

Iconic

Athletic

A3

Audi A3 Sedan | A3 Cabriolet



Synergetic

Audi
Truth in Engineering



If it was this easy, it wouldn't be an Audi.

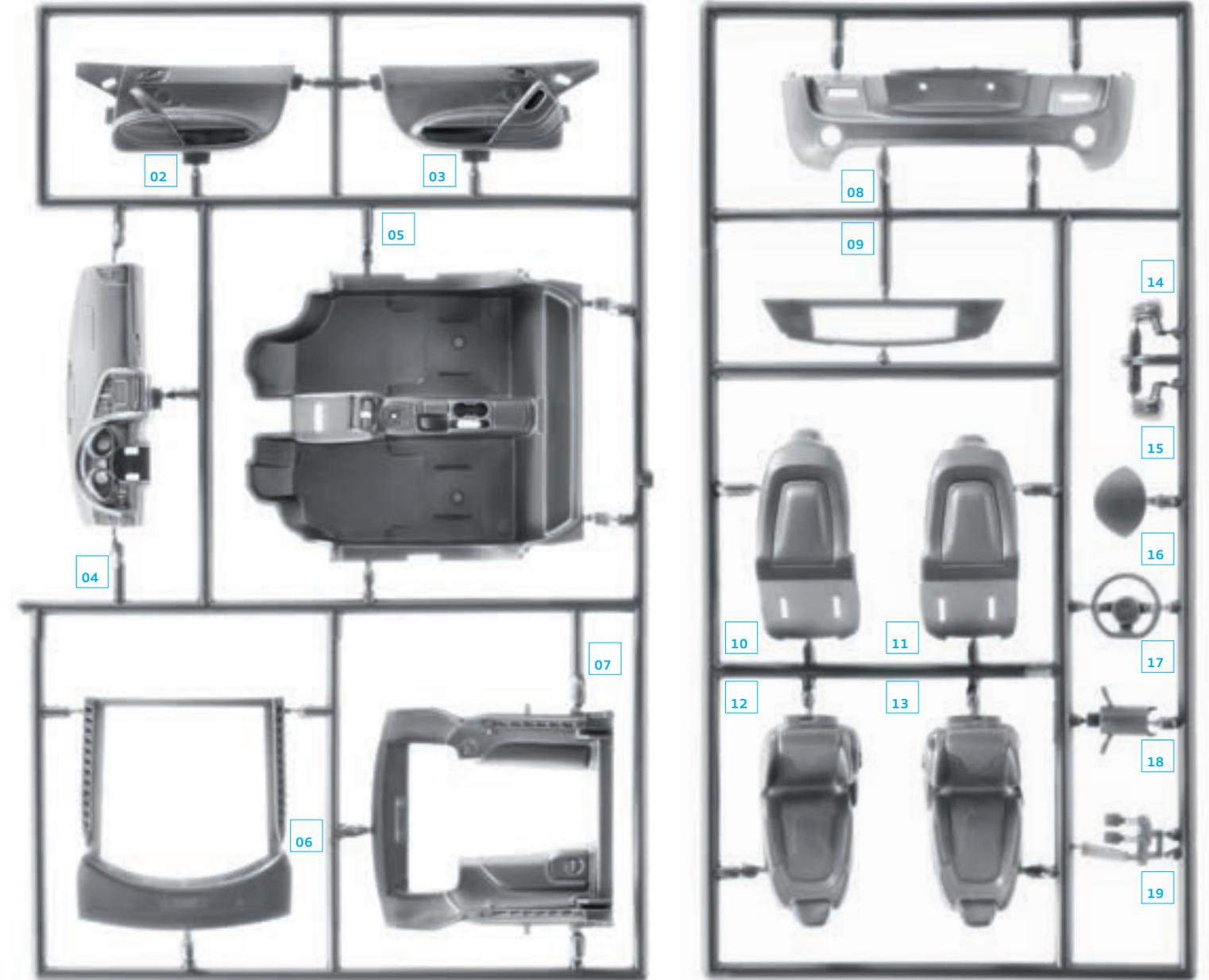
Obsession



IMAGINE DEVOTING YOUR LIFE TO BUILDING YOUR MODEL.

When you were a kid, you probably felt quite proud when you completed a model kit. We understand. At Audi, it takes countless hours for a single Audi to go from idea to design to roadworthy, and that's time we are very proud to devote. Our obsession for detail,

commitment to premium fit and finish and passion for unparalleled engineering go into every model. It's the kind of discipline that the word "painstaking" was invented to describe. Not to say it's a chore—no, assembling an Audi is a labor of love, and it shows every time you sit in one, engage the ignition and nudge the accelerator. Creating an Audi isn't easy, but the results help define what Audi means to the people who drive one.





The door of perception.

OUR REPUTATION HINGES ON THE QUALITY OF THINGS YOU DON'T SEE.

It's said that, when one door closes, another one opens. It sounds as if whoever said it spent some time at an Audi research and development facility. After all, while you'll open and close the door on your Audi thousands of times without thinking about it, we've obsessed about it for you, in detail. Not just about the reliability of it opening and

closing, but on the proper weight that will make it more pleasing to close. How the locks should click when they are engaged. The optimal acoustic placement for the speaker port. There are the hinges too, of course. And the door itself, which we designed to take the brunt of side-impact collisions, and several dozen other safety considerations (to say nothing of the countless other components, processors, sensors, window features and the inner workings most people will never see). Our doors are more than a symbol of welcoming you into your vehicle, they are products of Audi engineering, and the very perception of Audi hinges on them as much as our hinges help support the door.

ACOUSTIC ENHANCEMENTS

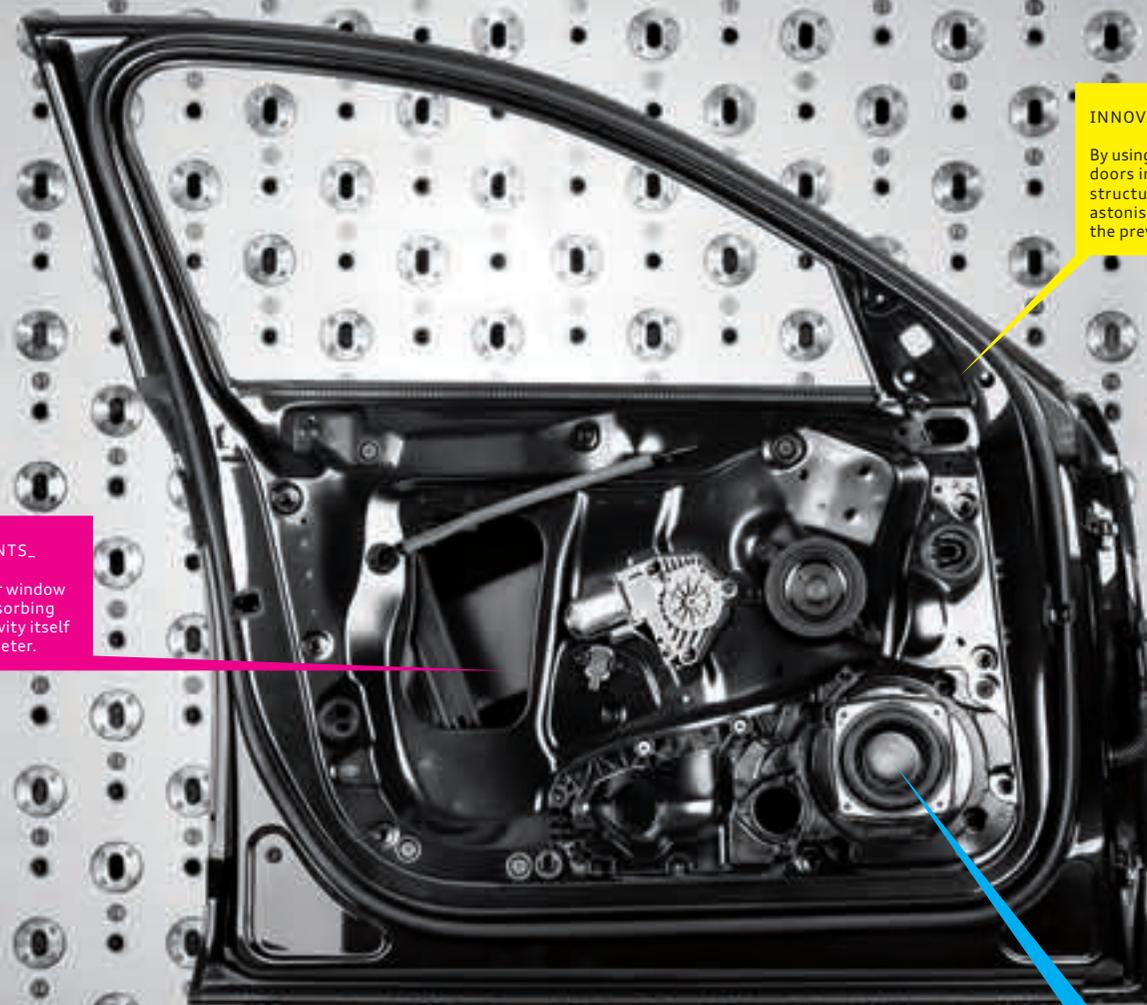
We use soft mounts on our window regulator and a sound-absorbing backing within the door cavity itself to make the cabin even quieter.

INNOVATIVE DESIGN

By using fully pressed aluminum doors in the Audi A6, the door structures were reduced by an astonishing 44 lb compared to the previous model.

SPEAKER PLACEMENT

Optimal speaker placement helps deliver the most extraordinary sound you can find in the automotive space.



When we think of a good idea, it sticks.



SURFACES

WET
DRY
SLIPPERY
UNEVEN

Torque is distributed to all four wheels in varying amounts.

Torque vectoring

By independently braking the inside cornering wheels, torque is then transferred to the outside cornering wheels. This intelligent application of power, known as torque vectoring, is available on select quattro® models and helps promote neutral handling by calculating the driver's steering input and desired level of acceleration.

Sport differential

To help ensure high cornering agility, the available sport differential uses torque vectoring, and then adds to that by mechanically applying additional torque to the outside rear cornering wheel. Through an electrohydraulic multiplate clutch pack and gear-set, the outside rear cornering wheel speed is increased by as much as 10%.

CORNERS

CURVES
MOUNTAINS
OBSTACLES
HANDLING
UNEXPECTED

Impressive stability, more assured road-holding, enhanced agility and improved steering precision.

TRACTION

ACCELERATION
TOWING
SNOW
CRUISING
GRAVEL

quattro® directs the amount of torque required to suit the job at hand.

quattro® HAS MAINTAINED ITS GRIP ON OUR THINKING AND THE ROADS WE TRAVEL.

For more than 30 years, Audi has been focused on quattro® all-wheel drive. During that time, it has evolved into an overarching idea of performance, a technological system of ratios, power delivery and driving dynamics working seamlessly together, orchestrated through the drivetrain, providing power where and when it is needed most. In

many ways, this has been a three-decade drive, from the Alps to the autobahn—and points beyond. You've seen quattro® capabilities in the way we dominated the World Rally Championship for years, in the grip you have in inclement weather, and in the variable power distribution you enjoy in good conditions.¹ For more than 30 years, and with over five million quattro® systems on the road, we have continued to refine the technology, developing an available rear sport differential to help maximize performance and available torque vectoring to assist with cornering traction while helping to improve handling. We've boldly stuck to what worked while the world was trying to catch up, and we built on it.

