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PRESS INFORMATION

The New Audi S3 Sportback and the New Audi S3 Sedan

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The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

All terms marked in blue in the text are explained in detail in the technology lexicon at www.audi-mediacyenter.com/en/technology-lexicon.

The fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this press information.



Condensed Information

More Sportiness, More Power, More Driving Pleasure: the new Audi S3

A good 20 years ago, Audi opened up the sporty premium compact market segment with the first S3. Now the brand is presenting the new generation – an S3 Sportback** and an S3 Sedan**. Its 2.0 TFSI engine produces 228 kW (310 PS) of power and 400 Nm (295.0 lb-ft) of torque (S3 Sportback: Combined fuel consumption in l/100 km: 7.4* (31.8 US mpg*); Combined CO₂ emissions in g/km: 170–169* (273.6–272.0 g/mi*); S3 Sedan: Combined fuel consumption in l/100 km: 7.3–7.2* (32.2–32.7 US mpg*); Combined CO₂ emissions in g/km: 166–165* (267.2–265.5 g/mi*)). Both models accelerate from 0 to 100 km/h (62.1 mph) in 4.8 seconds. A seven-speed S tronic, the quattro drive with intelligent control, and an S-specific sport suspension with optional damper control deliver the power to the road effortlessly. A number of other new features – including the operating concept, infotainment, and assist systems – round off the high-tech character of the S3 models**.

Characteristic design and lighting

The new S3 models** display their dynamic character from the very first glance. The front is dominated by the Singleframe with its large rhombus-patterned grille and impressive air inlets, while the housings of the exterior mirrors have a gleaming aluminum look. The shoulder of the body extends in a strong line from the headlights to the rear lights. The areas below are curved inward – a new element of Audi’s design that places a stronger emphasis on the wheel arches. The new S3** can be fitted with matrix LED headlights on request. Their digital daytime running lights consist of a pixel array made up of 15 LED segments, ten of which form two vertical lines. At the rear end, the large diffuser and the four exhaust tailpipes accentuate the sporty look.

Powerful drive

With 228 kW (310 PS) of power and 400 Nm (295.0 lb-ft) of torque, the new S3 models (S3 Sportback: Combined fuel consumption in l/100 km: 7.4* (31.8 US mpg*); Combined CO₂ emissions in g/km: 170–169* (273.6–272.0 g/mi*); S3 Sedan: Combined fuel consumption in l/100 km: 7.3–7.2* (32.2–32.7 US mpg*); Combined CO₂ emissions in g/km: 166–165* (267.2–265.5 g/mi*)) are powered by the 2.0 TFSI engine. High-tech features like the Audi valvelift system (AVS) – which adjusts the lift of the intake valves as required – mean that the combustion chambers are well filled, while thermal management helps to ensure high efficiency.

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Both models accelerate from 0 to 100 km/h (62.1 mph) in 4.8 seconds on the way to an electronically governed top speed of 250 km/h (155.3 mph). The driver can use the standard series Audi drive select system to make the sound of the powerful four-cylinder turbo engine even crisper.

The seven-speed S tronic with lightning-fast gear shifts and freewheeling function and the quattro all-wheel drive deliver the torque to the road. The hydraulic multi-plate clutch in front of the rear axle is fully variable and moves between the front and the back as required, combining dynamic performance with stability and efficiency. It is managed by the modular dynamic handling control – a new system that closely links the quattro drive to the Electronic Stabilization Control (ESC) and the controlled dampers that are available optionally.

Dynamic suspension

With its four-link rear axle and progressive steering, the standard suspension offers everything that is required for pleasurable driving. It lowers the body by 15 millimeters (0.6 in). Audi can also install the series S sport suspension with damper control on request. Valves control the oil flow in the dampers so that they adapt to the condition of the road, the driving situation, and the driver's requests in an individual and ongoing in a few thousandths of a second. The spread between comfort and dynamism is even wider than for the predecessor model.

The new electric brake booster ensures strong and spontaneous deceleration. All four brake disks are internally ventilated. The brake calipers come in black as standard, with red offered as an option. The S3 models** come with 18-inch wheels as standard, with 19-inch wheels available optionally.

