

Iconic

Athletic

A3

Audi A3 Sedan | A3 Cabriolet



Synergetic

2015 | A3

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Audi
Truth in Engineering



It’s Audi because

luxury tells the ornate, the garish,
the gilded and the over-indulgent...

→ Ornate elements don’t help to tell time →

→ Gilt prone to dull →

→ Unnecessary weight means mantle and not wall →



1 Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. 2 Features and technologies listed will not be available on all models.

...time’s up.



← Precise design and improved accuracy ←

← Easily processed information at a glance ←

← Design allows for hanging, for improved viewing angle ←

Excessive luxury is not our goal. We feel that luxury doesn’t mean “more,” it means “proper.” Proper design, proper fit, proper precision—what Audi thinks of as design purity. Our engineers and designers know that a baroque clock won’t tell time any better than a streamlined one, and all the distractions that surround it actually detract from the purpose of the clock itself. Unless, of course, the purpose is just to be noticed, instead of used to its greatest potential. We

think the real purpose of design is simplicity, elegantly rendered. We think you’ll see and feel that concept throughout our Audi models. In the clean design lines of the exterior, the streamlined dash, and Audi MMI® interface. In our intuitive available Audi connect®^{1,2} the seamless fit and finish of our materials and the unmistakable look of our Audi Singleframe® grille. They all work in concert for a pure aesthetic of timeless taste and precision.

It's Audi because

we're driven by human achievement.

More than just cars, more than just performance. Audi is about the nature of perception, determining how people will respond to and interact with innovative design. It's about applied physics, how things glide through the air and overcome inertia through the application of power, acceleration and exhilaration.¹ It's about artistry, and the way materials elicit a tactile response and provoke an emotional response. It's

chemistry and how it bonds with you. It's poetry written in metal, engineering and design. Audi is the product of learning and application of knowledge. At its best, it is a dynamic example of what humans can create when they are vested in creating something better and bolder. So Audi is not just about cars. But then again, of course, it's also about cars.



It's Audi because

our reputation hinges on the quality of things you don't see.

It's said that when one door closes, another one opens. It sounds as if whoever said it spent some time at an Audi research and development facility. After all, while you'll open and close the door on your Audi thousands of times without thinking about it, we've obsessed about it for you, in detail. Not just about the reliability of it opening and closing, obviously, but on the proper weight that will make it more pleasing to close. What it should sound like when it is shut. How the locks should click when they are engaged. The optimal acoustic placement for the speaker port. There are the

hinges too, of course. And the door itself, which is designed to take the brunt of side-collision impacts, along with several dozen other considerations that we take into account when designing our doors (to say nothing of the countless other components, processors, sensors, features and the inner workings most people will never see). Our doors are more than a symbol of welcoming you into your vehicle, they are products of Audi engineering, and our reputation hinges on them as much as our hinges help support the door.

Acoustic enhancements

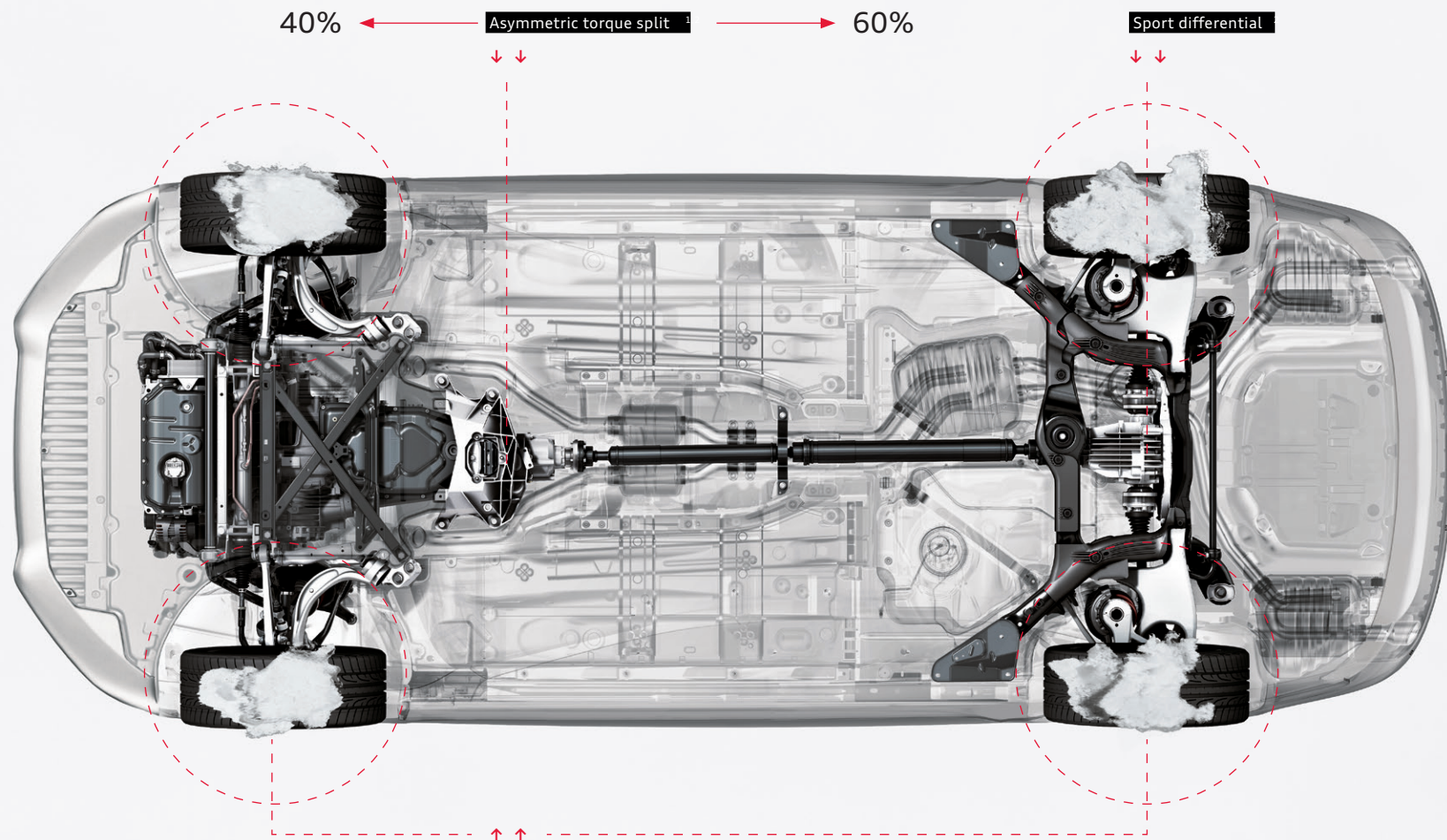
We spend countless hours listening, so you don't have to. By using soft-mounts on our window regulator, or a sound absorber backing within the door cavity itself, as well as a simple foam liner on our door-release cable, Audi engineers have nearly eliminated all of the ambient noise associated with other less-than-acute manufacturing practices.