¹ When driving during cold, rainy, snowy or icy weather conditions, ensure that your vehicle is equipped with appropriate all-season or winter tires. Even with appropriate tires, you must always drive in a manner appropriate for the weather, visibility and road conditions.

The obsessive engineering of maximum fitness.



ENGINEERING POWER IS MORE THAN JUST ADDING MUSCLE.

There is an art to fitness. Yes, there are some who go for the massive, sculptured muscle look. But there is something more compelling out there for those with more refined tastes. The kind of sculpted efficiency found in Audi engines elevates the driving experience through smaller, finely tuned forced-

induction engines. For the drive to feel lean and precise, we've shaved off unwanted pounds. Sure, large numbers might distract some, but a champion impresses with its grace, power and athletic balance—captured in the right suspension setting, or a torque-vectoring corner. Audi engineers taste the shape of power that celebrates a true dedication to craft. It means strength that pulses at the moment of acceleration, provides a true, quick response as you change lanes, and turns the most routine cloverleaf into a joyful application of performance handling.¹ This is the art of maximum fitness, to the point where others just feel a little flabby.

FSI®

The FSI direct injection fuel system directly injects fuel into the combustion chambers at precisely managed times and depths. What that means for drivers is that a fully homogenized intake charge helps increase power while also reducing fuel consumption and emissions, making efficiency more powerful.²

TFSI®

At Audi, TFSI represents a combination of two of the brand's core areas of expertise—direct injection and forced induction. By adding turbocharging or supercharging to FSI direct injection, the pressurized intake charge is cooled by directly injected fuel, thus achieving efficiency and performance combined with higher compression ratios—previously only attainable by naturally aspirated engines.²

TDI®

A turbocharged, fuel-sipping variant, our TDI® clean diesel engines deliver uncompromising Audi performance with bold efficiency.¹ Yes, it gets better mileage per gallon than comparable gasoline engines,² but it also produces more low-end torque, which is best expressed in the elasticity you have when passing in the 30- to 60-mph range.

¹ Always obey all speed and traffic laws.
² See www.fueleconomy.gov for EPA estimates and emissions data. Your mileage and emissions will vary and depend on several factors, including your driving habits and vehicle condition.

ELEPHANT SKULL_

How nature solved the apparent conundrum of an elephant's skull didn't escape the notice of Heinrich Timm, the longtime lead engineer for Audi. The weight of the tusks and the general size of an elephant's head would seem to make it impossible for the animal to actually be able to carry it. But the design genius behind the elephant's skull is to make it lightweight yet sturdy. Its predominantly hollow design is buffered by thin, connective bone walls, which act as strong, weight-bearing cells. Audi designers used that idea when building our aluminum and steel structures. Reducing weight, yet enabling strength.



ultra



ALUMINUM_

Our large aluminum castings are a telling example of ultra lightweight technology. Primarily used in high-stress areas, these castings achieve exceptional rigidity while also allowing for freedom of design, all while remaining extremely lightweight!

How studying elephant skulls makes for superior handling.

THE ELEGANT STRUCTURE OF NATURE BECOMES A BLUEPRINT OF EFFICIENCY.

It seems strange to say that, while we build strong, complex and high-performing machines, we're naturalists at heart. Then again, it might not be that unusual, seeing how nature itself builds strong, complex and high-performing machines as well. When we developed the thinking behind our ultra® lightweight technology initiative,

we knew that nature would serve as an inspiration to greater structural efficiency. Take the structure of the elephant skull pictured here. It has to be lightweight, yet capable of carrying a heavy load. It's porous, but its structure is such that it enhances its stability and strength. We do the same, for example, with aluminum. Positioned one way, aluminum materials can be flexible. Positioned another, they are strong and rigid, and help give better support. We also looked to bamboo, which is strong at the conjoined areas (nodes), and flexible along its stem. Our designs allow for both rigidity and flexibility where each is most needed, and for efficiency overall. As we continue to develop strategies to improve the performance aspects and efficiency of our vehicles, we don't shy away from the world around us? We boldly engage it even closer still.

1. Features and technologies listed are not available on all models. 2. See www.fueleconomy.gov for EPA estimates and emissions data. Your mileage and emissions will vary and depend on several factors, including your driving habits and vehicle condition.



Just talk to us, baby.



AUDI CONNECT® REALLY GETS WHAT YOU ARE SAYING.

Share what's on your mind. Looking for a great Chinese food place? We'll help you get there. Thinking about a rest stop? We'll locate the nearest gas station for you, and even give you the price of their fuel. In fact, in your Audi, just say the word, and we'll help you find almost anything, even your home phone number. With available Audi connect with Google

Voice™ command capabilities, we've developed a way to let you articulate your desires, even if that's just finding the closest burger stand or the best hotel.¹ MMI® navigation plus with Audi connect helps integrate networking capabilities on the go, along with Google Earth™ with 3D satellite imagery, to help you avoid traffic (and possibly saying things you might regret)² Audi connect also provides fast data transfer speeds and Wi-Fi® connectivity for up to eight passenger devices to help you stay informed. It offers a full suite of services and interactivity, and, yes, even the closest Szechuan restaurant, which you can find by using its Google™ Local Search capabilities. Best of all, you don't even have to say "Thank you," even if we appreciate it when you do.

1. Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. Features and technologies listed are not available on all models. The voice control feature is not available on Cabriolet or Roadster models. 2. MMI® navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle's electrical system and existing wireless and satellite technologies must be available and operating properly for the system to function. The system is designed to provide you with suggested routes in locating addresses, destinations and other points of interest. Changes in street names, construction zones, traffic flow, points of interest and other road system changes are beyond the control of Audi of America, Inc. Complete detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible, therefore you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested MMI® navigation plus route. For mapping updates please see your Audi dealer or call 1-800-FOR-AUDI for details. Features and technologies listed are not available on all models.



Hey, bright eyes.



DESIGNING A WINDOW TO OUR SOUL.

Even in the dark, you know when you're staring at an Audi. In fact, it might just be love at first sight. That's because, instead of cursing the darkness, we celebrate the light. Available full LED headlights stand out from the rest: their color inten-

sity is engineered to be reminiscent of daylight. But while we illuminate the night, we don't forget the day—so we made our LED daytime running lights to look even more dramatic. Now featuring a sleek diode design that gives us the freedom to elegantly reshape our signature style, Audi LED lighting is once again ours. It is an efficient, beautiful way to help you see and be seen from dusk to dawn and back again. Look deep into our eyes, and you might just see the soul of a company.



How we know exactly what you feel.

CLEAN, BEAUTIFUL DESIGN COMES FROM DEDICATED CRAFTSMEN UNAFRAID OF GETTING THEIR HANDS DIRTY.

Our hands give you shade and sanctuary. Our hands give you comfort and control. You might not sense our hands nearby, but our hands know exactly what you feel. That's because we've been there. After all, our hands crafted a customized world that's dedicated to control, comfort and entertainment. We're talking,

of course, about the cabin of your Audi vehicle. Optimized luxury, designed by committed craftsmen who had you in mind when they chose the leather seating surfaces, created the contoured seats or provided the refinement of ergonomic design and an available more intuitive MMI® system. There are small touches that help simplify the overall design, and there are large statements to help you feel at ease. It is your Audi interior, shaped by the kind of people who know you want to experience luxury firsthand.



As you can see, our design will help channel water away from the mirror, allowing you a clearer view of what's behind you.



The molding on the inner A-pillar helps direct water away from the area where the windshield and A-pillar meet. Once the water is there, aerodynamic forces take over and funnel the water up and out of the windshield area rather than back and across the side windows.

You have to weather adversity to know things like this.

WHAT YOU DON'T KNOW MIGHT HELP YOU.

Think of it this way—if it rains, would you notice a dry side view mirror? Maybe not, but compared to one with beads of rain on it and distorted reflections, you would. It's a little thing, perhaps, but these little things are part of our deep obsession with crafting a premium driving experience.

We design our exterior side mirrors with small sills to channel water along their upper edge, helping leave your view unobstructed. We also design our windshield moldings with channels that allow rain water to efficiently run off instead of returning to the windshield wiper path. These are small touches, thought of by engineers and crafted by designers who don't necessarily call attention to their skills. Instead, these details reflect a commitment to quality that you might never notice—until a moment of bad weather or adversity, when you might. But don't worry. We don't mind if you don't notice us, now and then.



Either think about the future, or make history.



e-tron

e-tron[®]



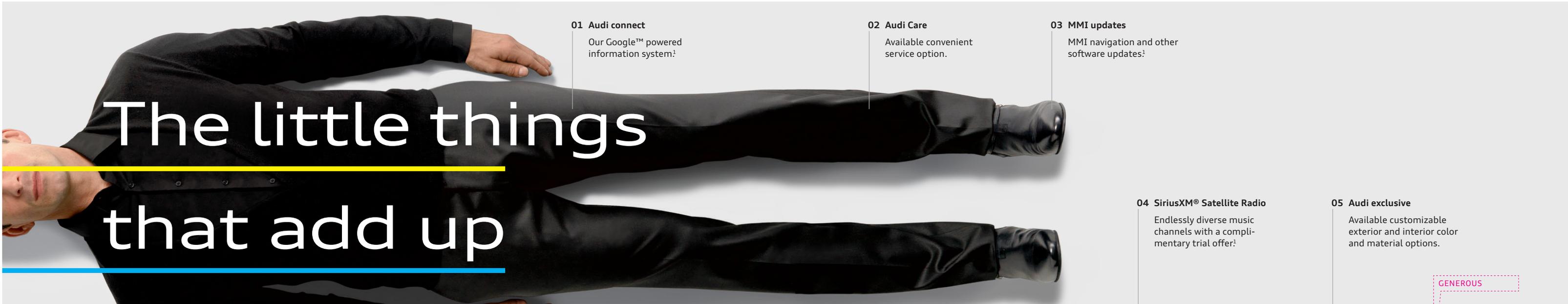
SUPREMELY PRACTICAL LUXURY WITH A SUNNY KIND OF ENERGY.

Talking about a better future is easy. After all, how can you be held accountable for something that never arrives? But if you really want to affect it, to make history, you have to do more than talk. Enter e-tron[®]. It's not the first plug-in electric hybrid to the market, but we are making it the most forward-thinking Audi ever produced. For

example, we will be including a level 2 charger with our A3 Sportback e-tron PHEV for qualified owners who want to drive on electricity as much as possible.¹ We also plan to offer unique sustainable energy offerings like an available solar program to help provide power to your home and vehicle. It's not just practical, it's premium too, in style, in performance and in fit and finish, like any other Audi vehicle. But more than that, it will be Audi making smart technology smarter, with adaptive kinetic-energy-harnessing when you brake, and better performing than what came before it. With the Audi e-tron vehicles, we're saying the future is now.

Preproduction vehicle shown.

¹ 240-volt wall-mounted charging hardware and cabinet included with the vehicle. Installation and wiring costs are extra, and will vary. See your participating dealer for details.