Generous space concept

Compared with their predecessors, the new S3 models** have grown in size: The Sportback and the Sedan are three centimeters (1.2 in) and four centimeters (1.6 in) longer respectively. The five-door car is now 4.35 meters (14.3 ft) in length, while the four-door is 4.50 meters (14.8 ft) long. The width of the Sportback increases three centimeters (1.2 in), the Sedan is two centimeters (0.8 in) wider. Both body variants are identical in terms of width (1.82 m (6.0 ft)) and wheelbase (2.63 m (8.6 ft)). The interior offers a slightly greater shoulder room and elbow room. The luggage compartment has a capacity of 325 liters (11.5 cu ft), depending on the position of the rear bench seat up to 1,145 liters (40.4 cu ft) with the Sportback.

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Sporty interior

The strikingly sporty design of the new S3 models** continues on the inside – with the new, compact shifter for the seven-speed S tronic and decorative aluminum or carbon inlays whose design evokes the shape of the headlights. The cockpit is focused on the driver. The distinctive air vents form a single unit with the instrument cover, underlining the sporty character. A 10.25-inch digital display is offered as standard. Alternatively, the Audi virtual cockpit and its “plus” version can be selected. Both have a 12.3-inch diagonal, with the latter also offering three different screens. The optional ambient lighting package plus delivers targeted lighting effects in the dark. The sport seats have been newly developed, and their standard series upholstery is largely made from recycled PET bottles, accentuated by stylish contrasting stitching.

In the middle of the instrument panel is a 10.1-inch touch display embedded in a large black panel. It recognizes letters entered by hand and provides acoustic feedback. As an additional operating level, the infotainment can also be voice-controlled using natural language as standard. Audi also supplies a head-up display as an option.

A new generation of infotainment

The MMI operating concept of the new S3 models** is powered by the third generation modular infotainment platform (MIB 3). Its computing power is ten times higher than that of its predecessor, it performs all tasks relating to connectivity with LTE Advanced speed, and it has an integrated Wi-Fi hotspot. Route guidance is flexible and accurate. Navigation offers predictions on the development of the traffic situation, high-resolution satellite images from Google Earth, and information about the traffic flow. Individual settings, such as frequently selected destinations or air conditioning preferences, can be stored in up to six user profiles.

The Audi connect online services also include car-to-X services, which help with finding available parking spots on the roadside or allow the driver to surf the green wave by communicating with traffic lights in cities like Düsseldorf and Ingolstadt. Connectivity between the new S3** and the user’s smartphone is free of charge via the myAudi app, as well as via Apple CarPlay, Android Auto, and the Audi phone box – which links the device to the vehicle’s antenna and charges it inductively. Another feature is the Audi connect key, which authorizes the customer to lock and unlock the car and start the engine via their Android smartphone. For HiFi fans, the Bang & Olufsen premium sound system with 3D sound delivers a particularly spatial soundscape.

Helpful driver assist systems

The driver assist systems in the new S3 models** also demonstrate Audi’s technical expertise. Audi pre sense front, swerve assist with turn assist, and lane departure warning all have the potential to prevent accidents and are included as standard.

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Further assist systems, such as lane change and exit warnings as well as the cross-traffic and park assist systems, are available optionally. The adaptive cruise assist helps with longitudinal and lateral guidance. It maintains the speed and distance to the vehicle in front and assists with lane guidance by means of gentle interventions in the steering. The efficiency assist supports an economic driving style.

Market launch and prices

The new compact S3 models** being delivered to European dealers from beginning of October. In Germany, prices for the S3 Sportback** start at €46,302,53, while the S3 Sedan** is listed at €47,179,83. The market launch is accompanied by the special-edition model “edition one”. It comes in Python Yellow (Sportback) or Tango Red (Sedan) paint finishes with black accents and has 19-inch wheels, and darkened matrix LED headlights.

