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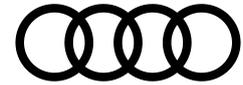
July 2020

The New Audi A3 Sportback and the New Audi A3 Sedan

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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 press information.



Condensed Information

The New Audi A3 Sportback and the New Audi A3 Sedan

Audi established the premium compact class segment with the A3 in 1996. The new generation of the success model is now being introduced on the market – sporty, digitalized and fully connected. Beneath the progressive design of the body of the new A3 Sportback (combined fuel consumption in l/100 km: 5.1–3.5* (46.1–67.2 US mpg); combined CO₂ emissions in g/km: 116–92* (186.7–148.1 g/mi)) and the new A3 Sedan (combined fuel consumption in l/100 km: 5.0–3.4* (47.0–69.2 US mpg); combined CO₂ emissions in g/km: 114–90* (183.5–144.8 g/mi)) lie many innovations from the full-size class, for example the infotainment, suspension, and driver assist systems.

Distinctive: design and lighting

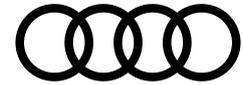
The new A3 models feature compact proportions and a sporty design. The wide Singleframe and large air inlets at the front end accentuate their dynamic character. The shoulder of the body extends in a smooth line from the headlights to the rear lights. The area below is curved inward. This is a new element of Audi's design that puts a stronger emphasis on the wheel arches.

The digital daytime running lights of the Matrix LED headlights are a further innovation. They consist of a pixel array made up of LED segments in a three by five arrangement that create special light signatures and make the new A3 immediately recognizable. The sporty and sophisticated design is continued in the interior with the new shifter, aluminum or carbon inlays, striking door openers, and an instrument panel with a black-panel look. Seat upholstery made of recycled PET bottles, on which stylish contrasting stitching sets accents, are being used for the first time.

Optimized: the space concept

The new A3 models offer more space and functionality combined with compact external dimensions. Measuring 4.34 meters (14.2 ft) in length and 1.82 meters (6.0 ft) in width (without mirrors), the A3 Sportback has grown by just over three centimeters (1.2 in) compared with its predecessor. The height of 1.43 meters (4.7 ft) – without the roof antenna – and the wheelbase of 2.64 meters (8.7 ft) remained unchanged. Depending on the position of the rear bench seat, the luggage compartment holds between 380 (13.4 cu ft) and 1,200 liters (42.4 cu ft), and the loading floor can be inserted at different heights. Upon request, there is a tailgate for the Sportback and the Sedan that can also be opened with a foot movement. With the A3 Sportback, it is optionally available with an electric drive that closes the tailgate once more.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



The new Audi A3 Sedan is just over 15 centimeters (*5.9 in*) longer than the A3 Sportback. All other dimensions are identical. At 425 liters (*15.0 cu ft*), the luggage capacity is the same as in the predecessor model. The rear end and the large diffuser help the Sedan to achieve an excellent drag coefficient of 0.25.

Digitalized: controls and displays

The cockpit of the new A3 is wholly focused on the driver. It uses familiar elements from the brand's full-size class models and is equipped with a 10.1-inch touch display as standard, which is integrated in the center of the instrument panel. It recognizes letters entered by hand, provides acoustic feedback, and can be controlled using natural language.

The instrument cluster, which the driver operates via the multifunction steering wheel, is also digital as standard. The optional Audi virtual cockpit provides additional functions such as the large display of the navigation map. The plus version measures 12.3 inches and enables three different views, including graphics with a sporty look. A head-up display is offered as an option.

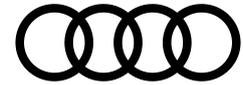
Intensified: the infotainment

The MMI operating concept is powered by the new third-generation modular infotainment platform. Its computing power is ten times higher than that of its predecessor. It performs all tasks relating to connectivity, including telephony and the Audi connect services with LTE Advanced speed, and also has an integrated Wi-Fi hotspot.

Individual settings can be stored in up to six user profiles – from climate control and the seat position to frequently selected navigation destinations and frequently used media. The DAB+ digital radio is included as standard and the online or hybrid radio is available as an option. Route guidance is particularly easy and flexible. For example, the navigation offers predictions on the development of the traffic situation, high-resolution satellite images from Google Earth, and detailed 3D models of many major European cities. The online traffic information plus with lane-precise traffic flow display and the Amazon Alexa voice assistant will follow in the near future.

The connect services also include the car-to-X services. In selected cities, they help with finding free parking spaces on the roadside or allow the driver to surf the green wave by communicating with traffic lights. The new Audi A3 is connected to the user's smartphone via the myAudi app, Apple CarPlay or Android Auto, as well as via the Audi phone box. The latter connects the device to the car antenna and charges it inductively. The Audi connect key allows the user to lock and unlock the car and to start the engine via an Android smartphone.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



Refined: the engines

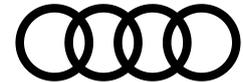
In Europe, there are six engine/transmission variants to choose from for the new Audi A3 – four TFSI and two TDI. The 1.0 TFSI, a three-cylinder gasoline engine with 81 kW (110 hp) of power and a six-speed manual transmission, serves as the entry-level engine (A3 Sportback 30 TFSI: combined fuel consumption in l/100 km: 4.8–4.6*; combined CO₂ emissions in g/km: 111–106*; A3 Sedan 30 TFSI: combined fuel consumption in l/100 km: 4.7–4.5*; combined CO₂ emissions in g/km: 108–104*).

The larger gasoline engine, a 1.5 TFSI with 110 kW (150 hp), follows the same formula. It, too, is connected to a six-speed manual transmission (A3 Sportback 35 TFSI S tronic: combined fuel consumption in l/100 km: 5.1–4.8*; combined CO₂ emissions in g/km: 116–111*; A3 Sedan 35 TFSI S tronic: combined fuel consumption in l/100 km: 5.0–4.7*; combined CO₂ emissions in g/km: 114–108*). Or it works in conjunction with the extremely fast-shifting seven-speed S tronic and the mild hybrid system (A3 Sportback 35 TFSI MHEV: combined fuel consumption in l/100 km: 5.0–4.7* (47.0–50.0 US mpg); combined CO₂ emissions in g/km: 115–109*; A3 Sedan 35 TFSI MHEV: combined fuel consumption in l/100 km: 4.9–4.7; combined CO₂ emissions in g/km: 113–107*). In addition, the 1.5 TFSI features cylinder on demand (COD) technology. At low and medium loads, it temporarily deactivates the second and third cylinders, thus helping to reduce fuel consumption.

The 2.0 TDI is also available in two versions. As the entry-level engine, it develops 85 kW (116 hp) (A3 Sportback 30 TDI: combined fuel consumption in l/100 km: 3.6–3.5*; combined CO₂ emissions in g/km: 96–92*; A3 Sedan 30 TDI: combined fuel consumption in l/100 km: 3.6–3.4*; combined CO₂ emissions in g/km: 95–90*). In the top version, the diesel engine delivers 110 kW (150 hp) (A3 Sportback 35 TDI S tronic: combined fuel consumption in l/100 km: 3.9–3.7*; combined CO₂ emissions in g/km: 103–98*; A3 Sedan 35 TDI S tronic: combined fuel consumption in l/100 km: 3.9–3.6*; combined CO₂ emissions in g/km: 101–96*).

The engine versions at start of production will be combined with front-wheel drive. Power will be transmitted by a six-speed manual transmission or – with the MHEV engine variant and the powerful TDI – the quick-shifting seven-speed S tronic, the selector lever of which is now designed as a compact shifter. The driver can push and pull this to control the basic functions of the automatic transmission. Shortly after market launch, Audi will be gradually expanding the offering to include further electrified drive systems and versions with quattro drive.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



Refined: the suspension

The suspension of the new A3 models – with a four-link rear axle for engines from 110 kW (150 hp) (Audi A3 Sportback: combined fuel consumption in l/100 km: 5.1 – 3.7*; combined CO₂ emissions in g/km: 116 – 98*; Audi A3 Sedan: combined fuel consumption in l/100 km: 5.0 – 3.6*; combined CO₂ emissions in g/km: 114 – 96*) – is sporty and balanced, combining pleasant ride comfort with good dynamics. In combination with the optional Audi drive select dynamic handling system, the suspension is available with adaptive damper control, which simultaneously lowers the body by 10 millimeters (*0.4 in*). Each damper permanently adapts to the road condition, the driving situation, and the settings in Audi drive select, creating a wide spread between highly comfortable roll motion and agile handling. With the sport suspension – standard in conjunction with the S line exterior, otherwise an option – the focus is clearly on dynamics. Due to the tauter tuning of the suspension and dampers and the fact that the vehicle is lowered by 15 millimeters (*0.6 in*), the new A3 conveys an even more direct contact with the road surface.