The little things that add up

01 Audi connect
Our Google™ powered information system.¹

02 Audi Care
Available convenient service option.

03 MMI updates
MMI navigation and other software updates.¹

04 SiriusXM® Satellite Radio
Endlessly diverse music channels with a complimentary trial offer.¹

05 Audi exclusive
Available customizable exterior and interior color and material options.

SENSE OF HUMOR

RESOURCEFUL

ROMANTIC

SENSE OF STYLE

GENEROUS

LOVING



to a long-term love.

MOVING FROM LUST TO APPRECIATION TAKES A DEEPER UNDERSTANDING.

When you are attracted to something, the effects are immediate, the domination, total. For a relationship to last, though, it must move beyond that passionate initial phase. It's what comes next that turns a bright flame into an eternal torch. That's why Audi doesn't simply design premium vehicles for the

short-term, but offers an entire experience that we hope lasts a lifetime. Do you want to customize your Audi? We offer Audi exclusive materials and colors. Do you want care-free service options? Audi Care is available. MMI® updates, trial offers for Audi connect®, a full suite of available Audi driver assistance technologies—these might not be the reasons why you fell in love with an Audi, but they are, perhaps, the things that help keep the heart fires stoked.¹

¹ Optional features and technologies listed are not available on all models. See Infotainment/Technology section of the Featured Content page for important information regarding MMI® navigation plus and required SiriusXM® subscriptions.

WHEN YOU COMPROMISE
THE TRUTH, PEOPLE DON'T
OPT-IN, THEY SPEND TIME
ENGINEERING THEIR OWN
COMPROMISES. THE ALL-NEW **A3**
IS DESIGNED TO STAY
UNCOMPROMISED.

Inspirations that build an icon.

The alchemy needed to build an automotive icon is elusive. Sure, it's found, partly, on an assembly line, with committed artisans taking pride in every stitch they oversee. It's also on a drafting board, sketched by visionaries looking to further expand what we look for in automotive design lines. But it's also in the countless inspirations, ones little and large, that not only capture a bold thought or striking idea, but execute them. Examples of these can be found in the foundational stories we tell about our company and our vehicles. These stories show how an abstract idea can turn into a powerful, sculpted machine, and then how that machine can help forge an iconic reputation for a brand. Out of the inspirations we find in engineering, art and the large world of ideas, we have created a fearless, iconic company of substance and luxury: Audi.

Their rule is uncompromised.

We aren't ones to conform to rules—especially when it comes to design—so it should come as no surprise, then, that we are all for inventing completely new ones. The all-new Audi A3 establishes a new rule—with no regard for compromise—and presents it with all the design prowess, mechanical fortitude and technological genius that we infuse into all of our vehicles. A product of an intense design effort to ensure that size would have no bearing on the level of luxury, the A3 features an exceptionally roomy cabin with enough available advanced technologies to ensure that even the most hardcore technophile will be impressed. Consider it proof that the rules have been changed.



Design

We do not follow design trends. We set them.





19" 5-arm-wing design wheel shown. Delayed availability.



Enlighten

Shedding a new light on illumination just happened to be a design boon.

We went heavy on design in light of the times.

There's a time and a place for inspiring design, and this is it. The Audi A3 holds nothing back when it comes to passionate design, with swooping lines and brilliant details like LED daytime running lights and available full LED headlights. Although designed to be a sedan from the first sketch, its wide rear pillars and low roof line were purposely imagined to give the impression of a coupe-like vehicle. Viewed from the front, the characteristic "V" shape of the hood continues down and into the inside corner of the headlights, accentuating the bold look of the A3. Just consider it timely proof that art can be dynamic.

A story line that comes full circle.

We like to think of ourselves as passionate storytellers, but with a distinct twist. Our greatest narratives are conveyed through lines rather than words. Take the Tornado line, the characteristic crease that lies below the window line, as a compelling example. It begins its dramatic journey at the edge of the LED daytime running lights, then travels boldly down each side of the vehicle, where it rises into the wide shoulder. Ultimately, it ends at the LED taillights, integrating them into the design, and completing a captivating story that's just the first in a long, riveting series.



19" 5-arm-wing design wheel shown. Delayed availability.

**Aluminum-optic air vents**

The available Aluminum-optic air vent surrounds are almost as pleasing to look at as they are efficient at circulating the air in the cabin. The airflow is easily adjusted by turning the ring around the outside of the vent, an action as intuitive as the air vent is attractive.

We included everything except limitations.

Feel free to daydream a little at this point—it'll just be that much better when you experience the interior of the Audi A3 firsthand. With its wraparound dash design and innovative, three-dimensional inlay concept, this environment offers a sense of space that rivals much larger luxury sedans. And, of course, the no-compromise attitude that is a signature design mantra of this vehicle can be found in every facet of the interior. Building upon this, Audi hallmark craftsmanship and design ingenuity are apparent, from the intuitive control buttons to the minimalist design of the center console that gives the interior an uncluttered, elegant look. It all adds up to an experience that gets better the more you interact with it.



Craftsmanship

We've ensured that every stitch represents the detail that we put into every aspect of an Audi.

Carpool limousine.

You'll have to excuse your rear passengers if they start to treat you like their personal driver. You see, from their vantage point, this A3 Sedan might as well be a limo. With a surprising amount of legroom, supple leather seating surfaces and a standard panoramic sunroof, the interior of the Audi A3 provides backseat passengers with more than a touch of luxury. Making use of the split folding rear seatbacks may be the only thing that stands between you and late-night pickup calls.



Sport seats

Performance is in the DNA of every Audi, and the A3 is no exception. The available front sport seats feature bolsters in all the right places, including the upper shoulder, thorax and seat, and have extendable thigh supports. These front sport seats help provide a proper seating position and help keep you comfortable in both the bends and the straightaways.

Panoramic sunroof

Illuminating every drive is the panoramic sunroof with tilt functionality. It offers an unimpeded view of the sky while providing a feeling of infinite head room. Of course, if you don't want to fully engage with the environment, the retractable shade feature is there too. So let the sun drench the interior of your A3 Sedan as you enjoy a more captivating driving experience.





Retractable acoustic soft top

The top of the A3 Cabriolet invites you to take advantage of clear skies for as long as the sun is out. If clouds do come, it takes approximately 18 seconds for the top to fully deploy (even at speeds up to 31 mph). When the top is up, it also provides a great acoustic environment designed with both sound-deadening and insulation properties.

Thrills from the top down.

It's been said that keeping things out in the open is key to a healthy relationship. All the more reason to get in your Audi A3 Cabriolet, immediately retract the soft top and start enjoying every second of exhilaration that comes with being honest about your love of the elements. And even when those elements include a chilly night, you and your passenger will ride in absolute comfort with available heated front seats. This is a vehicle that doesn't shy away from a thrilling time.



Soaking up every ray of refinement.

With an interior as inviting as this, we wouldn't blame you for just sitting in your driveway with the top down. Of course, that would be a shame in a car that offers so much open-air driving exhilaration. The supple leather seating surfaces and available heated front seats are comforting no matter what the calendar says, and with heat-reflecting pigments in the leather, the seats will almost always stay touchable. Complete the picture with Aluminum-optic trim framing the whole superb interior, and it's no wonder it looks like a brilliant masterpiece. It's time to bask in the glow of refined beauty.

Heated front seats

An added comfort for the top-down drive along the coast are the available heated front seats. Turn them up, and you and your front passenger can admire the magnificent scenery in toasty comfort.

Thermocool feature

The leather surfaces of our Audi A3 Cabriolet are designed with special Thermocool reflecting pigments that, even in direct sunlight, help reduce surface temperatures, compared to untreated leathers. It's just another way we prove our commitment to your comfort.



S3

The kind of physics lesson you never forget.

In this class, it's impossible to not pay attention—especially when 290 hp and 280 lb-ft¹ of torque are showing you every facet of Newton's first law in one relentless show of force. But it's also because, every time you take a seat in the Audi S3, you are surrounded by the epitome of high-performance luxury. Every stitch exudes legendary Audi racing history, and every unique S element reminds you and your passengers that this is no ordinary lecture on luxury performance vehicles.

ENGINE // 2.0-liter turbocharged TFSI[®] four-cylinder engine developing 290 hp and 280 lb-ft of torque¹

DRIVETRAIN // Audi quattro[®] all-wheel drive, six-speed Audi S tronic[®] dual-clutch transmission

CHASSIS // S3 tuned sport suspension, Audi drive select, available Audi magnetic ride

BRAKES // Ventilated front disc brakes with S3 logo, ventilated rear disc brakes

PERFORMANCE // Top track speed of 155 mph², acceleration from 0 to 60 in 4.7 seconds

Audi Sport
Truth in Engineering



The story doesn't stop here. There's more on the full range of S, RS, and R8 Audi performance models in the **2015 Audi Sport brochure**. See your dealer or go to audiusa.com for details.

¹ Manufacturer's estimate. ² Top track speed is electronically limited in the U.S. Always obey all speed and traffic laws.

**We found an exception
to the rule of three. Four.**

They say there's an exception to every rule. Consider it a gripping find, then, that available Audi quattro® all-wheel drive is the exception. Much more than just a foul-weather friend, it's performance engineering that helps you take on a dry, twisty mountain road as beautifully as it can help you track through powder.¹ In other words, quattro® helps enhance performance by appropriately transferring power to the necessary wheels when accelerating and turning, so you have confidence-inspiring performance for almost any road condition. Who wouldn't want to make an exception for that?



▼ 56°F to 78°F



All-around confidence

Just like life, the road can throw you a curve. So throw one right back with the superior grip and control of quattro®. It helps provide the legendary performance and handling you would expect from Audi, no matter if you're accelerating in the passing lane or carving up a mountain road. This is advanced engineering designed for everyday thrills.²

¹ 19" 5-arm-wing design wheel shown. Delayed availability. ² When driving during cold, rainy, snowy or icy weather conditions, ensure that your vehicle is equipped with appropriate all-season or winter tires. Even with appropriate tires, you must always drive in a manner appropriate for the weather, visibility and road conditions. ³ Always obey all speed and traffic laws.



▼ HUMIDITY 95%



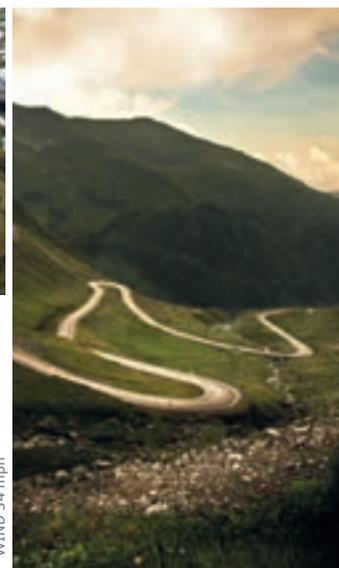
Center differential

To help give you optimal traction in practically every situation, the center differential can distribute power to the front and rear wheels individually. During normal driving conditions, it directs 85 percent of the torque to the front wheels, but in extreme circumstances, it can transfer up to 100 percent of the torque to one of the two axles.



All-out performance

Audi hasn't dominated motorsports around the world by playing nice.² That's why quattro® features one of the most fierce performance features around—torque vectoring. By taking into account your steering input and desired level of acceleration, it can independently brake the inside wheels through a corner and transfer torque to the outside wheels, helping to promote neutral handling.



