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

When you were a kid, you probably felt quite proud when you completed a model kit. We understand. At Audi, it takes countless hours for a single Audi to go from idea to design to roadworthy, and that’s time we are very proud to devote. Our obsession for detail, commitment to premium fit and finish and passion for unparalleled engineering go into every model. It’s the kind of discipline that the word “painstaking” was invented to describe. Not to say it’s a chore—no, assembling an Audi is a labor of love, and it shows every time you sit in one, engage the ignition and nudge the accelerator. Creating an Audi isn’t easy, but the results help define what Audi means to the people who drive one.
The door of perception.

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 in your Audi thousands of times without thinking about it, we’ve obsessed about it for you, in detail. Not just about the reliability of it opening and closing, but on the proper weight that will make it more pleasing to close. How the locks should click when they are engaged. The optimal acoustic placement for the speaker port. There are the hinges too, of course. And the door itself, which we designed to take the brunt of side-impact collisions, and several dozen other safety considerations (to say nothing of the countless other components, processors, sensors, window features and the inner workings most people will never see). Our doors are more than a symbol of welcoming you into your vehicle, they are products of Audi engineering, and the very perception of Audi hinges on them as much as our hinges help support the door.

Our reputation hinges on the quality of things you don’t see.

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Our reputation hinges on the quality of things you don’t see.
quattro® HAS MAINTAINED ITS GRIP ON OUR THINKING AND THE ROADS WE TRAVEL.

For more than 30 years, Audi has been focused on quattro® all-wheel drive. During that time, it has evolved into an overarching idea of performance, a technological system of ratios, power delivery and driving dynamics working seamlessly together, orchestrated through the drivetrain, providing power where and when it is needed most. In many ways, this has been a three-decade drive, from the Alps to the autobahn—and points beyond. You’ve seen quattro® capabilities in the way we dominated the World Rally Championship for years, in the grip you have in inclement weather, and in the variable power distribution you enjoy in good conditions. For more than 30 years, and with over five million quattro® systems on the road, we have continued to refine the technology, developing an available rear sport differential to help maximize performance and available torque vectoring to assist with cornering traction while helping to improve handling. We’ve boldly stuck to what worked while the world was trying to catch up, and we built on it.

When we think of a good idea, it sticks.
The obsessive engineering of maximum fitness.

There is an art to fitness. Yes, there are some who go for the massive, sculpted muscle look. But there is something more compelling out there for those with more refined tastes. The kind of sculpted efficiency found in Audi engines elevates the driving experience through smaller, finely tuned forced-induction engines. For the drive to feel lean and precise, we’ve shaved off unwanted sounds. Sure, large numbers might distract some, but a champion impresses with its grace, power and athletic balance—captured in the right suspension setting, or a torque-vectored corner. Audi engineers shape power that celebrates a true dedication to craft. It means strength that pulses at the moment of acceleration, provides a true, quick response as you change lanes, and burns the most routine cloverleaf into a joyful application of performance handling. This is the art of maximum fitness, to the point where others just feel a little flabby.

FSI®
The FSI direct injection fuel system directly injects fuel into the combustion chambers at precisely managed times and doses. 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.

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

TDI®
A turbocharged, fuel-sipping variant, our TDI® clean diesel engines deliver uncompromising Audi performance with best-in-class efficiency. It gets better mileage per gallon than comparable gasoline engines, 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.
How studying elephant skulls makes for superior handling.

It seems strange to say that, while we build strong, complex and high-performing machines, we’re naturalists at heart. Then again, it might not be that unusual, seeing how nature itself builds strong, complex and high-performing machines as well. When we developed the thinking behind our ultra lightweight technology initiative, we knew that nature would serve as an inspiration to greater structural efficiency. Take the structure of the elephant skull pictured here. It has to be lightweight, yet capable of carrying a heavy load. It’s porous, but its structure is such that it enhances its stability and strength. We do the same, for example, with aluminum. Positioned one way, aluminum materials can be flexible. Positioned another, they are strong and rigid, and help give better support. We also looked to bamboo, which is strong at the conjoined areas (nodes), and flexible along its stem. Our designs allow for both rigidity and flexibility where each is most needed, and for efficiency overall. As we continue to develop strategies to improve the performance aspects and efficiency of our vehicles, we don’t shy away from the world around us. We boldly engage it even closer still.

THE ELEGANT STRUCTURE OF NATURE BECOMES A BLUEPRINT OF EFFICIENCY.

THE ELEPHANT SKULL

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

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

2 MMI® navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle’s electrical system and existing wireless and satellite technologies must be available and operating properly for the system to function. The system is designed to provide you with suggested routes in locating addresses, destinations and other points of interest. Changes in street names, construction zones, traffic flow, points of interest and other road system changes are beyond the control of Audi of America, Inc. Complete detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible, therefore you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested MMI® navigation plus route. For mapping updates please see your Audi dealer or call 1-800-FOR-AUDI for details. Features and technologies listed are not available on all models.