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Facts and Figures

The New Audi S3 Sportback and the New Audi S3 Sedan

Exterior

- Wide Singleframe with large rhombus grille and strikingly designed air inlets
- Distinctive shoulder line, inwardly curving sides, aluminum-look mirror caps
- Optional [matrix LED](#) headlights with digital daytime running lights consisting of 5 x 3 LED segments
- Eight paint colors, including Python Yellow and Turbo Blue for the first time, plus a black styling package
- Rear end with large diffuser and four exhaust tailpipes

Dimensional and space concept

	S3 Sportback**	S3 Sedan**
Length	4.351 mm (171.3 in)	4.504 mm (177.3 in)
Width (without mirrors)	1,816 mm (71.5 in)	1,816 mm (71.5 in)
Height	1.438 mm (56.6 in)	1.415 mm (55.7 in)
Wheelbase	2.630 mm (103.5 in)	2.630 mm (103.5 in)
Luggage capacity	325 to 1.145 liters (11.5–40.4 cu ft)	325 liters (11.5 cu ft)
Drag coefficient value	0.34	0.29
Unladen weight (without driver)	1,500 kilograms (3,306.9 lb)	1,505 kilograms (3,318.0 lb)

Drive

- 2.0 TFSI with 228 kW (310 PS) of power between 5,450 and 6,500 rpm and 400 Nm (295.0 lb-ft) of torque between 2,000 and 5,450 rpm (S3 Sportback: Combined fuel consumption in l/100 km: 7.4* (31.8 US mpg*); Combined CO₂ emissions in g/km: 170–169* (273.6–272.0 g/mi*); S3 Sedan: Combined fuel consumption in l/100 km: 7.3–7.2* (32.2–32.7 US mpg*); Combined CO₂ emissions in g/km: 166–165* (267.2–265.5 g/mi*); sonorous sound – controllable by the driver using Audi drive select
- Technical features for power and efficiency: Injection system with 350 bar pressure, [Audi valvelift system](#) (AVS) for variable valve control
- Seven-speed [S tronic](#) with freewheeling function
- [quattro all-wheel drive](#) with hydraulic multi-plate clutch and fully variable torque distribution between the front and rear axle depending on the driving situation

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Suspension

- Four-link rear axle and [progressive steering](#) as standard, central dynamic handling control for close linking of the suspension components and the quattro drive
- S sport suspension as standard, S sport suspension with [adaptive damper control](#) available on request
- [Audi drive select](#) dynamic handling system with five profiles as standard
- 18-inch wheels as standard, many designs optionally available as 19-inch wheels, large-dimensioned front wheel brakes with 345 millimeter (13.6 in) diameter
- New electric brake booster with extremely rapid response

Interior

- Spacious interior, sporty seat position for the driver
- Driver-focused instrument panel with stitching, black-panel look from the full-size class
- Newly developed sport seats; fabric seat upholstery with a high proportion of recycled material from PET bottles as standard
- Selector lever designed as compact shifter, steering wheel paddle shifters as standard
- Optional ambient lighting package plus with 30 colors and targeted lighting effects

Controls and displays

- [MMI touch](#) display with a 10.1-inch diagonal and 10.25-inch digital instrument cluster as standard, further elements up to and including the optional [Audi virtual cockpit](#) plus with a 12.3-inch diagonal
- Touch display with handwriting recognition, [natural-language voice control](#)
- [Head-up display](#) with windshield projection available on request

Infotainment and Audi connect

- New main unit: Third-generation [modular infotainment platform](#)
- MMI navigation plus including [Audi connect](#) with LTE Advanced and [Wi-Fi hotspot](#)
- Audi connect with [Car-to-X](#) services such as parking and traffic light information, predictive traffic flow information
- Connectivity via [myAudi app](#), [Audi phone box](#), and [Audi smartphone interface](#)
- [Bang & Olufsen Premium Sound System](#) with 3D sound in the front and 15 loudspeakers
- Digital [Audi connect key](#) for Android smartphones available on request
- [Personalization](#) with individual settings for up to six users as standard, activated via the myAudi smartphone app

