



# The Audi A3 & S3 range

UK Media Data







# The Audi A3 & S3 range – The need-to-knows

## Sportier, more comfortable, and more digital than ever

- A choice of Sportback and Saloon bodystyles
- A3 available to order now priced from £32,035 OTR (Saloon from £32,600).
- S3 orders will begin in May priced from £46,925 OTR (Saloon from £47,490)
- Sportier, more progressive design with significantly extended standard equipment and new materials
- A3 Sportback and Saloon available in Sport, S line and Black Edition specification, with a choice of 35 TFSI and 35 TDI drivetrains.
- Entry-level 30 TFSI to join the line-up later in the year
- S3 Sportback and Saloon available in Black Edition or comprehensive Vorsprung specification
- Striking new front bumper and rear diffuser design, wider Singleframe grille and new two-dimensional Audi rings at the front and rear
- A choice of five new exterior colours
- New, sharpened LED headlights available as standard with customizable dynamic light signatures
- New alloy wheel designs from 17"-19"
- Updated plug-in hybrid will join the line-up in late 2024





# The Audi A3 range – Specification highlights

## Powertrain and chassis

Available at launch in 35 TFSI and 35 TDI specification across Sportback and Saloon bodystyles, the A3 features the latest generation of optimised drivetrains with enhanced efficiency, performance and dynamics.

Audi Drive Select is available as standard, enabling the driver to fine-tune the driving characteristics of all A3 models.

### 35 TFSI

- Featuring a 1.5-litre petrol engine producing 150PS and 250Nm of torque, with seven-speed S tronic transmission
- Capable of up to 54.3mpg (combined) on the WLTP cycle
- A six-speed manual transmission will join the range later

### 35 TDI

- Featuring a 2.0-litre diesel engine producing 150PS, with seven-speed S tronic transmission
- Efficient yet powerful drivetrain generates 360Nm of torque, while delivering up to 58.9mpg (combined) on the WLTP cycle



# The Audi A3 range – Specification highlights

## Exterior

With dynamic, progressive front and rear design language inspired by Audi RS models and enhanced LED lighting, the A3 is now sharper, sportier and more athletic than ever.

- New front bumper with large, angular side air intakes and striking lower spoiler, plus new alloy wheel designs (17"-19")
- Widened front Singleframe design, with new grille structure on S line and Black Edition models
- Redesigned rear bumper with distinctive diffuser, inspired by the high-performance RS3
- New two-dimensional Audi badging on the B pillars, as previewed on the Q8 e-tron range
- New exterior colour options: Arkona White, Arrow Grey, Ascari Blue, District Green Metallic and Progressive Red Metallic
- New LED daytime running lights with up to four selectable dynamic light signatures via the MMI system
- Optional 24-pixel Matrix LED headlights offer the highest degree of customisation, allowing the driver to adapt the appearance of the front headlights at any time
- S line specification includes enhanced bumpers, grille and exhaust tailpipes





# The Audi A3 range – Specification highlights

## Interior

Striking interior features new, sharpened design, enhanced lighting and significantly upgraded standard equipment.

- Design innovations include a new centre console and integrated S tronic gear selector, and widened chrome ‘blade’ air vents to emphasise the width of the cockpit
- Upgraded standard equipment includes Audi Virtual Cockpit Plus, 10.1-inch touch display, Audi App store and smartphone interface, Audi phonebox light with wireless charging, heated front seats with electric lumbar support, three-zone climate control, front and rear parking sensors with Parking Aid Plus
- Enhanced ambient LED interior lighting pack also included as standard, with new lighting around the centre console, cupholders, doors and footwells
- New textured fabric inlays made from 100% recycled polyester
- Option highlights include Sonos premium sound system with immersive 3D sound, head-up display and convenience features including Remote Park Assist Plus
- S line specification now with flat-bottomed 3-spoke leather multi-function steering wheel, customisable interior lighting and new ‘Spektrum’ interior inserts in dark aluminium