Share what’s on your mind. Looking for a great Chinese food place? We’ll help you get there. Thinking about a rest stop? We’ll locate the nearest gas station for you, and even give you the price of their fuel. In fact, in your Audi, just say the word, and we’ll help you find almost anything, even your home phone number. With available Audi connect with Google Voice™ command capabilities, we’ve developed a way to let you articulate your desires, even if that’s just finding the closest burger stand or the best hotel! MMI® navigation plus with Audi connect helps integrate networking capabilities on the go, along with Google Earth™ with 3D satellite imagery, to help you avoid traffic (and possibly saying things you might regret)! Audi connect also provides fast data transfer speeds and Wi-Fi® connectivity for up to eight passenger devices to help you stay informed. It offers a full suite of services and interactivity, and, yes, even the closest Szechuan restaurant, which you can find by using its Google™ Local Search capabilities. Best of all, you don’t even have to say “Thank you,” even if we appreciate it when you do.
Even in the dark, you know when you’re staring at an Audi. In fact, it might just be love at first sight. That’s because, instead of cursing the darkness, we celebrate the light. Available full LED headlights stand out from the rest: their color intensity is engineered to be reminiscent of daylight. But while we illuminate the night, we don’t forget the day—so we made our LED daytime running lights to look even more dramatic. Now featuring a sleek diode design that gives us the freedom to elegantly reshape our signature style, Audi LED lighting is once again ours. It is an efficient, beautiful way to help you see and be seen from dusk to dawn and back again. Look deep into our eyes, and you might just see the soul of a company.

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

How we know exactly what you feel.

Our hands give you shade and sanctuary. Our hands give you comfort and control. You might not sense our hands nearby, but our hands know exactly what you feel. That’s because we’ve been there. After all, our hands crafted a customized world that’s dedicated to control, comfort and entertainment. We’re talking, of course, about the cabin of your Audi vehicle. Optimized luxury, designed by committed craftsmen who had you in mind when they chose the leather seating surfaces, created the contoured seats or provided the refinement of ergonomic design and an available more intuitive MMI® system. There are small touches that help simplify the overall design, and there are large statements to help you feel at ease. It is your Audi interior, shaped by the kind of people who know you want to experience luxury firsthand.
You have to weather adversity to know things like this.

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

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

WHAT YOU DON’T KNOW MIGHT HELP YOU.
Either think about the future, or make history.

Talking about a better future is easy. After all, how can you be held accountable for something that never arrived? But if you really want to affect it, to make history, you have to do more than talk. Enter e-tron. It’s not the first plug-in electric hybrid to the market, but we are making it the most forward-thinking Audi ever produced. For example, we will be including a level 2 charger with our A3 Sportback e-tron PHEV for owners who want to drive on electricity as much as possible. We also plan to offer unique sustainable energy offerings like an available solar powered connection to your charger. It’s not just practical, it’s premium too, in style, in performance and in fit and finish, like any other Audi vehicle. The A3 e-tron will be able to take on the average daily commute on electric-only before the efficient 1.4 TFSI® gas engine is needed! But more than that, it will be Audi making smart technology smarter, with innovative kinetic-energy-harnessing when you brake, and better performing than what came before it. With the Audi e-tron vehicles, we’re saying the future is now.
The little things
that add up

When you are attracted to something, the effects are immediate, the domination, total. For a relationship to last, though, it must move beyond that passionate initial phase. It’s what comes next that turns a bright flame into an eternal torch. That’s why Audi doesn’t simply design premium vehicles for the short-term, but offers an entire experience that we hope lasts a lifetime. Do you want to customize your Audi? We offer Audi exclusive materials and colors. Do you want care-free service options? Audi Care is available. MMI® updates, trial offers for Audi connect®, a full suite of available Audi driver assistance technologies—these might not be the reasons why you fell in love with an Audi, but they are, perhaps, the things that help keep the heart fires stoked.1

MOVING FROM LUST TO APPRECIATION TAKES A DEEPER UNDERSTANDING.

01 Audi connect
Our Google™-powered information system.1

02 Audi Care
Available convenient service option.

03 MMI® updates
MMI navigation and other software updates.

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

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

1 Optional features and technologies listed are not available on all models. See Infotainment/Technology section of the Featured Content page for important information regarding MMI® navigation plus and required SiriusXM® active options.
The alchemy needed to build an automotive icon is elusive. Sure, it’s found, partly, on an assembly line, with committed artisans taking pride in every stitch they oversee. It’s also on a drafting board, sketched by visionaries looking to further expand what we think of as automotive design lines. But it also comes from the countless inspirations, both big and small, that not only capture a bold thought or striking idea, but execute them. Examples of these can be found in the foundational stories we tell about our company and our vehicles. These stories show how an abstract idea can turn into a powerful, sculpted machine, and then how that machine shapes and defines an iconic reputation for a brand. Out of the inspirations we find in engineering, art and the large world of ideas, we have created a fearless, iconic company of substance and luxury: Audi.