Award-winning design

When Audi engineers set out to build the perfect door, they had one very important goal—lighten the load. By using fully pressed aluminum doors, the combined weight of the Audi A6 door structures was reduced by an astonishing 44 lb, compared to the previous model. This feat, combined with the strength of its door hinges and ability to retain all of its mechanical, safety and infotainment features, is why it won the Doors and Closures Innovation Award.

Speaker placement and enclosure

We work with our partners to select optimal placement of our speakers, a vital aspect of our door design, in order to deliver the most engaging and extraordinary sound you can find in the automotive space. Woofers use a specialized lightweight and ported enclosure to ensure optimum low-frequency reproduction.



Torque vectoring

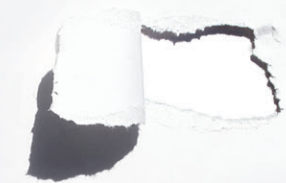
You'll find truth in your corner. Torque vectoring is a handling feature so advanced that it seems to respond to your impulses nearly instantaneously. An evolution of cross-axle lock, this system works within the Audi quattro® all-wheel drive system while utilizing Electronic Stability Control (ESC) and the Anti-lock Braking System (ABS) to help sense reduced load or wheel-spin on the inside cornering tire, helping to make turns smoother and more responsive.²

European model shown with optional equipment. 1 Torque split ratio will vary from model to model.
2 Optional features. Features and technologies listed will not be available on all models.



It's Audi because

**conditions don't have to dictate how
you stick it to the road.**



As you can see, we've always felt that the best ideas are the ones that stick. And nowhere is that more true than with Audi quattro® all-wheel drive. Since 1980, we've been stuck on articulating an expanding vision of what progressive all-wheel drive technology can deliver. We didn't simply look at it as something to use in poor conditions, but rather as a performance technology that's built to handle roads from the Alps to the autobahn—and points beyond. You've seen quattro® capabilities in the way we dominated the World Rally Championship for years, in the grip you have in inclement weather,

and in the variable rear-wheel-biased power you enjoy in good conditions.¹ For more than 30 years and with five million quattro® systems installed in Audi vehicles, we have continued to refine the technology, developing a rear sport differential to help maximize performance, and torque vectoring to assist with cornering traction while helping to improve handling.² We boldly stuck to what worked while the world was trying to catch up, and we built on our vision by adding to a gripping heritage of Audi Sport® performance.



—

Ants can carry up to 50 times their body weight. That got us thinking about lightweight structures, smart engineering and true performance.

It's Audi because

power is measured by strength, not size.

It's perfectly fine for us to admit that other engines have more cylinders, have more horsepower and have larger displacements. It's just that we've made our engines lighter and more efficient than others, to optimize what we call power density.¹ Because anyone who has driven an Audi knows unmistakable power when they feel it. It means strength that pulses with torque at the moment of acceleration, provides a true, quick response as you change lanes, and turns the most routine cloverleaf into a joyful application of performance

handling. Sure, we love hitting the throttle and feeling the thrust of acceleration;² but we also want our drivers to experience the balance and precision of Audi engineering. From the A3 to our track-bred line of Audi performance cars, we are in the business of engineering emotion using more compact engines that concentrate power, while using less weight to your advantage, helping improve handling to the point where others just feel heavy.

TDI®

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

FSI®

The Audi FSI direct injection fuel management and delivery system directly injects fuel into the combustion chambers at precisely managed times and depths. What that means for drivers is that a fully homogenized intake charge helps increase power while also reducing fuel consumption and emissions, making efficiency more powerful.¹

TFSI®

At Audi, TFSI represents a combination of two of the brand's core areas of expertise—direct injection and forced induction. By adding forced induction (turbocharging or supercharging) to Audi FSI direct injection, the pressurized intake charge is cooled by directly injected fuel, thus achieving efficiency and performance combined with higher compression ratios—previously only attainable by naturally aspirated engines.¹

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



Mobile Wi-Fi® hotspot

Provides high-speed connectivity for up to eight passenger devices through an onboard wireless hub.^{1,3}



City events

Get information about current events, exciting locations and places of interest at your travel destination, current location or other chosen location instantly.³



Social media

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



myAudi features

Plan travel from your personal computer. Send your desired destinations to your vehicle ahead of time and access your route from your vehicle later.³



Google Voice™ Local Search

Simply tell your Audi what you are in the mood for, then let the cloud-processing power of Google™ speech recognition interpret your request and bring up a list of destinations in the area of your choice.³



Google Earth™ with 3D satellite imagery

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

It's Audi because

spicy chicken is your destiny.