Well versed: the driver assist systems

Equipped with Audi pre sense front, the collision avoidance assist, and the lane departure warning, the new A3 models help prevent accidents with other road users and offer a high level of safety as standard. Further assist systems, such as the lane change and exit warnings as well as the cross traffic and park assist systems, are available as an option.

The adaptive cruise assist, which customers know from many of the full-size models, assists with longitudinal and lateral guidance. It maintains the speed and distance to the vehicle in front and assists with lane guidance by means of gentle interventions in the electromechanical steering. This increases the level of ride comfort during long journeys in particular.

Scheduled: market launch and prices

Presales of the new A3 Sportback started in March 2020 in many European countries. The 1.0 TFSI (81 kW/110 hp) (combined fuel consumption in l/100 km: 4.8 – 4.6*; combined CO₂ emissions in g/km: 111 – 106) is listed at €26,800 in Germany, while prices for the 1.5 TFSI with 110 kW (150 hp) (combined fuel consumption in l/100 km: 5.1 – 4.7*; combined CO₂ emissions in g/km: 116 – 109*) start at €28,900. The new A3 Sedan has also been available to order since the end of April and will be delivered to customers from the summer. The A3 Sportback costs an extra €900.

For both models, the market launch will be accompanied by a special-edition model: the edition one with exclusive features. From the outside, it can be recognized by special attachments, darkened Matrix LED headlights, and 18-inch wheels. The interior S line with newly developed sport seats including integrated head restraints, aluminum inlays and stainless steel pedals rounds out the dynamic look.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



Facts and Figures

The New Audi A3 Sportback and the New Audi A3 Sedan

Exterior

- Wide Singleframe with honeycomb grille, large air inlets, a concave surface on the side – a new element of the Audi design – and heavily inclined C-pillars
- Sedan with a coupé-style roof and a striking spoiler on the tailgate
- Optional [Matrix LED](#) headlights with digital daytime running lights implemented as a pixel matrix, each with 5 x 3 LED segments; basic version features LED headlights with LED daytime running lights
- Twelve paint colors and three equipment lines (standard, advanced exterior, S line exterior), plus a black styling package
- Special-edition model “edition one” with exclusive equipment available at market launch

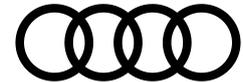
Body

	A3 Sportback	A3 Sedan
Length	4,343 mm (171 in)	4,495 mm (177 in)
Width (without mirrors)	1,816 mm (71.5 in)	1,816 mm (71.5 in)
Height	1,425 mm (56.1 in)	1,425 mm (56.1 in)
Wheelbase	2,636 mm (103.78 in).	2,636 mm (103.78 in).
Luggage capacity	380 to 1,200 liters (13.4–42.4 cu ft)	425 liters (15.0 cu ft)
Drag coefficient value	From 0.28	From 0.25
Unladen weight (without driver, with 1.5 TFSI)	1,280 kilograms (2,821.9 lb)	1,285 kilograms (2,832.9 lb)

Interior

- Spacious interior, sporty seat position for the driver
- Driver-focused instrument panel, new control unit for climate control
- Black-panel look from the full-size class
- S tronic selector lever designed as a compact shifter
- Interior S line comes with newly developed sport seats as standard
- Fabric seat upholstery for two seats with a high amount of recycled material from PET bottles
- Ambient lighting package plus with 30 colors and targeted light effects (standard with interior design selection)
- Optional tailgate with gesture control, electric in the Sportback upon request

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



Controls and displays

- Standard: [MMI touch](#) display with 10.1-inch screen and handwriting recognition, digital instrument cluster
- [Natural-language voice control](#) with dialog manager and onboard and online comparison
- As an option: [Audi virtual cockpit](#) plus with 12.3-inch diagonal and [head-up display](#) with projection onto the windshield

Infotainment and Audi connect

- New main unit: Third-generation [modular infotainment platform](#)
- MMI navigation plus including [Audi connect](#) with LTE Advanced and [Wi-Fi hotspot](#)
- Audi connect with [Car-to-X](#) services such as parking and traffic light information
- Optional Audi connect navigation & infotainment plus with hybrid and online radio
- Amazon Alexa and lane-precise traffic flow display from summer 2020
- [myAudi app](#), [Audi phone box](#), and [Audi smartphone interface](#) for connecting the car with a smartphone
- [Bang & Olufsen Premium Sound System](#) with 3D sound in the front and 15 loudspeakers
- Digital [Audi connect key](#) for Android smartphones available upon request
- [Personalization](#) with individual settings for up to six users as standard

Drive

- Engine variants: two gasoline engines and two diesel engines for market launch
 - 30 TFSI (1.0 TFSI), 81 kW (110 hp), six-speed [manual transmission](#)
([Audi A3 Sportback: combined fuel consumption in l/100 km: 4.8 – 4.6*, combined CO₂ emissions in g/km: 111 – 106*; Audi A3 Sedan: combined fuel consumption in l/100 km: 4.7 – 4.5, combined fuel consumption in g/km: 108 – 104*](#))
 - 35 TFSI (1.5 TFSI), 110 kW (150 hp), six-speed [manual transmission](#)
(Audi A3 Sportback: combined fuel consumption in l/100 km: 5.1 – 4.8*; combined CO₂ emissions in g/km: 116 – 111*; Audi A3 Sedan: 5.0 – 4.7*; combined CO₂ emissions in g/km: 114 – 108*)
 - 35 TFSI MHEV (1.5 TFSI with 48-volt [mild hybrid system](#)), 110 kW (150 hp), seven-speed [S tronic](#)
(Audi A3 Sportback: combined fuel consumption in l/100 km: 5.0 – 4.7*; combined CO₂ emissions in g/km: 115 – 109*; Audi A3 Sedan: 4.9 – 4.7*; combined CO₂ emissions in g/km: 113 – 107*)
 - 30 TDI (2.0 TDI), 85 kW (116 hp), 6-speed [manual transmission](#)
(Audi A3 Sportback: combined fuel consumption in l/100 km: 5.0 – 4.7*; combined CO₂ emissions in g/km: 115 – 109*; Audi A3 Sedan: 4.9 – 4.7*; combined CO₂ emissions in g/km: 113 – 107*)

**Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



- 35 TDI (2.0 TDI), 110 kW (150 hp), seven-speed [S tronic](#)
(Audi A3 Sportback: combined fuel consumption in l/100 km: 3.9 – 3.7*; combined CO₂ emissions in g/km: 103 – 98*; Audi A3 Sedan: combined fuel consumption in l/100 km: 3.9 – 3.6*; combined CO₂ emissions in g/km: 101 – 96*)
- MHEV functions: recuperate, coast, boost; fuel consumption advantage: up to 0.4 liters (0.1 US gal) per 100 kilometers (62.1 mi) in real-life driving operation
- Further drive types will be introduced in the course of the year, for example:
 - Sportback as a plug-in hybrid in two power levels
 - Sportback as a g-tron with natural gas mode (CNG)
 - quattro versions
 - S3 models

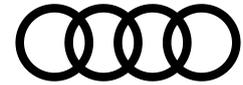
Suspension

- Sporty and balanced characteristics, sport suspension and [suspension with adaptive damper control](#) available upon request; four-link rear axle for the engine versions with 150 hp
- Central dynamic handling control for faster and more precise linking of the suspension components
- Optional dynamic handling system [Audi drive select](#) with up to five profiles
- Optional [progressive steering](#) with variable ratio; electromechanical steering with speed-dependent power assistance as standard
- Up to 19-inch wheels, electric brake booster for rapid deceleration