# The Audi A3 range – Specification highlights

## Sport

- 17" x 8.0J 5-V-spoke alloy wheels
- LED headlights
- Body-coloured door mirrors with electric adjustment, heating, folding and auto-dimming function
- Manually-adjustable, heated front Sports seats in Routine cloth, with electric four-way lumbar support and split-folding rear seat bench
- 2D exterior model badging
- Interior inlays in Volcano Grey
- LED interior lighting pack
- 3-spoke leather multifunction steering wheel
- 3-Zone Climate Control air conditioning
- 2x USB C ports in the rear with charging function
- Audi Virtual Cockpit Plus
- 10.1-inch HD touchscreen display, MMI Navigation Plus with MMI Touch and 3D city models
- Audi phone box wireless charging
- Audi Sound system
- App store and smartphone interface
- Front and rear parking sensors, with parking aid plus
- Adjustable speed limiter
- Advanced driver attention & drowsiness monitor
- Cruise control
- Hill-hold assist
- Audi pre sense front
- Collision avoidance assistant
- Lane departure warning and camera-based traffic sign recognition

## S line

### Specification in addition to Sport

- 18" x 8.0J '5-twin-spoke' design alloy wheels in graphite grey gloss turned finish with 225/40 R18 tyres
- Sports suspension
- LED rear lights with dynamic indicators
- S line front and rear bumpers with rear diffuser and tailpipes
- Privacy glass
- Front Sport seats in Twin leather with embossed 'S' logo, headlining in black cloth
- Aluminium door sill inserts with illuminated 'S' logo
- Pedals in stainless steel
- 'Spektrum' dark aluminium interior inserts
- Flat bottom 3-spoke leather multifunction ~~Plus~~ Sport steering wheel with S badging (new)
- Customisable multi-colour interior ambient lighting

## Black Edition

### Specification in addition to S line

- 19" x 8.0J '5-arm-Y structure' design alloy wheels in matt grey gloss turned finish with 235/35 R19 tyres
- Audi Beam
- Black exterior styling pack including Audi rings, grille, window trims, air inlets and black door mirrors
- 'Impressum' black decorative fabrics



# The Audi A3 Sportback – Rival comparison



Specification	Audi A3 Sportback S line 35 TFSI	Mercedes-Benz A180 AMG Line Executive
Power and torque	150PS / 250Nm	152PS / 230Nm
Top speed (mph)	139	134
0-62mph (seconds)	8.4	9.2
CO2 (g/km)^	127	137
Combined (mpg)^	50.4	44.1–47.1
Price from (OTR)	£34,315	£34,600

<sup>^</sup> CO2 & Combined MPG for standard wheel size.



# The Audi A3 range – Pack & option highlights

<b>Technology Pack</b>	
Reversing camera, Adaptive Cruise Assist, Head-up Display, SONOS Premium Sound System	<b>£1495</b>
<b>Technology Pack Pro</b>	
In addition to Technology Pack: Adaptive Cruise Assist, Advanced Key, Lane Change Assistant with Exit Warning System and Rear Cross Traffic Alert, LED Matrix Headlights, Panoramic Glass Roof, Power Front Seats and Mirrors with Memory Function, Pre-Sense Basic and Pre-Sense Front	<b>£4995</b>
<b>Storage Pack</b>	
Storage nets on front seat rears, drivers' side storage compartment, luggage compartment net with LED lighting, deluxe cup holder, lockable glove compartment	<b>£180</b>
<b>Exterior</b>	
Audi Exclusive paint	<b>£3,995</b>
Aluminium roof rails*	<b>£300</b>
Black roof rails**	<b>£295</b>
Tow bar	<b>£770</b>
<b>Safety &amp; Security</b>	
Rear side airbags with head airbag system	<b>£340</b>
Space saving spare wheel with toolkit and jack	<b>£150</b>
<b>Audi Warranty</b>	
Extended 4 year/75,000-mile cover	<b>£295</b>
Extended 5 year/90,000-mile cover	<b>£630</b>

\*Sportback models in Sport or S line specification only.

\*\*Sportback models in Black Edition specification only.



# The Audi S3 range – Specification highlights

## The new Audi S3 range: High-performance, agile and expressive

- Increased performance from the 2.0 TFSI engine, with 333PS (23PS more than the previous generation S3) and 420 Nm of torque
- