



Product and Technology Communications

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Technology Update for the Compact Bestseller – the new Audi A3

- **New engines: 1.0 TFSI and newly developed 2.0 TFSI**
- **Infotainment and assistance systems from the full-size class**
- **First deliveries in summer**

Ingolstadt, April 6, 2016 – The successful model from Audi is now even more attractive: The Audi A3* approaches the starting line with new driver assistance systems and engines as well as newly designed headlights and taillights. Also new on board is the innovative operating and display concept, Audi virtual cockpit. The new A3 is available in a three-door version and as a Sportback, a sedan and a Cabriolet. The sporty Audi S3* version comes with numerous innovations and has even further enhanced its dynamic potential. The A3 series offers the most versatile line of drive systems in the compact segment with the Audi A3 Sportback e-tron* and the Audi A3 Sportback g-tron*.

Driver assistance systems from the Audi full-size category

With numerous driver assistance systems, the new Audi A3 raises the bar in the premium compact segment yet again. The further developed Audi active lane assist and Audi pre sense front, including predictive pedestrian protection, make town and country driving even safer.

New in the segment is the traffic jam assist, which works together with Audi adaptive cruise control (ACC) and its Stop&Go feature. The optional system keeps the car at a safe distance from the vehicle in front, and in combination with the S tronic, automatically sets the vehicle in motion again after a short stop. In sluggish traffic up to 65 km/h (*40.4 mph*), the traffic jam assist even briefly takes over the steering on well-paved roads. Another new feature for the A3 family is the optional Emergency Assist. This system initiates braking down to a safe stop if, despite warnings, no steering activity by the driver is detected. The new rear cross-traffic assist warns the driver about cross traffic when slowly backing out of a perpendicular parking space, for example.

*The collective fuel consumption of all models named above and available on the German market can be found in the list provided at the end of this MediaInfo.



Controls & displays, infotainment and Audi connect

The highlight in the interior of the new Audi A3* is the Audi virtual cockpit.

This innovative operating concept is available for the first time in the compact class.

The Audi virtual cockpit displays the most important driving-relevant information in high resolution on a 12.3-inch diagonal TFT screen. The driver can switch between two views by pressing the “View” button on the multifunction steering wheel. In classic mode, the instruments appear as large as the usual analog displays.

In infotainment mode, however, a central window predominates, which provides more space to the navigation map or shows lists for the telephone, radio and audio. The tachometer and speedometer appear as small round clocks.

The menu structure in the MMI system has been redesigned. Operation with its flat hierarchies is based on smartphones.

The centerpiece of the MMI terminal is the round rotary/push-button control, whose ring is illuminated in white in the top version. On its surface is the touch-sensitive touchpad for entering characters and for multi-finger gestures, allowing the driver to zoom within the map. Above and beside the rotary/push-button control are toggle switches and buttons with which the driver can navigate through the newly designed menu structure. The enhanced voice control for navigation, radio, media and phone now also understands many phrases from everyday language.

In infotainment, the new Audi A3 again sets new standards. The MMI radio plus with the electrically extended 7-inch diagonal monitor is standard equipment. The optionally available MMI navigation and MMI navigation plus with MMI touch in conjunction with the Audi connect module bring many online functions into the car. They include, for example, navigation with Google Earth and Google Street View traffic information in real time as well as practical information on parking, destinations, news or the weather. The information is transmitted via the super-fast LTE standard. The required flat rate data plan is included thanks to the Audi connect SIM card pre-installed in the car. The customer receives this embedded SIM (e-SIM) in combination with Audi connect in Europe. It permits roaming in most European countries. Regardless of the integrated Audi connect services, data packets for individual internet use can also be booked via the Wi-Fi hotspot.

The free Audi MMI connect app enables other services, such as online media streaming and transfer of a calendar from a smartphone to the MMI. The A3 e-tron* also features services for programming the charging and the departure time and for the air conditioning.



