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Audi A3 Sportback and Audi A3 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 <https://www.audi-mediacenter.com/en/audi-technology-lexicon> for a detailed explanation.

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In a nutshell

Sharpened favorite: upgrade for the Audi A3

- **Sporty exterior and up to four different daytime running light signatures selectable**
- **New design elements and materials for the interior and extended standard equipment**
- **Integrated Audi store for apps and functions on demand for a personalized, digital experience**

Ingolstadt, March 12, 2024 – The Audi A3 heads into the 2025 model year with a sportier look, new design elements, and digital features. In addition to selectable daytime running light signatures, the ability to flexibly purchase vehicle functions any time ensures a high degree of personalization. In addition, the standard equipment has been significantly expanded and new materials have been used for enhanced comfort.

Sportier than ever: the exterior

More dynamic – more progressive – more emotional: This is how the A3 Sportback* and Sedan* present themselves following the model upgrade. The hexagonal, frameless Singleframe features a new structure that is noticeably flatter and wider. It dominates the front end and, in addition to the large angular side air intakes, clearly symbolizes the compact models' sporty character. The striking front spoiler connects the two and makes the Audi A3 appear lower. The same is true of the rear, which is sportier than ever with a new bumper and distinctive diffuser. The progressive design elements are particularly effective with the S line exterior, as they are partly inspired by the RS models. The expressive exterior colors District Green, Ascari Blue, and Progressive Red further strengthen the sporty look.

Selectable: up to four different daytime running light signatures

Like the redesigned Singleframe, the lighting design is significantly thinner, emphasizing the width of the Audi A3 series. The 24-pixel elements that make up the digital daytime running lights in the LED and Matrix LED headlights are now arranged in three rows on the upper edge of the housing. It is now possible to select and switch between up to four different digital daytime running light signatures via the MMI – the first time the models of the A3 series. “This offers our customers a higher degree of personalization. They can change the expression of their model at any time. The signatures interpret self-confidence and agility in different ways,” says Cesar Muntada, Head of Design Light Experience at AUDI AG.

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“This is also true for the coming home/leaving home scenarios, which were designed individually for each signature.” The tail lamps also feature a progressive rear light design and new staging of the coming home/leaving home function.

Significantly sharpened: the interior

To match the more expressive exterior, the interior also presents itself in a significantly sharpened form. There are quite a few alterations here – from the shifter design and air vents to the decorative fabric inlays and new interior lighting. All these elements are precise and detailed and emphasize the vehicle’s progressive and technical look. Standard equipment has been significantly expanded: In addition to the three-spoke leather steering wheel with multifunction plus, the standard equipment features air conditioning, the ambient light package, and the front center armrest.

The new blade design, the outer surface of which is finished in chrome, makes the air vents in the optional climate control package appear thinner, emphasizing the width of the cockpit. The center console has been redesigned and given a new finish. The inside door handles feature a new effect finish as well. In addition to convenient cup holders, the center console also comes standard with an integrated armrest, which can be moved front or aft and tilted. The compact shifter, which can be used to conveniently access the basic functions of the S tronic, also presents itself in a new design. Thanks to its flatter design, it blends seamlessly into the center console.

Interior lighting, included as standard, adds accents to the doors and footwells. Additional lighting elements and contour lighting on the switch panel and door sills are available as options. With the upgrade for the A3, contour lighting runs around the center console and the standard cup holders are illuminated. One new design element is that the front doors are largely illuminated. The fabric panel was laser-cut 300 times to enable this feature. A light source in the door panel illuminates five segments from behind, they display a dynamic gradient due to their different sizes – which is also apparent when locking and unlocking the vehicle. The illuminated fabric panel combines clear functionality with a highly emotional design experience. Thirty colors are selectable via the MMI, enabling a high degree of personalization. The large speakers for the new Sonos sound system are located in the lower part of the doors, making for an immersive listening experience with 3D sound.

Two decorative inlays made from textiles are also new in the A3: a fabric with a technical structure made from 100 percent recycled polyester and the microfiber material Dinamica. In addition to its use as a decorative inlay, Dinamica serves as a seat cover and adorns the door panels in some interior packages. It looks and feels like suede but consists of recycled polyester in percentage.

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Highly connected: integration of apps and functions on demand

The A3 is digital and connected – thanks to numerous connect services, functions on demand, and a store for apps. In addition to DAB+ digital radio and the 10.1-inch touch display, the Audi virtual cockpit, and an inductive smartphone charger all come as standard. In addition to the two front USB C charging ports in the center console, there are two additional ports in the rear as standard.

Other optional features include MMI navigation plus, along with the complete connect portfolio and access to the store for apps, which allows the driver to use a wide range of applications right on the vehicle display. Thanks to the embedded store, customers can directly and intuitively access popular third-party apps through the MMI touch display by means of a data link in the vehicle. The selected apps are installed in the A3's infotainment system – without taking a detour via the user's smartphone. Users can also interact with their apps via voice command. In addition, Amazon Alexa can be used to stream music, as well as to operate smart home devices.

