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Fourth generation of successful model: The new Audi A3 Sportback

- **Design and light: more dynamic, expressive, and individual than ever**
- **Infotainment: digital operating concept with new interactive functions**
- **Driving experience: top performance combined with great efficiency and increased comfort**

Ingolstadt, March 3, 2020 – The Audi A3 established the premium compact class in 1996. The brand with the four rings is now presenting the fourth generation of its successful model. From its cockpit to its light signature and infotainment, the new Audi A3 Sportback is digitalized. With its progressive steering, adaptive suspension, and powerful engines, the compact five-door car demonstrates that it not only looks sporty but also is dynamic on the road. With support from innovative assist systems, electrified drives ensure a high level of efficiency.

Revolutionized: the exterior and lighting

The new A3 Sportback has sporty proportions and its concave flank is a completely new motif in the Audi design. It emphasizes the dynamic appearance of the compact five-door vehicle, as do the heavily slanting C-pillars above the rear wheels. The shoulder line tapers upward from the headlights to the rear lights. The surface below it falls inward, accentuating the quattro blisters and highlighting the body shoulder. This creates an intensive play of light and shadow, which is mainly due to the strong contour in the sill area. The lower body line is drawn upward again before it reaches the rear wheel arch. This makes the A3 Sportback appear particularly dynamic and provides it with a strong forward thrust.

The front end is dominated by a wide, hexagonal Singleframe with a honeycomb grille. In interaction with the large, angular air inlets and the striking bumper, it visualizes the sporty character of the premium compact car. At the rear end, the long roof edge spoiler makes the window appear low. Together with the shoulder line that extends all around the vehicle, the flat rear lights, the diffuser, and the trapezoidal exhaust screens, this effect emphasizes the width of the vehicle.

The A3 can also be identified immediately by its headlights. As the top-of-the-line version in the program, the matrix LED headlights integrate digital daytime running lights for the first time. An innovative pixel matrix consisting of 15 light-emitting diodes shows a specific daytime running light signature depending on the equipment version: While horizontal lines are characteristic of the basic models, two vertical LED lines emphasize the sportiness of the S line exterior. In addition, the matrix LED headlights offer intelligently controlled high beam light, dynamic turn signal light, and dynamic light sequencing when the car is locked and unlocked.

Digitalized: the cockpit
Black-panel look on the instrument panel and center console, stylish contrasting stitching, striking door openers, and a new shifter design – the interior of the A3 Sportback is sporty and of high quality. Precise horizontal lines and surfaces with a clear design emphasize the width of the cockpit. This is also achieved by the striking air vent door strip on the passenger side and the curved trim strip below. On the driver's side, the air vents form an impressive unit with the cover of the instrument cluster. The elements are merged here, which underlines the puristic design.

The cockpit is fully focused on the driver. It uses familiar elements from the brand's full-size class models and is equipped with a 10.1-inch touch display as standard. It can be used to adjust the settings of the media selection, navigation, and extensive connect services. When the driver selects a function, the system provides acoustic feedback. The center display is integrated harmoniously in the high-gloss black bezel in the center of the instrument panel. The entire area is inclined slightly toward the driver, as is the newly developed control unit for climate control located below. The black-panel look is continued to the left of the steering wheel and further highlights the width of the cockpit and the high quality.

The console of the center tunnel is designed also particularly ergonomic. There is an innovative shifter integrated in its black-panel surface that offers the driver a completely new operating experience: Using shift-by-wire technology, the compact controller can be pushed and pulled to control the basic functions of the seven-speed S tronic. Next to it is a further innovation: A round, sensory volume control that reacts to circular finger movements.

The Audi A3 Sportback also comes with a digital instrument cluster as standard. It has a 10.25-inch diagonal and is operated via the multifunction steering wheel. In the MMI navigation plus, the displays appear in the Audi virtual cockpit, which has many additional functions such as a large view of the navigation map. The Audi virtual cockpit plus with a 12.3-inch display is even more attractive: It offers three different views, including a particularly sporty layout. As a further option, there is a head-up display that projects important information onto the windshield in color. The image appears to be floating at a distance of around two meters *(6.6 ft)* in front of the driver.