Cell phones with iOS and Android operating systems are connected with the car via the Audi smartphone interface. The Audi phone box in the center armrest utilizes near-field coupling to link smartphones wirelessly to the vehicle's antenna and enables inductive charging.

Newly designed equipment lines

Although hardly any change has been made to the dimensions – 4.24 meters (*13.91 ft*) in length with a wheelbase of 2.60 meters (*8.53 ft*) – the new Audi A3* appears even sportier and more expressive than ever. Its Singleframe grille features sharper contours and is broader. The headlights are flatter, with distinctive outer contours.

The rear accentuates the width of the new A3 – with the horizontal illuminated graphics of the rear lights and the separation edge above the redesigned diffuser. The color palette has been expanded. Twelve paint colors are available to choose from, including the five new colors Ara blue, Cosmic blue, Nano gray, Tango red and Vegas yellow. Daytona gray pearl effect paintwork is reserved for the S line exterior package.

New for the A3 are the modularly designed equipment lines. They afford the customer even greater freedom of choice, and for the first time, also affect details of the exterior. Besides the basic models, the future holds in store the two lines sport and design, with their optional S line sport package and design selection equipment lines.

Extensively updated: the engine lineup

The engine lineup for the Audi A3 comprises six engines (three gasoline and three diesel units). Their power output ranges from 81 kW (110 hp) to 140 kW (190 hp). All A3 models fulfill the EU6 standard.

With the 1.0 TFSI, Audi is offering a three-cylinder model in the Audi A3 series for the first time. The compact engine outputs 85 kW (115 hp) and delivers 200 Nm (*147.5 lb-ft*) of torque at 2,000 to 3,500 revolutions per minute. The new entry-level gasoline engine is efficient without sacrificing anything in terms of driving pleasure.

The 1.4 TFSI COD ultra features cylinder-on-demand efficiency technology, turning off two cylinders when the corresponding output is not required. The engine with 1,395 ccm displacement outputs 110 kW (150 hp) and develops 250 Nm (*184.4 lb-ft*) of torque.



A technical highlight is the completely new 2.0 TFSI with its innovative combustion process. From a displacement of 1,984 ccm it generates 140 kW (190 hp), delivering 320 Nm (*236.0 lb-ft*) of torque at 1,500 to 4,200 revolutions per minute.

Audi offers the four-cylinder TDI engine with 1,968 ccm displacement in two performance levels in the new A3*. The 2.0 TDI comes optionally with 110 kW (150 hp) and 340 Nm (*250.8 lb-ft*) at 1,750 to 3,000 revolutions per minute – and will soon be available with 135 kW (184 hp) and 380 Nm (*280.3 lb-ft*) at 1,750 to 3,000 revolutions per minute.

The new entry-level diesel engine is the 1.6 TDI with 81 kW (110 hp). It is available in combination with the six-speed manual transmission or the S tronic seven-speed dual clutch transmission.

The 2.0 TFSI engines are joined by a fully newly developed seven-speed S tronic with wet clutch. It replaces the previous six-speed dual clutch transmission with dry clutch.

The new Audi A3 transmits the engine power to the front wheels by default. For the gasoline-engine versions, quattro all-wheel drive is available for the 2.0 TFSI with 140 kW (190 hp).

The suspension of the new Audi A3 impresses with its balanced and sporty tuning. With the optional sport suspension, the body lies 15 millimeters (*0.6 in*) lower, and 25 millimeters (*1.0 in*) lower with the S line sport suspension. The electromechanical power steering is sensitive and efficient in operation. On request, Audi provides the likewise electrically powered progressive steering system for many models that is standard in the Audi S3* series.

The new Audi A3 rides on 16-inch wheels as standard equipment, with 17-inch wheels available in the design and sport equipment lines. The wide range of options with 17-, 18- and 19-inch wheels includes new designs. The line of tires has also been overhauled, and now offers improved performance with optimized rolling resistance.