Driver assist systems

- High level of safety as standard with [Audi pre sense front](#), [collision avoidance assist](#), and [lane departure warning](#)
- Optional assist systems include [adaptive cruise assist](#), [lane change warning](#), [efficiency assist](#), [exit warning](#), [cross traffic assist rear](#), [park assist](#), and [surround view cameras](#) (in the course of the year)

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



The Car in Detail

More Dynamic Than Ever Before: the New Audi A3 Sportback and the New A3 Sedan

The Audi A3 combines sporty performance with high efficiency. In addition to new suspension technologies and partially electrified drives, the brand's success model features a digital operating concept and numerous innovations. Whether as a five-door Sportback (combined fuel consumption in l/100 km: 5.1-3.5* (*46.1-67.2 US mpg*); combined CO₂ emissions in g/km: 116-92* (*186.7-148.1 g/mi*)) or as a four-door Sedan (combined fuel consumption in l/100 km: 5.0-3.4* (*47.0-69.2 US mpg*); combined CO₂ emissions in g/km: 114-90* (*183.5-144.8 g/mi*)) – the A3 captivates with its design and technology.

Exterior and Lighting

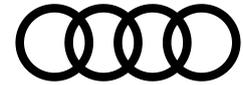
The new Audi A3 has a sporty and taut road stance. The front section is dominated by a wide, hexagonal Singleframe with a honeycomb grille. It symbolizes the dynamic character of the premium model just as clearly as the large, angular air inlets whose depth gives them a sculptural effect.

The shoulder line runs from the headlights to the rear lights in a tapered shape. The surface below it falls inward, accentuating the quattro blisters and highlighting the body shoulder. With its concave side, the new A3 is showcasing a completely new element of the Audi design. This creates an intensive play of light and shadow, which is mainly due to the strong contour in the sill area.

With the Sportback, the lower body line distinctly rises once more before the rear wheel arch, creating a particularly dynamic effect and emphasizing the short rear end. The heavily inclined C-pillars also give the compact five-door car a pronounced forward thrust – they are virtually squatting on the rear wheels. A long roof edge spoiler provides shade for the rear window, making it appear particularly flat. On the new A3 Sedan, the lower body line extends up to the rear bumper. In conjunction with the striking shoulder line, this gives the sides a very elegant appearance and emphasizes the length of the new model. The roof line slopes down from the B-pillar just like on a coupé and finishes in a striking spoiler on the tailgate.

On both models, the three-dimensional design of the rear end makes it look extremely wide. This impression is reinforced by the circumferential shoulder line, the wedge-shaped rear lights, the implied air outlets at the wheel arches, the diffuser, and the trapezoidal tailpipe trims.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



Signed: digital daytime running lights

The headlights are available in three versions. Even in the basic model, they use LED technology – apart from the turn signals. With their flat, wedge-like shape, the lights underline the sporty character of the new A3 models. Trapezoidal angles at their outside corners are drawn downward. As the top-of-the-line version in the range, the [Matrix LED headlights](#) incorporate a lighting innovation from Audi in these angles – digital daytime running lights. Their matrix of LED elements in a three-by-five arrangement can be actuated variably, which means that the different versions of the new A3 each have specific signatures. While horizontal lines are characteristic of the basic model, two vertical LED lines emphasize the sportiness of the S line exterior. In addition, the Matrix LED headlights offer intelligently controlled, anti-glare high beam light, dynamic turn signal light, and many other functions, including new animations when the car is unlocked and when exiting the car.

Interior

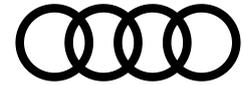
Black-panel look on the instrument panel and center console, stylish contrasting stitching, striking door openers, and a new shifter design – the interior of the A3 Sportback and the A3 Sedan is sporty and of high quality. Precise horizontal lines and surfaces with a clear design emphasize the width of the cockpit. This is also achieved by the striking air vent door strip on the passenger side and the curved trim strip below. On the driver's side, the air vents form an impressive unit with the cover of the instrument cluster. The elements merge here, underlining the model's sporty character.

Many of the design motifs make logical reference to each other and to the exterior. Two examples: The hockey stick shape of the handles for opening the doors are reminiscent of the headlights and rear lights. With their flat, pentagonal shape, the air vent doors on the driver's side take on the motif of the air inlets on the front end.

The cockpit is totally focused on the driver. It uses familiar elements from the brand's full-size class models and is equipped with a 10.1-inch touch display as standard. The screen is embedded in a trapezoidal black panel trim that takes up the center area of the instrument panel. When it is switched off, the display is hardly noticeable. It is inclined slightly toward the driver, as is the newly developed control unit for climate control with its physical buttons that is located below. The black-panel surface is continued to the left of the steering wheel and further highlights the width of the cockpit.

The design of the center tunnel console is also particularly ergonomic. There is an innovative shifter integrated in its black-panel surface that offers the driver a completely new operating experience. Using shift-by-wire technology, the compact controller can be pushed and pulled to control the basic functions of the seven-speed S tronic. Next to it is a further innovation: a round, sensory volume control that reacts to circular finger movements. A large stowage compartment contains the inductive charging area of the Audi phone box and two USB ports.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



Space Concept and Body

The new A3 models offer more space and functionality combined with compact external dimensions. The Sportback measures 4.34 meters (*14.2 ft*) in length and 1.82 meters (*6.0 ft*) in width (without mirrors), and has therefore grown by just over three centimeters (*1.2 in*) compared with the predecessor model. The passengers benefit from this directly: They have more elbow room at the front and rear and more shoulder room in the rear. The new A3 Sedan has the same width, but measures 4.5 meters (*14.8 ft*) in length, making it four centimeters (*1.6 in*) longer than the predecessor model.

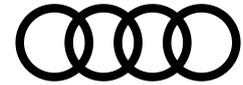
Both models measure 1.43 meters (*4.7 ft*) in height without the roof antenna. Like the wheelbase of 2.64 meters (*8.7 ft*), the height is identical to the predecessor model. By contrast, the slightly lower seat position for the driver is a new feature. It underlines the sporty character of the new A3 and benefits the headroom in the first seat row. The Sedan also gives the passengers in the second row one more centimeter (*0.4 in*) of headroom than before.

In addition to the standard seats, Audi offers the new sport seats with high side bolsters and integrated head restraints, which are standard in the interior S line. Seat heating, electric seat adjustment with a memory function, and a lumbar support with a pneumatic massage function are available in addition. There is even a wide range of steering wheels – round or flattened, with standard or large multifunction buttons, and with or without shift paddles, which are standard in combination with the S tronic.

Depending on the position of the rear seats, the luggage compartment in the new A3 Sportback has a capacity of 380 to 1,200 liters (*13.4–42.4 cu ft*). The loading floor can be inserted at different heights, and the rear shelf is located beneath it. On request, Audi will deliver the storage and luggage compartment package and an electrically powered tailgate, which can be opened and closed with a foot motion. The luggage compartment in the Sedan has a capacity of 425 liters (*15.0 cu ft*). Here, too, a tailgate that works with gesture control is available as an option. With the most powerful engine variants, both models have a towing capacity of up to 1,600 kg (*3,527.4 lb*) (braked, at a 12 percent incline).