Functions on demand ensure a high degree of flexibility. A total of five individual infotainment and comfort functions can be added online via the myAudi app, even after the vehicle has been purchased. In addition to *MMI navigation plus including Audi connect services*, the A3 can be upgraded with the *smartphone interface*, which integrates iOS and Android smartphones into the MMI system via Apple CarPlay or Android Auto. Also available are *adaptive cruise control*, *high-beam assist*, and the ability to expand the standard air conditioning system with *two-zone comfort air conditioning*. All functions can be booked for one month, six months, one year, three years, or permanently, depending on the customer's individual needs. If, for example, a long vacation is planned with the A3, the navigation and adaptive cruise assistant are useful additions – for relaxed travel on long stretches of highway and targeted guidance in unfamiliar areas.

Smart aids: assistance systems for city use and long drives

Even as standard, the A3 features a high level of safety. Audi pre sense front, Audi pre sense front, collision avoidance and turn assist, and the lane departure warning system help in avoiding accidents with other road users. Adaptive cruise assist, which assists with longitudinal and lateral control and has been supplemented by an assisted lane change function, enhances driving comfort. The system handles acceleration, braking, and steering at speeds of up to 210 km/h (130 mph), and also assists with lane changes at speeds above 90 km/h (55 mph) on highways. Activated via the MMI, the system uses data from the rear radar to display white arrows in the instrument panel and head-up display to indicate whether and in which direction it is possible to change lanes. If the driver initiates the lane change by tapping the turn signal, the system actively assists the driver in steering.

During city driving, the park assist with park assist plus helps the driver when parking and backing out of parking spaces through targeted steering maneuvers. The lane departure warning system, exit warning, and the cross-traffic assist monitor traffic behind and on the sides of the vehicle using the rear radar, thus further increasing safety and comfort.

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Available for order from March: engine options and pricing

In Europe, the A3 will initially be launched in two engine/transmission versions. The 35 TFSI (Combined fuel consumption in l/100 km: 5.8–5.2 (40.6– 45.2 US mpg); combined CO₂ emissions in g/km: 133–118 (214.0–189.9 g/mi); CO₂-class: D) with a 1.5-liter engine has an output of 110 kW (150 PS) and is available as an automatic version with seven-speed S tronic and mild hybrid technology. The diesel engine is a 35 TDI (Combined fuel consumption in l/100 km: 5.3–4.8 (44.4– 49.0 US mpg); combined CO₂ emissions in g/km: 140–125 (225.3–201.2 g/mi); CO₂-class: E – D) with 110 kW (150 PS) and a seven-speed S tronic. In the second quarter of 2024, more gasoline and diesel engines will follow. A plug-in hybrid model will be added to the range near the end of the year.

The A3 Sportback* and A3 Sedan*, which roll off the line at the Audi's plant in Ingolstadt, will be available to order from March. In Germany, the Sportback with 35 TFSI S tronic (Combined fuel consumption in l/100 km: 5.8–5.2 (40.6– 45.2 US mpg); combined CO₂ emissions in g/km: 133–119 (214.0–191.5 g/mi); CO₂-class: D) is available from 35,650 euros. The additional charge for the Sedan is 800 euros.

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Just the facts

The Audi A3 Sportback and the Audi A3 Sedan

Exterior

- > Sporty exterior design thanks to
 - Low, wide, and frameless Singleframe with new structure
 - Redesigned, large air intakes and bumpers with distinctive front spoiler
 - New headlight and rear light design that emphasizes vehicle width
 - Distinctive diffuser
 - New wheel designs
- > LED and Matrix LED headlights with digital daytime running light signature and coming home/leaving home function; up to four different digital daytime running light signatures switchable in the MMI
- > New exterior colors available, including new Arkona White (solid), Arrow Gray Pearl Effect, District Green Metallic, and Ascari Blue Metallic

Interior

- > Progressive design, driver-oriented cockpit, numerous individualization options
- > Two decorative fabric inlays, including one with a technical appearance made from 100 percent recycled polyester
- > Standard:
 - Air conditioning
 - Leather steering wheel in three-spoke design with multifunction plus
 - Center armrest and cup holders
 - Ambient light package
- > Optional features include:
 - Ambient light package pro with illuminated fabric panel in doors, customizable in 30 colors
 - Climate package plus with heated seats and three-zone comfort air conditioning with separate temperature zones for driver, front passenger, and rear seats
 - Front seats feature massage function for increased comfort

Infotainment

- > Standard:
 - Audi virtual Cockpit
 - 10.1-inch touch display with voice recognition for controlling infotainment and vehicle functions, and handwriting recognition on touch display
 - DAB+ digital radio
 - Audi phone box light with inductive smartphone charger
 - USB-C ports in front and rear (charging)

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- > Optional:
 - MMI navigation plus with Audi connect services, store for apps, Amazon Alexa integration, WLAN hotspot, and Audi virtual cockpit plus with 12.3-inch screen
 - Online and hybrid radio
 - Audi phone box with external antenna for the best possible reception quality for hands-free calling, in addition to standard inductive charging
 - Sonos Premium Sound System with virtual 3D sound in the front for an immersive audio experience
 - Head-up display for showing important information in the driver's direct field of view
- > Functions on demand: individual and flexible addition of functions even after vehicle purchase via myAudi app for various periods; offer includes functions in infotainment and comfort
 - MMI Navigation plus incl. Audi connect services
 - Smartphone interface for connecting iOS and Android phones via Apple CarPlay and Android Auto
 - Adaptive cruise control
 - High-beam assist
 - Two-zone comfort air conditioning