▼ WIND 54 mph

We don't anticipate your response so much as provide it.

At Audi, we believe you should be the ultimate master of your road-going domain. That's why we created the available Audi drive select system. It gives you the ability to adjust the vehicle's steering, throttle response and transmission shift characteristics with the utmost of ease. And with four modes to choose from, when almost any kind of road comes into question, Audi drive select will let you answer.

1

Comfort mode

Perfect for less-than-perfect roads, this setting adds optimized steering and a closer shift pattern to help provide a more relaxed drive.

2

Dynamic mode

Tighter steering and a more responsive throttle give this setting an aggressive feel and focused performance.¹

3

Auto mode

The best of both worlds, dialed to automatically adjust settings for a seamless combination of comfort and responsiveness based on your driving style and road conditions.

4

Individual mode

Take the turn your way—this mode allows you to adjust the steering, throttle and transmission upshifts to your style.

¹ Always obey all speed and traffic laws.



Transmission

From very responsive, quick gear changes to more gradual acceleration, the transmission is at the heart of Audi drive select.



Throttle-mapping

Depending on the mode of Audi drive select you choose, the throttle can be precisely responsive or a little less so.



Steering

When you turn the steering wheel, you expect the vehicle to react accordingly. Audi drive select helps give you more input on how that will feel.

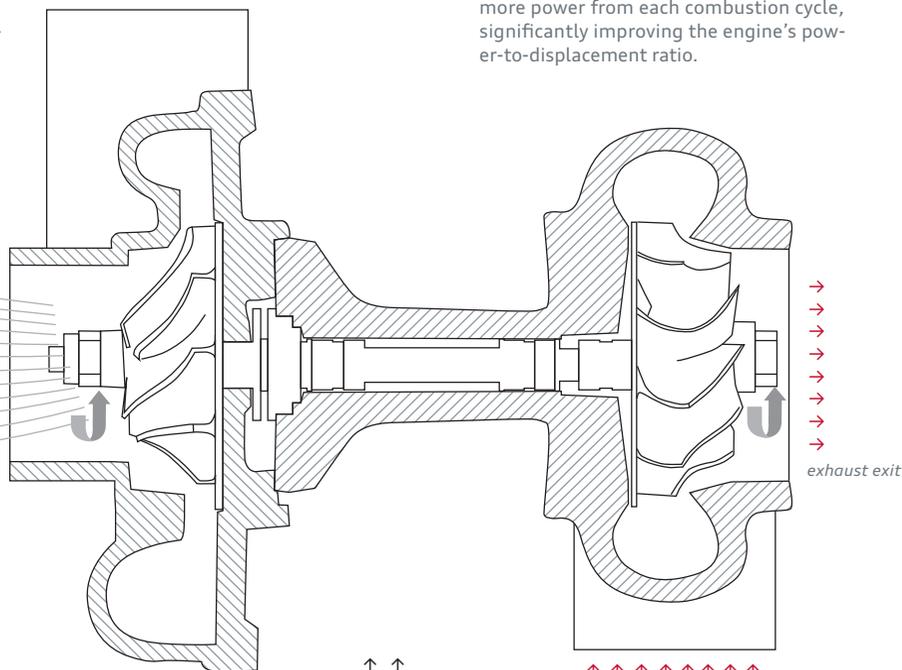
The balance of power has been tipped in your favor.

Just as in nature, the balance of power in your Audi A3 is in constant flux. Good thing the engine and transmission find perfect harmony, adding up to an altogether exhilarating experience. The perfectly tuned 1.8-liter and 2.0-liter TFSI® engines help provide a flawless yin to the advanced six-speed Audi S tronic® dual-clutch transmission's yang, achieving a remarkable level of performance, and putting the power right where it should be—under your right foot.

1.8 TFSI four-cylinder

Paired exclusively with front-wheel drive, this 1.8-liter turbocharged DOHC engine produces 170 horsepower and 200 lb-ft of torque, and combines FSI® direct injection and turbocharging for great power and overall capability.

air out to intercooler
↑ ↑ ↑ ↑ ↑ ↑ ↑ ↑



Induction-technology turbocharger

Compressing the airflow to the engine allows more air into the cylinder and, ultimately, more power from each combustion cycle, significantly improving the engine's power-to-displacement ratio.

2.0 TFSI four-cylinder

Only available with quattro®, this 2.0-liter turbocharged DOHC engine produces 220 horsepower and 258 lb-ft of torque, and combines the valvelift system, Audi FSI® direct injection and turbocharging for great power and overall capability.

↑ ↑

Exhaust gas intake

Exhaust from the engine spins the turbine that is connected by a shaft to a compressor that pressurizes air. The compressor forces this pressurized air into the cylinders, thus producing more power from a smaller displacement engine.

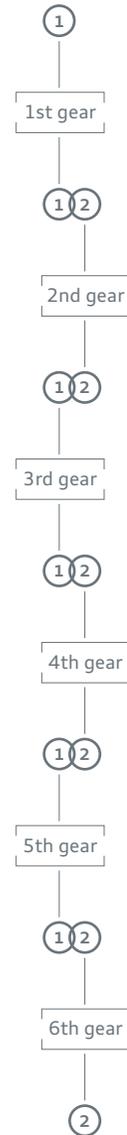
clutch 02

clutch 01



Seamless shifting dual clutch →

0-60 mph: 5.8 seconds¹ →



Sometimes, it takes two to shift in a new direction.

We believe there's power in great teamwork. The concept behind one of the world's most advanced transmissions is simple: provide near-constant power. This is accomplished by having two clutches, two input shafts and two independent gear clusters, giving you the confidence that you'll be in the gear you select the instant you select it. And that translates into big performance numbers.



Performance

The adage "good things come in small packages" has never been more true.

¹ 0- to 60-mph time based on 2015 Audi A3 Sedan 2.0T with six-speed Audi S tronic dual-clutch transmission and Audi quattro® all-wheel drive. 0- to 60-mph times will vary from model to model.

Fuel for thought.

We thought you should know: Diesel sports a greater power density than traditional gasoline, which means that a gallon of diesel fuel has about 15% more energy than a comparable amount of gas, and combusts more efficiently in the engine. The Audi TDI® clean diesel engines have achieved ultra-low emissions vehicle (Bin-5/ULEV II) status in all 50 states while reducing emissions by an average of 12% compared to their gasoline equivalents.¹ And the brainy attributes don't hide the brawn—in fact, Audi has dominated the 24 Hours of Le Mans over the years with Audi TDI® prototype race cars. With these facts in mind, maybe you are thinking that an Audi TDI® might be your choice—which goes to show that clean diesel really is fuel for thought.



↓
Engine

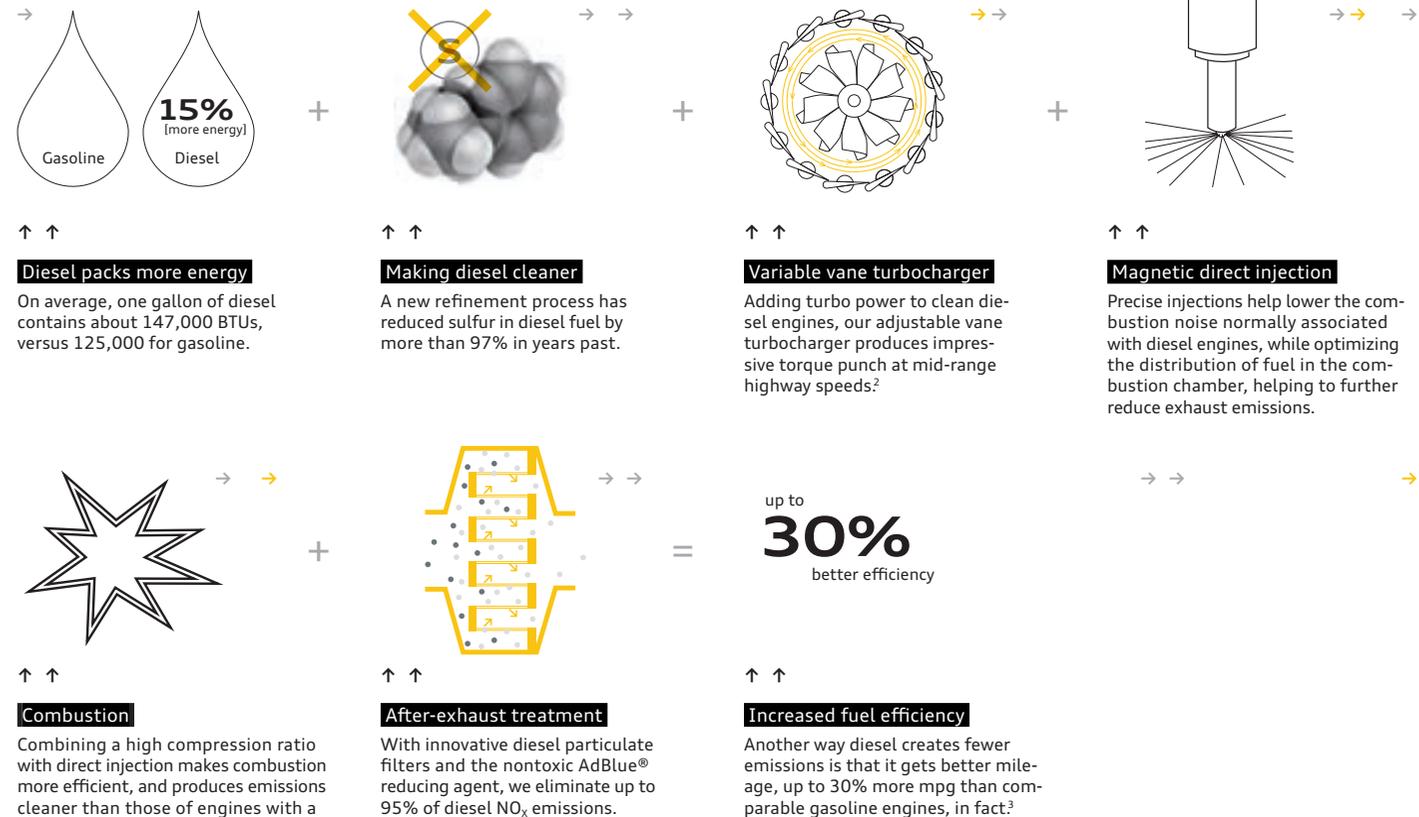
2.0-liter TDI® clean diesel engine with 150 hp and 236 lb-ft of torque with AdBlue® exhaust after-treatment

↓
Drivetrain

Six-speed Audi S tronic® dual-clutch transmission and front-wheel drive

TDI® clean diesel

It's been said that there's power in numbers. But in this case, that adage not only applies to the 2.0-liter TDI® clean diesel engine's 150 hp and 236 lb-ft of torque, it also refers to the numerous technological innovations, many of which Audi pioneered, that work together to make the TDI® engine one of the most advanced diesel engines in the world.



¹ Based on EPA emissions data. See www.fueleconomy.gov for details. Your emissions will vary and depend on several factors, including your driving habits and vehicle condition. ² Always obey all speed and traffic laws. ³ 30% better mileage over gasoline engines is based on 2014 A6, A7, A8 L, Q5 and Q7 TDI® models' average combined mpg as rated by the EPA vs. their 2014 EPA-rated gasoline-powered equivalents. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition.