The body is extremely impact resistant, rigid, and acoustically comfortable. With the 1.5 TFSI, the A3 Sportback (combined fuel consumption in l/100 km: 5.1 – 4.7*; combined CO₂ emissions in g/km: 116 – 109*) has an unladen weight (without driver) of just 1,280 kilograms (*2,821.9 lb*), while the A3 Sedan (combined fuel consumption in l/100 km: 5.0 – 4.7*; combined CO₂ emissions in g/km: 114 – 107*) weighs only slightly more at 1,285 kilograms (*2,832.9 lb*). In the passenger cell, components made of hot-formed steel, which combine high strength and low weight, form a strong compound. They account for around 30 percent of the weight of the body shell in the Sportback and Sedan. The engine hood is made of aluminum. Thanks to complex soundproofing and sophisticated aeroacoustics, it is very quiet in the interior of the new A3. Privacy glazing for the rear is available as an option: The windows are tinted and make it difficult to look into the vehicle interior.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



With drag coefficient values starting from 0.25 for the A3 Sedan and 0.28 for the A3 Sportback, both models are particularly streamlined, which reduces CO₂ emissions and fuel consumption. Aerodynamics developers and designers started working together closely at a very early stage and optimized many areas of the body, including the exterior mirrors and the underbody, which received large-area paneling and finishes in a diffuser. With the Sedan, the relatively high rear end and the large spoiler on the tailgate have a further positive impact on the aerodynamics.

The 110 kW TDI engine variant (Sportback: combined fuel consumption in l/100 km: 3.9 – 3.7*; combined CO₂ emissions in g/km: 109 – 98*; Sedan: combined fuel consumption in l/100 km: 3.9 – 3.6*; combined CO₂ emissions in g/km: 101 – 96*) has a controllable cool-air inlet. This involves two horizontally arranged louver modules behind the Singleframe that are actuated electrically. They regulate the flow of air intelligently and according to the situation, which benefits both the cooling output and the streamlined airflow. The brake cooling with a neutral drag coefficient, where the air is guided from the engine compartment through the wheel arch shells to the brakes, is another new feature. This solution is more aerodynamically efficient than the conventional air duct from the underbody.

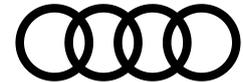
Controls and Displays

Digital, easy to understand, and intuitive: The new A3 models feature a newly developed control and display concept with a flat menu structure and symbols that are familiar from smartphones. Audi has replaced the rotary pushbutton on the center tunnel with a large [MMI touch](#) display that provides acoustic feedback. It has a 10.1-inch diagonal, is configured as an MMI radio plus as standard, and is used to control the infotainment system as well as a number of comfort functions. The driver receives acoustic feedback when selecting a function. The system also allows the driver to enter text in handwriting: It recognizes individual letters, cursive writing, whole words, and letters written on top of each other. The [MMI search](#) provides a list of suggestions even after just a few characters are entered.

Alternatively, the system can be controlled by [natural language voice control](#). This feature also comes as standard. The A3 turns into an intelligent conversation partner: the driver can formulate his instructions freely and the dialog manager responds to them. For example, the system understands questions such as “Where is the nearest Italian restaurant?” and displays matching restaurants nearby. If the customer books the Audi connect navigation & infotainment plus package, the system also performs an online comparison, which improves the rate of recognition and the quality of the results.

The new A3 models also come with a digital instrument cluster as standard. It has a 10.25-inch diagonal and is operated via the multifunction steering wheel. In combination with MMI navigation plus, the displays appear in the [Audi virtual cockpit](#), which has many additional functions, such as the large navigation map display. The larger Audi virtual cockpit plus with a 12.3-inch diagonal and a resolution of 1,920 x 720 pixels is even more attractive. It offers three different views, including graphics with a particularly sporty look.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



A [head-up display](#) completes the control and display concept of the new A3. It projects important information, including from some connect services and assist systems, into the driver's immediate field of vision on the windshield. The image appears to be at a distance of 2.2 meters (7.2 ft).

Infotainment and Audi connect

The control and display system of the new Audi A3 is powered by the latest generation of the [modular infotainment platform](#), MIB 3. Its computing power is ten times higher than that of its predecessor system, MIB 2. The new MIB 3 works with the Online Connectivity Unit (OCU), which is equipped with an integrated eSIM and a Wi-Fi module for the passengers' mobile devices. The OCU performs all connectivity-related tasks, for example fast data transfer. Individual settings can be stored in up to six user profiles – from climate control and the seat position to frequently selected navigation destinations and frequently used media.

More precise: the navigation

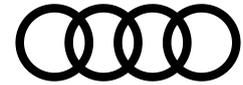
Upon request, Audi delivers MMI navigation plus, which features the same functions as the full-size class. The navigation system can make intelligent route suggestions on the basis of the journey history. In doing so, it takes statistical empirical values based on time of day and traffic density into account, as well as real-time data on the traffic situation. Should the data stream be cut off, for example when driving through a tunnel, onboard route guidance, which runs in parallel, steps in.

The basic services from [Audi connect](#) add online traffic information to the navigation, enrich points of interest with photos, opening hours, and user reviews, and provide a weather forecast for the navigation destination. In combination with the Audi connect navigation & infotainment plus package, high-resolution satellite images from Google Earth and detailed 3D models of many major European cities make orientation easier. Another highlight – and new to the Audi range – is the online traffic information plus service, which will follow soon. Here, forecasts as to how the traffic situation will develop make route guidance even more flexible and precise. In addition, the navigation system can specify the lanes in which stationary or free-flowing traffic can be expected.

Communicated: Car-to-X

The connect portfolio also includes multiple [car-to-X](#) services that make use of the swarm intelligence of the Audi fleet. Provided the local infrastructure is available, they help with finding free parking spaces on the roadside or allow the driver to surf the green wave by communicating with the city's main computer. The information on the traffic light phases is displayed to the driver in the Audi virtual cockpit. This allows drivers to adjust their speed preemptively, which increases efficiency and improves traffic flow. The onboard camera and the vehicle sensor system also detect hazardous areas and speed limits and communicate them to vehicles with the corresponding equipment. Communication takes place via the cellular network.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



Synchronized: the myAudi app

Many Audi connect functions are bundled in the free [myAudi app](#), which connects the customer's smartphone to the A3 Sportback and the A3 Sedan. It can be used, for example, to transfer navigation routes to the MMI and to stream music. Moreover, the driver can find where his car is parked, get directions to it, operate the optional auxiliary heating, and call up many items of status information.

The multitude of innovations also includes the optional [Audi connect key](#). It allows up to five users to lock and unlock the car as well as start the engine with the start/stop button via an Android smartphone. Another option is the convenience key, which uses ultra-wide band technology (UWB) to communicate with the vehicle.

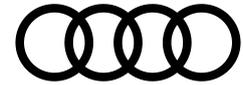
Intensified: the entertainment

The new A3 models come with DAB+ digital radio as standard, while online radio and hybrid radio can be installed upon request. The former provides access to online stations that are available worldwide, while the latter automatically switches between FM, DAB, and the online stream to ensure optimum reception at all times.

The [Bang & Olufsen Advanced Sound System](#) delivers fascinating surround sound. It drives 15 loudspeakers with a total output of 680 watts. Four of these loudspeakers are located in the instrument panel and use the reflections of the windshield to create the 3D sound. An algorithm that Audi developed in collaboration with the Fraunhofer Institute adds breadth and depth to the sound.

In order to connect the smartphone to the MMI, the A3 Sportback and the A3 Sedan are equipped with the [Audi smartphone interface](#) upon request. It establishes contact with the customers' iOS and Android smartphones and transfers their Apple CarPlay or Android Auto environment to the MMI display. This will even work wirelessly in the future. The [Audi phone box](#) charges the smartphone inductively, couples it with the car's antenna, and offers a top-quality hands-free function with HD Voice and LTE.

Further functions in the Audi connect navigation & infotainment plus package will follow at a later date, including online media streaming. The Amazon Alexa voice assistant provides access to many thousands of skills as well as to smart home devices. It can stream music and audiobooks via Amazon Music and Audible.