Driver assistance systems

- > High level of safety comes standard thanks to Audi pre sense front, collision avoidance and turn assist, lane departure warning, speed limiter, and rear park assist
- > In addition, numerous optional assistance systems increase comfort and safety on long drives and provide support in urban areas, including:
 - Adaptive driving assist with lane change assist to control longitudinal and lateral control
 - Adaptive cruise control to control the distance to vehicles ahead
 - Park assist with park assist plus to support parking and backing out of parking spaces through targeted steering maneuvers
 - Lane change warning with exit warning and rear cross-traffic assist to monitor traffic behind and alongside the vehicle

Drive system

- > Powerful and efficient engines, including an drivetrain with mild hybrid technology (MHEV). At market launch:
 - 35 TFSI (1.5 TFSI MHEV), 110 kW (150 PS), seven-speed S tronic: 48-volt mild hybrid system with recuperation, coast, and boost function; fuel-consumption advantage: up to 0.4 L / 100 km in real driving situations
 - 35 TDI (2.0 TDI), 110 kW (150 PS), seven-speed S tronic
- > S tronic dual-clutch transmission, gear selector as compact shifter with shift-by-wire technology, and manual shifting via steering wheel paddles
- > Sometime in 2024: Sportback as plug-in hybrid in two performance levels

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Suspension

- > Sporty/balanced characteristics, optional sports suspension, 15 mm lower, or suspension with adaptive damper control and -10 mm compared to standard suspension
- > Front axle: MacPherson design with triangular lower control arms; multi-link axle with separate spring/shock absorber arrangement at the rear
- > Optional Audi drive select dynamic handling system, which provides the driver with five modes to alter the driving characteristics: comfort, auto, dynamic, efficiency, and individual
- > Optional progressive steering with variable ratio for additionally enhanced agility, electromechanical power steering with speed-dependent steering assistance as standard

The model in detail

Sharpened down to the last detail: The Audi A3 Sportback and the Audi A3 Sedan

The fourth generation of the Audi A3 has been on the market since spring 2020. Now the five-door Sportback* and the four-door Sedan* have been given an extensive upgrade. The successful compact model from the brand with the four rings now has a significantly sportier look through new design and lighting elements. The interior receives high-quality materials and a host of digital functions – combined with an extended range of standard equipment. Concerning drivetrain options, a gasoline engine with mild hybrid technology and a powerful diesel engine are available on market launch.

Exterior and lighting

With the model upgrade, the Audi A3 has an even sportier and streamlined appearance. The hexagonal, frameless Singleframe features a new structure that is noticeably flatter and wider. It dominates the front end and, in addition to the large angular side air intakes, clearly symbolizes the premium model's sporty character. The striking front spoiler connects the two and makes the Audi A3 look lower. The same is true of the rear, which is sportier than ever with a new bumper and distinctive diffuser.

Clear differentiation for the exterior trim lines

The exterior trim lines have been clearly differentiated as part of the model upgrade. On the Advanced line exterior, the black Singleframe features a large honeycomb structure; on the S line exterior, it features an integrated grille that appears substantial with a rhomboid structure accentuated by L-shaped elements. The front spoiler is fitted with two vertical struts in a motorsport style.

There are distinctive differences at the rear as well. On the Advanced line exterior, the diffuser is relatively flat, emphasizing the width of the A3. This impression is accentuated by a black insert above the diffuser, into which the side reflectors are integrated. On the S line, the diffuser is even more distinctive: Like the front spoiler, its vertical struts make the car appear to be closer to the road. The sporty inserts in the Singleframe are repeated in the glossy black rear apron above the diffuser. It is flanked on the sides by vertical reflectors, a design element from the RS models. The sporty look of the S line exterior is topped off by the new finish Liquid chrome dark, which is used on the side skirts, among other elements. The optional Black plus package offers components in high-gloss black.

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Up to four different selectable daytime running light signatures

Although the headlights still feature the wedge-shaped contours, the lighting design has been completely reworked as part of the model upgrade. In keeping with the redesigned Singleframe and bumper, it is significantly thinner, emphasizing the car's width. The 24-pixel elements that make up the digital daytime running lights in the LED and Matrix LED headlights are now arranged in three lines along the upper edge of the housing.

For the first time in models of the A3 series, it is now possible to select and switch between up to four different digital daytime running light signatures in the MMI. "This offers our customers a higher degree of personalization. They can change the appearance of their model at any time. The signatures interpret self-confidence and agility in different ways," says Cesar Muntada, Head of Design Light Experience of AUDI AG. "This is also true for the coming home/leaving home - scenarios, which were designed individually for each signature." The signatures can also be selected when using the low beams – as a result, they are visible day and night.

