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More Dynamic, More Power, More Driving Pleasure: The Audi S3 Sportback and the Audi S3 Sedan

- **Powerful 2.0 TFSI engine with 228 kW (310 PS) of output and 400 Nm (295.0 lb-ft) of torque**
- **Seven-speed S tronic, S-specific sport suspension, and quattro all-wheel drive as standard**
- **Driver-focused cockpit, technology from the full-size class**
- **Special-edition model in Python Yellow or Tango Red with exclusive features**

Ingolstadt, August 11th, 2020 – A good 20 years ago, Audi opened up the sporty premium compact market segment with the first S3**. Now the brand is presenting the new generation – an S3 Sportback** and an S3 Sedan**. Its 2.0 TFSI engine produces 228 kW (310 PS) of power and 400 Nm (295.0 lb-ft) of torque. Both models (S3 Sportback: Combined fuel consumption in l/100 km: 7.4* (31.8 US mpg*); Combined CO₂ emissions in g/km: 170–169* (273.6–272.0 g/mi*); S3 Sedan: Combined fuel consumption in l/100 km: 7.3–7.2* (32.2–32.7 US mpg*); Combined CO₂ emissions in g/km: 166–165* (267.2–265.5 g/mi*)) accelerate from 0 to 100 km/h (62.1 mph) in 4.8 seconds. A seven-speed S tronic, the quattro drive with intelligent control, and an S-specific sport suspension with optional damper control deliver the power to the road effortlessly. A number of other new features – including the operating concept, infotainment, and assist systems – round off the high-tech character of the S3 models**.

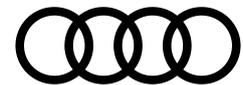
Characteristic design and lighting

The new S3 models** display their dynamic character from the very first glance. The front is dominated by the Singleframe with its large rhombus-patterned grille and impressive air inlets, while the housings of the exterior mirrors have a gleaming aluminum look. The shoulder of the body extends in a strong line from the headlights to the rear lights. The areas below are curved inward – a new element of Audi's design that places a stronger emphasis on the wheel arches.

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

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The new S3 Sportback** and the S3 Sedan** can be fitted with matrix LED headlights on request. Their digital daytime running lights consist of a pixel array made up of 15 LED segments, ten of which form two vertical lines. At the rear end, the large diffuser and the four exhaust tailpipes accentuate the sporty look.

Powerful drive

With 228 kW (310 PS) of power and 400 Nm (295.0 lb-ft) of torque, the new S3 models** are powered by the 2.0 TFSI engine (S3 Sportback: Combined fuel consumption in l/100 km: 7.4* (31.8 US mpg*); Combined CO₂ emissions in g/km: 170–169* (273.6–272.0 g/mi*); S3 Sedan: Combined fuel consumption in l/100 km: 7.3–7.2* (32.2–32.7 US mpg*); Combined CO₂ emissions in g/km: 166–165* (267.2–265.5 g/mi*)). High-tech features like the Audi valvelift system (AVS) – which adjusts the lift of the intake valves as required – mean that the combustion chambers are well filled, while thermal management helps to ensure high efficiency. Both models** accelerate from 0 to 100 km/h (62.1 mph) in 4.8 seconds on the way to an electronically governed top speed of 250 km/h (155.3 mph). The driver can use the standard series Audi drive select system to make the sound of the powerful four-cylinder turbo engine even crisper.

The seven-speed S tronic with lightning-fast gear shifts and freewheeling function and the quattro all-wheel drive deliver the torque to the road. The hydraulic multi-plate clutch in front of the rear axle is fully variable and moves between the front and the back as required, combining dynamic performance with stability and efficiency. It is managed by the modular dynamic handling control – a new system that closely links the quattro drive to the Electronic Stabilization Control (ESC) and the controlled dampers that are available optionally.

Dynamic suspension

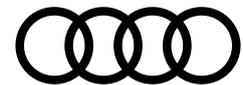
With its four-link rear axle and progressive steering, the standard suspension offers everything that is required for pleasurable driving. It lowers the body by 15 millimeters (0.6 in). Audi can also install the series S sport suspension with damper control on request. Valves control the oil flow in the dampers so that they adapt to the condition of the road, the driving situation, and the driver's requests in an individual and ongoing in a few thousandths of a second. The spread between comfort and dynamism is even wider than for the predecessor model.

The new electric brake booster ensures strong and spontaneous deceleration. All four brake disks are internally ventilated. The brake calipers come in black as standard, with red offered as an option. The S3 models** come with 18-inch wheels as standard, with 19-inch wheels available optionally.