If you are craving an Audi, we know your tastes run a little bold. But what happens when you crave spicy chicken, or a nice vindaloo, or some pepper salsa? Well, in your Audi, you can just say the word, and we'll help find the heat. With available Audi connect® and ultrafast 4G LTE connection speeds,¹ we've developed a way to seek out your destiny, even if that's just finding the closest gas station, or the best hotel. Audi

connect integrates Google™ technologies, like Google Earth™ with 3D satellite imagery, with Audi MMI® navigation plus.² It also provides Wi-Fi® connectivity for up to eight passenger devices to help you stay informed. Check local fuel prices, weather information and, yes, the closest Szechuan restaurant using Google™ Local Search capabilities. Think of where that might take you.^{1,3}

1. Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. 2. Audi MMI® navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle's electrical system and existing wireless and satellite technologies must be available and operating properly for the system to function. The system is designed to provide you with suggested routes in locating addresses, destinations and other points of interest. Changes in street names, construction zones, traffic flow, points of interest and other road system changes are beyond the control of Audi of America, Inc. Complete detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible, therefore you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested Audi MMI® navigation plus route. Periodically mapping updates will be available for purchase at an additional cost. Consult your dealer or call 1-800-FOR-AUDI for details. 3. Optional features. Features and technologies listed will not be available on all models.





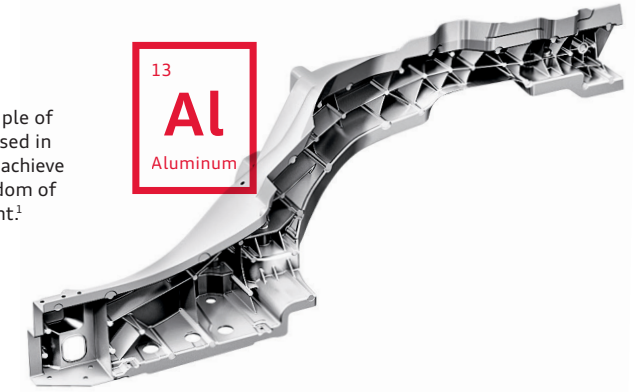
Elephant skull

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

Aluminum



Our large aluminum castings are a telling example of Audi ultra® lightweight technology. Primarily used in high-stress areas, these multifunctional castings achieve exceptional rigidity while also allowing for freedom of design, all while remaining extremely lightweight.¹



It's Audi because

the elegant structure of nature becomes a blueprint of efficiency.

It seems strange to say that, while we build strong, complex and high-performing machines, we're naturalists at heart. Then again, it might not be that unusual, seeing how nature itself builds strong, complex and high-performing machines as well. When we developed the thinking behind our Audi ultra® lightweight technology initiative, we knew that nature would serve as an inspiration to greater structural efficiency. Take the structure of the elephant skull pictured here. It has to be lightweight, yet capable of carrying a heavy load. It's porous, but its structure is such that it enhances its stability and

strength. We do the same, for example, with aluminum. Positioned one way, aluminum materials can be flexible. Positioned another, they are strong and rigid, and help give better support. We also looked to bamboo, which is strong at the conjoined areas (nodes), and flexible along its stem. Our designs allow for both rigidity and flexibility where each is most needed, and for efficiency overall.² As we continue to develop strategies to improve the performance aspects and efficiency of our vehicles, we don't shy away from the world around us.² We boldly engage it even closer still.

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



It's Audi because

you I.D. our eye queue.

Even if you knew nothing about Audi, you'd still know if you were staring at one because we are unafraid to stare back. In fact, that exchange might just be love at first sight. That's how much our iconic LED lighting stands out from the pack. So we had the bright idea to make our available LED daytime running lights look even more

intense. Now featuring a solid, sleek diode design that ingeniously reinvents our signature style, Audi LED lighting is once again unmistakably ours. It is an efficient, beautiful way to help you see and be seen during dawn and dusk. Look deeply into our eyes, and you'll know the truth of our attraction.



1 Steering wheel

The Audi steering wheel is both an ergonomic command center and an elegant structure of performance. Easily accessed controls on the wheel give you control over your MMI® and Audi connect®, while it is designed to give you effortless access to visual information on the driver information display.^{1,2}

2 Audi connect and MMI

Simple voice commands or finger motions can help you access information, music and BLUETOOTH® enabled features.^{1,2}

3 Electromechanical parking brake

Properly positioned in the center console, the parking brake control is another small, but telling, design cue for Audi. The parking brake control serves to enhance the overall ergonomic intent of the vehicle, while delivering easy access and simple functionality.¹

4 Bang & Olufsen® Advanced Sound System

With retractable acoustic lenses and speakers positioned around the Audi specifically to optimize sound quality, Bang & Olufsen® engineers have worked tirelessly with Audi sound designers to create an immersive audio experience.¹

It's Audi because

optimized design makes your commute shine a little brighter.

Get away from it all, every day, around 6 p.m., when you leave work and enter into a customized world that's completely dedicated to your comfort and entertainment. This place, of course, is the cabin of your Audi. Optimized luxury, designed by committed craftsmen who have you in mind when they choose the leather seating surfaces, create the adjustable seats or provide the refinement of ergonomic design and a more intuitive MMI. There are small touches that help simplify the overall design, like a

stylish contoured electromechanical parking brake at the foot of the center stack and an available Bang & Olufsen® retracting acoustic lens, perfectly positioned for richly detailed sound quality. And there are large statements, like a steering wheel with easily accessed controls to help you feel comfortably at ease. It is your Audi interior, where you leave the world behind, even when the world might seem in front of you on the way home.¹

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It's Audi because

it's as if we have SPF for seats.