The top-of-the-line Matrix LED headlights offer especially high resolution and longer-range high beams. If the camera detects vehicles driving ahead or oncoming, they are selectively masked out while the high beams remain active in all other segments. This reduces glare and improves road illumination for increased safety and comfort. The Matrix LED headlights, which the A3 always uses in combination with the LED rear lights, also feature built-in dynamic turn signals, all-weather lights in the lower module of the headlight housing, and a dynamic coming home/leaving home function. The latter were reinterpreted for the rear lights, which also feature a new, progressive light design.

New corporate identity and expressive exterior colors

The model upgrade for the Audi A3 also displays the new corporate identity with the two-dimensional design of the four rings. Despite being unchanged in size, they have a more precise look. Thanks to the thinner lines, they also have a more high-quality, modern, and elegant appearance. In addition to the new rings, the model and technology identifiers on the vehicle have also been reimagined. In addition to the Audi lettering, the model's name is engraved on the B-pillar trim tone-on-tone using a special process. The engraving appears as though behind a pane of glass.

There are also new expressive exterior colors that further strengthen the sporty look, including the metallic colors District Green, Ascari Blue, and Progressive Red as well as Arrow Gray Pearl Effect. There is also a contrasting roof finish in Brilliant Black for the A3 Sedan*.

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Interior

Matching the more striking exterior, the interior has also been significantly sharpened. There are quite a few innovations here – from the shifter design and air vents to the decorative fabric inlays and new interior lighting. All these elements are precise and detailed and emphasize the vehicle's progressive as well as technical look. In addition, the standard equipment has been significantly expanded. In addition to the three-spoke leather steering wheel with multifunction plus, the standard equipment features air conditioning, the ambient light package, and the front center armrest.

The new blade design, the outer surface of which is finished in chrome, makes the air vents in the optional climate control package appear thinner, emphasizing the width of the cockpit. The center console has been redesigned and given a new finish. The inside door handles feature a new effect finish as well. In addition to convenient cup holders, the center console also comes standard with an integrated armrest that is adjustable lengthwise and tiltable. Like those on the dashboard, it features double stitching in a contrasting color, emphasizing the sporty appearance. The compact shifter, which can be used to conveniently access to the basic functions of the S tronic, also appears in a new look. Thanks to its flatter design, it blends seamlessly into the center console.

A standard feature, interior lighting adds accents to the doors as well as the footwells. Additional lighting elements and contour lighting on the switch panel and door sills are available as options. The cupholders, included as standard, are now also illuminated. There are a total of 30 different colors that can be selected, allowing for a high degree of personalization. One new design element is that the front doors are illuminated thanks to a fabric panel that was laser-cut 300 times to enable this feature. A light source in the door panel backlights five segments, as their different sizes create a dynamic flow – which is also apparent when locking and unlocking the vehicle. Thus, the illuminated fabric panel creates a special design experience.

Two decorative inlays made from textiles are also new to the A3: the fabric *Impressum* with a technical structure made from 100 percent recycled polyester and the microfiber material *Dinamica*. In addition to its use as a decorative inlay, *Dinamica* serves as a seat cover and adorns the door panels in some interior packages. It looks and feels like suede but is partially made from recycled polyester. The same applies to the *Puls* fabric, which is now made from a single material. This means that the outer fabric, the adhesive, and the fleece underneath form a mono-material that can be fully recycled. Offcuts from cutting the seat covers are collected, melted down, processed into yarn and then used to produce new fabric. This creates a closed cycle following the "zero waste" principle.

The S line interior is the extra sporty choice for the A3. It includes sports seats with integrated headrests and a three-spoke sports contour leather steering wheel, flattened at bottom. Black headliner and stainless-steel pedals complete the S line interior package.

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Other optional comfort features include a massage function for the front seats and the new climate package plus with seat heating and three-zone comfort air conditioning, which allows separate temperature control for the driver, front passenger, and rear seats.

Infotainment

The A3 is digital and connected – thanks to numerous connect services, an app store, and functions on demand. In addition to DAB+ digital radio, the Audi virtual cockpit and a 10.1-inch touch display with integrated handwriting recognition come as standard features. The driver can also control the infotainment and vehicle functions using a speech dialog system that understands freely worded commands. The A3 also comes standard with inductive charging capability for smartphones. The optional Audi phone box offers the best possible voice quality for the hands-free function thanks to an external antenna and LTE support. In addition to the two front USB C charging ports in the center console, there are two additional ports in the rear as standard.

MMI navigation plus with connect portfolio and the store for apps

MMI navigation plus, along with the complete connect portfolio and access to the store for apps, is available as an option. The online connectivity unit (OCU) handles all connectivity tasks, including fast data transfer, and features an integrated eSIM and WLAN module for passengers' mobile devices. This package allows all information to be displayed in the enlarged Audi virtual cockpit plus: It boasts on a 12.3-inch screen with three different views, including one with particularly sporty graphics. As an added feature, there is also a head-up display: It projects important information onto the windshield in the driver's direct field of view. The image appears to float at about a distance of 2.2 meters (7 ft).

> **Navigation**

The navigation system uses high-resolution satellite images from Google Earth and detailed 3D models of many major European cities. Real-time traffic data from HERE, the map and navigation service provider, is used to calculate routes. The navigation system forecasts traffic developments and lane-by-lane traffic flow data, for example by informing the driver of lane closures. The system also alerts the driver in the Audi virtual cockpit when they should take their foot off the gas for reasons of efficiency, for example, when approaching a corner or a town. Points of interest are enhanced with photos, opening times, and user ratings. In addition, aggregated location data helps to find parking spaces at the side of the road or provide information about hazards along the route.