Driver Assistance

We're solving problems before you even know you have them.

We shed light on your blind spots.

With a suite of available driver assist options, we strive to constantly up the ante on driver convenience. Available Audi side assist helps inform you of vehicles in the lanes next to you, while available Audi adaptive cruise control with stop & go helps monitor the distance between you and the vehicle ahead, and adjusts your speed appropriately to help keep you moving smoothly. There are also the simple things, like available parking system plus, which adds a rear view camera and front and rear acoustic parking sensors to help ease you into that spot. Not all features are optional, though, as all the collision prevention and protection measures of Audi pre sense® basic, like automatic tensioning of the driver's and the front passenger's safety belts, come standard. It's another testament to the effort that Audi puts into making sure you're not the only one keeping an eye on the road.

Audi active lane assist

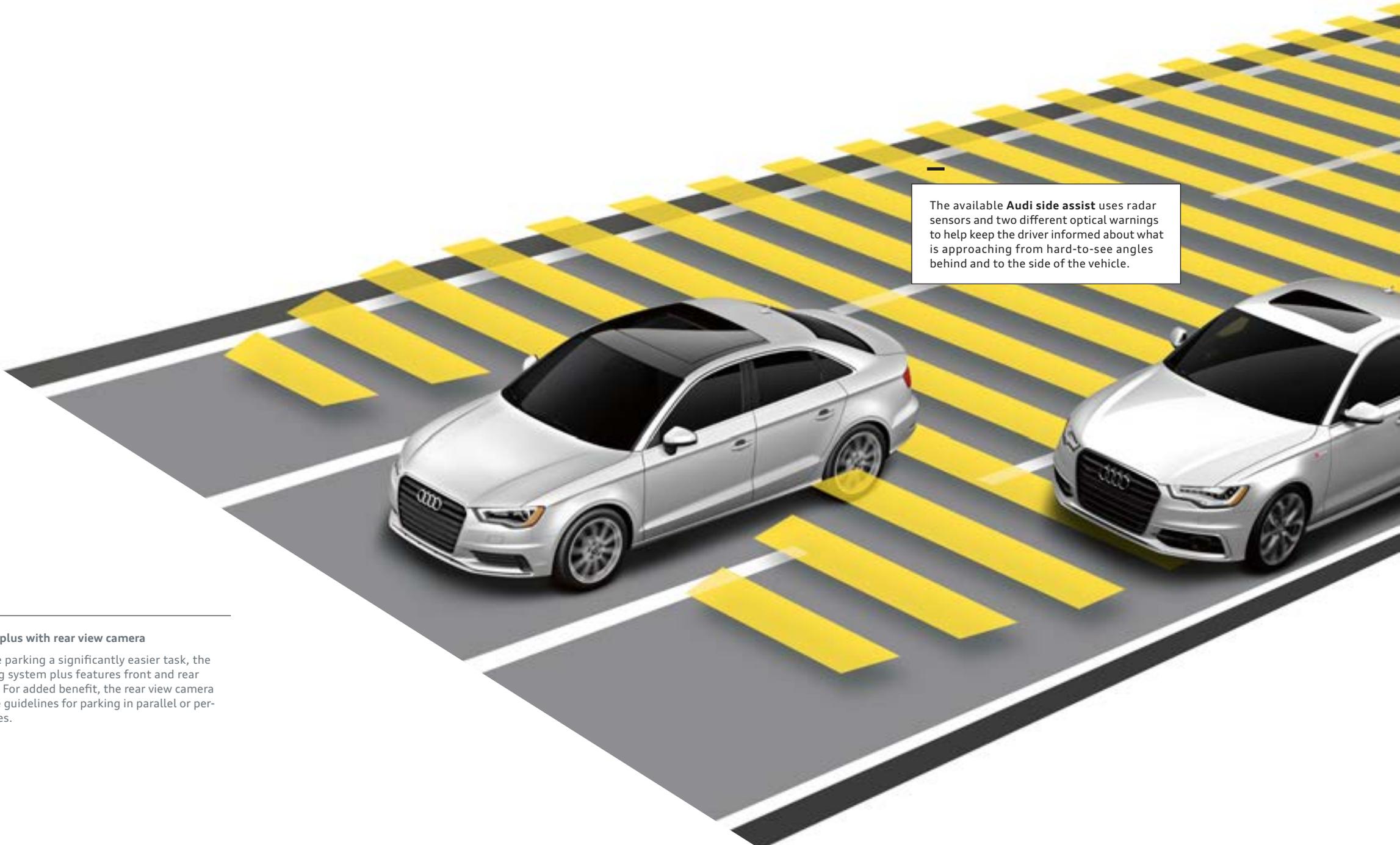
Operating at speeds above 38 mph, this available system helps detect when the vehicle begins to leave the lane without signaling. Then, through gentle, corrective steering efforts, it helps the vehicle remain in the lane and vibrates the steering wheel as an additional warning. This way, Audi active lane assist complements the driver's decision-making process and further solidifies the bond between driver and machine.

Audi adaptive cruise control with stop & go

Using long-range radar and a camera, the available Audi adaptive cruise control with stop & go helps read the traffic conditions and adjusts the speed, helping to bring the vehicle to a full stop before accelerating when traffic flow resumes.

Parking system plus with rear view camera

Helping to make parking a significantly easier task, the available parking system plus features front and rear parking sensors. For added benefit, the rear view camera offers selectable guidelines for parking in parallel or perpendicular spaces.



The available **Audi side assist** uses radar sensors and two different optical warnings to help keep the driver informed about what is approaching from hard-to-see angles behind and to the side of the vehicle.

We don't see safety as an option, or a luxury.

We decided that, regardless of size, strong should be a more flexible concept. High-strength steel helps add a measure of security while helping enhance overall handling and performance. Sophisticated airbag technology is designed to deploy airbags based on seat position,¹ while specially constructed crumple zones give way upon impact to help mitigate potential injury in a collision. All of this, combined with the rigidity of laser seam-welded joints that enhance the strength of every Audi we make, helps diminish the impact of an unavoidable event.



Safety

Working to spread a “bend, don't break” philosophy.

ESC and ABS

Technology that works in perfect sync with the Anti-lock Brake System (ABS), Electronic Stability Control (ESC) helps minimize any loss of stability, applying brake pressure to individual wheels and reducing throttle input to help counter oversteer or understeer when the vehicle needs it.

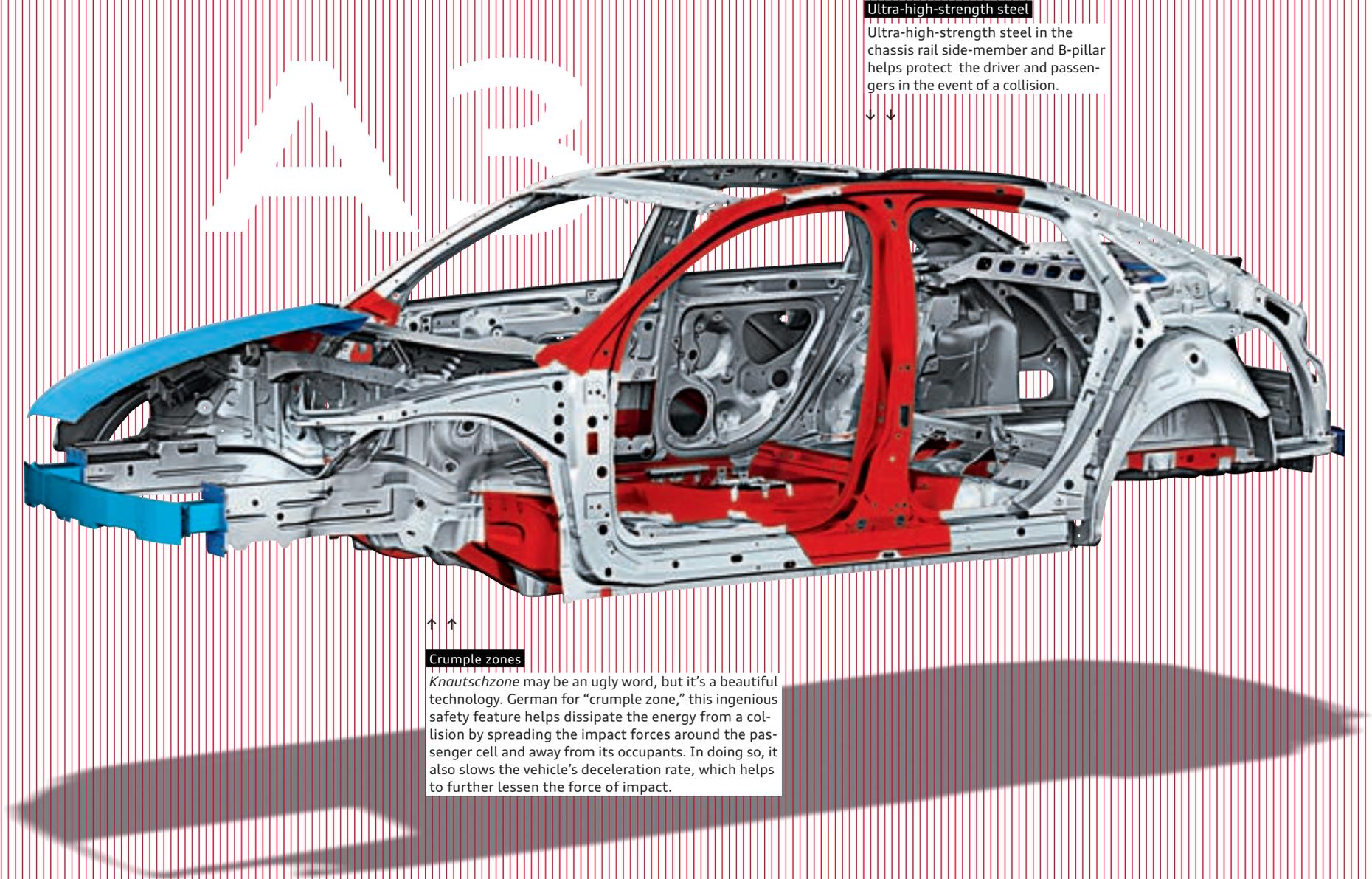
Airbags

Sensors mounted in the front seats monitor your seating position to help ensure that the adaptive front airbags will deploy in the event of a collision.¹ Driver and passenger front seat-mounted thorax side airbags help keep your upper body protected, while knee-level airbags help keep tabs down below. The A3 Sedan even has two rows of Sideguard[®] head curtain airbags for an added level of protection.¹

Pop-up roll bars

In the unlikely event that your A3 Cabriolet rolls over, sensors deploy two roll bars from hidden compartments in the rear. Reinforced A-pillars up front and safety belt pretensioners also help protect passengers. It's another way we keep innovative design as high a priority as your safety.

¹ Airbags are supplemental restraints only and will not deploy in all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.



Ultra-high-strength steel

Ultra-high-strength steel in the chassis rail side-member and B-pillar helps protect the driver and passengers in the event of a collision.



Crumple zones

Knautschzone may be an ugly word, but it's a beautiful technology. German for “crumple zone,” this ingenious safety feature helps dissipate the energy from a collision by spreading the impact forces around the passenger cell and away from its occupants. In doing so, it also slows the vehicle's deceleration rate, which helps to further lessen the force of impact.