Drive

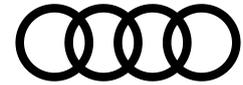
In Europe, the new A3 will launch with five engine/transmission variants: a 1.0 TFSI power unit (A3 Sportback 30 TFSI: combined fuel consumption in l/100 km: 4.8 – 4.6*; combined CO₂ emissions in g/km: 111 – 106*; A3 Sedan 30 TFSI: combined fuel consumption in l/100 km: 4.7 – 4.5*; combined CO₂ emissions in g/km: 108 – 104*), two 1.5 TFSI (A3 Sportback 35 TFSI: combined fuel consumption in l/100 km: 5.1–4.8* [MHEV: 5.0 – 4.7*]; combined CO₂ emissions in g/km: 116 – 111* [MHEV: 115 – 109*]; A3 Sedan 35 TFSI: combined fuel consumption in l/100 km: 5.0 – 4.7* (MHEV: 4.9 – 4.7*); combined CO₂ emissions in g/km: 114–108* [MHEV: 113 – 107*] units and two 2.0 TDI units (A3 Sportback 30 TDI: combined fuel consumption in l/100 km: 4.8 – 4.6*; combined CO₂ emissions in g/km: 111–106*; Audi Sportback 35 TDI: combined fuel consumption in l/100 km: 3.9 – 3.7; combined CO₂ emissions in g/km: 103 – 98; A3 Sedan 30 TDI: combined fuel consumption in l/100 km: 3.6 – 3.4*; combined CO₂ emissions in g/km: 95 – 90*; A3 Sedan 35 TDI: combined fuel consumption in l/100 km: 3.9 – 3.6*; combined CO₂ emissions in g/km: 101 – 96*), each in different versions. The large gasoline engine is also available as version that is coupled with a 48-volt [mild hybrid system](#). And the electrification continues: A plug-in hybrid model in two power levels will follow in the course of the year. Further TDI and TFSI engine versions will also be added to the portfolio, including ones with [quattro drive](#) and a model with CNG drive (compressed natural gas). Regardless of the technical design, all engines provide fantastic pulling power, sophisticated running characteristics, and high efficiency.

Balanced: the 1.0 TFSI three-cylinder

The entry-level engine is the 1.0 TFSI, a turbo three-cylinder with a six-speed manual transmission (A3 Sportback 30 TFSI: combined fuel consumption in l/100 km: 4.8 – 4.6*; combined CO₂ emissions in g/km: 111–106*; A3 Sedan 30 TFSI: combined fuel consumption in l/100 km: 4.7 – 4.5*; combined CO₂ emissions in g/km: 108–104* . The engine produces 81 kW (110 hp) and delivers the maximum torque of 200 Nm (*147.5 lb-ft*) between 2,000 and 3,000 rpm. The compact three-cylinder engine weighs just 88 kilograms (*194.0 lb*) and its crank assembly is so finely balanced that it runs in a quiet and smooth manner even without a balance shaft. The exhaust manifold is an important element of thermal management and is integrated in the cylinder head.

Just like the crankcase, it has its own cooling circuit. The modified Miller combustion process is a further efficiency technology. It offers advantages in the partial-load range in particular, i.e. the range in which the engine operates most frequently.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



Highly efficient: the 1.5 TFSI with cylinder deactivation

The four-cylinder gasoline engine develops 110 kW (150 hp) (A3 Sportback 35 TFSI: combined fuel consumption in l/100 km: 5.1–4.8*; combined CO₂ emissions in g/km: 116–111*; A3 Sedan 35 TFSI: combined fuel consumption in l/100 km: 5.0–4.7*; combined CO₂ emissions in g/km: 114–108*) and delivers 250 Nm (*184.4 lb-ft*) of torque between 1,500 and 3,500 rpm. The highlight with the 1.5 TFSI is the [cylinder on demand](#) (COD) system. At low and medium loads, it temporarily deactivates the second and third cylinders. The engine is very light thanks to its aluminum crankcase. The cylinder linings have an iron coating that reduces friction significantly. The cooling module allows efficient thermal management, assisted by the exhaust manifold integrated in the cylinder head.

The 1.5 TFSI with a mild hybrid system has the same output as its sister engine (A3 Sportback 35 TFSI MHEV: combined fuel consumption in l/100 km: 5.0–4.7*; combined CO₂ emissions in g/km: 115–109*; A3 Sedan 35 TFSI MHEV: combined fuel consumption in l/100 km: 4.9–4.7*; combined CO₂ emissions in g/km: 113–107*). Even the driving performance is identical – although this one operates even more efficiently.

Powerful: the mild hybrid system

The [mild hybrid system](#) for the 1.5 TFSI (A3 Sportback 35 TFSI MHEV: combined fuel consumption in l/100 km: 5.0–4.7*; combined CO₂ emissions in g/km: 115–109*; A3 Sedan 35 TFSI MHEV: combined fuel consumption in l/100 km: 4.9–4.7*; combined CO₂ emissions in g/km: 113–107*) is built up as follows: A belt alternator starter (BAS) is installed on the combustion engine. It feeds a 48-volt electrical system that integrates a compact lithium-ion battery under the front passenger seat. A voltage converter connects the conventional 12-volt electrical system. In customer operation, the MHEV system achieves a fuel-consumption advantage of up to 0.4 liters (*0.1 US gal*) per 100 kilometers (*62.1 mi*). When the driver takes his foot off the accelerator or applies the brake slightly, the BAS can electrically recuperate up to 12 kW of power and feed it to the battery. When driving off and accelerating from a low rotational speed, it assists the TFSI with up to 9 kW and an additional 50 Nm (*36.9 lb-ft*) of torque. In certain driving situations, it shifts the loads such that the engine operates more efficiently in an area of the characteristic map with greater efficiency. It also ensures that the 48-volt battery is charged. This stores enough power to enable the car to coast with the engine switched off in many situations. The BAS then quickly and conveniently restarts the TFSI, like at the end of the start/stop phase, which already starts at a residual speed of 22 km/h (*13.7 mph*).

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



Audi A3 Sportback	30 TFSI
Displacement in cc	999
Max. power output in kW (hp) at rpm	81 (110) at 5,500
Max. torque in Nm (<i>lb-ft</i>) at rpm	200 (<i>147.5</i>) at 2,000–3,000
Top speed in km/h (<i>mph</i>)	204 (<i>126.8</i>)
Acceleration 0–100 km/h (<i>0–62.1 mph</i>) in s	10.6
Combined fuel consumption in l/100 km* (<i>US mpg</i>) (total NEDC 16"–18" for 81 kW/16"–19" for 110 kW)	4.8–4.6 (<i>49.0–51.1</i>)
Combined CO₂ emissions in g/km* (<i>g/mi</i>)	111–106 (<i>178.6–170.6</i>)
Drive	Front-wheel drive
Transmission	Six-speed manual transmission

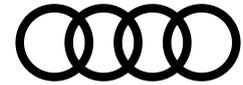
Audi A3 Sportback	35 TFSI	35 TFSI MHEV S tronic
Displacement in cc	1,498	1,498
Max. power output in kW (hp) at rpm	110 (150) at 5,000–6,000	110 (150) at 5,000–6,000
Max. torque in Nm (<i>lb-ft</i>) at rpm	250 (<i>155.3</i>) at 1,500–3,500	250 (<i>155.3</i>) at 1,500–3,500
Top speed in km/h (<i>mph</i>)	224 (<i>139.2</i>)	224 (<i>139.2</i>)
Acceleration 0–100 km/h (<i>0–62.1 mph</i>) in s	8.4	8.4
Combined fuel consumption in l/100 km* (<i>US mpg</i>) (total NEDC 16"–18" for 81 kW/16"–19" for 110 kW)	5.1–4.8 (<i>46.1–49.0</i>)	5.0–4.7 (<i>47.0–50.0</i>)
Combined CO₂ emissions in g/km* (<i>g/mi</i>)	116–111 (<i>186.7–178.6</i>)	115–109 (<i>185.1–175.4</i>)
Drive	Front-wheel drive	Front-wheel drive
Transmission	Six-speed manual transmission	Seven-speed S tronic

* Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.