For the first time in the segment: Matrix LED headlights

The headlights of the Audi A3* provide a distinctive and new look with their jagged bottom edges. Xenon plus units are standard; as options Audi offers LED headlights and for the first time matrix LED headlights as well.

Consistent lightweight design has brought the curb weight of the Audi A3 with 1.0 TFSI engine down to just 1,150 kg (*2,535.3 lb*) – the lightest in its class. The body of the new Audi A3 is crashproof and rigid to a high extent. A noise-insulating windshield is standard equipment.

The interior affords the top quality typical of Audi. The newly designed three-spoke steering wheel is heated on request. For more comfort on long journeys, Audi offers a driver seat with massage function in the new A3.

Sustainably *en route*: the new Audi A3 Sportback e-tron

The plug-in hybrid version, the Audi A3 Sportback e-tron*, combines a 1.4 TFSI, which outputs 110 kW (150 hp) and delivers 250 Nm (*184.4 lb-ft*) of torque, with an electric motor that produces 75 kW and 330 Nm (*243.4 lb-ft*). The system output of 150 kW (204 hp) affords sporty driving performance.

Full charging of the lithium-ion battery (8.8 kWh) from a 380-volt three phase-current supply takes a little over two hours.

The new Audi A3 Sportback g-tron

Audi offers still another drive alternative with the A3 Sportback g-tron*: The five-door compact model can use climate-neutrally produced Audi e-gas as fuel, in addition to fossil-based natural gas.

Equipped with a 1.4 TFSI engine producing 81 kW (110 hp), the A3 Sportback g-tron sets standards for efficiency and economy. Fuel costs to the customer are roughly EUR 4 per 100 kilometers (*62.1 mi*). Thanks to the four-cylinder engine's configuration for bivalent fuels, its range is over 400 km (*248.5 mi*) in the NEDC with natural gas fuel. When powered by gasoline, the driving range is extended by as much as an additional 900 km (*559.2 mi*).

More power: the new Audi S3

7 kW (10 hp) features more power and, in conjunction with the S tronic, 20 Nm (*14.8 lb-ft*) higher torque – Audi has done one better with the Audi S3*. Moreover, Audi engineers have integrated S3-specific control for the Electronic Stabilization Control (ESC) and the multi-plate clutch. The result: even greater driving dynamics, driving pleasure and safety.



The 2.0 TFSI now outputs 228 kW (310 hp) and with S tronic delivers 400 Nm (*295.0 lb-ft*) over the large range of 2,000 to 5,400 revolutions per minute. The S3 Sportback, the S3 Sedan and the S3 Cabriolet also profit from the extensive new features.

The new Audi A3 series goes on sale in early May, with the first deliveries to customers occurring in summer. The basic price for the Audi A3 with the new 1.0 TFSI engine is EUR 23,300 in Germany.

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Fuel consumption of the models named above:

Audi A3:

This vehicle is not yet on sale. It does not yet have type approval and is therefore not subject to Directive 1999/94/EC.

Audi S3:

This vehicle is not yet on sale. It does not yet have type approval and is therefore not subject to Directive 1999/94/EC.

Audi A3 Sportback e-tron:

This vehicle is not yet on sale. It does not yet have type approval and is therefore not subject to Directive 1999/94/EC.

Audi A3 Sportback g-tron:

This vehicle is not yet on sale. It does not yet have type approval and is therefore not subject to Directive 1999/94/EC.

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 twelve countries. In the second half of 2016, the production of the Audi Q5 will start in San José Chiapa (Mexico). 100-percent subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2015, the Audi Group delivered to customers approximately 1.8 million automobiles of the Audi brand, 3,245 sports cars of the Lamborghini brand and about 54,800 motorcycles of the Ducati brand. In the 2015 financial year, AUDI AG achieved total revenue of €58.4 billion and an operating profit of €4.8 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.