



Product and Technology Communications

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The Audi A3 e-tron

- **Highly efficient plug-in hybrid with 150 kW (204 hp) system power and 350 Nm (258.15 lb-ft) system torque**
- **From 0 to 100 km/h (62.14 mph) in 7.6 seconds**
- **1.5 liters of fuel per 100 km (156.81 US mpg)**

Ingolstadt, February 21, 2013 – Audi is working intently to electrify the drivetrain using plug-in hybrid technology. The brand with the four rings is showing the Audi A3 e-tron at the 2013 Geneva Motor Show. With 150 kW (204 hp) of system power and 350 Nm (258.15 lb-ft) of system torque, sporty performance is guaranteed.

The Audi A3 e-tron is a true Audi. It sprints from 0 to 100 km/h (62.14 mph) in 7.6 seconds on its way to a top speed of 222 km/h (137.94 mph). According to the ECE standard for plug-in hybrid automobiles, the five-door model consumes on average just 1.5 liters of fuel per 100 km (156.81 US mpg), which corresponds to CO₂ emissions of 35 grams per km (56.33 g/mile). In electric mode, the Audi A3 e-tron reaches a top speed of 130 km/h (80.78 mph) and has a maximum range of 50 km (31.07 miles).

The combustion engine is a modified 1.4 TFSI producing 110 kW (150 hp). A clutch links the TFSI to an electric motor with an output of 75 kW. The disc-shaped electric motor is integrated into a newly designed six-speed e-S tronic, which transfers the power to the front wheels. The two powerplants complement one another. The electric motor delivers its peak torque from start to around 2000 rpm, and the TFSI's maximum pulling power is available in a range from 1,750 to 4,000 rpm.

The Audi A3 e-tron can be driven with just the combustion engine, just the electric drive or in hybrid mode. Even in electric mode it offers powerful acceleration without the need to engage the TFSI. The driver can choose to have both powerplants active at the same time ("boosting"). When the driver lets up on the accelerator, they both deactivate temporarily ("gliding"). In this way motor braking torque is eliminated and efficiency increases.



At the Geneva Motor Show, the Audi A3 e-tron will provide a realistic glimpse into the future of mobility as Audi is planning it. The electrification of the drivetrain, above all using plug-in technology, plays a deciding role in the strategy of the brand.

- End -

The Audi Group delivered around 1,455,100 cars of the Audi brand to customers in 2012. From January through the end of September 2012 the Company posted revenue of €37.7 billion and an operating profit of €4.2 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). The Audi Q7 is built in Bratislava (Slovakia). In November 2012, CKD production of the Audi Q7 was added to the existing Audi A4, A6 and Q5 manufacturing operations in Aurangabad (India). At the Brussels plant, production of the Audi A1 has been running since 2010, while production of the new A1 Sportback began in 2012. The Audi Q3 has been built in Martorell (Spain) since June 2011. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include amongst others AUDI HUNGARIA MOTOR Kft. (Győr/Hungary), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese/Italy), AUDI BRUSSELS S.A./N.V. (Brussels/Belgium), quattro GmbH in Neckarsulm and the sports bike manufacturer Ducati Motor Holding S.p.A. (Bologna/Italy). Audi currently employs more than 68,000 people worldwide, including around 50,000 in Germany. From 2012 until 2016 the brand with the four rings is planning to invest a total of €13 billion – mainly in new products and the extension of production capacities – in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" claim. Audi is currently expanding its site in Győr (Hungary) and will start production in Foshan (China) in late 2013 and in San José Chiapa (Mexico) from 2016.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the Audi Environmental Foundation. Within the context of "Vorsprung durch Technik", which extends far beyond its products, the Company is directing its activities toward a major goal – comprehensive CO₂-neutral mobility.