Inspirations that build an icon.
A standout in the city square.

With backdrops ranging from the ultramodern downtown loft or the work-in-progress brownstone; the city moves to its own beat. The sound of cabbies hustling for their next fare and the wail of distant police sirens accompany every step. Take in the familiar scents of hotdogs and churros wafting in the air while surveying, at every intersection, the flashing neon lights and sights that can often border on the bizarre. Yes, this is the city, in all its splendor. But there’s more. It’s a bustling ecosystem comprised of art venues and beat cafés, sporting venues and concert halls, and this is a vehicle that stands out from the urban fabric, just as you will. Introducing the all-new Audi Q3.
Cross over into the city necessity vehicle.

You won’t mean to turn heads as you crawl through busy intersections, making your way from uptown to downtown, just consider it collateral damage. The Audi Q3 is designed to match the pace of the city, and that’s why movement is engineered into its design. Its modernity is displayed in its sloping roofline, giving the Q3 its coupe-like look and feel. The Singleframe® grille and xenon plus headlights radiate a city-like determination, illuminated for improved visibility to cyclists and other motorists while getting you where you need to be with style. With intention, we blend design and practicality, helping ensure the Q3 is the perfect companion for city life. We’ve simply delivered both in a single, stylized package suited equally for the symphony or the farmers market.
It’s OK to fall for these lines.

Our mission wasn’t to contribute to the architecture of the city, but the lines we implemented in the design of the Audi Q3 delivered. Complementary to your style, your surroundings and your lifestyle, the lines on the Audi Q3 were crafted to lure you in, no matter what your perspective. Sized for the city, but still featuring a higher seating position for improved driver visibility, the Q3 is the only accompaniment you’ll need to paint the town an assortment of available colors.

One can definitely say that it’s intentionally slicker for the city.
Craftsmanship

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

Decorative inlays

Beautifully crafted aluminum or wood inlays add a warm and sophisticated touch to an already regal interior. And with two inlays available, you can be sure your style will match that of the city.

2015 AUDI Q3 2.0T PRESTIGE SHOWN WITH CHESTNUT BROWN LEATHER AND AVAILABLE EQUIPMENT.

Urban engagement center.

The city is a mix of new and old thriving together, and, to an extent, it’s not unlike the interior of the Audi Q3. The Q3 is loaded with available technologies like MMI® navigation plus and award-winning Audi connect® and subtle touches like ambient lighting, developed specifically for the modern world.1,2 But it wouldn’t be an Audi without the quality craftsmanship and refined materials we’ve relied upon for decades. Driver-centric controls are thoughtfully placed for easy engagement. Leather seating surfaces and a leather-wrapped steering wheel ensure that every encounter is a luxurious one. So even when you surround yourself with the modernity of the technological world, there’s a little bit of bygone thinking at work too.

1 See Infotainment/Technology section of the Featured Content page for important information regarding MMI® navigation plus. 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. For the Wi-Fi® hotspot feature intended for passenger use only.
Power tailgate
Made from aluminum, the available power tailgate with its wraparound design is an unmistakable styling element on the Audi Q3 that emphasizes the vehicle’s width and facilitates convenient loading and unloading of cargo.

Cargo space
You can put a lot of good things into this small package. With 48.2 cu ft of storage space with the rear seat folded flat, the Q3 can answer the call of the wild as well as tame the urban jungle. Whether you’re stocking up at the store, or getting away for the weekend, the Q3 is engineered to adapt to you.

Split folding rear seatbacks
The 60/40 split folding rear seatbacks make adventure possible, giving you the flexibility to house a variety of gear or equipment in your Q3.

Here’s where traffic gets a time out.
You’re perfectly adapted as a denizen of the city, but there are times it can become overwhelming. The happenings of a vibrant city can take their toll, so we made sure that the cabin of the Audi Q3 helps keep the noise out. It’s our way of letting you appreciate city life and get away from it at the same time. With the comfort of our supple leather seating surfaces, twelve-way power front seats (including four-way power lumbar support), we’ve engineered a place that is a little closer to a perfect sanctuary. And if you need a greater escape, the Q3 is capable of taking you on a variety of excursions; with the 60/40 split folding rear seats folded flat, you’ll be able to slide a generous amount of cargo over the available stainless steel trunk sill.
Climate control

Personal attention is paramount in the Q3. With the standard dual-zone automatic climate control, the driver and front passenger have the ability to dial in their ideal temperatures. So whether you’re taking in the city air through the panoramic sunroof or relying on the dual-zone automatic climate control that comes standard, the Q3 gives you the metropolis in style, no matter what your point of view.
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 available quattro® all-wheel drive. It helps provide the legendary performance and confidence you would expect from Audi, no matter if you’re commuting in the city or crisscrossing the country. This is advanced engineering you can live with.