> **Store for apps**

A native store for apps is also integrated into the A3's infotainment system, which allows the use of many applications right on the vehicle display. Thanks to the embedded store, which was jointly developed with CARIAD and their partner Harman Ignite, customers can directly and intuitively access popular third-party apps through the MMI touch display by means of a data link in the vehicle. The selected apps are installed right in the Audi's infotainment system – without taking a detour via the user's smartphone.



Users can also interact with their apps via voice command. In addition to music streaming, Amazon Alexa can also be used to operate smart home devices.

> **Connect features**

The connect portfolio also includes online and hybrid radio. The former provides access to online stations available worldwide, while the latter automatically switches between FM, DAB, and online streaming to always ensure the best possible reception. The latest news can be displayed and even read aloud right in the MMI. Free speech-to-text for SMS and emails is another feature. Saving individual AC, seat, or media settings in up to six user profiles is another feature.

The myAudi app can be used to link up the A3 and the driver's smartphone, e.g., to seamlessly transfer navigation routes between the vehicle and the mobile device. The app can also be used to remotely lock and unlock the A3, find its parked position, guide the driver to the car, and operate the optional auxiliary heating.

Music to your ears: Sonos sound system with 3D sound

The optional Sonos premium sound system provides a fascinating surround sound experience. With a total output of 680 watts, the system has a total of 15 speakers. The virtual 3D sound effect creates an immersive sound experience. It is enabled by four speakers on the dashboard and two in the C-pillar using Fraunhofer Symphoria technology. Compared to conventional stereo playback, this concept uses reflections from the windshield to create surround sound that gives a greater sense of spaciousness. Thanks to intelligent signal processing, every passenger enjoys a sound experience that is tailored to their individual seat. Symphoria adds dimensions that are essential for a natural sound pattern and balanced surround sound. The width, depth, and height create an unprecedented sense of spatial sound in the vehicle. The interior of the vehicle seems larger acoustically so the music can unfold in its most original form. At the same time, playback is always authentic and the effect level always precisely adapted to the audio material. The sound constantly adjusts to the driving and background noise detected by the microphone.

Functions on demand: the right functions at the right time

Functions on demand ensure a high degree of flexibility. Customers can even add additional features after purchasing their A3, online and right in the myAudi app – at any time. This lets customers test a function first before deciding to buy it permanently. The range of available functions extends to the fields of infotainment and comfort. In addition to MMI navigation plus including connect services, the A3 can be upgraded with the smartphone interface, which integrates iOS and Android smartphones into the MMI system via Apple CarPlay or Android Auto. Other functions include adaptive cruise control, high-beam assist, and two-zone comfort air conditioning.

Adding functions on demand

If a customer decides to add a function via the myAudi app, the vehicle must first be registered with the corresponding identification number in the myAudi portal. The app then shows the available functions.

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Customers can choose the activation period according to their individual needs: one month, six months, one year, three years, or permanently. If, for example, a long vacation is planned with the A3, the navigation and adaptive cruise control are useful additions – for relaxed travel on long stretches of highway and targeted guidance in unfamiliar areas.

The app on the smartphone contacts Audi's back-end server via a control unit in the vehicle, the online connectivity unit (OCU). The connection is made using the mobile data from the OCU's integrated SIM card. Audi's back-end then activates the added feature in the vehicle "over the air" using a code. Within minutes, the new function is then visible under "Purchases" in the MMI as well as under "Orders" in the myAudi app. Requirement: The vehicle has to have cellular reception and must be restarted.

The functions at a glance

- > **MMI Navigation plus incl. connect services** offers a comprehensive infotainment program. The navigation system makes intelligent route suggestions based on driving history. In doing so, it uses a statistical model based on the time of day and expected congestion as well as real-time traffic data. If the signal is lost, e.g. in a tunnel, the parallel on-board destination guidance system steps in.
- > The **smartphone interface** links up the driver's smartphone with the A3 to bring mobile device content directly to the MMI display. Users can conveniently control navigation, calls, music, and selected third-party apps via Apple CarPlay or Android Auto using the MMI touch display as well as their smartphone's voice control function.
- > The **adaptive cruise control** uses a radar sensor to detect vehicles on the road ahead within the system limits and keeps the speed or distance as constant as possible within the control range. The system works between 0 and 210 km/h.
- > **High-beam assist** automatically detects, within the system limits, the headlights of oncoming traffic and the taillights of other road users as well as light sources within towns. The system then automatically switches the high beams on or off, depending on the traffic situation. In this way, the system improves visibility and increases the driver's comfort level.
- > **Two-zone comfort air conditioning** electronically controls the temperature, volume, and distribution of air in the vehicle. It can also be adjusted with individual settings for the driver's and front passenger's sides.