MMI System

We've brought the backseat driver front and center.

Get in touch with your inner control freak.

Normally we wouldn't encourage it, but in this case being controlling has some positive benefits. That's because we've made available the same intuitive Audi MMI® navigation plus system¹ with Audi MMI touch normally found only on our higher-end models. It gives you quick access to the available Audi connect® system,² which helps with everything from checking on flight status to finding the hottest new restaurant. Your passengers can even keep tabs on their Facebook® and Twitter® accounts with apps exclusive to Audi connect while you're behind the wheel. Incredible access aside, we're pretty sure that the screen on your phone is nowhere near as big and engaging as the available ultrathin, seven-inch, retractable MMI display. Go ahead, take control—we know your type.

SiriusXM® Satellite Radio

Feel free to crisscross the country. We assure you, you'll never run out of entertainment options, with over 130 channels of music, talk, sports and news.³

Audi media

The media function opens up a world of options when equipped with the Audi MMI navigation plus, allowing you to control the Audi music interface, Secure Digital (SD) card slots, hard disk drive (HDD) audio jukebox or DVD, and BLUETOOTH® streaming audio.^{1,2,3}

Audi MMI navigation plus

Count on the available advanced navigation system to home in on your destination with stunning precision while putting a little more depth in your journey with help from the available Audi connect.¹

BLUETOOTH® wireless technology

Unlock your mobile phone's potential through the MMI system. Simply pair them up and start enjoying near complete control at the touch of a button.³



Audi MMI touch

Developed by the Audi Human Machine Interface (HMI) team, Audi MMI touch illustrates why making something simple to use can be so complex. The HMI team designed a system so advanced, it can read almost anyone's handwriting through the touchpad on top of the dial—even if they choose to write with their non-dominant hand.

19" 5-arm-wing design wheel shown. Delayed availability. 1 See Infotainment/Technology section of the Featured Content page for important information regarding Audi MMI® navigation plus and required SiriusXM® subscriptions. 2 Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. 3 Requires compatible phone.

If nothing else, you know your car is listening to you.

Don't reach—relax. With available Audi connect®, you may never have to reach out again.¹ Thanks to ultrafast 4G LTE connection speeds and Google Voice™ Local Search, Audi connect allows you to quickly search Google™ by simple voice commands (use only when the car is stationary).^{1,2} The crisp display is nestled farther up, closer to the windshield, so your eyes can easily transition between the screen and the road ahead. For those times when you are feeling tactile, we've placed toggle buttons near the gear shifter, where your hand naturally rests when using them. So while other automobile manufacturers still want you to reach out, we've found a few ways for you to make information a lot more accessible while your hands are on the wheel.¹

POI

Point-of-interest

The point-of-interest search with voice control means that the digital world is with you on every journey.¹

myAudi

myAudi features

Plan travel from your personal computer. Send your desired destinations to your vehicle ahead of time and access your route from your vehicle later.¹

NEWS

News feeds and weather information

Stay in the know with the latest news feeds and ahead of Mother Nature with up-to-the minute weather information.¹

Wi-Fi

Mobile Wi-Fi® hotspot

Provides high-speed connectivity for up to eight passenger devices through an onboard wireless hub.¹



SiriusXM® Traffic

Get traffic information overlaid onto available 3D satellite imagery to visualize a true aerial view of your route, and let the Audi MMI navigation plus system reconfigure your route to avoid traffic.³



Google Earth™ with 3D satellite imagery

With Google Earth™ integration, you'll enjoy 3D satellite imagery, including Google Maps Street View, displayed right on the Audi MMI display.¹



Social media

Infusing some Audi flair into a social media phenomenon, the A3 features Facebook® and Twitter® apps (driver should not use unless the car is stationary) that have been specifically tailored to the Audi MMI® system.¹



Google Voice™ Local Search

Simply tell your Audi what you are in the mood for, then let the cloud-processing power of Google™ speech recognition interpret your request and bring up a list of destinations in the area of your choice.^{1,2}



Google Maps Street View

With Google Maps Street View, your vehicle can show you a driver's-eye view of your destination right before you arrive so it's easy to recognize.¹



Parking information

Search for parking in your area of interest, check space availability and set your selection as a destination to navigate directly to the garage entrance.¹



City events

Get information about current events, exciting locations and places of interest at your travel destination, current location or other chosen location instantly.¹



Travel info

Discover local landmarks in your area of interest, set them as your destinations, and let your vehicle lead the way as you explore the world around you.¹

19" 5-arm-wing design wheel shown. Delayed availability. ¹ Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. ² Voice control not available on A3 Cabriolet. ³ See Infotainment/Technology section of the Featured Content page for important information regarding required SiriusXM® subscriptions.



Sound

Audi is Latin for “listen,” so you know we take sound very seriously.

When even a German lullaby is an ode to sound engineering.

It would be an interesting challenge, a note-perfect Brahms’ Lullaby delivered through the tuned speakers of an Audi concert radio system versus the exhilaration of the passing lane. Either way, performance wins. But it goes way beyond the gentle tones of a German composer. Audi sound engineers don’t simply make the cabin acoustics sound perfect for your music, they make the drivetrain sing. Or, if not sing, then put it in harmony with every other element of the driving experience. From the sound of a shutting door, to the click of a turning knob, to the full integration of an available Bang & Olufsen® Sound System, there’s an orchestra of engineering that fills your cabin with faithfully rendered, thrilling sound. Whatever it is you are looking for, Audi sculpts sounds in a way that matches your mood, even when you need soothing while in traffic.

Bang & Olufsen® Sound System

Dedicated to the idea of “honest music reproduction,” Bang & Olufsen® is a sound engineer’s dream. Through an available 705-watt, 14-speaker system perfectly integrated within your Audi, Bang & Olufsen® is set on transcending the limits of audio technology.¹ By automatically adjusting volume and timbre balance to changing ambient noise levels, and offering richly tuned acoustics, you’ll hear the truth about how good life can sound in your Audi.

Illuminated speaker accents

Carrying the signature LED light technology over to the interior, the available Bang & Olufsen® Sound System features LED light guides around the speakers in the front door. All the better to remind you of how stylish your LED daytime running lights look to others.

¹ 705-watt, 14-speaker system (A3 Sedan), 625-watt, 13-speaker system (A3 Cabriolet), when equipped with Bang & Olufsen® Sound System.



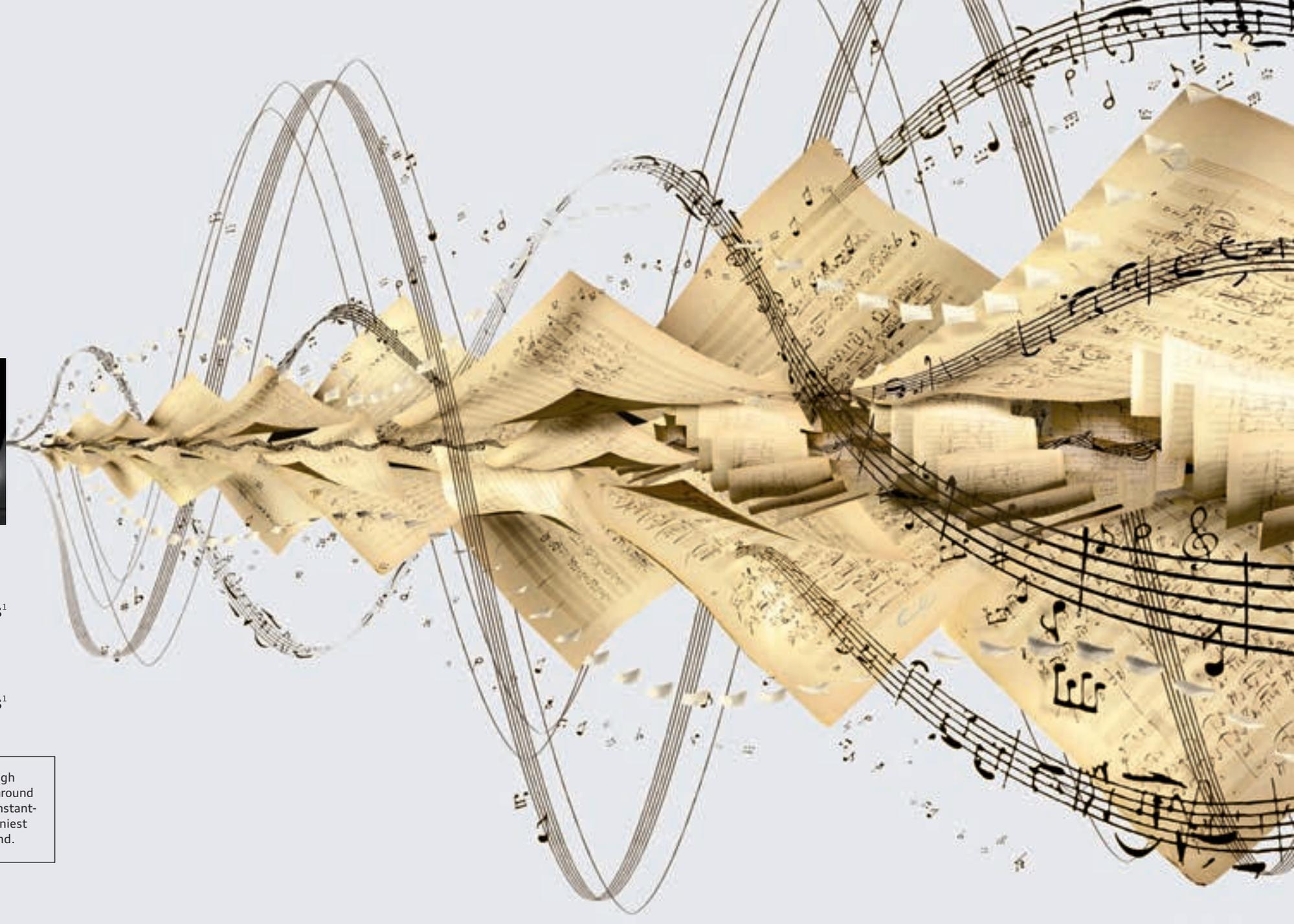
A3 Sedan ↓

14 speakers¹

A3 Cabriolet ↓

13 speakers¹

Optimized sound flows through strategically placed speakers around the cabin. Hear it, and you’ll instantly become engrossed in the tiniest detail and warmth of the sound.





LED taillights

Sleek and stylish, these rear light-emitting diodes are brighter, helping to increase visibility to other drivers while lasting longer than conventional bulbs.

**Just because it's unspoken doesn't
mean it's not a brilliant statement.**

The grand statement of A3 may not be spoken, but it's instantly recognizable. Our signature LED taillights only add to the dramatic statement already made by this vehicle's many other compelling facets. Brilliant and distinctive, they are unmistakably Audi, ensuring that, when you take to the passing lane, those behind will know precisely who just put them in the rear view mirror.¹

¹ Always obey all speed and traffic laws.