With innovative pigments and dyes, the Thermocool technology Audi uses in select leather seating surfaces just might prevent that startling moment on hot sunny days. You know the one, when you sit down and feel, immediately, an intense, searing feeling on your leg. Now you can keep your cool. This supple leather doesn't heat up as much in direct

sunlight as traditional leather does. In fact, the difference between untreated leather and the temperature on your seat treated with Thermocool can be quite significant. A perfect solution for your Audi A3 Cabriolet, A5 Cabriolet, TT Roadster or R8 Spyder, Thermocool technology is Audi to its core. Because it keeps its cool, you can keep yours.



¹ Images shown are for dramatization purposes only.



The story of our collection of obsessions.

Precision. Design. Vision. These are the kind of attributes that we deliver as a company, the kind of passions that go way past getting you from point A to point B. That's because Audi knows that how you get to your destination is only part of the story. And so it is with us as a luxury brand. Our obsessions are our commitments, a collection of inspirations that make up our core truth: That from a foundation of brilliant engineering, we craft more than great vehicles—we tell great stories.

A3

Audi uncompromised.

Now that you know what we stand for, it's time to get into the results of our passion for automotive excellence. The all-new Audi A3 Sedan and Cabriolet are mechanical proof that the amount of sheet metal has no bearing on level of luxury. It features advanced technology that much larger premium vehicles can only dream about while providing all the hallmark performance and craftsmanship Audi is known for. It might be without compromise, but it's still 100 percent Audi.

Their rule is uncompromised.

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



Design

We do not follow design trends. We set them.



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



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



Enlighten

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

We went heavy on design in light of the times.

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

A story line that comes full circle.

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



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

**Aluminum-optic air vents**

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

We included everything except limitations.

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



Craftsmanship

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

Carpool limousine.

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



Sport seats

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

Panoramic sunroof

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





Retractable acoustic soft top

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

Thrills from the top down.

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



Soaking up every ray of refinement.

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

Heated front seats

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

Thermocool feature

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



S3

The kind of physics lesson you never forget.

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

- ENGINE // 2.0-liter turbocharged TFSI® four-cylinder engine developing 290 hp and 280 lb-ft of torque¹
- DRIVETRAIN // Audi quattro® all-wheel drive, six-speed Audi S tronic® dual-clutch transmission
- CHASSIS // S3 tuned sport suspension, Audi drive select, available Audi magnetic ride
- BRAKES // Ventilated front disc brakes with S3 logo, ventilated rear disc brakes
- PERFORMANCE // Top track speed of 155 mph,² acceleration from 0 to 60 in 4.7 seconds



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

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

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

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



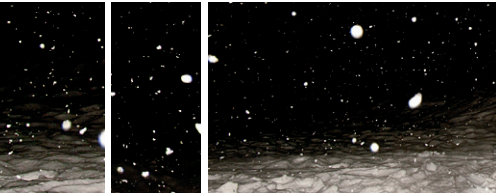
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All-around confidence

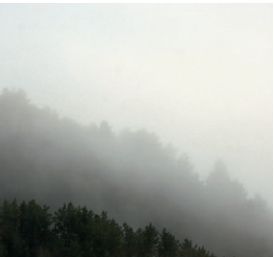
Just like life, the road can throw you a curve. So throw one right back with the superior grip and control of quattro®. It helps provide the legendary performance and handling you would expect from Audi, no matter if you’re accelerating in the passing lane or carving up a mountain road. This is advanced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

▼ 56°F to 78°F

A person wearing a blue bag and high heels is walking on a sidewalk next to a white Audi A3. The car is partially visible on the right side of the frame.



▼ HUMIDITY 95%



↑

Center differential

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



↑

All-out performance

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

▼

A close-up shot of a small puddle on a road surface.

A close-up shot of a road surface, possibly showing a pothole or a specific texture.



▼ WIND 54 mph



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

→
→

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

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

- 1
- 2
- 3
- 4
-
- Comfort mode

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

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

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

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

¹ Always obey all speed and traffic laws.



↑ ↑

Transmission

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

↑ ↑

Throttle-mapping

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

↑ ↑

Steering

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

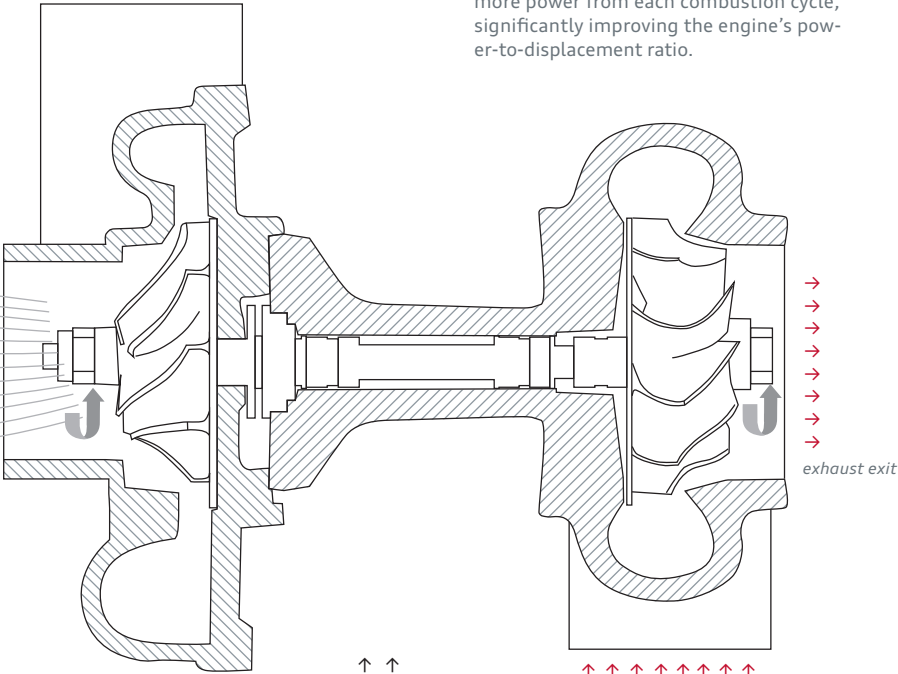
The balance of power has been tipped in your favor.

