stated here refer to the model range offered for sale in Germany. Subject to change without notice; errors and omissions excepted.**

\*\* The collective fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



### **Consumption values of the models listed**

*(Fuel consumption, CO<sub>2</sub> emission figures and efficiency classes given in ranges depend on the tire/wheel sets used)*

#### **Audi A3 Sportback**

Combined fuel consumption in l/100 km (US mpg): 5.1–3.5 (46.1–67.2);

Combined CO<sub>2</sub> emissions in g/km (g/mi): 116–92 (186.7–148.1)

The specified fuel consumption and emission data have been determined according to the measurement procedures prescribed by law. Since September 1, 2017, certain new vehicles are already being type-approved according to the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO<sub>2</sub> emissions. Starting on September 1, 2018, the New European Driving Cycle (NEDC) will be replaced by the WLTP in stages. Owing to the more realistic test conditions, the fuel consumption and CO<sub>2</sub> emissions measured according to the WLTP will, in many cases, be higher than those measured according to the NEDC. For further information on the differences between the WLTP and NEDC, please visit [www.audi.de/wltp](http://www.audi.de/wltp).

We are currently still required by law to state the NEDC figures. In the case of new vehicles which have been type-approved according to the WLTP, the NEDC figures are derived from the WLTP data. It is possible to specify the WLTP figures voluntarily in addition until such time as this is required by law. In cases where the NEDC figures are specified as value ranges, these do not refer to a particular individual vehicle and do not constitute part of the sales offering. They are intended exclusively as a means of comparison between different vehicle types. Additional equipment and accessories (e.g. add-on parts, different tire formats, etc.) may change the relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO<sub>2</sub> emissions and the performance figures for the vehicle.

Fuel consumption and CO<sub>2</sub> emissions figures given in ranges depend on the tires/wheels used and chosen equipment level. Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Guide on the fuel economy, CO<sub>2</sub> emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern, Germany, or under [www.dat.de](http://www.dat.de).

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.846 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

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