Exterior Colors

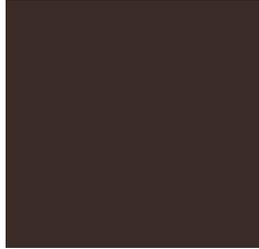
Brilliant Black



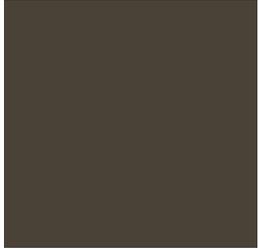
Brilliant Red



Beluga Brown metallic



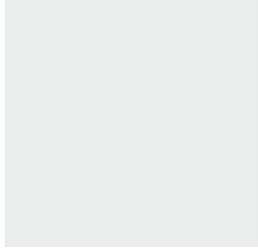
Dakota Gray metallic



Florett Silver metallic¹



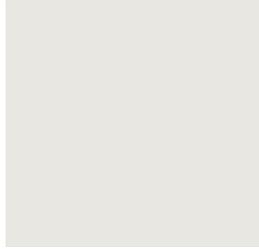
Glacier White metallic



Ice Silver metallic²



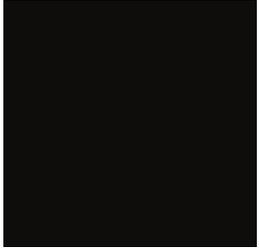
Lotus Gray metallic



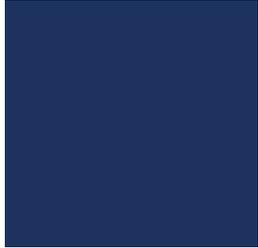
Monsoon Gray metallic



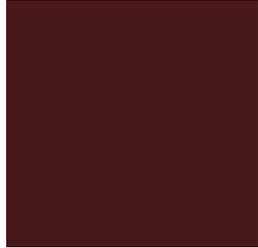
Mythos Black metallic¹



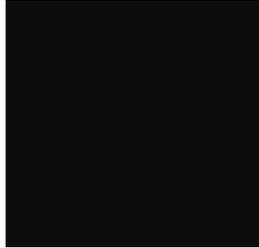
Scuba Blue metallic



Shiraz Red metallic



Phantom Black pearl²



Interior Colors | Seat Selections

Standard Seat



Sport Seat



Black leather³



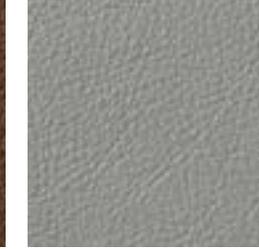
Standard, Sport

Chestnut Brown leather³



Standard, Sport

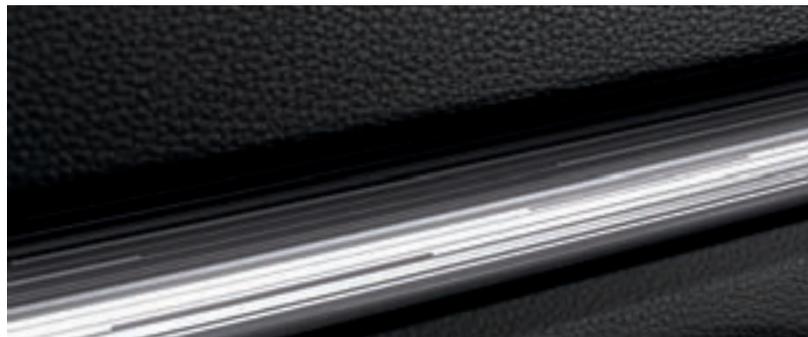
Titanium Gray leather³



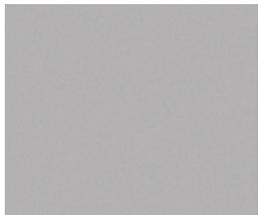
Standard, Sport

¹ Delayed availability. ² Limited availability. ³ Exterior colors, interior colors and decorative inlay options will vary based on model and trim level combination. See your dealer for details.

Decorative Inlays



Micrometallic Silver inlay¹



Aluminum Mistral inlay¹



Wheels

17" 5-spoke-star design
225/45 all-season tires²



A3 1.8T Premium
A3 2.0T Premium

17" 10-spoke-dynamic design
225/45 all-season tires²



A3 Sedan TDI[®] Premium

18" 10-spoke design
225/40 all-season tires or optional summer performance tires²



A3 Premium (optional)
A3 1.8T Premium plus and Prestige
A3 2.0T Premium plus and Prestige
A3 Sedan TDI[®] Premium plus and Prestige

19" 5-arm-wing design (Anthracite finish)³
235/35 summer performance tires²



A3 1.8T Premium plus and Prestige (optional)
A3 2.0T Premium plus and Prestige (optional)

¹ Exterior colors, interior colors and decorative inlay options will vary based on model and trim level combination. See your dealer for details.

² A word about low-aspect-ratio and high-performance tires: High-performance tires are designed for better performance and handling in warm climates. When driving in cold, snowy or icy weather, you should equip your vehicle with four all-season or winter tires, which offer better traction under those conditions. We suggest you use the Audi-recommended winter or all-season tires specified for your Audi. High-performance tires also have a lower aspect ratio that aids performance and handling. Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires, vehicle body and suspension parts. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Please also remember when making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than others. Finally, these tires may wear more quickly than other choices. It is important that the inflation pressure is regularly checked and maintained at recommended levels. ³ Delayed availability.

Technical Specifications

Engineering | Performance

	A3 1.8T	A3 2.0T	A3 TDI®
Engine type	Four-cylinder	Four-cylinder	Four-cylinder
Engine block/Cylinder head	Cast-iron/Aluminum-alloy	Cast-iron/Aluminum-alloy	Cast-iron/Aluminum-alloy
Displacement (cc)/Bore and stroke (mm)	1,798/82.5 x 84.1	1,984/82.5 x 92.8	1,968/81.0 x 95.5
Horsepower (@ rpm)	170 @ 4,500–6,200	220 @ 4,500–6,200	150 @ 3,500–4,000
Torque (lb-ft @ rpm)	200 @ 1,600–4,000	258 @ 1,600–4,400	236 @ 1,750–3,000
Compression ratio	9.6:1	9.6:1	16.2:1
Valvetrain	16-valve DOHC	16-valve DOHC with valvelift system	16-valve DOHC
Induction/Fuel injection	Turbocharged/TFSI®	Turbocharged/TFSI®	Turbocharged/TDI®
Acceleration, Sedan (0–60 mph)	7.2 seconds	5.8 seconds	8.1 seconds
Acceleration, Cabriolet (0–60 mph)	NA	NA	—
Top track speed ¹	130 mph	130 mph	130 mph

Transmission | Drivetrain

Six-speed Audi S tronic® dual-clutch transmission with front-wheel drive (Gear ratios: 1st: 3.462, 2nd: 2.050, 3rd: 1.300, 4th: 0.902, 5th: 0.914, 6th: 0.756, Reverse: 3.989, Final drive: 1st–4th, 4.118, 5th–6th, 3.045)	■	—	NA
Six-speed Audi S tronic® dual-clutch transmission with Audi quattro® all-wheel drive (Gear ratios: 1st: 2.923, 2nd: 1.792, 3rd: 1.143, 4th: 0.778, 5th: 0.800, 6th: 0.639, Reverse: 3.264, Final drive: 1st–4th, 4.769, 5th–6th, 3.444)	—	■	—

Body | Suspension | Chassis

Audi ultra® lightweight technology—fully galvanized steel unibody with aluminum hood, front subframe and multistep anti-corrosion protection	■	■	■
MacPherson strut front suspension	■	■	■
Four-link rear suspension	■	■	—
Torsion-beam rear suspension	—	—	■
Sport suspension calibration (Premium plus and Prestige) ²	Available	Available	Available
Ventilated front disc/Solid rear disc brakes (in)	12.3/10.7	12.3/10.7	NA
Electromechanical power steering system	■	■	■
Steering ratio	15.3:1	15.3:1	NA
Turning diameter, curb-to-curb (ft)	36.1	36.1	NA

 Audi Sport
Truth in Engineering



Technical specifications and featured content for Audi S3 models can be found in the **2015 Audi Sport brochure**. See your dealer or go to audiusa.com for details.

■ Standard — Not applicable **NA** Information not available at time of printing

Exterior measurements

	A3 1.8T	A3 2.0T	A3 TDI®
Wheelbase (in)	103.8	103.8	NA
Length (in)	175.4	175.4	NA
Height, Sedan (in)	55.7	55.7	NA
Height, Cabriolet (in)	NA	NA	—
Overall width with mirrors (in)	77.2	77.2	77.2
Track, front/rear (in)	61.2/60.1	61.2/60.1	NA
Curb weight, Sedan (lb)	3,175	3,362	NA
Curb weight, Cabriolet (lb)	NA	NA	—
Drag coefficient, Sedan (Cw)	.30	.30	NA
Drag coefficient, Cabriolet (Cw)	NA	NA	—

Interior measurements

Head room with sunshade, Sedan (in, front/rear)	36.5/36.1	36.5/36.1	NA
Head room, Cabriolet (in, front/rear)	NA	NA	—
Leg room, Sedan (in, front/rear)	41.2/35.1	41.2/35.1	NA
Leg room, Cabriolet (in, front/rear)	NA	NA	—
Shoulder room, Sedan (in, front/rear)	54.8/53.0	54.8/53.0	NA
Shoulder room, Cabriolet (in, front/rear)	NA	NA	—
Cargo volume, Sedan (cu ft)	12.3	10.0	NA
Cargo volume, Cabriolet (cu ft)	NA	NA	—
Seating capacity, Sedan	5	5	5
Seating capacity, Cabriolet	4	4	—

EPA mileage estimates | Capacities | Emissions

Audi S tronic® dual-clutch transmission, Sedan (city/highway/combined)	NA	24/33/27 ³	NA
Audi S tronic® dual-clutch transmission, Cabriolet (city/highway/combined)	24/36/28 ³	23/32/28 ³	—
Engine oil (qt)	6.0	6.0	NA
AdBlue® (gal)	—	—	NA
Fuel (gal)	13.2	14.5	NA
Recommended fuel	Premium	Premium	Ultra-low-sulfur diesel
Emissions rating	SULEV	SULEV	NA

¹ Top track speed is electronically limited in the U.S. Always obey all speed and traffic laws. ² Delayed availability. ³ EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition. See www.fueleconomy.gov for details.