Driver assistance systems

In urban environments and on long trips, the A3's clever assistance systems offer convenient support. Many systems already come standard, including Audi pre sense front, collision avoidance and turn assist, and lane departure warning. They help to prevent accidents with other road users. In an emergency, Audi pre sense front intervenes with emergency braking, collision avoidance assist helps steer around obstacles, and the lane departure warning system makes steering corrections to help keep the vehicle in its own lane. In addition, the standard speed limiter helps the driver stay within the speed limit and rear park assist gives off audible warnings that vary depending on the distance to an obstacle when backing into a parking space and maneuvering.

Distance handling: Keeping a safe distance

Other assistance systems, which come optionally bundled in different packages, provide additional driving comfort. Adaptive cruise control regulates the distance from the vehicle in front by accelerating and braking the driver's own car. This is particularly helpful on long drives and in dense city traffic.

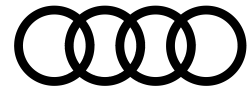
The A3 also features lateral control with adaptive cruise assist, which has recently been expanded to include assisted lane changes. In addition to accelerating and braking, the system also takes over the steering at speeds of up to 210 km/h (130 mph), helping to keep the car in its own lane. Assisted lane changes are also possible at speeds above 90 km/h (56 mph) on highways. Activated via the MMI, the system uses data from the rear radar to display white arrows in the instrument panel and optional head-up display to indicate whether and in which direction it is possible to change lanes. If the driver initiates the lane change by tapping the turn signal, the system actively assists them in steering. Once the vehicle is in the new lane, it switches the turn signal off again. During lane changes, the person behind the wheel always retains full responsibility. But maintaining lateral control does not require any steering torque. Thanks to the capacitive steering wheel, a light touch is all it takes.

Hill hold assist is also available as an option. It holds the A3 in position after stopping on uphill and downhill slopes to prevent it from rolling.

Taking up space: Systems for urban environments

In addition to the standard rear park assist, the A3 can be equipped with a rearview camera and park assist with park assist plus. After the ultrasonic sensors identify an appropriate perpendicular or parallel parking space, the system help steer the vehicle in through targeted steering maneuvers. All the driver has to do is follow the instructions on the display to push the gas pedal, brake, and shift gears. Park assist also helps when pulling out of a parking space. It can even be activated when the driver has already began manually parking – for example, if the driver notices that the vehicle is approaching the space at a difficult angle. Activating the system is as easy as pressing the park assist button on the center console.

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Other helpful systems in city traffic are the lane change warning, exit warning, and rear cross-traffic assist, which, when taken as a set, ensure increased safety and comfort. The systems use the rear radars to monitor traffic behind and alongside the car and use optical and some acoustic warnings to alert the driver in critical situations.



Drive system

In Europe, the Audi A3 is initially available in two engine/transmission versions upon market launch, both output 110 kW (150 PS). The 35 TFSI (Combined fuel consumption in l/100 km: 5.8–5.2 (40.6– 45.2 US mpg); combined CO₂ emissions in g/km: 133–118 (214.0–189.9 g/mi); CO₂-class: D) – with a 1,5-liter four-cylinder gasoline engine – is offered as an automatic version with a seven-speed S tronic and features mild hybrid technology. The diesel option is the 35 TDI, also coupled to a seven-speed S tronic. A plug-in hybrid model will expand the range in late 2024. As part of the model upgrade for the A3, the performance of the dual-clutch transmission was optimized. Thanks to higher starting torque, the seven-speed S tronic enables greater off-the-line spontaneity. It is enabled through compressing the respective clutch pack more firmly.

1.5 TFSI with cylinder-on-demand technology and mild hybrid system

The 35 TFSI engine (Combined fuel consumption in l/100 km: 5.8–5.2 (40.6– 45.2 US mpg); combined CO₂ emissions in g/km: 133–118 (214.0–189.9 g/mi); CO₂-class: D) outputs 110 kW (150 PS) and produces 250 Nm of torque over a range from 1,500 and 3,500 rpm. The four-cylinder petrol engine propels the A3 from 0 to 100 km/h (0–62 mph) in 8.1 seconds. The Sportback achieves a top speed of 226 km/h (140 mph), the Sedan reaches 231 km/h (143 mph).

The 1.5-liter engine features cylinder-on-demand technology, which temporarily switches off the second and third cylinders at low to medium load. The aluminum crankcase makes the engine very light. The cylinder barrels are iron-coated, which greatly reduces friction. The cooling module enables efficient thermal management, which is further facilitated by the exhaust manifold integrated into the cylinder head.

In addition to the cylinder-on-demand system, the four-cylinder engine uses mild-hybrid technology in combination with the S tronic. A belt-driven alternator starter (BAS) hooked up to the 1.5 TFSI feeds the 48-volt electrical system. The compact lithium-ion battery is located under the passenger seat. A voltage converter connects the conventional 12-volt electrical system. In customer operation, the MHEV system achieves a fuel-consumption advantage of up to 0.4 liters per 100 kilometers. When the driver decelerates or applies the brake slightly, the BAS can recuperate up to 12 kW of power and feed it to the battery. When driving off and accelerating from a low rotational speed, it assists the TFSI with up to 9 kW and 50 Nm of torque. In certain driving situations, it shifts the engine load in a way that further increases the engine's efficiency.