Informed: infotainment with the new MIB 3
The MMI operating concept is powered by a new main unit, the third generation of the modular infotainment platform (MIB 3), which provides ten times more computing power as compared to the MIB 2 in the predecessor model. The MIB 3 cooperates closely with the separate communication box, which performs all tasks relating to connectivity, including telephony and the Audi connect services with LTE Advanced speed, and integrates a Wi-Fi hotspot. Individual settings can be stored in up to six user profiles. They range from the seat position to the air conditioning settings, frequently selected navigation destinations, and frequently used media.

One major strength of the MMI in the new Audi A3 Sportback is the simple, intuitive operation with a flat menu structure and symbols that users are familiar with from their smartphones. Even the basic equipment with the MMI radio plus features handwriting recognition. The system recognizes individual letters, cursive, whole words, and letters written on top of each other. With the MIB 3, natural language voice control is also on board as standard. The A3 Sportback turns into an intelligent conversation partner: The driver can formulate their instructions freely and the dialog manager responds to them. For example, the system understands questions such as “Where is the nearest Italian restaurant?” and displays matching restaurants nearby. If the customer books the Audi connect navigation & infotainment plus package, the system also performs an online comparison, which improves the rate of recognition and the quality of the results.

More precise: the navigation
The MMI navigation plus in the A3 Sportback recognizes the driver’s preferences based on previous journeys, allowing it to generate suitable route suggestions. In doing so, it takes statistical experience values on time and traffic density into account, as well as real-time data on the traffic situation. High-resolution satellite images from Google Earth and detailed 3D models of many major European cities also make navigation easier. The basic services from Audi connect add online traffic information to the navigation, enrich points of interest with photos, opening hours, and user reviews, and provide a weather forecast for the navigation destination.

Communicated: Car-to-X
Multiple Car-to-X services connect the A3 Sportback with other vehicles and the environment. Provided the local infrastructure is available, they help with finding free parking spots on the roadside or allow the driver to surf the green wave by communicating with the city’s main computer. The information on the traffic light circuits is displayed to the driver in the Audi virtual cockpit. This allows drivers to adjust their speed preemptively, which increases efficiency and improves traffic flow. The on-board camera and vehicle sensor system also detect hazardous areas and speed limits and communicate them to vehicles with the corresponding equipment.

Intensified: the entertainment
The A3 Sportback is equipped with DAB+ digital radio as standard. Online radio and hybrid radio can be installed upon request. The former provides access to online stations that are available worldwide, while the latter automatically switches between FM, DAB, and the online stream to ensure optimum reception at all times. The Bang & Olufsen Premium Sound System with virtual 3D sound at the front offers an intensive sound experience and drives 15 loudspeakers producing a total output of 680 watts.
In order to connect the smartphone to the MMI, the A3 Sportback is equipped with the Audi smartphone interface. It establishes contact with the customers' iOS and Android smartphones and transfers their Apple CarPlay or Android Auto environment to the MMI display. This will even work wirelessly in the near future. The Audi phone box charges the smartphone inductively, couples it with the car's antenna, and provides a hands-free function in the highest speech and reception quality. Amazon's voice service "Alexa" offers a new form of interaction that will be available for the A3 as of the middle of 2020. It offers access to thousands of pieces of information, ranging from news and music all the way to the weather. Smart home devices can also be controlled while on the road.

Synchronized: the myAudi app
Many Audi connect functions are bundled in the free myAudi app, which connects the customer's smartphone to the A3 Sportback. It can be used, for example, to transfer navigation routes to the MMI and to stream music. The driver can also use the myAudi app to lock and unlock their A3 Sportback remotely, to locate where the car is parked, to be guided to the vehicle, and to operate the optional stationary heater. The many innovations also include the Audi connect key, which will be introduced a few weeks after the market launch. It allows the user to lock and unlock the car and to start the engine with the start/stop button via an Android smartphone.