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

1.8 TFSI four-cylinder

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

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



Induction-technology turbocharger

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

↑ ↑

Exhaust gas intake

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

↑ ↑ ↑ ↑ ↑ ↑ ↑ ↑
exhaust in

exhaust exit



Performance

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

2.0 TFSI four-cylinder

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

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

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



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

Fuel for thought.

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



- ↓

Engine

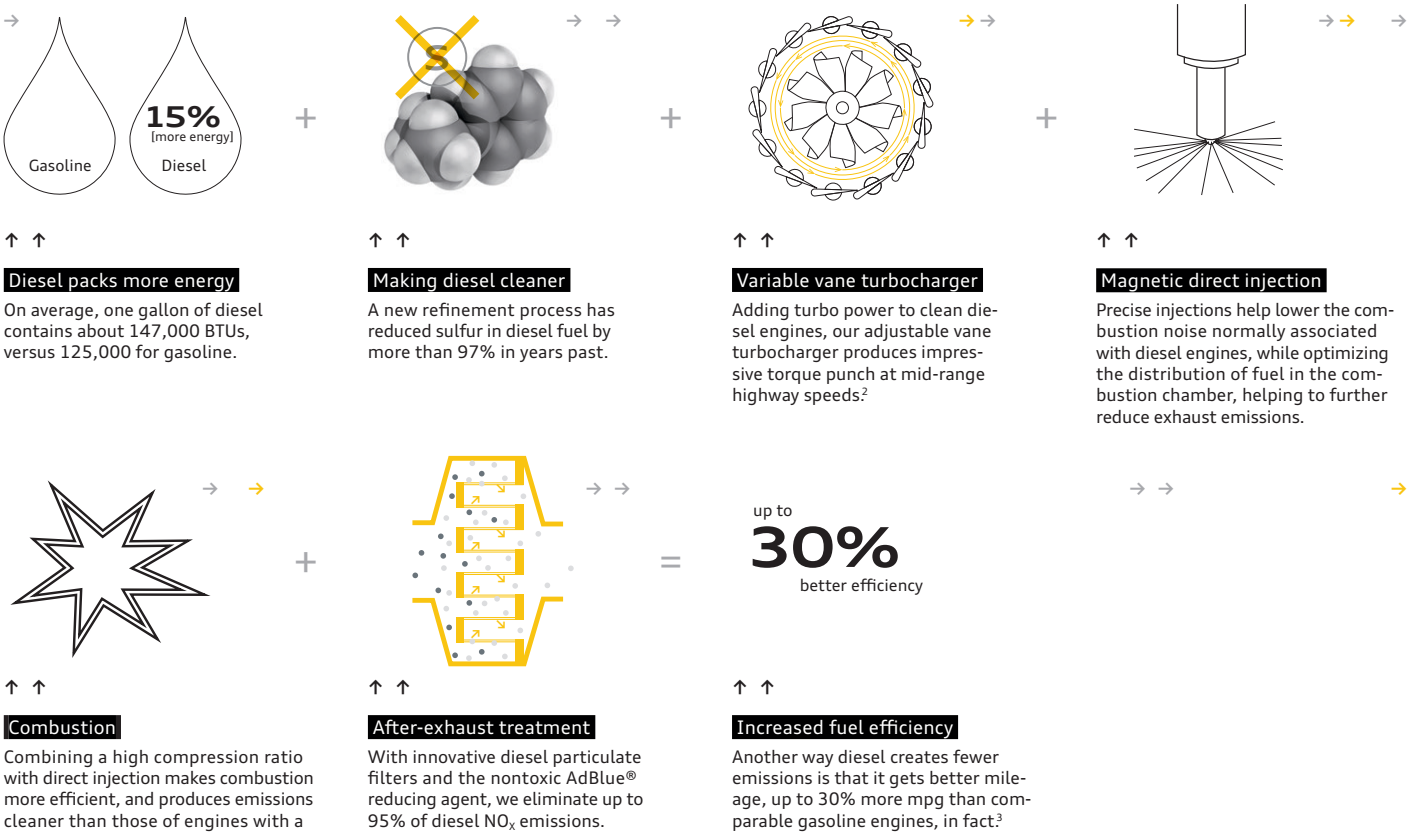
2.0-liter TDI® clean diesel engine with 150 hp and 236 lb-ft of torque with AdBlue® exhaust after-treatment
- ↓

Drivetrain

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

TDI® clean diesel

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



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



Driver Assistance

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

We shed light on your blind spots.