Audi A3 Sedan	30 TFSI		
Displacement in cc	999		
Max. power output in kW (hp) at rpm	81 (110) at 5,500		
Max. torque in Nm (<i>lb-ft</i>) at rpm	200 (<i>147.5</i>) at 2,000–3,000		
Top speed in km/h (<i>mph</i>)	210 (<i>130.5</i>)		
Acceleration 0–100 km/h (<i>0–62.1 mph</i>) in s	10.6		
Combined fuel consumption in l/100 km* (<i>US mpg</i>) (total NEDC 16"–18" for 81 kW/16"–19" for 110 kW)	4.7–4.5 (<i>50.0–52.3</i>)		
Combined CO₂ emissions in g/km* (<i>g/mi</i>)	108–104 (<i>173.8–167.4</i>)		
Drive	Front-wheel drive		
Transmission	Six-speed manual transmission		
Audi A3 Sedan	35 TFSI	35 TFSI MHEV S tronic	
Displacement in cc	1,498	1,498	
Max. power output in kW (hp) at rpm	110 (150) at 5,000–6,000	110 (150) at 5,000–6,000	
Max. torque in Nm (<i>lb-ft</i>) at rpm	250 (<i>155.3</i>) at 1,500–3,500	250 (<i>155.3</i>) at 1,500–3,500	
Top speed in km/h (<i>mph</i>)	232 (<i>144.2</i>)	232 (<i>144.2</i>)	
Acceleration 0–100 km/h (<i>0–62.1 mph</i>) in s	8.4	8.4	
Combined fuel consumption in l/100 km* (<i>US mpg</i>) (total NEDC 16"–18" for 81 kW/16"–19" for 110 kW)	5.0–4.7 (<i>47.0–50.0</i>)	4.9–4.7 (<i>48.0–50.0</i>)	
Combined CO₂ emissions in g/km* (<i>g/mi</i>)	116–111 (<i>186.7–178.6</i>)	113–107 (<i>181.9–172.2</i>)	
Drive	Front-wheel drive	Front-wheel drive	
Transmission	Six-speed manual transmission	Seven-speed S tronic	

* Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.



Optimized: the TDI engines

In terms of diesel engines, the 2.0 TDI is available in two versions. The smaller diesel engine produces 85 kW (116 hp) and delivers a hefty 300 Nm (*221.3 lb-ft*) of torque between 1,600 and 2,500 rpm (A3 Sportback 30 TDI: combined fuel consumption in l/100 km: 3.6–3.5*; combined CO₂ emissions in g/km: 96–92*; A3 Sedan 30 TDI: combined fuel consumption in l/100 km: 3.6–3.4*; combined CO₂ emissions in g/km: 95–90*).

In the top version of the 2.0 TDI, 110 kW (150 hp) are available. Between 1,600 and 2,750 rpm, the engine delivers 360 Nm (*265.5 lb-ft*) to the crankshaft (A3 Sportback 35 TDI S tronic: combined fuel consumption in l/100 km: 3.9–3.7* (*60.3–63.6 US mpg*); combined CO₂ emissions in g/km: 103–98* (*165.8–157.7 g/mi*); A3 Sedan 35 TDI S tronic: combined fuel consumption in l/100 km: 3.9–3.6* (*60.3–65.3 US mpg*); combined CO₂ emissions in g/km: 101–96* (*162.5–154.5 g/mi*)).

The technical intricacies of the 2.0 TDI include separate coolant circuits for the purpose of highly flexible thermal management, two balance shafts to enable smooth running characteristics (for the 110 kW engine (A3 Sportback 35 TDI S tronic: combined fuel consumption in l/100 km: 3.9–3.7* (*60.3–63.6 US mpg*); combined CO₂ emissions in g/km: 103–98* (*165.8–157.7 g/mi*); A3 Sedan 35 TDI S tronic: combined fuel consumption in l/100 km: 3.9–3.6* (*60.3–65.3 US mpg*); combined CO₂ emissions in g/km: 101–96* (*162.5–154.5 g/mi*))), cylinder pressure sensors to achieve optimum combustion, and minimized internal friction to enable high efficiency. The crankshaft is 2.8 kilograms (*6.2 lb*) lighter than that of the two-liter predecessor engine. In addition, Audi is using an innovative exhaust-gas aftertreatment system in the 2.0 TDI known as twin dosing. By injecting AdBlue into the exhaust system at two separate points connected in series, it enables the injection of urea to be distributed far better and in a way that is appropriate to the situation, reducing nitrogen oxides significantly. Compared with the generation of engines in the predecessor model, the NO_x values are cut by around 80 percent. In previous exhaust-gas aftertreatment systems, an SCR catalytic converter is positioned close to the engine, which enables nitrogen oxides to be reduced particularly efficiently in the case of cold starts or slow city driving through the injection of AdBlue. With the twin dosing method, the urea is also injected at a second point – upstream of an SCR catalytic converter in the vehicle underbody. The greater distance from the engine means that the temperature window for exhaust gas aftertreatment is widened. As a result, nitrogen oxide emissions can be reduced as far as possible even at high exhaust gas temperatures such as when driving at high speed on the freeway, transporting heavy loads, or driving uphill, for example. At the end of the exhaust system downstream of the SCR system, a blocking catalytic converter prevents unused ammonia from the injected AdBlue from being released into the environment.

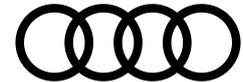
** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



Audi A3 Sportback	30 TDI	35 TDI S tronic
Displacement in cc	1,968	1,968
Max. power output in kW (hp) at rpm	85 (116) at 2,750–4,250	110 (150) at 3,000–4,200
Max. torque in Nm (<i>lb-ft</i>) at rpm	300 (221.3) at 1,600–2,500	360 (265.5) at 1,600–2,750
Top speed in km/h (<i>mph</i>)	206 (128.0)	224 (139.2)
Acceleration 0–100 km/h (0–62.1 <i>mph</i>) in s	10.1	8.4
Combined fuel consumption in l/100 km* (<i>US mpg</i>) (16"–18" for 85 kW/16"–19" for 110 kW)	3.6–3.5 (64.3–67.2)	3.9–3.7 (60.3–63.6)
Combined CO₂ emissions in g/km* (<i>g/mi</i>)	96–92 (154.5–148.1)	103–98 (165.8–157.7)
Drive	Front-wheel drive	Front-wheel drive
Transmission	Six-speed manual transmission	Seven-speed S tronic

Audi A3 Sedan	30 TDI	35 TDI S tronic
Displacement in cc	1,968	1,968
Max. power output in kW (hp) at rpm	85 (116) at 2,750–4,250	110 (150) at 3,000–4,200
Max. torque in Nm (<i>lb-ft</i>) at rpm	300 (221.3) at 1,600–2,500	360 (265.5) at 1,600–2,750
Top speed in km/h (<i>mph</i>)	210 (130.5)	232 (144.2)
Acceleration 0–100 km/h (0–62.1 <i>mph</i>) in s	10.1	8.4
Combined fuel consumption in l/100 km* (<i>US mpg</i>) (16"–18" for 85 kW / 16"–19" for 110 kW)	3.6–3.4 (65.3–69.2)	3.9–3.6 (60.3–65.3)
Combined CO₂ emissions in g/km* (<i>g/mi</i>)	95–90 (152.9–144.8)	101–96 (162.5– 154.5)
Drive	Front-wheel drive	Front-wheel drive
Transmission	Six-speed manual transmission	Seven-speed S tronic

* Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.



Newly developed: the six-speed manual transmission

Power is transmitted by a manual transmission as standard. In the A3 35 TFSI (Sportback: combined fuel consumption in l/100 km: 5.1 – 4.8*; combined CO₂ emissions in g/km: 116 – 111*; Sedan: combined fuel consumption in l/100 km: 5.0 – 4.7*; combined CO₂ emissions in g/km: 114 – 108*) and the A3 30 TDI (Sportback: combined fuel consumption in l/100 km: 3.6 – 3.5*; combined CO₂ emissions in g/km: 96 – 92*; Sedan: combined fuel consumption in l/100 km: 3.6 – 3.4*; combined CO₂ emissions in g/km: 95 – 90*), this is done by a completely new six-speed [manual transmission](#). It covers the torque range from 200 to 340 Nm (147.5–250.8 lb-ft) and works very efficiently, saving up to 5 grams of CO₂ per 100 kilometers (62.1 mi) compared with the predecessor transmission. The first gear usually has a very short ratio in order to enable a powerful start-off, whereas the highest gear has a very long ratio for the purpose of lowering the rotational speed and consumption.