It also manages the state of charge of the 48-volt battery, which stores enough power to enable the A3 Sportback* to coast with the engine switched off in many situations. The BAS then quickly and conveniently restarts the TFSI, just like at the end of the start/stop phase, which already commences at a residual speed of 22 km/h.

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Audi A3	35 TFSI S tronic (MHEV)
Cylinder/Displacement in cm ³	4/1,498
Max. power in kW (PS) at rpm	110 (150) at 5,000–6,000
Max. torque in Nm at rpm	250 at 1,500–3,500
Top speed in km/h	226 (Sportback) 231 (Sedan)
Acceleration from 0 to 100 km/h (62 mph) in s	8.1 (Sportback) 8.1 (Sedan)
Combined fuel consumption in l/100 km	5,8–5,2 (Sportback) 5,7–5,2 (Sedan)
Combined CO₂ emissions in g/km	133–119 (Sportback) 130–118 (Sedan)
Transmission	Seven-speed S tronic

35 TDI with twin dosing

The diesel engine in the range is a two-liter engine with 110 kW (150 PS) (Combined fuel consumption in l/100 km: 5.3–4.8 (44.4– 49.0 US mpg); combined CO₂ emissions in g/km: 140–125 (225.3–201.2 g/mi); CO₂-class: E – D). It delivers a powerful 360 Nm of torque that is available from as low as 1,600 rpm. It accelerates from zero to 100 km/h (62 mph) in 8.1 seconds. The top speed of the Sportback is 227 km/h (141 mph), the Sedan reaches 232 km/h (144 mph).

The 2.0 TDI's technical refinements include separate cooling water circuits for highly flexible thermal management, two balance shafts for cultivated operation, cylinder pressure sensors for optimum combustion, and minimized internal friction for high efficiency.

An efficient exhaust gas aftertreatment system is also used in combination with twin dosing: By injecting AdBlue into the exhaust gas tract twice in succession, the process enables significantly better, more situational distribution of the synthetic urea to effectively reducing nitrogen oxides.



Audi A3	35 TDI
Cylinder/Displacement in cm ³	4/1,968
Max. power in kW (PS) at rpm	110 (150) at 3,000-4,200
Max. torque in Nm at rpm	360 at 1,600-2,750
Top speed in km/h	227 (Sportback) 232 (Sedan)
Acceleration from 0 to 100 km/h (62 mph) in s	8.1 (Sportback) 8.1 (Sedan)
Combined fuel consumption in l/100 km	5.3-4.8 (Sportback) 5.2-4.8 (Sedan)
Combined CO₂ emissions in g/km	140-126 (Sportback) 137-125 (Sedan)
Transmission	Seven-speed S tronic

Suspension

The standard suspension of the A3 has a sporty and balanced tuning that combines driving comfort with dynamic qualities. The suspension with adaptive damper control, which lowers the body by 10 mm, is available as an option for engines with 110 kW (150 PS). Sensors measure the vertical acceleration of the body and the relative movement of the individual wheels to it. The control unit processes the signals from these sensors within milliseconds. Using valves to regulate the oil flow, it then adjusts each damper individually to the road conditions, the driving situation, and the setting in the Audi drive select dynamic handling system. The base setup can be varied in three profiles: comfortable, balanced, and sporty. The suspension with adaptive damper control thus makes for a very wide spread between a comfortable ride and agile handling. The sport suspension has a clear focus on dynamics. Thanks to the tighter spring/damper tuning and the 15 mm lower ride height, the A3 boasts even more direct contact with the road. The sports suspension comes standard for the S line exterior and is available as an option for all other versions.

When it comes to the axles, Audi relies on a MacPherson design with triangular lower control arms at the front. A multi-link rear axle with a separate rear spring/shock absorber arrangement is used at the rear. Its design enables it to handle the longitudinal and lateral forces separately, ensuring high driving stability and ride comfort. Aluminum pivot bearings reduce the unsprung masses, contributing to optimum handling and steering characteristics.

Steering

The standard electromechanical power steering with speed-dependent steering assistance features a sporty, direct ratio. The optional progressive steering follows a slightly different principle: The harder the driver turns into a curve, the more direct the steering response. In city traffic and while maneuvering, this reduces steering effort; the A3 is even more agile and precise in sharp corners.

Audi drive select and ESC

With the optional Audi drive select system, the driving experience gets even more versatile. In addition to the dampers, it also influences the characteristics of the steering assistance and throttle response as well as the shift points of the S tronic. Five driving profiles can be selected in the MMI: auto, comfort, dynamic, efficiency, and individual. As part of the sensitive and safe electronic stability control (ESC), wheel-selective torque control also contributes to improved driving dynamics: If the front wheel on the inside of the curve loses grip when cornering at high speed, it is braked slightly, keeping the car both stable and on course in a sporty fashion.

Wheels

The wheels for the A3 models range from 16-inch wheels with 205/55 tires to 19-inch wheels with 235/35 tires. For drivers with a more sporty driving style, there are 19-inch performance tires with significantly improved dry grip and braking distance.

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A total of five new wheel designs are introduced as part of the model upgrade, including new 17-inch 5-V-spoke wheels in Brilliant Silver and diamond-cut 18-inch 5-twin-spoke wheels in Graphite Gray. These wheels are manufactured using cast-flow forming. This process involves rolling and compressing portions of the cast wheel blank. This not only saves raw materials, but also allows for thinner barrels with extreme stability – a critical handling advantage when it comes to unsprung mass.