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

Audi active lane assist

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

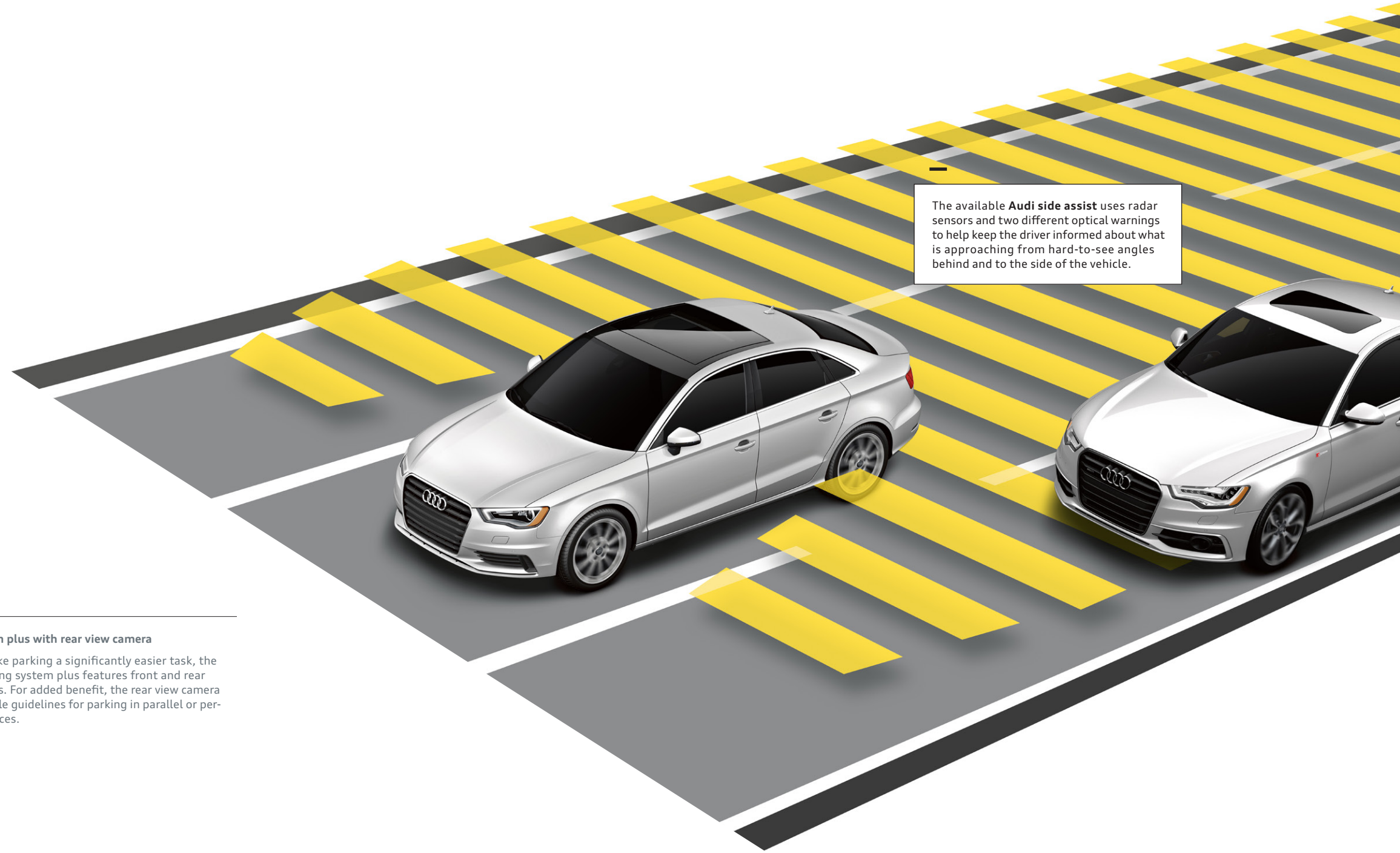
Audi adaptive cruise control with stop & go