Sophisticated: the engines
The new A3 Sportback combines sporty proportions with a high level of efficiency. All engines impress with their powerful torque and sophisticated running characteristics. In Europe, the compact model will be launched with three engine versions: a 1.5 TFSI with 110 kW (150 PS) and a 2.0 TDI that outputs either 85 kW (116 PS) or 110 kW (150 PS). Shortly after the market launch, a 1.0 TFSI with three cylinders and an output of 81 kW (110 PS) and a second version of the 1.5 TFSI with a mild hybrid system (MHEV) will follow. With this engine, Audi is continuing is electrification strategy in the compact class.

A belt alternator starter (BAS) feeds a 48-volt electrical system that integrates a compact lithium-ion battery. When decelerating or during slight brake applications, the BAS can recuperate up to 12 kW of power and feed it to the energy storage unit. When driving off and accelerating from a low rotational speed, it assists the TFSI with up to 9 kW and 50 Nm *(36.9 lb-ft)* of torque. With the MHEV system, the A3 Sportback can glide with its engine deactivated for up to 40 seconds. The advantage in terms of consumption is up to 0.4 liters per 100 kilometers *(62.1 mi)*.

The ramp-up engines will roll off the assembly line with front-wheel drive and the power will be transmitted by a six-speed manual transmission or the quick-shifting seven-speed S tronic. In connection with this dual-clutch transmission, the A3 Sportback is fitted as standard with steering wheel paddles. A few months after the market launch, Audi will gradually expand the offer by adding further TDI and TFSI engine versions, including some with quattro drive, as well as a plug-in hybrid in two power levels and a model with a CNG drive.

Precisely tuned: the suspension
Even the standard suspension of the Audi A3 Sportback is sporty and balanced, combining pleasant ride comfort with good dynamics. Upon request, the suspension is available with adaptive damper control, which lowers the body by 10 millimeters *(0.4 in)*. Sensors measure the vertical acceleration of the body structure and the relative movement of the individual wheels. The control unit processes their signals within milliseconds and continually adapts each damper individually to the road condition, the driving situation, and the setting in the Audi drive select dynamic handling system. Here, the driver can select between dynamic or comfort-oriented basic tuning in the profiles auto, comfort, and dynamic. The dampers enable a very wide spread between highly comfortable roll motion and agile handling. With the sport suspension, which comes as standard with the S line exterior, the focus is clearly on the latter. Due to the tauter tuning of the suspension and dampers and the fact that the vehicle is lowered by 15 millimeters *(0.6 in)*, the compact model provides more direct contact with the road surface.

The sensitive and securely regulating electronic stabilization program completes the dynamic handling characteristics with wheel-selective torque control. Should the front wheel on the inside of the curve lose grip when cornering at high speed, it intervenes with a slight brake application. The difference in drive forces turns the car into the bend, allowing the car to follow the steering angle precisely. This makes the handling even more agile, fluid, and safe.

The A3 Sportback is fitted as standard with electromechanical power steering with speed-dependent steering assist. It ensures a precise steering feel at high speeds and provides good assistance while parking. Progressive steering, which offers a variable gear ratio that is independent from the steering angle, is available as an option. When the steering wheel is turned a long way, it is smaller and the steering is thus very direct. On curvy roads, this results in sportier handling, while reducing the steering effort when parking and maneuvering, which, in turn, benefits the ride comfort.

In addition to adjusting the adaptive dampers, the driver can also control the characteristics of the steering and throttle response as well as the shift points of the S tronic in Audi drive select. The modes available for this are comfort, auto, dynamic, and efficiency. In individual mode, the driver can freely specify their individual preferences to a great extent. In addition, Audi drive select influences comfort and safety systems, such as the automatic air conditioning, matrix LED headlights, the seat belt tensioner, and adaptive cruise control.

With regard to the axle concept, Audi relies on a MacPherson axle with bottom wishbones at the front. Models with an output of 110 kW (150 PS) and more are equipped with a multi-link rear axle with separate spring/damper arrangement. Engines with an output of less than 110 kW (150 PS) are equipped with a light and compact torsion-beam rear axle. The swivel bearings are made of aluminum.

