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Generational change: Start of production of the new Audi A3 Sportback in Ingolstadt

- **Fourth A3 generation eagerly awaited**
- **Production since 1996 at the AUDI AG headquarters**
- **Plant Manager Heinfling: “Audi team in the starting blocks”**

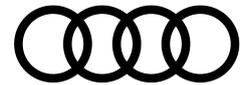
Ingolstadt, March 3, 2020 – The Audi A3 is a successful model: Today, Plant Manager Achim Heinfling unveiled the new, eagerly awaited fourth A3 generation in front of employees in the Audi Forum in Ingolstadt on the occasion of the world premiere of the new premium compact. Since its market launch in 1996, Audi has delivered more than five million models of the A3 family worldwide. The success story will now continue. The new A3 Sportback impresses with its dynamic design, new light signature, and digital operating concept. Electrified drives ensure high efficiency, supported by innovative assist systems.**

Since the first generation, the Audi A3 has had innovations and quality characteristics of the full-size class on board. After it was presented at the Paris Motor Show in 1996, it immediately opened up its own market segment and is thus considered to be the founder of the premium compact class. The Audi employees in Ingolstadt have built almost 3.8 million Audi A3 models at the headquarters of the four rings since the start of production. The Audi A3 was also produced at the Audi location in Brussels from 2007 to 2009. The joint production of the Audi A3 Sedan** currently still runs between Ingolstadt and Győr. The Audi A3 Cabriolet** is also built by Audi Hungaria. The Audi A3 Sportback and A3 Sedan additionally roll off the production line at the Chinese Foshan plant; the A3 Sedan is also produced in Aurangabad/India and São José dos Pinhais/Brazil.

The new Audi A3 remains an Ingolstadt exclusive. “The A3 is a success story for our location – we are proud to be able to continue this story in 2020 with the new generation,” says Achim Heinfling, Plant Manager at Audi Ingolstadt. “We are well prepared at the location. For the production of the body, we have built a completely new body shop in the northern complex especially for this model. All other production areas have been comprehensively adapted for the new Audi A3. The production technologies were increasingly digitalized in the process.”

The equipment, data and prices specified in this document refer to the model range offered 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.*



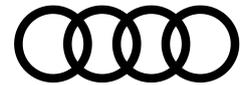
The new model from Ingolstadt is sporty and dynamic with strong powertrains. Customers can order progressive steering and an adaptive suspension as optional extras. Electrified drives ensure high efficiency, supported by innovative assist systems. From its cockpit to its light signature and infotainment, the new Audi A3 Sportback** is digitalized. Additionally, Audi is offering seat upholstery made from recycled material for the new A3 for the first time.

With its start of production in Ingolstadt, the Audi A3 remains a companion for many Audi employees: For example, Reinhold Konegen experienced how the trade fair newcomer in Paris in 1996 became a customer favorite. He attached wheels, routed cables, mounted air filters, and was responsible for adjusting the suspension and track for 17 years. For the last eight years, he has been testing each unit at counting point 8 as the final “finisher.” He explains: “The Audi A3 is a part of my life.”

An overview of the milestones of the A3 model series:

- **1996:** Audi presents the first A3 at the Paris Motor show, exclusively as a three-door model. With its powerful design and characteristically sporty elegance, the premium compact immediately becomes a trendsetter. At this time, no other car in this class offers the combination of a high-quality interior, perfect ergonomics, and highly developed technology.
- **1998:** For the first time in the compact segment, the Audi A3 with quattro permanent all-wheel drive is presented.
- **1999:** A five-door variant is added to the model series. The first generation of the sporty Audi S3 with a 154 kW/210 PS five-valve turbocharged engine and permanent all-wheel drive makes a forceful statement.
- **2004:** The Audi A3 Sportback makes its debut. The concept of the five-door premium compact has been completely reinterpreted.
- **2008:** The first open variant of the A3 family appears: The Audi A3 Cabriolet** launches in 2008 with a classic cloth top. At the end of March 2008, the millionth unit of the second A3 generation rolls off the production line.
- **2012:** The third generation of the Audi A3 is presented also as a notchback sedan at the Geneva Motor Show.
- **2016:** Each and every variant in the A3 product line receives a technology update. The Audi RS 3 Sportback is the sporty spearhead of the product line; Audi presents the RS 3 Sedan at the motor show in Paris.

– End –



Consumption values of the models listed

(Information on the fuel/electric power consumption and CO₂ emission figures given in ranges depend on the selected equipment of the vehicle and on the tire/wheel sets used.)

Audi A3 Sportback

Combined fuel consumption in l/100 km: 5.1–3.5;

Combined CO₂ in g/km: 116–92

Audi A3 Sedan

Combined fuel consumption in l/100 km: 8.5–3.8

Combined CO₂ emissions in g/km: 194–101

Audi A3 Cabriolet

Combined fuel consumption in l/100 km: 6.8–5.2

Combined CO₂ in g/km: 155–119

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 CO₂ 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 CO₂ 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.

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, CO₂ emissions and the performance figures for the vehicle.

Fuel consumption and CO₂ 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 CO₂ emissions of new passenger cars can be found in the “Guide on the fuel economy, CO₂ 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.

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 1.845 million automobiles of the Audi 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.