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Generous space concept

Compared with their predecessors, the new S3 models** have grown in size: The Sportback** and the Sedan** are three centimeters (1.2 in) and four centimeters (1.6 in) longer respectively. The five-door car is now 4.35 meters (14.3 ft) in length, while the four-door is 4.50 meters (14.8 ft) long. The width of the Sportback** increases three centimeters (1.2 in), the Sedan** is two centimeters (0.8 in) wider. Both body variants are identical in terms of width (1.82 m (6.0 ft)) and wheelbase (2.63 m (8.6 ft)). The interior offers a slightly greater shoulder room and elbow room. The luggage compartment has a capacity of 325 liters (11.5 cu ft), depending on the position of the rear bench seat up to 1,145 liters (40.4 cu ft) with the Sportback**.

Sporty interior

The strikingly sporty design of the new S3 models** continues on the inside – with the new, compact shifter for the seven-speed S tronic and decorative aluminum or carbon inlays whose design evokes the cut of the headlights. The cockpit is focused on the driver. The distinctive air vents form a single unit with the instrument cover, underlining the sporty character. A 10.25-inch digital display is offered as standard. Alternatively, the Audi virtual cockpit and its “plus” version can be selected. Both have a 12.3-inch diagonal, with the latter also offering three different screens. The optional ambient lighting package plus delivers targeted lighting effects in the dark. The sport seats have been newly developed, and their standard series upholstery is largely made from recycled PET bottles, accentuated by stylish contrasting stitching.

In the middle of the instrument panel is a 10.1-inch touch display embedded in a large black panel. It recognizes letters entered by hand and provides acoustic feedback. As an additional operating level, the infotainment can also be voice-controlled using natural language as standard. Audi also supplies a head-up display as an option.

A new generation of infotainment

The MMI operating concept of the new S3 models** is powered by the third generation modular infotainment platform (MIB 3). Its computing power is ten times higher than that of its predecessor, it performs all tasks relating to connectivity with LTE Advanced speed, and it has an integrated Wi-Fi hotspot. Route guidance is flexible and accurate. Navigation offers predictions on the development of the traffic situation, high-resolution satellite images from Google Earth, and information about the traffic flow. Individual settings, such as frequently selected destinations or air conditioning preferences, can be stored in up to six user profiles.

The Audi connect online services also include car-to-X services, which help with finding available parking spots on the roadside or allow the driver to surf the green wave by communicating with traffic lights in cities like Düsseldorf and Ingolstadt.

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Connectivity between the new Audi S3** and the user's smartphone is free of charge via the myAudi app, as well as via Apple CarPlay, Android Auto, and the Audi phone box – which links the device to the vehicle's antenna and charges it inductively.

Another feature is the Audi connect key, which authorizes the customer to lock and unlock the car and start the engine via their Android smartphone. For HiFi fans, the Bang & Olufsen premium sound system with 3D sound delivers a particularly spatial soundscape.

Helpful driver assist systems

The driver assist systems in the new S3 models** also demonstrate Audi's technical expertise. Audi pre sense front, swerve assist with turn assist, and lane departure warning all have the potential to prevent accidents and are included as standard. Further assist systems, such as lane change and exit warnings as well as the cross-traffic and park assist systems, are available optionally. The adaptive cruise assist helps 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 steering. The efficiency assist supports an economic driving style.

Scheduled: Market launch and prices

Presales of the new compact S3 models** start in many European countries in August 2020, with the first vehicles being delivered to dealers from beginning of October. In Germany, prices for the S3 Sportback start at €46,302,53, while the S3 Sedan is listed at €47,179,83. The market launch is accompanied by the special-edition model "edition one". It comes in Python Yellow (Sportback) or Tango Red (Sedan) paint finishes with black accents and has 19-inch wheels, and fine Nappa leather sport seats for example.

Fuel consumption of the models named

Information on fuel/electricity consumption and CO₂ emissions in ranges depending on the equipment and accessories of the car

Audi S3 Sportback

Combined fuel consumption in l/100 km: 7.4* (31.8 US mpg*)
Combined CO₂ emissions in g/km: 170–169* (273.6–272.0 g/mi*)

Audi S3 Sedan

Combined fuel consumption in l/100 km: 7.3–7.2* (32.2–32.7 US mpg*)
Combined CO₂ emissions in g/km: 166–165* (267.2–265.5 g/mi*)

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The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Beginning September 1, 2018, the WLTP will gradually replace the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electrical consumption, CO₂ emissions and performance figures. 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-Scharnhausen, Germany (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 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), 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, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of € 55.7 billion and an operating profit of € 4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.

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