Driver assist systems

- High level of safety as standard with [Audi pre sense front](#), [collision avoidance assist](#), [turn assist](#), [lane departure warning](#) and [parking system rear](#)
- Optional extras include [adaptive cruise assist](#), [lane change warning](#), [efficiency assist](#), [exit warning](#), [cross-traffic assist rear](#) and [park assist](#)

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The Car in Detail

More dynamic than ever: The Audi S3 Sportback and S3 Sedan

Even more dynamic, even more striking, and fully digitalized: Audi presents the new S3 Sportback and the new S3 Sedan**. With 228 kW (310 PS) of power, the 2.0 TFSI engine accelerates the compact S models (S3 Sportback: Combined fuel consumption in l/100 km: 7.4* (31.8 US mpg*); Combined CO₂ emissions in g/km: 170–169* (273.6–272.0 g/mi*); S3 Sedan: Combined fuel consumption in l/100 km: 7.3–7.2* (32.2–32.7 US mpg*); Combined CO₂ emissions in g/km: 166–165* (267.2–265.5 g/mi*) to country road speeds in 4.8 seconds. The seven-speed S tronic, the quattro drive, and the sport suspension deliver the power to the road and guarantee emotional pleasurable driving. Additional new features – including the operating concept, infotainment, and assist systems – round off the profile of the S3 models**.**

Immediately dynamic exterior design and lighting

The new A3 standard model has a taut and masculine design. With its low greenhouse, the body is the visualization of taut power. The heavily inclined C-pillars of the Sportback appear to give the entire vehicle a forward thrust, while the Sedan boasts a flowing coupé style. The surface below the shoulder of the body, which extends in a smooth line from the headlights to the rear lights, is curved inward – a new element of Audi's design that clearly accentuates the wheel arches. At the Sportback a long roof edge spoiler provides shade for the rear window. This makes it appear particularly low, thus accentuating the width of the car. The Sedan has a tailgate spoiler.

Striking details reinforce the design of the new S3 models** even further. The wide, low-positioned Singleframe has a matt black grille with a large rhombus design and small aluminum-look inlays. There are three flat slits between the grille and the engine hood – reminiscent of the legendary Audi Sport quattro from 1984. The pronounced three-dimensional air inlets and the bumpers are bordered by frames with a stainless steel look. The same look adorns the strips at the side sills, while the housings of the exterior mirrors have a gleaming galvanized aluminum finish that is characteristic of the S models**. The four exhaust tailpipes and the large, heavily contoured diffuser are similarly distinctive. The stainless steel look also accentuates the rear end.

Audi offers eight paint colors, including Python Yellow and Turbo Blue for the first time. The optional black styling package includes the frame of the Singleframe, the air inlets of the blades, the inserts in the side sill, and the frame of the diffuser.

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The housings of the exterior mirrors are also available in black. For an even sportier style, large carbon-look spoilers are available for both the Sportback** and the Sedan**.

The new S3** comes with flat, wedge-like [LED headlights](#) and LED rear lights including dynamic turn signal light as standard. Optionally they can be equipped with [matrix LED headlights](#). Here the outside corners, which are drawn downward, are home to another new feature: the digital daytime running lights. They consist of a pixel array made up of 3 x 5 LED segments, ten of which form two vertical lines. In addition, the matrix LED headlights offer an intelligently controlled high beam light, a dynamic turn signal light at the front and the rear as well as many other functions, including animations when the car is locked and unlocked.

State-of-the-art body and aerodynamics

The passenger cell of the new S3 models** is made from hot-formed, ultra-high-strength steel and hence forms a strong compound. The components make up around 30 percent of the weight of the body shell. The engine hood is made of aluminum. The body is extremely crash-resistant, rigid, and acoustically comfortable. Thanks to careful soundproofing and sophisticated aeroacoustics, it is always quiet inside the car.

Audi's developers have optimized many areas of the body in order to improve the aerodynamics. One innovative feature is 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. This solution is more aerodynamically efficient than the conventional air duct from the underbody. In the new S3 models** it is almost entirely paneled to ensure low air resistance. At the rear, a diffuser reduces rear axle lift. In the case of the S3 Sedan**, it combines with the rear spoiler to ensure that the air flow is broken down in a defined manner without creating disruptive vortexes.

