



Product and Technology Communications

Albrecht Trautzburg

Phone: +49 841 89 44504

E-mail: albrecht.trautzburg@audi.de

www.audi-mediacyenter.com

Success for Audi: The A3 Sportback wins the “Golden Steering Wheel” in the compact class

- **New model receives prestigious award from *Auto Bild* and *Bild am Sonntag***
- **63 models to begin with, pre-selection by readers, final selection by distinguished jury**
- **As the founder of the premium compact class, the A3 has a tradition of winning**

Ingolstadt, November 4, 2020 – The Audi A3 Sportback* has won the “Golden Steering Wheel 2020” in the “Compact Cars” category. In this prestigious competition, readers of the specialist magazine *Auto Bild*, its affiliated European titles and the *Bild am Sonntag* newspaper had cast their votes in the summer. From this pre-selection, an international expert jury chose the winners.

“We have continued the success story of our compact model this year with the fourth generation of the Audi A3 Sportback*. The ‘Golden Steering Wheel’ award represents a strong team performance that we are proud of,” says Audi CEO Markus Duesmann. The model is exciting for a wide target group and is setting benchmarks in design and digitalization. Project manager Johannes Lindermeier adds: “Our new compact model is sporty, digitalized and highly connected – we on the A3 project team are thoroughly convinced of its qualities. And we are happy that the A3 impressed the many readers and the jury, too.”

The “Golden Steering Wheel” is not only one of the most prestigious car competitions but also one of the oldest in Germany – it was awarded for the first time in 1976. A field of 63 new models, divided into eight classes, entered the competition for the “Golden Steering Wheel 2020.” In each category, the three models that had received the most votes in the readers’ poll qualified for the finals. The final round with 24 cars took place at the DEKRA Lausitzring in early October. At the race track, a jury consisting of international experts assessed the candidates according to criteria based on the test scheme of *Auto Bild*. The panel included former racing drivers Hans-Joachim Stuck and Joachim Winkelhock, presenters Lina van de Mars and Kai Pflaume as well as experts from *Auto Bild* and its affiliated titles. The points were awarded under the supervision of a notary.

** The collective fuel/electric power 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 Audi A3 has a tradition of winning: In 1996, it became the founder member of the premium compact class as the brand with the four rings established a new segment, and since then it has already won with “Golden Steering Wheel” three times – in 1996, 2012 and 2013. In spring 2020, its fourth generation was launched on the market. Beneath the progressive design of its body, there are a host of innovations that come directly from the full-size class, such as in the infotainment, suspension and driver assist systems. Shortly after the A3 Sportback*, the A3 Sedan*, the two S models* and the new A3 Sportback TFSI e plug-in-hybrid model* were launched on the market.

– End –

Fuel consumption of the models named above:

Fuel consumption, CO₂ emission figures, and efficiency classes given in ranges depend on the tires/wheels used as well as the selected vehicle equipment

Audi A3 Sportback:

Combined fuel consumption in l/100 km: 4.8–3.9 (49.0–60.3 US mpg);
Combined CO₂ emissions in g/km: 111–99 (178.6–159.3 g/mi)

Audi A3 Sportback 40 TFSI e:

Combined fuel consumption in l/100 km: 1.5–1.4 (156.8–168.0 US mpg);
Combined electric power consumption in kWh/100 km (62.1 mi): 13.8–13.0;
Combined CO₂ emissions in g/km: 34–30 (54.7–48.3 g/mi)

Audi A3 Sedan:

Combined fuel consumption in l/100 km: 4.7–3.8 (50.0–61.9 US mpg)
Combined CO₂ emissions in g/km: 108–97* (173.8–156.1 g/mi)

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)

** The collective fuel/electric power 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 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.

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 at 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.