City streets can be as surprising as the stories they tell. Debris, broken glass, construction zones, gravel and neglected surfaces all make traction difficult. That’s why we developed the available quattro® all-wheel drive system. Leading us heroically to countless wins on the rally circuit, quattro® has also helped lead the way to wins on paved tracks like Le Mans. Much more than a tool for handling inclement weather, it also helps improve vehicle performance in city driving. The quattro® system ensures that, as the city saga unfolds, you’ll be a step ahead of the plot.

With available quattro® all-wheel drive, the hydraulic multiplate clutch is the silent hero. It monitors changes in the road surface, adjusting the grip accordingly, to keep engine torque perfectly distributed to the wheels. This prevents understeer or oversteer, ensuring that all four wheels are equally loaded. In extreme circumstances, quattro® adapts to deliver precisely distributed power to where it’s needed to meet the demands of the terrain.

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.

A gripping story of twists and turns.

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Hydraulic multiplate clutch

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Comfort mode
Perfect for those long highway stretches, this setting adds optimized steering and throttle tip-in 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.

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.

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 and throttle response with the utmost of ease. And with three modes to choose from, when almost any kind of road comes into question, Audi drive select will let you answer.
When you drive the parkway and ditch the highway.

Producing more power from smaller engines has been a “right-sizing” philosophy of ours for quite some time, something you’ll soon realize when you motor through city streets. Moving through crosstown traffic requires the perfect combination of power and performance, so the Audi Q3 is aptly equipped with a 2.0-liter TFSI® engine that delivers 200 hp and 207 lb-ft of torque. This ensures that, while your commute may consist of short bursts, your sprints will be both exciting and dynamic.

Built to answer a red-light, green-light lifestyle.

Stop-and-go driving isn’t the best way to get around, but it’s an unavoidable aspect of life in the city. To combat this inefficiency, the six-speed Tiptronic® automatic transmission is engineered to shift smoothly, and has wide-gear ratios that help maximize power and acceleration and minimize waste. It’s just another way we utilize smart technologies to give specific personalities to the drivetrains of each vehicle.

**2.0 TFSI four-cylinder**

This 2.0-liter turbocharged DOHC engine produces 200 horsepower and 207 lb-ft of torque, and combines FSI® direct injection and turbocharging for great power and overall performance.

**Six-speed Tiptronic® automatic transmission**

As the perfect compromise between a dedicated manual and an automatic gearbox, the six-speed Tiptronic® automatic transmission offers six optimized, carefully chosen gear ratios. Selected automatically or via the console-mounted shifter or steering wheel with available shift paddles, precise shifts are delivered without sacrificing the smooth action of the Tiptronic® automatic.

**Solution-technology turbocharger**

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

**Induction-technology turbocharger**

Compared to 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 at boosted pressures, thus producing more power from a smaller displacement engine.

**Hydraulic multiplate clutch**

Within the available quattro® all-wheel drive system lies the hydraulic multiplate clutch. This feature permanently drives all four wheels to deliver improved acceleration and road holding while asymmetric dynamic torque distribution intelligently controls the flow of power to the front and rear axles.

**60 – 0%**

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**100 – 0%**

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A little insight into the things you cannot see.

It always happens: the light has turned green, but there are still shuffling stragglers in the crosswalk. It’s important to be alert, so we’ve equipped the Audi Q3 with a number of features to help you observe pedestrians and surrounding vehicles. Large, available power-folding side mirrors help keep you aware of your surroundings, and available Audi side assist helps with lane changes and is perfectly suited for the hustle and bustle of town. And since parking is always at a premium, the available parking system plus with rear view camera can help you maneuver into tight parking spots with ease. With all of this wrapped into a city-ready crossover, you’ll find the Q3 is eager to help you get around town.

Power-folding mirrors
In the city, parking spaces are tight. Fortunately, the Audi Q3 was engineered to seamlessly adapt. When you find the perfect spot, available power-folding mirrors will help ensure that no damage will occur from bicyclists and passersby.

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

Hill descent assist
When traveling at lower speeds on a downslope, the driver can engage hill descent assist via a button located on the center console. Once selected, the system detects loss of traction due to slippery surface or wheels leaving the ground, and automatically responds by activating the brakes, thus helping to maintain a constant speed.
Safety

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

Crumple zones

Knautschzone may be an ugly word, but it’s a beautiful technology. German for “crumple zone,” this ingenious feature helps dissipate the energy from a collision by spreading impact forces throughout the vehicle’s body. This ensures the shock is dissipated away from its occupants. In doing so, it also enhances the vehicle’s deceleration rate, which helps to further lessen the force of impact.

ESC and ABS

Computerized technology that works in perfect sync with the Anti-lock Brake System (ABS), Electronic Stability Control (ESC) helps maintain 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.

Six standard airbags

With six standard airbags, including front-impact, Sideguard® curtain, and thorax side airbags for both driver and front passenger, you’re practically surrounded. And that’s a good thing.

Living, working and driving in the big city require a tough skin. Six standard airbags can be found throughout the interior! Lightweight and extremely strong aluminum and reinforced steel encase you and your passengers, and crumple zones are specifically engineered to help absorb impact, lessening the shock to everyone inside.