Custom-made: the seven-speed S tronic

The MHEV engine variant and the A3 35 TDI are equipped with a seven-speed [S tronic](#) (Sportback: combined fuel consumption in l/100 km: 5.0 – 4.7*; combined CO₂ emissions in g/km: 115 – 109*; Limousine: combined fuel consumption in l/100 km: 4.9 – 4.7*; combined CO₂ emissions in g/km: 103 – 98*) in different versions, which the driver can control via paddles on the steering wheel. Its gear ratio is also relatively short in the lower gears and long in the higher gears. In interaction with the optional dynamic handling system Audi drive select, the quick-shifting dual-clutch transmission offers a freewheeling function that is activated in many situations when the driver takes his foot off the accelerator.

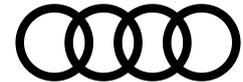
The technology of the two transmissions differs in important aspects. In the case of the seven-speed S tronic for the gasoline engine, the two clutches require no oil supply, which increases their efficiency. In the case of the transmission for the 2.0 TDI, they are cooled with oil as needed.

Suspension

Agile in town, sporty on country roads, comfortable on the highway – Audi further developed the strengths of the predecessor model in the suspension of the new A3. Even the standard suspension is sporty and balanced, combining pleasant ride comfort with good dynamics. The front and rear track widths have each increased by 11 millimeters (0.4 in), to 1,554 (61.2 in) and 1,525 millimeters (60.0 in) respectively.

With regard to the axle concept, Audi relies on a MacPherson axle with bottom wishbones at the front. Models with an output from 110 kW (150 hp) (Sportback: combined fuel consumption in l/100 km: 5.1 – 3.7; combined CO₂ emissions combined in g/km: 116 – 98*; Sedan: combined fuel consumption in l/100 km: 5.0 – 3.6*; combined CO₂ emissions in g/km: 114 – 96*) are equipped with a four-link rear suspension with separate spring/damper arrangement. In the other engine variants, a light and compact torsion-beam rear axle is used. The swivel bearings are made of aluminum.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



Even the standard electromechanical steering with speed-dependent power assistance has a sporty and direct gear ratio. The following applies to the optional [progressive steering](#): The further the driver turns in the wheel, the more direct the ratio becomes. This reduces steering effort in urban traffic and when maneuvering; in tight curves, the new A3 is even more agile and precise.

Lowered: two optional suspensions

For the engine variants with an output from 110 kW (150 hp) (Sportback: combined fuel consumption in l/100 km: 5.1 – 3.7; combined CO₂ emissions kombiniert in g/km: 116 – 98*; Sedan: combined fuel consumption in l/100 km: 5.0 - 3.6*; combined CO₂ emissions in g/km: 114 – 96*), the suspension is available with [adaptive damper control](#) upon request, which lowers the body by 10 millimeters (0.4 in). Sensors measure the vertical acceleration of the body and the relative movement of the individual wheels. The control unit processes their signals within milliseconds. Through valves that regulate the flow of oil, it adapts each damper individually to the road condition, the driving situation, and the setting in the Audi drive select dynamic handling system. Here, the driver can select between dynamic or comfort-oriented basic tuning in the profiles auto, comfort, and dynamic. The suspension with adaptive damper control enables a very wide spread between comfortable roll motion and agile handling. With the sport suspension, which comes as standard with the S line exterior, the focus is clearly on dynamics. Due to the tauter tuning of the suspension and dampers and the fact that the body height is lowered by 15 millimeters (0.6 in), the A3 conveys an even more direct contact with the road surface.

Controlled: Audi drive select and ESC

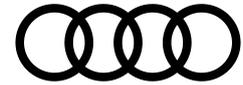
The driving experience becomes even more varied with the optional [Audi drive select](#) system. The driver can use this system to vary not only the dampers, but also the characteristics of the steering assist system and throttle response, as well as the shift points of the S tronic (for the engine variants with 110 kW / 150 hp (Sportback: combined fuel consumption in l/100 km: 5.1 – 3.7; combined CO₂ emissions kombiniert in g/km: 116 – 98*; Sedan: combined fuel consumption in l/100 km: 5.0 - 3.6*; combined CO₂ emissions in g/km: 114 – 96*)). In this case, he can select from the profiles auto, comfort, dynamic, efficiency, and individual.

As part of the sensitive and safe regulation of the Electronic Stabilization Control (ESC), the [wheel-selective torque control](#) also contributes to dynamic handling: Should the front wheel on the inside of the curve lose grip when cornering at high speed, it is braked slightly to ensure that the car maintains a stable and sporty course.

Centralized: the modular dynamic handling control

New in the A3 is the modular dynamic handling control. The central system collects the data from all components relevant for transverse dynamics and thus ensures that the interplay between them is precise and quick. It computes the optimal settings for the adaptive dampers, the ESC and the quattro drive – predictively based on steering movements. The modular dynamic handling control increases agility in this way, especially on winding roads.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



Enlarged: wheels and brakes

The wheel portfolio of the new A3 models ranges from 16 to 19 inches and up to a tire dimension of 235/35. The two exterior lines include 17-inch wheels, while offerings from Audi Sport are available for 18-inch and 19-inch wheels. The tires for all dimensions were optimized in terms of rolling resistance without compromising handling or braking performance.

The brake disks on the front axle are internally ventilated and measure 312 millimeters (*12.3 in*), while those on the rear axle have a diameter of 272 millimeters (*10.7 in*). The brake pistons are actuated by an electric brake booster. Due to its very quick response time, the developers were able to increase the air gap between the brake pad and the brake disk slightly. This solution eliminates friction loss due to slight contact with the brake pads and increases efficiency.

Driver Assist Systems

There is a lot of technology expertise in the new Audi A3. This is made particularly apparent by the extensive set of driver assist systems, many of which are from the full-size class. The fully equipped version of the premium compact car has a front radar that can scan up to 160 meters (*524.9 ft*) ahead, two rear radar sensors, each with a range of 70 meters (*229.7 ft*), a front camera, twelve ultrasonic sensors, and four surround view cameras.

Safeguarded: three standard systems

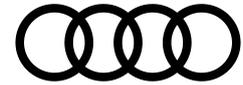
In the standard [Audi pre sense front](#) system, the camera works with the front radar. This allows the new A3 to avoid accidents with other vehicles, pedestrians, and cyclists in front of the car, or at least to reduce the severity of such accidents. The system outputs an optical, acoustic, and haptic warning to the driver. In an emergency, it initiates emergency braking. The [collision avoidance assist](#) is another standard safety system. It broadens the spectrum of Audi pre sense front and helps the driver to steer around an obstacle. The standard [lane departure warning](#) also performs steering corrections to ensure that the car does not depart from its lane inadvertently.

Well versed: the adaptive cruise assist

The [adaptive cruise assist](#) (ACA) is a highlight among the driver assist systems. It is the most complex system for the new A3 and performs the tasks of steering, accelerating, and braking for the driver to a great extent on many sections of the journey up to a speed of 210 km/h (*130.5 mph*). The ACA includes a capacitive steering wheel. Advantage: The driver does not have to apply any steering torque, but just touch the steering wheel gently in order to maintain automatic lateral guidance. The system is available both individually and as part of what is known as the assist package with MMI navigation plus for all models, including those with manual transmission.

The package also includes [efficiency assist](#). It indicates to the driver via the display when it should take its foot off the accelerator, for example because it is approaching a corner or built-up area. The system obtains the information from the navigation map. If the ACA is active, it can also detect vehicles driving in front via the front sensors and adapt the vehicle's speed to theirs.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



The [high-beam assist](#) and the [emergency assist](#) are also part of the extensive assist package. It also includes two parking functions: the [park assist](#) and the parking system plus. The former can guide the vehicle into kerbside and bay parking spaces almost independently, using ultrasonic sensors all around the car. The driver only has to accelerate, brake and shift gears. In the case of kerbside parking spaces, the system provides the same assistance when maneuvering out of the parking space. It can also be activated during an ongoing manual parking procedure, for example if the driver realizes that it approached the parking space from an awkward angle.