The wheel portfolio of the new Audi A3 Sportback ranges from 16- to 19-inch wheels and up to a tire dimension of 235/35, each with a focus on the best possible rolling resistance combined with optimum driving dynamics and performance. The powerful and fade-resistant brakes are actuated by a further innovation, the electric brake booster. Due to the fact that it responds very quickly, the developers were able to increase the air gap between the brake pad and the brake disk slightly. This solution suppresses friction loss caused by slightly touching brake pads almost entirely, thereby contributing to the high level of efficiency.

Optimized: spacial concept, body, aerodynamics
The new A3 Sportback offers more space and functionality combined with compact external dimensions. It measures 4.34 meters *(14.2 ft)* in length and 1.82 meters *(6.0 ft)* in width without the mirrors, and is therefore just over three centimeters *(1.2 in)* larger than the predecessor model. The passengers benefit from this directly: They have more elbow room at the front and rear and more shoulder room in the rear. Without the roof antenna, the new A3 Sportback is 1.43 meters *(4.7 ft)* high, which is identical to the third generation, as is the wheelbase of 2.64 meters *(8.7 ft)*. By contrast, the slightly lower seat position for the driver is a new feature. This underlines the sporty character of the compact model and benefits the headroom in the first seat row. There are plenty of handy and clever places to store a smartphone, coffee cup, and other items.

Larger belongings can be stored in the luggage compartment, which has a capacity of between 380 and 1,200 liters *(13.4–42.4 cu ft)*. The loading floor can be adjusted to different heights, and the rear shelf can be stored underneath it to save space. On request, Audi will deliver an electric tailgate, which can also be opened and closed with a foot motion. Depending on the engine version, the new Audi A3 Sportback has a towing capacity of up to 1,600 kg *(3,527.4 lb)* (braked, at a 12 percent incline) with the optional coupling.

The body is extremely impact resistant, rigid, and acoustically comfortable. With the 1.5 TFSI, the A3 Sportback has an unladen weight (without driver) of just 1,280 kg *(2,821.9 lb)*, making it very light. In the passenger cell, components made of hot-formed steel create a strong compound structure. The front-end flap is made of aluminum.

With a drag coefficient starting from 0.28, the A3 Sportback is particularly aerodynamically efficient, which reduces CO_2 emissions and fuel consumption. To achieve this, the aerodynamics developers put a great deal of effort into optimizing many areas of the body, for example the exterior mirrors and the underbody, which received a large-area lining.

Aeroacoustics also plays a major part in ensuring that the wind noise is kept to a minimum even at high speeds and providing the customer with maximum comfort in terms of noise levels. Many engine versions have a controllable cooled air inlet: two horizontally positioned louver modules behind the Singleframe that are actuated electrically. They regulate the airflow intelligently and situationally, thereby solving the conflict of objectives between optimum cooling output and aerodynamic efficiency. While driving, they remain closed as much as possible. The brake cooling with a neutral drag coefficient, where the air is guided from the engine compartment through the wheel arch shell to the brakes, is another new feature. When the vehicle is at a standstill, the engine fan generates the air flow.

Well versed: the driver assist systems
The Audi A3 Sportback is equipped with numerous assist systems that provide support when driving in the city or on long journeys. In the full equipment version, it uses a mid-range radar that takes measurements to the front, as well as two rear-end radar sensors, a front camera, four surround view cameras, and twelve ultrasonic sensors.

With Audi pre sense front, the collision avoidance assist, and the lane departure warning, the premium compact car provides a high level of safety as standard. The interaction of the camera and front radar allows Audi pre sense front to prevent accidents with other vehicles, pedestrians, and cyclists or to reduce the severity of such accidents. The collision avoidance assist also uses the data from this sensor system. It helps the driver steer their A3 Sportback around an obstacle in a critical situation. Assistance is provided in the form of targeted braking of the wheels and applying a little steering torque to correct the steering wheel angle. From a speed of roughly 65 km/h *(40.4 mph)*, the lane departure warning helps the driver to stay in their lane. If the vehicle approaches a boundary line without the driver having activated the turn signal, the system performs corrective steering action to steer the vehicle back into the correct lane. Additional steering wheel vibration can be activated upon request.