Generous space concept

The new S3 Sportback** measures 4.35 meters (14.3 ft) in length and 1.82 meters (6.0 ft) in width (without mirrors), just over three centimeters (1.2 in) more than its predecessor model in each case. The S3 Sedan** has the same width and is 4.50 meters (14.8 ft) long – four centimeters (1.6 in) more than the first generation.

Both body variants increased in height as well. In terms of wheelbase they are identical (2.63 m (8.6 ft)). The new dimensions mean more elbow room for front and rear passengers alike. The slightly lower seat position for the driver and the front-seat passenger underlines the sporty character of both models and offers more headroom.

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The luggage compartment of the Sportback** and the Sedan** has a capacity of 325 liters (11.5 cu ft). With the five-door car the volume is up to 1,145 liters (40.4 cu ft) depending on whether the rear seat backs are upright or folded down. In addition the loading floor of the S3 Sportback** can be inserted at different heights. On request, Audi can install an electric tailgate that can also be opened and closed with a foot motion.

Developed for performance: the 2.0 TFSI

Producing 228 kW (310 PS) of power and 400 Nm (295.0 lb-ft) of torque, the 2.0 TFSI in the new S3 models (S3 Sportback: Combined fuel consumption in l/100 km: 7.4* (31.8 US mpg*); Combined CO₂ emissions in g/km: 170–169* (273.6–272.0 g/mi*); S3 Sedan: Combined fuel consumption in l/100 km: 7.3–7.2* (32.2–32.7 US mpg*); Combined CO₂ emissions in g/km: 166–165* (267.2–265.5 g/mi*)) is a real powerhouse. It delivers its maximum torque across a broad range of between 2,000 and 5,450 rpm. The rated power output comes in where this ends, remaining constant up to 6,500 rpm. The two-liter engine accelerates both models from 0 to 100 km/h (62.1 mph) in 4.8 seconds on the way to an electronically governed top speed of 250 km/h (155.3 mph).

The high-performance four-cylinder engine unites state-of-the-art technologies. The injection system builds up 350 bar of pressure and ensures good mixture generation. This is supported by the [Audi valvelift system](#) and the two adjustable camshafts. Thermal management also helps to ensure high efficiency – with a rotary slide module that precisely controls the flow of the coolant through the engine and the exhaust manifold that is integrated into the cylinder head. Both of these features help to ensure that cooling water heats up quickly following a cold start, shortening the phase of increased friction losses due to cold oil.

The large turbocharger provides charging pressures of up to 1.8 bars (relative), while an intercooler greatly reduces the temperature of the compressed air. Because cooler air contains more oxygen, this improves the filling of the combustion chambers. When the driver uses the Audi drive select system to select dynamic mode, the response time of the engine becomes even more spontaneous and its sound even more sonorous.

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Audi S3	Sportback	Sedan
Displacement in cc	1,984	1,984
Max. power output in kW (PS) at rpm	228 (310) from 5,450–6,500	228 (310) from 5,450–6,500
Max. torque in Nm at rpm	400 (295.0 lb-ft) from 2,000–5,450	400 (295.0 lb-ft) from 2,000–5,450
Top speed in km/h	250 (155.3 mph)	250 (155.3 mph)
Acceleration 0–100 km/h (0–62.1 mph) in s	4.8	4.8
Fuel consumption (combined) in l/100 km* (18"–19")	7.4 (31.8 US mpg*)	7.3–7.2 (32.2–32.7 US mpg*)
Combined CO₂ emissions in g/km*	170–169 (273.6–272.0 g/mi*)	166–165 (267.2–265.5 g/mi*)
Drive	quattro drive	quattro drive
Transmission	Seven-speed S tronic	Seven-speed S tronic

The seven-speed [S tronic](#), which comes as standard in the new S3 models**, boasts lightning-fast gear shifts. The selector lever, which is designed as a compact shifter, lets the driver control shifting gears by pushing and pulling. The dual-clutch transmission can be switched to D and S modes or controlled directly using the paddles on the steering wheel that are provided as standard. When [Audi drive select](#) is set to “efficiency,” the clutch is disengaged and the freewheeling function is activated as soon as the driver takes their foot off the accelerator.