Optional: further systems

The [lane change warning](#), the [exit warning](#), and the [cross traffic assist rear](#) are also useful in urban traffic. They use the signals output by the rear radar sensors to alert the driver to vehicles approaching from the rear or the side. [Surround view cameras](#) will follow as an individual option in the course of the year. They display the immediate surroundings of the A3 on the MMI screen, and the driver can choose from different views that make parking and maneuvering easier.

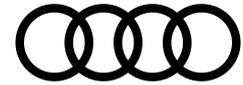
Equipment Lines

There are three exterior lines and interior lines available for the new A3 that can be combined as desired. In addition to the basic version, there is the advanced exterior and the S line exterior. With regard to the colors and materials in the interior, A3 customers can choose between basic, design selection, and S line. Thus both models offer numerous possibilities for individualization.

The A3 models feature a generous list of standard equipment. The exterior includes 16-inch aluminum wheels and headlights with LED technology. The interior comes with a multifunction steering wheel, a digital instrument cluster, and a 10.1-inch touch display as standard. The standard scope of assist systems includes Audi pre sense front, the lane departure warning, and the collision avoidance assist. Optional comfort features include the seat massage in the lumbar area, the panoramic glass sunroof, 3-zone automatic air conditioning, the ambient lighting package plus with its various settings (standard with the interior design selection), and the adaptive cruise assist.

Tapered: the exterior variants

In the advanced exterior variant, the frames of the air inlets are designed in selenite silver, while those of the S line exterior are a matt platinum gray. There are similar differences at the rear end. The Singleframe of both lines is painted in titanium black and surrounded by a chrome frame.



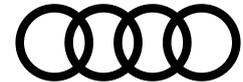
The air inlets and the blade that completes the front end at the bottom are larger and more striking with the S line exterior. There is a third flat air inlet above the blade. The honeycomb grilles in the Singleframe are larger and have small insert strips. The grille is mounted a little lower and there are three flat louvers above it. The roof edge spoiler of the A3 Sportback has a dynamic contour and the diffuser – complete with honeycomb grille – has a more dominant design. For the Sedan, a spoiler on the luggage compartment lid comes as standard with both lines.

In both lines, the optional black styling package further sharpens its appearance. It comprises the frame of the Singleframe and the air inlets as well as the blade. In the S line exterior, it also includes the frame of the diffuser and the insert strips in the side sill. The housings of the exterior mirrors are also available in black. Roof rails in matt black or anodized aluminum are available as an option for all three exterior variants of the A3 Sportback. A3 customers can choose between twelve colors for the paint finish. Atoll blue, turbo blue, Manhattan gray, and python yellow are new colors.

Individualized: the interior lines

Different seat upholstery in various color combinations, ranging from sustainable recycled material to fine Nappa leather, are available for the three interior designs. The “Puls” and “Torsion” materials used to cover the seats in the S line and design selection interior variants consist of up to 89 percent recycled polyester. For one set of seats made of “Torsion” material, 45 1.5-liter PET bottles are shredded, melted down, chopped, and extruded to create fibers that are then spun into threads. There is also an attractive range of colors and materials for the decor surfaces on the instrument panel, for example insert strips made of gray birch wood, aluminum, or carbon.

Both lines include a three-spoke multifunction steering wheel, illuminated door sill trims, and stylish contrasting stitching on the center armrest, the door armrests, and the instrument panel. The ambient lighting package plus, which can be set to any one of 30 colors, illuminates the distinctive design lines with striking light and the surfaces with soft light. The interior S line includes sport seats with leather and Alcantara covers, which are decorated with a new rhombus pattern. A black headlining, stainless steel pedals, S embossing in the front seat backrests, and a steering wheel with contrasting stitching and the S emblem round out the interior S line.



Market Launch and Special-Edition Model

Scheduled: deliveries and prices

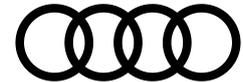
The new A3 Sportback, which is rolling off the line at the main Audi plant in Ingolstadt, just like its predecessor, has been available to order since March 2020 in Germany and many European countries. The entry-level gasoline engine, the 30 TFSI (Sportback: combined fuel consumption in l/100 km: 4.8 – 4.6*; combined CO₂ emissions in g/km: 111 -106*), starts at €26,800 in Germany. The 35 TFSI with 110 kW (150 hp) (Sportback: combined fuel consumption in l/100 km: 5.1 – 4.8*; combined CO₂ emissions in g/km: 116 – 111*) is listed at €28,900. Presales for the new A3 Sedan began in late April. The extra charge for the A3 Sportback is €900. Deliveries of both models will begin in the summer.

Selected: the “edition one” special-edition model

At the market introduction of the new Audi A3, the special-edition model “edition one” with exclusive features will be available in the four colors of atoll blue, mythos black, glacier white, and Navarra blue. The exterior is based on the advanced line with special attachments, while the interior is based on the S line package. The latter includes sport seats with integrated head restraints and the S emblem in the backrests, a perforated steering wheel with the S badge, aluminum decor, black headlining, and stainless steel pedals. Darkened Matrix LED headlights and 18-inch wheels round off the vehicle’s dynamic appearance. Prices for the special-edition model start at €32,600 for the Sportback 30 TFSI (combined fuel consumption in l/100 km: 4.8 – 4.6*; combined CO₂ emissions in g/km: 111 – 106*) . For the Sedan 30 TFSI (combined fuel consumption in l/100 km: 4.7 – 4.5*; combined CO₂ emissions in g/km: 108 – 104*), it is €35,570.

– End –

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*



Fuel Consumption of the Models Named Above

A3 Sportback 30 TFSI 81 kW (110 hp):

combined fuel consumption in l/100 km: 4.8–4.6 (49.0–51.1 US mpg)*,
combined CO₂ emissions in g/km: 111–106 (178.6–170.6 g/mi)*

A3 Sportback 35 TFSI 110 kW (150 hp):

combined fuel consumption in l/100 km: 5.1–4.8 (46.1–49.0 US mpg)*,
combined CO₂ emissions in g/km: 116–111 (186.7–178.6)*

A3 Sportback 35 TFSI S tronic MHEV 110 kW (150 hp):

combined fuel consumption in l/100 km: 5.0–4.7 (47.0–50.0 US mpg)*,
combined CO₂ emissions in g/km: 115–109 (185.1–175.4 g/mi)*

A3 Sportback 30 TDI 85 kW (116 hp):

combined fuel consumption in l/100 km: 3.6–3.5 (65.3–67.2 US mpg)*,
combined CO₂ emissions in g/km: 96–92 (154.5–148.1 g/mi)*

A3 Sportback 35 TDI S tronic 110 kW (150 hp):

combined fuel consumption in l/100 km: 3.9–3.7 (60.3–63.6 US mpg)*,
combined CO₂ emissions in g/km: 103–98 (165.8–157.7 g/mi)*

A3 Sedan 30 TFSI 81 kW (110 hp):

combined fuel consumption in l/100 km: 4.7–4.5 (50.0–52.3 US mpg)*,
combined CO₂ emissions in g/km: 108–104 (173.8–167.4)*

A3 Sedan 35 TFSI 110 kW (150 hp):

combined fuel consumption in l/100 km: 5.0–4.7 (47.0–50.0 US mpg)*,
combined CO₂ emissions in g/km: 114–108 (183.5–173.8 g/mi)

A3 Sedan 35 TFSI S tronic MHEV 110 kW (150 hp):

combined fuel consumption in l/100 km: 4.9–4.7 (48.0–50.0 US mpg)*,
combined CO₂ emissions in g/km: 113–107 (181.9–172.2 g/mi)*

A3 Sedan 30 TDI 85 kW (116 hp):

combined fuel consumption in l/100 km: 3.6–3.4 (65.3–69.2 US mpg)*,
combined CO₂ emissions in g/km: 95–90 (152.9–144.8)*

A3 Sedan 35 TDI S tronic 110 kW (150 hp):

combined fuel consumption in l/100 km: 3.9–3.6 (60.3–65.3 US mpg)*,
combined CO₂ emissions in g/km: 101–96 (162.5–154.5)*

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*