Audi Sport offers three new wheel designs. In response to the strong customer demand for dark rims, 18-inch wheels with a 5-Y twin-spoke design in Black Metallic are available. There are also new 19-inch multi-spoke S-design wheels. The 19-inch wheels are semi-polished: The light areas are diamond-cut aluminum, with anthracite black as the contrasting color. The range is completed by 19-inch 5-arm star semi-polished Black Metallic design wheels. These wheels are also flow-form cast.

Brakes

The A3 features two different brake sizes, depending on the drive train and equipment selection. The 15-inch brakes have ventilated discs with a diameter of 288 mm, while the 16-inch brakes have a diameter of 306 mm. On the rear axle, the discs are 272 mm in diameter. The brake pistons are operated by an electric brake booster. Thanks to its very fast response, the air gap between the brake pad and disk could be slightly increased. This solution eliminates friction losses caused by slightly contacting pads and, in turn, increases efficiency.



Sustainability

At Audi, sustainability and resource conservation play an important role in every vehicle project. As part of the model upgrade for the Audi A3, the proportion of secondary materials used was increased. The highlight among the exterior components made from sustainable materials is the Singleframe. As a brand-defining feature of Audi models, it is subject to high demands in terms of design, appearance, and quality, not to mention the special requirements it has to meet when it comes to its mechanical properties. For the first time, the painted radiator grille on the A3 model is made from secondary raw materials. The materials used are called “post-industrial materials” and are derived from production waste. In this case, the materials are taken from rejected parts such as painted radiator grilles with only visual defects such as dust particles caught in the finish. After shredding these faulty components, the paint is mechanically removed, and the parts are shredded more finely. The regranulation process produces small pellets of highly pure, 100 percent recycled material, which are then partially used to manufacture new components – a closed loop as a sustainable production process.

Structural components in non-visible areas of the front and rear bumpers are made largely from recycled materials. These parts are based on post-industrial bumper components, resulting in another closed material loop.

Recycled materials are also used for insulation, for example on the firewall and under the hood. Further areas where sustainable materials are used include different covers in the front of the car, the underbody, as well as the inner fenders.

Besides two seat fabrics made from almost 50 percent recycled polyester, there are also two new decorative fabric inlays: firstly, the fabric *Impressum* with a technical structure made from nearly 100 percent recycled polyester and secondly, the microfiber material *Dinamica*. Besides serving as a decorative inlay, *Dinamica* is also used as a seat fabric and, on some interior packages, embellishes the inside of the door. It looks and feels like suede but is partially made from recycled polyester. Secondary raw materials were also extensively used for the carpets, loading floor, and side panels in the trunk.



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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2023, the Audi Group delivered 1.9 million Audi vehicles, 13,560 Bentley vehicles, 10,112 Lamborghini vehicles, and 58,224 Ducati motorcycles to customers. In the 2023 fiscal year, Audi Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 billion. Worldwide, an annual average of more than 87,000 people worked for the Audi Group in 2023, more than 53,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.



Fuel/electric power consumption and emissions values of the models named above

Audi A3 Sportback 35 TFSI

Combined fuel consumption in l/100 km: 5.8– 5.2 (40.6– 45.2 US mpg);

Combined CO2 emissions in g/km: 133–119 (226.9–210.8 g/mi; CO2-class: D

Audi A3 Limousine 35 TFSI

Combined fuel consumption in l/100 km: 5.7– 5.2 (41.3– 45.2 US mpg);

Combined CO2 emissions in g/km: 130–118 (209.2–189.9 g/mi; CO2-class: D

Audi A3 Sportback 35 TDI

Combined fuel consumption in l/100 km: 5.3– 4.8 (44.4– 49.0 US mpg);

Combined CO2 emissions in g/km: 140–126 (225.3–202.8 g/mi; CO2-class E – D

Audi A3 Limousine 35 TDI

Combined fuel consumption in l/100 km: 5.2– 4.8 (45.2– 49.0 US mpg);

Combined CO2 emissions in g/km: 137–125 (220.5–201.2 g/mi; CO2-class: D

Audi A3 allstreet 35 TFSI

Combined fuel consumption in l/100 km: 5.8– 5.4 (26.4– 43.6 US mpg);

combined CO2 emissions in g/km: 133–123 (214.0– 197.9 g/mi); CO2-class D

Audi A3 allstreet 35 TDI S tronic

Combined fuel consumption in l/100 km: 5.4– 5.0 (43.6– 47.0 US mpg);

Combined CO2 emissions in g/km: 141–131 (226.9–210.8 g/mi); CO2-class E – D

Audi A3 allstreet 35 TFSI MHEV S tronic

Fuel consumption (weighted, combined) in l/100 km: 1,4,-1,1(168.0– 213.8 US mpg);

Power consumption (weighted, combined) in kWh/100 km: 15,8 – 14,4; CO2-emissions

(weighted, combined) in g/km: 31–24 (49.9–38.6 g/mi); CO2 class (weighted, combined): B