Like all Audi S models, the new S3 Sportback** and the new S3 Sedan** are equipped with the permanent [quattro all-wheel drive](#) as standard. At its heart is an electro-hydraulic multi-plate clutch with electronic control, which distributes the drive torque between the front and rear axles fully variably depending on the driving situation. The clutch, which is located at the end of the prop shaft for weight distribution reasons, belongs to a new generation. It is around one kilogram (2.2 lb) lighter than its predecessor while offering increased efficiency thanks to various details such as bearings and lubrication.

The management of the quattro clutch combines dynamic performance with stability and efficiency. During normal driving, the majority of the torque is directed to the front wheels – the electric motor in the multi-plate clutch that drives the axial piston pump is temporary deactivated, and the multi-plate clutch is fully or almost fully open. When moving off or when there is low traction on the front axle, this electric oil pump is activated, and the plate package is pushed together with up to 40 bar of hydraulic pressure. The stronger the pressure, the more torque is directed to the rear axle – up to 100 percent when the multi-plate clutch is fully closed.

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The clutch can already begin sending a portion of the torque to the rear axle when the driver turns sportily – as soon as the driver accelerates, the S3** is literally pressed into the corner. During load changes, the distribution of torque allows precise turning into the bend, which further increases driving dynamics. Handling is rounded off by the [wheel-selective torque control](#) and its finely tuned brake interventions. If the wheels on the inside of the curve lose grip when cornering at high speed and threaten to slip, they are braked using gentle impulses.

The control of the multi-plate clutch is integrated into the modular dynamic handling control. This central system collects data from all components that are relevant for transverse dynamics and manages the quick and precise interplay between them. The modular dynamic handling control computes the optimal settings for the quattro clutch, the Electronic Stabilization Control, and the (optional) adaptive dampers predictively based on steering movements. The result: Handling that is even more sporty and nimble.

Sporty yet suited to everyday driving: the suspension

The suspension of the new S3 models** is sporty and taut yet still suited to everyday driving. Its design incorporates all of the strengths of the predecessors. This includes the complex four-link rear axle and [progressive steering](#), which adjusts its ratio according to the steering angle – the further the driver turns the wheel, the more direct the ratio becomes.

The new S3 models** feature a taut S sport suspension with conventional dampers as standard. This brings the body 15 millimeters (*0.6 in*) closer to the asphalt compared with the A3. The S sport suspension with [damper control](#), which is also 15 millimeters (*0.6 in*) lower, is available optionally. It uses adaptive dampers in which valves control the oil flow, and hence the force of the dampers. Each of them is controlled separately in the rebound and compression stage in cycles of thousandths of a second – depending on the road condition, the driver's style, and the Audi drive select settings. The adaptive dampers mean that the spread between snappy and taut handling and comfortable cruising is even wider than for the predecessor model.

The [Audi drive select](#) dynamic handling system comes as standard. The driver can use the system to vary not only the dampers, the quattro drive, and the engine sound, but also the characteristics of the steering and throttle response, as well as the switch points of the S tronic. Five profiles are available: efficiency, comfort, auto, dynamic, and individual.

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The new S3 models** are fitted with 18-inch wheels with a 5-twin-spoke V design as standard; the tire format is 225/40. Alternatively, Audi and Audi Sport can deliver additional 18-inch and 19-inch wheels, the latter with 235/35 series tires. All four brake disks are internally ventilated. The front brake disks have a diameter of 345 millimeters (13.6 in). The electric brake booster is a new development that works more quickly than a conventional vacuum subassembly. This has allowed Audi's engineers to increase the air gap between the brake pad and the brake disk, thus almost eliminating friction losses due to slight contact with the brake pads during driving. The brake calipers come in black as standard, with red offered as an option; the front calipers feature S logos.