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

Parking system plus with rear view camera

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

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



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

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



Safety

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

ESC and ABS

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

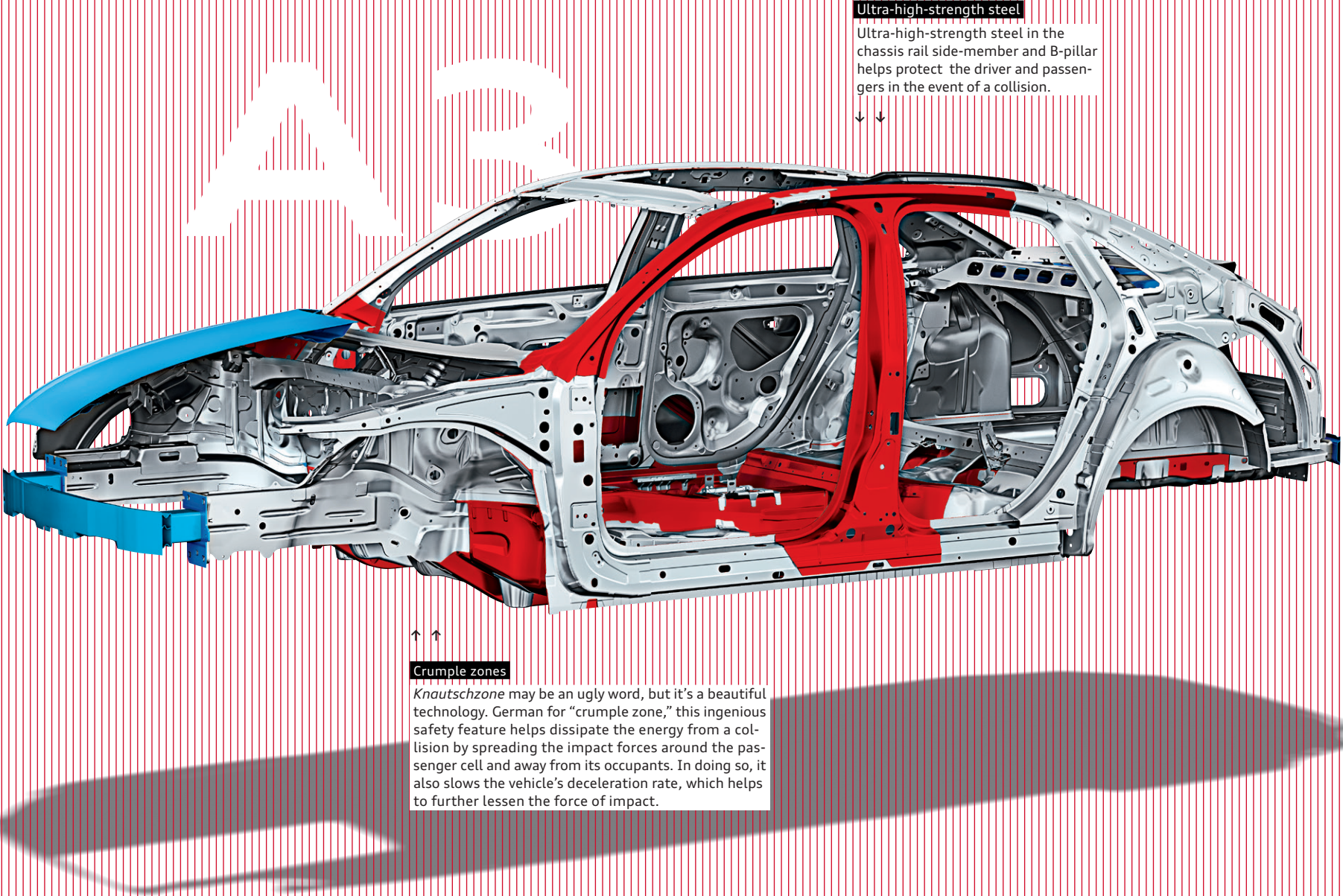
Airbags

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

Pop-up roll bars

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

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



Ultra-high-strength steel

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



Crumple zones

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





MMI System

We've brought the backseat driver front and center.

Get in touch with your inner control freak.

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

SiriusXM® Satellite Radio

Feel free to crisscross the country. We assure you, you'll never run out of entertainment options, with over 130 channels of music, talk, sports and news.¹