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Six standard airbags

With six standard airbags, including front-impact, Sideguard® curtain, and thorax side airbags for both driver and front passenger, you’re practically surrounded. And that’s a good thing.

Living, working and driving in the big city require a tough skin. Six standard airbags can be found throughout the interior! Lightweight and extremely strong aluminum and reinforced steel encase you and your passengers, and crumple zones are specifically engineered to help absorb impact, lessening the shock to everyone inside.

ESC and ABS

Computerized technology that works in perfect sync with the Anti-lock Brake System (ABS), Electronic Stability Control (ESC) helps maintain 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.

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SiriusXM® Satellite Radio
Go ahead. Crisscross the country. We assure you, you’ll never run out of entertainment options, with over 150 channels of music, talk, sports and news.1

Audi media
Now you’re in control. The standard Audi music interface helps give you seamless iPod® integration. Your compatible iPod® device can be controlled through the audio system and steering controls, and with SD card slots for your MP3 music, your entertainment options just keep getting better.

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®.1,2

BLUETOOTH® wireless technology
Unlock your compatible mobile phone’s potential through the MMI system. Simply pair them up and start enjoying near complete control at the touch of a button.

Function buttons
Helping you navigate through the MMI® system with ease are four well-placed function buttons. Each button correlates to a command at the corner of the screen and, when pressed, takes you to your desired selection.

Putting your needs front and center.

Become your own city planner.
As cities modernize, they rise up higher and expand outward. New corridors emerge, connecting existing sights with the new ones. Keeping traffic under control becomes an around-the-clock occupation. So while congestion is common in and around town, we’ve decided to help you minimize the time you spend behind the wheel.

1 See Infotainment/Technology section of the Featured Content page for important information regarding 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.

Dramatization. Photo shoot staged, closed course, with actors present. Do not attempt. Obey all traffic laws. Watch for pedestrians.

2015 AUDI Q3 2.0T PREMIUM PLUS SHOWN IN FLORETT SILVER METALLIC.

MMI System
Putting your needs front and center.

SiriusXM® Satellite Radio
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Dramatization. Photo shoot staged, closed course, with actors present. Do not attempt. Obey all traffic laws. Watch for pedestrians.

2015 AUDI Q3 2.0T PREMIUM PLUS SHOWN IN FLORETT SILVER METALLIC.
Find the shortest distance between points A through Z.

Chart your journey before you’ve even left the house, thanks to available Audi connect® and your myAudi account! Audi connect is your onboard personal assistant, traffic helicopter, meteorologist, navigator and much more. And with the benefits of Google Voice™ Local Search, Audi connect can help you find the meal you’re in the mood for or points of interest you want to visit, and help reroute you in the event that you find yourself in some unexpected traffic. So no matter how many stops you have to make on your next outing, be sure you don’t do it alone.

**Google Earth™ with 3D satellite imagery**

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

**Weather information**

Current local conditions and forecasts for your destination can help you prepare for your trip.

**SiriusXM® Traffic**

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

**Parking information**

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

**News feeds**

Headlines and stories delivered to help you stay up to date.**

**Google Voice™ Local Search**

Simply tell your Audi what you are in the mood for, then let the cloud processing power of Google Voice™ Local Search interpret your request and bring up a list of destinations in the area of your choice.**

**Google Maps Street View**

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.**

**Mobile Wi-Fi® hotspot**

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

**MyAudi features, Point Of Interest, Mobile Wi-Fi hotspot, Google Earth 3D satellite imagery, Audi Music, SiriusXM Travel Info, Weather information, News feeds, City Events**

**Travel Info**

Google Maps Street View, displayed right on the MMI display, lets you visualize a true aerial view of your destination right before you arrive so it’s easy to recognize.

**Maps Street View, displayed right on the MMI® display**

**Google Earth 3D satellite imagery, including Google Maps Street View, displayed right on the MMI® display**

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Google Maps Street View, displayed right on the MMI display, lets you visualize a true aerial view of your destination right before you arrive so it’s easy to recognize.
BOSE® Surround Sound System

Hitting the right note on every drive, the available 465-watt BOSE® Surround Sound System transforms your Audi into a 14-speaker powerhouse with the help of innovative sound engineering and optimized speaker placement. Add to that AudioPilot® noise compensation, which helps maintain a consistent volume under varying speeds and road conditions, and you get an acoustic listening environment that rivals any live performance.

Your city. Block by block, beat by beat.

Tune in and turn it up. We offer an available premium BOSE® Surround Sound System in the Audi Q3, tuned to help ensure that every note matches the energy of the town. 465 watts power 14 speakers purposely placed to ensure that your favorite songs come through with the crispness and clarity the artist intended. And while we ensure that the sound within the cabin is always premium, the aerodynamic design of the Q3 is specifically engineered to help reduce noise from outside the cabin. You might say that we’re in the business of sound engineering too.

Sound

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

BOSE® Surround Sound System

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On notice about being noticed.