Progressive: the interior design

The powerful design of the exterior and its striking three-dimensional details continues inside the car. Precise horizontal lines and cleanly designed surfaces dominate, including the black panel look in the instrument panel and on the center console. A wide air vent strip on the passenger side accentuates the horizontal. In front of the driver, the vents form a unit with the instrument cover – that underlines the sporty character of the cockpit. A horizontal decor surface completes the instrument panel at the bottom; it runs the full width and is interrupted only by the steering column.

Many of the design motifs in the interior of the new S3 models** make reference to each other and the exterior. For example, the hockey stick shape of the door handles is reminiscent of the geometry of the headlights and rear lights. In the same way as for Audi's full-size class models, the design and the new operating concept merge into one. The central element is the large [MMI touch](#) display in the center of the instrument panel. Embedded in a trapezoidal black panel trim, it is hardly noticeable when switched off.

Below the central display is the newly designed air conditioning control unit, whose key functions are operated using paddles. The center tunnel console is home to the new shifter for the seven-speed S tronic and the new sensory volume slider that responds to even light touches.

Stylish, high-quality colors, materials, and equipment

The interior of the new S3 models** is designed in sporty anthracite tones. Aluminum and carbon are available as decorative inlays. The center armrest, the door armrests and the instrument panel are adorned with contrasting stitching. The door sill trims are illuminated, and the floor mats have colored edging. A black headlining, stainless steel pedals, S embossing in the front seat backrests, and a steering wheel with contrasting stitching and the S emblem accentuate the sporty character.

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The newly developed sport seats have integrated head restraints. The side bolsters come with artificial leather upholstery as standard, while the center sections are covered in material that is largely made from recycled polyester: PET bottles are shredded, melted down, chopped, and extruded to create fibers that are then spun into threads. The designers have developed a new rhombus pattern for the optional Alcantara, twin leather and fine Nappa leather covers. The covers are available in black, steel gray, black/red, and black/silver.

An additional option is the ambient lighting package, which can be adjusted to 30 different colors and creates effective light accents. Comfort features also include a pneumatic seat massage function in the lumbar area, seat heating, a panoramic glass sunroof, and three-zone automatic air conditioning. The three-spoke steering wheel is also available as a flat-bottomed variant.

Fully digital: controls and displays

The operating and display concept of the new S3 models** dispenses with the analog instruments and rotary pushbutton of the predecessor models. The new main unit is the third generation of the [modular infotainment platform](#) (MIB 3), which provides ten times more computing power than the MIB 2 in the predecessor model. It works with the Online Connectivity Unit (OCU), which is fitted with an integrated SIM card and a Wi-Fi module. The OCU performs all connectivity-related tasks, including fast data transfer.

The new S3 models** are equipped with the central 10.1-inch touch display with acoustic feedback as standard. The same applies to the digital instrument cluster with a 10.25-inch diagonal that is operated via the multifunction steering wheel. When MMI navigation plus is installed, the displays appear in the [Audi virtual cockpit](#), which boasts many additional functions. The optional Audi virtual cockpit plus with a 12.3-inch diagonal and three different views is even more attractive. As a further option, the [head-up display](#) projects various information onto the windshield in color. The image appears at a distance of 2.2 meters (7.2 ft) from the vehicle.

Fully connected and intuitive: infotainment and Audi connect

One of the big strengths of the MMI is easy and intuitive operation thanks to its flat menu structure. The user can configure the surface of the display in order to use several apps simultaneously. The standard version with MMI radio plus offers handwriting recognition and [natural-language voice control](#). It turns the new S3** into an intelligent conversation partner – the driver can formulate their instructions freely, and the dialog manager responds to them.

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Navigation is another highlight of the top system. The route is calculated on board as well as online via the map provider [HERE](#). Predictions on the development of the traffic situation make route guidance even more precise.

As a part of the MMI navigation plus route guidance is complemented by the online services from [Audi connect](#), including online traffic information and various [car-to-X](#) services. The latter connect the S3** to other vehicles and the surrounding infrastructure. Provided the necessary infrastructure is available, they help with finding available parking spots on the roadside or allow the driver to surf the green wave by communicating with traffic lights, for example. The optional connect plus package bundles additional services. Among these are online radio, hybrid radio, navigation with Google Earth™, and a highly detailed 3D city view. The voice control also uses knowledge from the cloud.

The multitude of innovations in the new S3 models** also includes the optional [Audi connect key](#). This allows to lock and unlock the car and to start the engine with the start/stop button via an Android smartphone. Up to six vehicle users can save their personal settings, such as frequently selected navigation destinations and air conditioning preferences, in individual profiles as standard. The data is stored in the myAudi app and on a server in the cloud so that it is available to every user, e.g., family members. The free [myAudi app](#) also offers many additional functions such as the seamless continuation of the navigation from the car on the smartphone.

The infotainment services are supplemented by hardware components. The [Audi phone box](#) links the owner's smartphone to the vehicle's antenna and charges the phone inductively. The [Audi smartphone interface](#) 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 [Bang & Olufsen Premium Sound System](#) provides an intense audio experience with three-dimensional sound. It controls 15 loudspeakers with 680 watts of power. USB sockets, including USB-C, are located in front of the S tronic shifter and in the rear.

For convenience and safety: driver assist systems

Many of the driver assist systems in both S3 models** come from the big Audi model lines. In the standard [Audi pre sense front](#) system, the front camera works with the front radar. This allows the new S models** to avoid accidents with other vehicles, pedestrians, and cyclists in many cases, or at least reduce their severity. The [collision avoidance assist](#) is another standard safety system that helps the driver to steer around an obstacle. The standard [lane departure warning](#) also performs steering corrections. The [turn assist](#) supports the driver when turning left by applying the brakes if a collision with an oncoming vehicle might occur.

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The most complex system in the portfolio is the [adaptive cruise assist](#), which can perform many of the tasks of steering, accelerating, and braking for the driver up to speeds of 210 km/h (130.5 mph). It maintains the speed and distance to the vehicle in front and assists with lane guidance by means of gentle interventions in the steering. The adaptive cruise assist is available in the “driver assist package” with MMI navigation plus. The package also includes a capacitive steering wheel that the driver has to touch only gently in order to maintain lateral guidance. Another system in the package is the [efficiency assist](#), which supports a preemptive, fuel-efficient driving style.

The package also includes the high-beam assist and the [emergency assist](#). In addition, it includes the [park assist](#), which can guide the car into parallel and bay parking spaces on its own – all the driver has to do is accelerate, brake, and select the gear. The [lane change warning](#), the [exit warning](#) and the [cross-traffic assist rear](#) are also useful in urban traffic, while the [surround view cameras](#) will follow as an individual option shortly after market launch.

Available commercially from october onwards: Prices and market launch

Market launch of the new S3 models** will start in Europe at the beginning of October. In Germany, the S3 Sportback** is listed at €46.302,53, while prices for the S3 Sedan** start at €47.179,83. The launch of the new S3** will be accompanied by a special-edition model – the “edition one”. The Sportback is painted in python yellow, the Sedan in tango red, which thus perfectly contrasts with the black accents around the Singleframe, bumpers, side sills, and tailpipe trims. While the Sedan has a roof painted in black, the Sportback features sport seats in steel gray fine Nappa leather and a yellow rhombus pattern. Both edition models share the tinted matrix LED headlights and 19-inch wheels as well as the ambient lighting package plus and a carbon trim strip.

Consumption values of the models listed

S3 Sportback:

Combined fuel consumption in l/100 km: 7.4 (31.8 US mpg)*;
Combined CO₂ emissions in g/km: 170–169 (273.6–272.0 g/mi)*

S3 Sedan:

Combined fuel consumption in l/100 km: 7.3–7.2 (32.2–32.7 US mpg)*;
Combined CO₂ emissions in g/km: 166–165 (267.2–265.5 g/mi)*

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The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Beginning September 1, 2018, the WLTP will gradually replace the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electrical consumption, CO₂ emissions and performance figures.

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.845 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of € 55.7 billion and an operating profit of € 4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.

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