The vehicle can be equipped with further driving assist systems, for example the lane change and exit warnings. If a lane change is categorized as critical, for example because there is a vehicle in the blind spot, an LED lights up in the exterior mirror. The exit warning uses the same method plus an acoustic signal to warn the driver about vehicles and cyclists approaching from behind, even when the vehicle is at a standstill. The purpose of this is to avoid possible accidents caused by opening the door. The rear cross-traffic assist is a further optional system. When reversing out of perpendicular and diagonal parking spaces, it warns the driver of approaching vehicles via the MMI display. In particularly critical situations, a warning signal is output and the brakes are applied in addition.

The adaptive cruise assist, which assists the driver with longitudinal and lateral guidance, is the most complex system in the portfolio. The system maintains the speed and distance to the vehicle driving in front and assists with lane guidance by means of gentle interventions in the electromechanical steering up to 210 km/h *(130.5 mph)*. This increases the level of ride comfort during long journeys in particular.

In stop-and-go traffic and in traffic jams, the system brakes the A3 Sportback down to a standstill – this is the case with both automatic and manual transmission. The vehicle is set in motion again automatically or by declutching and accelerating. The adaptive cruise assist is available as part of what is known as the assist package. It also includes the efficiency assist, which notifies the driver whenever it would be sensible to take their foot off the accelerator pedal, as well as traffic sign recognition. The two functions allow the adaptive cruise assist to adapt the speed to the speed limits and the course of the road automatically, even without a vehicle driving in front.

The high-beam assist and the emergency assist are also part of the extensive assist package. It also includes two parking functions: the park assist and the parking system plus. The former can guide the vehicle into parallel and perpendicular parking spots almost independently, using ultrasonic sensors all around the car. The driver only has to accelerate, brake and shift gears. In the case of parallel parking spots, the system provides the same assistance when maneuvering out of the parking spot. The system can also be activated during an ongoing manual parking procedure, for example if the driver realizes that they approached the parking spot from an awkward angle. The surround view cameras, which will be available as an individual option after the market launch, are equally useful in city traffic.

Individualized: the equipment
Thanks to the flexible lines structure and a wide range of available colors and materials, there are many ways in which the Audi A3 Sportback can be personalized. Customers can select from three exterior designs that can be freely combined with the interior lines. This way, its look can be transformed from distinctly dynamic and subtly sporty all the way to classically elegant. One highlight is seat upholstery made from recycled PET bottles. In terms of the paint finish, customers can choose from twelve colors. Audi now offers the completely new color atoll blue. Upon request, the Audi A3 Sportback is now also available in python yellow, turbo blue, and Manhattan gray for the first time.

Scheduled: market launch and prices
Presales of the new Audi A3 Sportback in Europe are scheduled to start in March 2020, and the first vehicles will be delivered to customers at the beginning of May. The 35 TFSI with 110 kW (150 PS) will be sold for EUR 28,900 in Germany, and the entry-level diesel 30 TDI with 85 kW (116 PS) is available from EUR 29,900. The basic model, the 30 TFSI with 81 kW (110 PS) starts at EUR 26,800. The A3 Sportback is equipped as standard with a digital instrument cluster, a 10.1-inch touch display in the instrument panel, a multifunction leather steering wheel, and DAB radio. The standard scope also includes headlights with LED technology, 16-inch aluminum wheels, electrically adjustable and heatable exterior mirrors, Audi pre sense front, the lane departure warning, and the collision avoidance assist. Optional comfort features include the pneumatic seat massage in the lumbar area, the panoramic glass sunroof, 3-zone automatic air conditioning, the contour/ambient lighting package with its various settings, and the adaptive cruise assist.

Differentiated: the “edition one” special model

The “edition one” special model with different paint finishes and exclusive scopes will be available at market introduction. The exterior is based on the advanced line with attachments in platinum gray, matt, and the interior is based on the S line package. The latter includes newly developed sport seats with integrated head restraints and the S emblem in the backrests, a perforated steering wheel with the S badge, aluminum decor, black headlining, and stainless steel pedals. Darkened matrix LED headlights and 18-inch wheels in titanium gray round off the vehicle’s dynamic appearance.

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