You didn’t mean to make a grand entrance, but you can rely on making a graceful exit. So make small talk as you wait for the valet to bring around your Audi Q3, and remember, people will take notice. Just for fun, look back before you pull away to see wide eyes illuminated by our signature LED taillights. Don’t be fooled by the red glow—deep down your onlookers are glowing green.
Q3 Premium Plus featured highlights

- Singleframe® grille
- Xenon plus headlights with LED daytime running lights
- Automatic headlights
- Front and rear fog lights
- LED taillights
- Power-adjustable heated exterior side mirrors
- LED turn indicator lights integrated into the exterior side mirrors
- Rear privacy glass
- Aluminum roof rails
- Aluminum trim around exterior windows
- Dual-zone automatic climate control
- Three-spoke multifunction leather-wrapped steering wheel
- Auto-dimming interior rear view mirror with digital compass
- Leather-wrapped shift knob
- Folding and sliding front center armrest with height adjustment
- Ambient LED interior lighting
- Panoramic sunroof
- Leather seating surfaces
- Twelve-way power front seats, including four-way power lumbar adjustment
- Heated front seats
- 60/40 split-folding rear seat with pass-through armrest and cupholders
- Driver information system
- Audi concert radio with ten speakers and MP3 playback capability
- HD Radio™ Technology
- SiriusXM® Satellite Radio with 90-day trial subscription
- Audi music interface with iPod® integration
- BLUETOOTH® streaming audio
- BLUETOOTH® wireless technology preparation for mobile phone
- Audi advanced key—keyless start, stop and entry (front doors and tailgate)
- Cruise control with coast, resume and accelerate features

Available packages and stand-alone options

- Sport package
- Navigation package without Audi connect®
- Driver Assistance package
- 19" 5-double-spoke O/road design wheels
- Black cloth headliner
- Balsamic Brown Walnut Wood decorative inlays
- Power tailgate

1 SiriusXM Satellite Radio and SiriusXM Traffic subscriptions are not separately sold as a package after trial period and are available only if you call SiriusXM to cancel. 2 Requires compatible device. 3 Some Audi models are equipped with a keyless ignition feature. The details as to how the system works can vary, and Audi owners should refer to their owner’s literature or an authorized Audi dealer if they have further questions about the operation of this feature. 4 Please note that Audi warns against leaving the vehicle unattended with the engine running, particularly in enclosed environments. Please always pay careful attention to the road, and do not drive while distracted. The features and technologies described in this document may become standard over time. For more information, please visit audi.com. The Wi-Fi® hotspot feature is intended for passenger use only.
The following highlighted features of the Q3 Prestige add to or replace the highlighted features of the Q3 Premium Plus:

- Power-adjustable, power-folding, driver-side auto-dimming, heated exterior side mirrors
- Stainless steel trunk sill and door sills
- MMI® navigation plus with voice control system
- Audi connect® with six-month trial subscription
- SiriusXM® Traffic with four-year subscription
- Color driver information system
- BOSE® Surround Sound System with 14 speakers, AudioPilot® noise compensation and 465 watts
- Parking system plus with rear view camera (front and rear acoustic parking sensors)

Available packages and stand-alone options:

- Sport package
  - 19” 5-double-spoke design wheels
  - Black cloth headliner
  - Balsamic Brown Walnut Wood decorative inlays
  - Aluminum Satellite decorative inlay

1 MMI® navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle’s wide-area system and enriching service 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. Actual road conditions, 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; you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested MMI® navigation plus route. For mapping updates please see your Audi dealer or call 1-800-FOR-AUDI for details. 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 cannot be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. 3 SiriusXM Satellite Radio and SiriusXM Traffic subscriptions are sold separately or as a package after trial period and are available in select markets. SiriusXM service available in select cities. Subscription fee available after trial period is subject to change and availability at www.siriusxm.com. SiriusXM U.S. Satellite service available only to those at least 13 years of age and 21 in certain territories. 4 Tires, wheels and brakes may not be available in all markets. Please consult your Audi dealer for availability.
Analogous to the progressive nature in which all our vehicles are engineered are the technologies and offerings available in a variety of packages to enhance the experience of driving an Audi vehicle. To prove that luxury has progressed, we invite you to explore the package that best outfits your Audi Q3.

Packages

**Driver Assistance package**
- Available on Premium Plus models
  - Audi side assist
  - Parking system plus with rear view camera

**MMi® navigation plus package**
- Available on Premium Plus models
  - MMi® navigation plus with voice control
  - SiriusXM® traffic with four-year subscription
  - Color driver information system
  - HD Radio™ Technology

**Sport package**
- Available on all models
  - Three-spoke multifunction steering wheel with shift paddles
  - Twelve-way power front sport seats, including four-way power lumbar adjustment
  - Audi drive select

In addition to the many packages available for your Audi Q3, there are also a host of a la carte options to outfit your vehicle. From a wheel offering and choices of elegant interior trims to a power tailgate, there’s an option to help better complement your lifestyle.