Audi media

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

Audi MMI navigation plus

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

BLUETOOTH® wireless technology

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



Audi MMI touch

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

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

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

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

POI

Point-of-interest

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

myAudi

myAudi features

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

NEWS

News feeds and weather information

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



Mobile Wi-Fi® hotspot

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



SiriusXM® Traffic

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



Google Earth™ with 3D satellite imagery

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



Social media

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



Google Voice™ Local Search

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



Google Maps Street View

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



Parking information

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



City events

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



Travel info

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

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



Sound

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

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

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

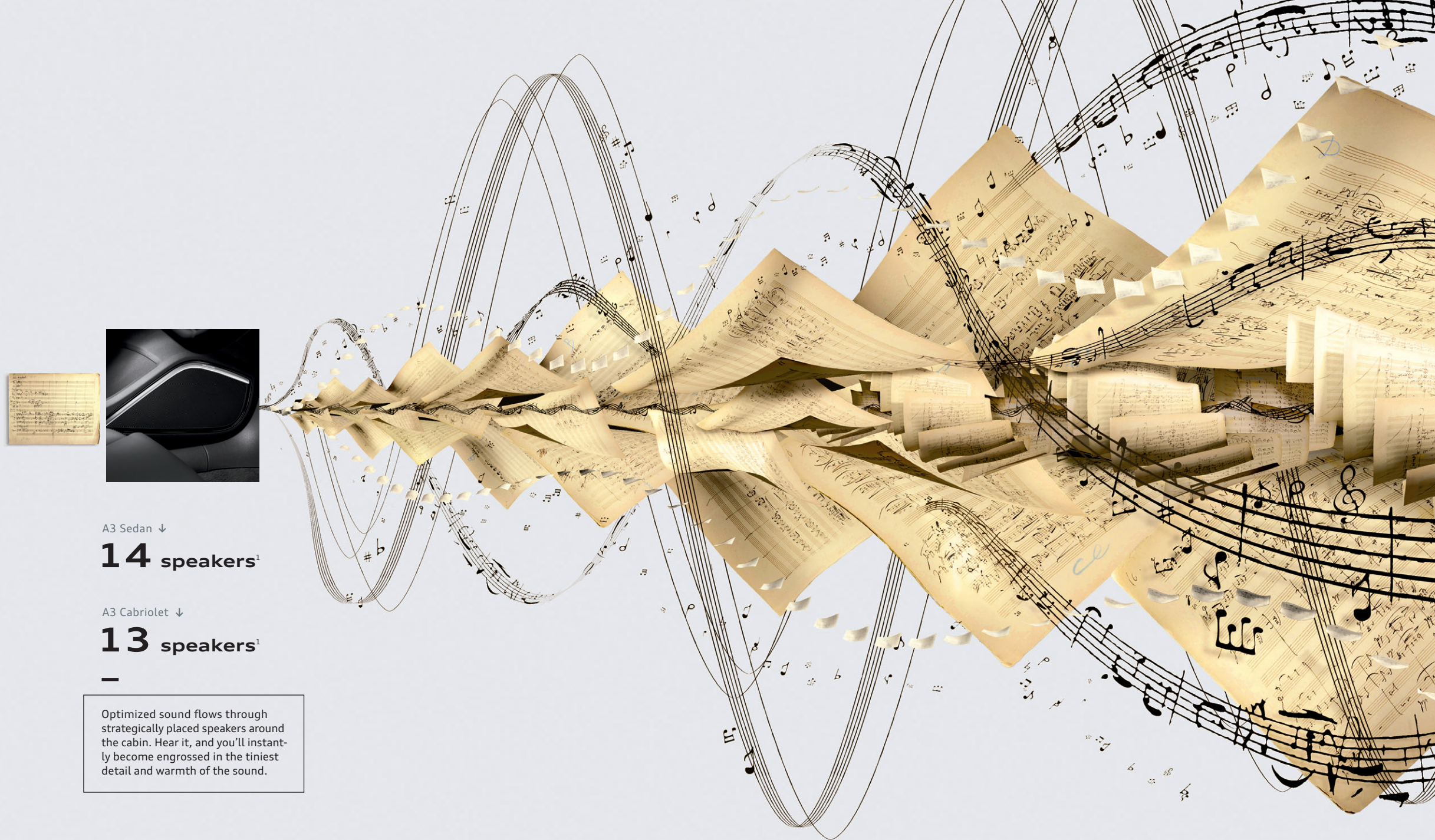
Bang & Olufsen® Sound System

Dedicated to the idea of “honest music reproduction,” Bang & Olufsen® is a sound engineer’s dream. Through an available 705-watt, 14-speaker system perfectly integrated within your Audi, Bang & Olufsen® is set on transcending the limits of audio technology¹. By automatically adjusting volume and timbre balance to changing ambient noise levels, and offering richly tuned acoustics, you’ll hear the truth about how good life can sound in your Audi.

Illuminated speaker accents

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

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



A3 Sedan ↓

14 speakers¹

A3 Cabriolet ↓

13 speakers¹

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



LED taillights

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

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

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

¹ Always obey all speed and traffic laws.

Exterior Colors

Brilliant Black



Brilliant Red



Beluga Brown metallic



Dakota Gray metallic



Florett Silver metallic¹



Glacier White metallic



Ice Silver metallic²



Lotus Gray metallic



Monsoon Gray metallic



Mythos Black metallic¹



Scuba Blue metallic



Shiraz Red metallic




Phantom Black pearl²




Interior Colors | Seat Selections


Standard Seat



Sport Seat

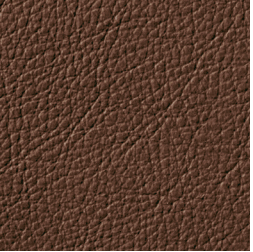


Black leather³



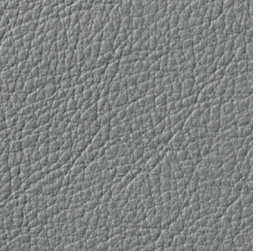
Standard, Sport

Chestnut Brown leather³



Standard, Sport

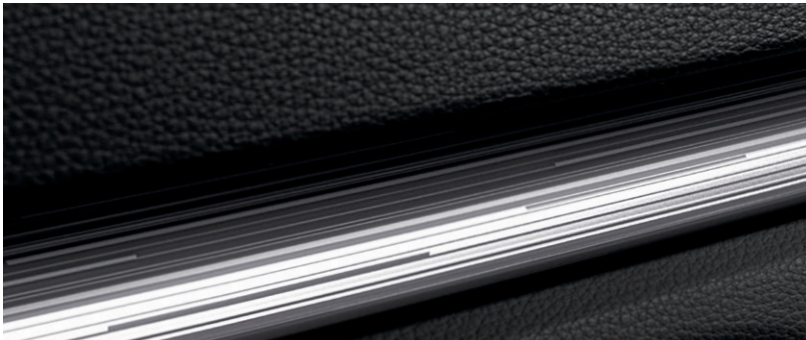
Titanium Gray leather³



Standard, Sport

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

Decorative Inlays



Micrometallic Silver inlay¹



Aluminum Mistral inlay¹



Wheels

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



A3 1.8T Premium
A3 2.0T Premium

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



A3 Sedan TDI® Premium

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



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

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



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

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

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

Technical Specifications

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

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

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



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

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

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

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

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

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

Featured Content

Safety Security	Premium	Premium plus	Prestige
Driver and front passenger advanced airbags, knee airbags, front thorax side airbags and Sideguard® head curtain airbags¹ (Sedan)	■	■	■
Driver and front passenger advanced airbags, knee airbags and front head/thorax side airbags¹ (Cabriolet)	■	■	■
Rear-passenger thorax side airbags¹ (Sedan)	Available	Available	Available
Front passenger occupant detection for airbags¹	■	■	■
Pop-up roll bar system (Cabriolet)	■	■	■
Safety belt reminder for driver and front passenger	■	■	■
Lower Anchors and Tethers for CHildren (LATCH) in rear seats (lower anchors only on Cabriolet)	■	■	■
Power central locking system with safety unlock feature if airbags deploy	■	■	■
Electronic Stability Control (ESC) with secondary collision brake assist and traction control (ASR)	■	■	■
Anti-lock Brake System (ABS) with Electronic Brake-pressure Distribution (EBD) and brake assist	■	■	■
Tire-pressure monitoring system	■	■	■
Electromechanical parking brake	■	■	■
Anti-theft alarm system with immobilizer	■	■	■

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

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

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

■ Standard — Not applicable

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

Featured Content

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

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

When fifteen minutes isn’t enough.

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



Accessories

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

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



18" 5-arm velum wheels
Unique, matte black, five-spoke wheels are a bold accent for the A3.

17" 5-arm helica winter wheels
Adding style and capability, this winter wheel and tire package features winter tires specifically engineered to help improve traction and handling in snow and ice, and even on dry roads in temperatures below 45°F.¹



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

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



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

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



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

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



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

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



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

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

Other accessories

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

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

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

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

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

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