Featured Content

Safety Security	Premium	Premium plus	Prestige
Driver and front passenger advanced airbags, knee airbags, front thorax side airbags and Sideguard® head curtain airbags ¹ (Sedan)	■	■	■
Driver and front passenger advanced airbags, knee airbags and front head/thorax side airbags ¹ (Cabriolet)	■	■	■
Rear-passenger thorax side airbags ¹ (Sedan)	Available	Available	Available
Front passenger occupant detection for airbags ¹	■	■	■
Pop-up roll bar system (Cabriolet)	■	■	■
Safety belt reminder for driver and front passenger	■	■	■
Lower Anchors and Tethers for CHildren (LATCH) in rear seats (lower anchors only on Cabriolet)	■	■	■
Power central locking system with safety unlock feature if airbags deploy	■	■	■
Electronic Stability Control (ESC) with secondary collision brake assist and traction control (ASR)	■	■	■
Anti-lock Brake System (ABS) with Electronic Brake-pressure Distribution (EBD) and brake assist	■	■	■
Tire-pressure monitoring system	■	■	■
Electromechanical parking brake	■	■	■
Anti-theft alarm system with immobilizer	■	■	■

Exterior	Premium	Premium plus	Prestige
Audi Singleframe® grille	■	■	■
Xenon plus headlights with LED daytime running lights	■	■	—
Full LED headlights	—	—	■
Automatic headlights	■	■	■
LED taillights	■	■	■
Power-adjustable exterior side mirrors	■	—	—
Power-adjustable heated exterior side mirrors	Available	■	—
Power-adjustable, power-folding, heated exterior side mirrors (auto-dimming driver's side)	—	Available	■
LED turn indicator light technology integrated into the exterior side mirrors	■	■	■
Heated windshield washer nozzles	Available	■	■
Matte black trim around exterior windows (Sedan)	■	—	—
Aluminum trim around exterior windows (Sedan)	Available	■	■
Aluminum trim around windshield frame and beltline surround (Cabriolet)	■	■	■
Integrated trunk spoiler	■	■	■
Dual exhaust outlets	■	■	■
Audi S line® exterior appearance (front and rear fascia, side sills and Audi S line® fender badges)	—	—	■

Interior	Premium	Premium plus	Prestige
Single-zone manual climate control	■	—	—
Dual-zone automatic climate control	—	■	■
Three-spoke multifunction sport steering wheel	■	■	■
Shift paddles	—	Available	Available
Tilt and telescopic manually adjustable steering column	■	■	■
Auto-dimming interior rear view mirror with digital compass	—	Available	■
Folding front center armrest	■	■	■
Four beverage holders	■	■	■
Decorative interior inlays	■	■	■
Aluminum-optic interior trim elements	Available	■	■
Aluminum door sill inlays (with Audi S line® emblem)	—	—	■
Front and rear floor mats	■	■	■
Ambient LED interior lighting	—	Available	■
Black cloth headliner (with Black or Chestnut Brown leather, Sedan)	Available	Available	Available
Dual front sun visors with lighted vanity mirrors	■	■	■
Power windows with one-touch up/down operation and pinch protection	■	■	■
Panoramic sunroof (Sedan)	■	■	■
Acoustic folding roof—folds at speeds up to 31 mph (Cabriolet)	■	■	■

Seating	Premium	Premium plus	Prestige
Leather seating surfaces (see Interior Colors page for more detail)	■	■	■
Twelve-way power driver's seat, including four-way power lumbar adjustment (Sedan)	■	■	■
Twelve-way power passenger's seat, including four-way power lumbar adjustment (Sedan)	—	■	■
Eight-way manually adjustable front seats and four-way power lumbar adjustment (Cabriolet)	■	■	■
Sport front seats	—	Available	Available
Heated front seats	Available	■	■
Split folding rear seatbacks	■	■	■

■ Standard — Not applicable

¹ Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.

Featured Content

Infotainment Technology	Premium	Premium plus	Prestige
Audi MMI® navigation plus with voice control system ¹ (voice control not available on Cabriolet)	Available	Available	■
Audi MMI® touch with handwriting-recognition technology	Available	Available	■
Audi connect® with six-month trial subscription ²	—	Available	■
Driver information system	■	■	—
Color driver information system	Available	Available	■
Audi concert radio with ten speakers and single CD player with MP3 playback capability (nine speakers on Cabriolet)	■	■	—
Bang & Olufsen® Sound System with 14 speakers and 705 watts (13 speakers and 625 watts on Cabriolet)	—	Available	■
HD Radio™ Technology	■	■	■
SiriusXM® Satellite Radio with 90-day trial subscription ³	■	■	■
SiriusXM® Traffic with four-year subscription ³	Available	Available	■
SD card slot with 32GB operating capacity (dual slots if equipped with Audi MMI® navigation plus)	■	■	■
Audi music interface with iPod® integration	Available	■	■
BLUETOOTH® streaming audio ⁴	■	■	■
BLUETOOTH® wireless technology preparation for mobile phone ⁴	■	■	■
12-volt power outlet	■	■	■
Audi advanced key—keyless start, stop and entry ⁵	—	■	■
Cruise control with coast, resume and accelerate features	■	■	■
Audi adaptive cruise control with stop & go	—	—	Available
Audi active lane assist	—	Available	Available
Audi side assist	—	Available	■
Audi pre sense® basic	■	■	■
Audi pre sense® front	—	—	Available
Audi drive select	—	Available	Available
Parking system plus with rear view camera (front and rear sensors)	—	Available	■
Rain/light sensor for automatic windshield wipers and headlights	■	■	■

¹ Audi MMI® navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle's electrical system and existing wireless and satellite technologies must be available and operating properly for the system to function. The system is designed to provide you with suggested routes in locating addresses, destinations and other points of interest. Changes in street names, construction zones, traffic flow, points of interest and other road system changes are beyond the control of Audi of America, Inc. Complete detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible, therefore you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested Audi MMI® navigation plus route. For mapping updates please see your Audi dealer or call 1-800-FOR-AUDI for details. ² See Audi connect® page for important information regarding Audi connect®. ³ SiriusXM® Satellite Radio and Traffic subscriptions sold separately or as a package after trial expires. SiriusXM® Traffic service available in select markets. Subscriptions are governed by SiriusXM® Customer Agreement (see www.siriusxm.com) and are continuous until you call SiriusXM® to cancel. SiriusXM® U.S. Satellite Service available only to those 18 and older in the 48 contiguous U.S.A., D.C. and Puerto Rico (with coverage limitations). ⁴ Requires compatible phone. ⁵ Some Audi models are equipped with a keyless ignition feature. The details as to how the system works can vary, and Audi owners should consult their owner's literature or an authorized Audi dealer if they have further questions about the operation of this feature. Please note that Audi warns against leaving the vehicle unattended with the engine running, particularly in enclosed spaces.

When fifteen minutes isn't enough.

The Audi A3 steals the spotlight no matter where it is, but for a truly showstopping performance consider the available Audi S line® exterior appearance. With it, you get exterior features like special S line front and rear bumpers, side sills and doorsill inlays. And that's just the outside. Inside, the available Sport package greets you with front sport seats with leather seating surfaces and a three-spoke multifunction sport steering wheel with shift paddles. It's a bold reminder to never put a time limit on your moment.



Accessories

Add a new point of view, a dash of distinction and the ultimate in self-expression with Audi Genuine Accessories. Whether you load the cargo carrier with climbing gear or add a set of sporty new wheels, we've got the accessories that will help enhance every facet of your lifestyle. When purchased from an authorized dealer,

all pieces are backed by your vehicle's 4-year/50,000-mile limited warranty or for 12 months/12,000 miles from the accessory purchase date, whichever is greater (Please consult your dealer for details). If you're looking to personalize or protect, Audi offers an intelligent solution.



18" 5-arm velum wheels

Unique, matte black, five-spoke wheels are a bold accent for the A3.



Exhaust tips

These chrome dual tips with rolled edges are constructed of high-luster stainless steel.



Aluminum bike rack

This locking holder fits 20- to 80-mm bike frames with both wheels on the bike and helps keep the bike upright as you secure it in place.^{2,3}



17" 5-arm helica winter wheels

Adding style and capability, this winter wheel and tire package features winter tires specifically engineered to help improve traction and handling in snow and ice, and even on dry roads in temperatures below 45°F.¹



Ski and snowboard racks

Push-button, keyed locks open and close easily. Rubber-cushioned aluminum bars hold securely. Standard attachment (shown) holds two sets of skis or two snowboards. Deluxe attachment holds up to three sets of skis or four snowboards.^{2,3}



Small cargo carrier

Extra carrying capacity (13 cu ft) comes in a smart size: 55" long, 35" wide, 14" high.^{2,3}



Interior color kit

Add sporty red trim to the interior of the A3 with this color kit. Includes decorative trim for the rear-view mirror, center console, doors and dashboard.



Slimline license plate frames

Sleek metal frames are constructed of corrosion-resistant stainless steel. Brushed, polished and black finishes all feature the four rings logo. Carbon fiber composite frame features a clean design without the logo.⁴



Stainless steel pedal caps

Made of stainless steel, these caps dress up the foot rest, brake and accelerator pedals.



Valve stem caps

Emblazoned with the iconic Audi rings, these handsome caps complement the unique design of the wheels on your A3.



All-weather floor mats

Deep-ribbed, channeled design helps protect the floor and carpeting from water, mud, sand and snow. Black mats are available in sets of two for front or rear. Front mats feature the vehicle logo.



All-weather cargo mat

Custom fit for the A3. Textured material helps control load shifting. Raised lip helps contain spills and protect cargo-area carpeting from stains.

Other accessories

Audi Genuine Sport and Design Accessories

Your Audi vehicle features a bold, aggressive stance and strong, stunning lines. Enhance it by adding Audi Genuine Sport and Design accessories. All are carefully scrutinized in the design and development process. So while they're striking in appearance, they've also passed rigorous quality assessments, including corrosion testing. If you're looking for a bolder appearance or a finishing touch, there is a solution designed by Audi that makes every mile more enjoyable—and more yours.

Audi Guard Car Care Products

Audi vehicles deserve the very best, and this is it: the only car care line designed specifically for Audi. Audi Guard Car Care Products provide gentle cleansing formulas and special tools to help give all interior and exterior surfaces the finest in cleaning and protection. Our shampoos and waxes undergo testing for cleaning performance, change in luster and material compatibility. For the ultimate in shine and sparkle, trust Audi Guard. Pristine, perfect.

Audi TravelSpace Transport Accessories

Give your Audi the proper invitation to be part of your adventures. Never leave the necessary gear behind. Bring it along with Audi TravelSpace Transport Accessories. The list includes bike racks, ski racks, and various sizes of cargo carriers. Wherever you go, make sure almost everything fits with a variety of intelligent and innovative solutions. Accessories designed for your active, passionate lifestyle.

Audi Genuine Electronics Accessories

The illuminating technology that graces each Audi vehicle provides the inspiration for Audi Genuine Electronics Accessories. Similarly, all of these accessories are impressively advanced and inspiring. Our audio options let you enhance your listening pleasure. Other accessory options help promote more convenient travel. All are designed and tested to help ensure compatibility with the vehicle's electrical systems, allowing you to enjoy every aspect of Audi technology with almost all your senses. Demand the best and drive with added confidence.

Audi Genuine Comfort and Protection Accessories

Help protect what you love. Audi Guard Comfort and Protection Accessories offer functional, practical items that help keep your Audi in pristine condition. Choose from such useful items as trunk liners that help make clean-up quick and easy, or an easy-to-use storage cover that helps shield the vehicle. Use them all to help reduce wear and tear and keep the vehicle looking like new—inside and out. All are engineered to stringent Audi standards, so you can be assured of their quality and durability.

¹ High-performance tires are designed for optimum performance and handling in warm climates. They are not suitable for cold, snowy or icy weather conditions. If you drive under those circumstances, you should equip your vehicle with all-season or winter tires, which offer better traction under those conditions. Even with appropriate tires, you must always drive in a manner appropriate for the weather, visibility, and road conditions. See your dealer for more information. ² All roof-rack system attachments require the base carrier bars. All attachments sold separately. ³ Recreational and sporting equipment not included. ⁴ Check local laws and regulations regarding use.



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