Options

- 19" 5-double-spoke alloy design wheels
  - (optional on all models)

- Balsamic Brown Walnut Wood decorative inlays
  - (optional on all models)

- Black cloth headliner
  - (optional on all models)

- Power tailgate
  - (optional on Premium Plus models)

---

1. MMi® navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle’s driver-aid system and existing wireless and satellite technologies will be available and operating properly for the system to function. The option is designed to provide you with suggested routes to help improve your driving experience, including to street names, one-way streets, tolls, fees, police of interest and other road system features. However, the system is designed to make driving safer, not easier. Always be prepared to intervene and make necessary driving decisions. The system’s suggestions are not binding or guaranteed. Audibility or visibility of the system’s suggestions is not meant to replace your own judgment. Always ensure you are driving safely and in accordance with traffic and road conditions. Audible and/or visual warnings are designed to help you stay safe. Audible and/or visual warnings are not meant to replace your own judgment. Always ensure you are driving safely and in accordance with traffic and road conditions.

2. SiriusXM® traffic is available in 49 states, D.C. and Puerto Rico (with coverage limitations). SiriusXM® Traffic service available in select markets. SiriusXM U.S. Satellite Service available only to those in the 48 contiguous U.S.A., D.C. and Puerto Rico (with coverage limitations). In high-performance or competing vehicle’s designs, and handling in urban centers. When using in rural, low-speed, or remote locations, the service, depending on your vehicle, may not be available or may be less capable of delivering full service.

3. 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 recommend using tires that match the original equipment tires specifi ed 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, may result in 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 that the ride on these tires may deliver more road noise and may wear more quickly than other choices. Finally, these tires may not be compatible with other choices. It is important that the tires on your vehicle be properly rated and maintained to accommodate these factors.
Exterior colors, interior color options and decorative inlay options will vary based on model and trim level combination. See your dealer for details.
## Technical Specifications

### Engineering / Performance

<table>
<thead>
<tr>
<th>Specification</th>
<th>Q3 2.0T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine type</td>
<td>Four-cylinder</td>
</tr>
<tr>
<td>Engine block/Cylinder head</td>
<td>Cast-iron</td>
</tr>
<tr>
<td>Displacement (cc)/Bore and stroke (mm)</td>
<td>1,984/82.5 x 92.8</td>
</tr>
<tr>
<td>Horsepower (@ rpm)</td>
<td>200 @ 5,100–6,000</td>
</tr>
<tr>
<td>Torque (lb-ft @ rpm)</td>
<td>207 @ 1,700–5,000</td>
</tr>
<tr>
<td>Compression ratio</td>
<td>8.6:1</td>
</tr>
<tr>
<td>Valvetrain</td>
<td>16-valve DOHC</td>
</tr>
<tr>
<td>Induction/Fuel injection</td>
<td>Turbocharged/TFSI®</td>
</tr>
<tr>
<td>Acceleration FWD/quattro® (0-60 mph)</td>
<td>7.6/8.2 seconds</td>
</tr>
<tr>
<td>Top track speed</td>
<td>128 mph</td>
</tr>
</tbody>
</table>

### Transmission / Drivetrain

<table>
<thead>
<tr>
<th>Specification</th>
<th>Q3 2.0T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmission</td>
<td>Six-speed Tiptronic® automatic transmission with front-wheel drive</td>
</tr>
<tr>
<td>Gear ratios: 1st: 3.949, 2nd: 2.303, 3rd: 1.556, 4th: 1.164, 5th: 0.958, 6th: 0.688, Reverse: 3.422, Final drive: NA</td>
<td></td>
</tr>
<tr>
<td>quattro® all-wheel drive</td>
<td>Available</td>
</tr>
</tbody>
</table>

### Body / Suspension / Chassis

<table>
<thead>
<tr>
<th>Specification</th>
<th>Q3 2.0T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fully galvanized steel unibody with aluminum hood and tailgate and multistep anti-corrosion protection</td>
<td></td>
</tr>
<tr>
<td>Rear disc suspension</td>
<td></td>
</tr>
<tr>
<td>Independent rear suspension</td>
<td></td>
</tr>
<tr>
<td>Ventilated front disc/rear disc brakes</td>
<td></td>
</tr>
<tr>
<td>Electrohydraulic power steering system</td>
<td></td>
</tr>
<tr>
<td>Steering ratio</td>
<td>16.4:1</td>
</tr>
<tr>
<td>Towing diameter, curb-to-curb (ft)</td>
<td>38.7</td>
</tr>
</tbody>
</table>

### Exterior measurements

<table>
<thead>
<tr>
<th>Specification</th>
<th>Q3 2.0T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelbase (in)</td>
<td>102.5</td>
</tr>
<tr>
<td>Length (in)</td>
<td>172.6</td>
</tr>
<tr>
<td>Height (in)</td>
<td>62.6</td>
</tr>
<tr>
<td>Overall width with mirrors (in)</td>
<td>79.5</td>
</tr>
<tr>
<td>Overall width without mirrors (in)</td>
<td>72.1</td>
</tr>
<tr>
<td>Engine oil (qt)</td>
<td>4.9</td>
</tr>
<tr>
<td>Fuel (gal)</td>
<td>16.9</td>
</tr>
<tr>
<td>Required fuel</td>
<td>Premium</td>
</tr>
<tr>
<td>Emissions rating</td>
<td>ULEV</td>
</tr>
</tbody>
</table>

---

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

<table>
<thead>
<tr>
<th>Feature</th>
<th>2.0T Premium Plus</th>
<th>2.0T Prestige</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driver and front passenger airbags, front thorax side airbags and Sideguard® head curtain airbags</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Front passenger occupant detection for airbags</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Safety belt reminder for driver and front passenger</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Lower Anchors and Tethers for Children (LATCH) in rear seats</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power control locking system with safety unlock feature if airbag deployment</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Electronic Stability Control (ESC) with Offroad mode and traction control (ASR)</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Anti-lock Brake System (ABS) with Electronic Brake-pressure Distribution (EBD) and brake assist</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Air dam assist</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Tire pressure monitoring system</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Electromechanical parking brake</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Anti-theft alarm system with immobilizer</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

# Exterior

<table>
<thead>
<tr>
<th>Feature</th>
<th>2.0T Premium Plus</th>
<th>2.0T Prestige</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singleframe® grille</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Xenon plus headlights with LED daytime running lights</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Automatic headlights</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Roof and rear view lights</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Rear taillights</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power-adjustable heated exterior side mirrors</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power-adjustable heated exterior side mirrors (driver's side)</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Rear view camera</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>LED turn indicator lights integrated into the exterior side mirrors</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Heated windshield washer nozzles</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Rear privacy glass</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Aluminum roof rails</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Aluminum trim around exterior windows</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power tailgate</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Tailgate spoiler</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Dual exhaust outlet (driver's side)</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

# Interior

<table>
<thead>
<tr>
<th>Feature</th>
<th>2.0T Premium Plus</th>
<th>2.0T Prestige</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dual-zone automatic climate control</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Three-spoke multifunction steering wheel</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Three-spoke multifunction steering wheel with shift paddles</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Tilt and telescopic manually adjustable steering column</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Auto-dimming rear view mirror with digital compass</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Illuminated locking glove compartment</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Leather-wrapped shift knob</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Folding and reclining front center armrest with height adjustment</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Eight beverage holders (blue cap and four bottled)</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Stainless steel trunk lid and door sills</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Ambient LED interior lighting</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Black cloth headliner</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Dual front sun visors with lighted vanity mirrors</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Power windows with one-touch up/down operation and pinch protection</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Leather-wrapped shift knob</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

# Seating

<table>
<thead>
<tr>
<th>Feature</th>
<th>2.0T Premium Plus</th>
<th>2.0T Prestige</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leather seating surfaces</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Twelve-way power front seats, including four-way power sunroof adjustment</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Twelve-way power front sport seats, including four-way power sunroof adjustment</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Heated front seats</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Twelve-spoke rear seat with pass-through armrest and cupholders</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>
## 2.0T Premium Plus
- MMI® navigation plus with voice control system
- Audi connect® with six-month trial subscription
- Driver information system
- Color driver information system
- Audi Connect radio with two speakers and single CD player with MIS playback capability
- BOSE® Surround Sound System with 14 speakers, AudiQ® noise compensation and 465 watts
- HD Radio™ technology
- SnapFFT® Satellite Radio with 90-day trial subscription
- SnapFFT® Traffic with four-year subscription
- SD card slot for audio playback of MIS music files
- Audi music interface with iPod® integration
- BuilDQ® Q® wireless technology preparation for mobile phone
- 12-volt power outlets
- Audi colored key-fob battery start, stop and entry from outside(6)
- Cruise control with coast, resume and accelerate features
- Audi side assist
- Audi drive select
- Parking system plus with rear view camera (front and rear acoustic parking sensors)
- Rain/sun sensor for automatic windshield wipers and headlight

## 2.0T Prestige
- 17” 5-arm semi-Y winter wheel and tire package
- Q3 a more distinct presence. Also available in black.
- 19” 5-arm Pila summer wheel—Anthracite

## Accessories
### Rain/light sensor for automatic windshield wipers and headlights
- Helps protect the finish of your Q3 with custom-fit splash guards that protect the Q3 from water, mud, sand and snow. Black mats are available in sets of two for front or rear.

### All-weather floor mats
- These skid-resistant, precision-fit mats are made of long-life fabric that is water-resistant and more durable than standard carpet. They are available in sets of two for front or rear.

### All-weather cargo mat
- Custom fit for your Q3, the raised outside edge of the cargo mat helps center loads and protects cargo areas from dents. The functional material helps control load shifting.

### Audi music interface with iPod® integration
- Express your own style with enhancements designed to make every ride more enjoyable—like your own music.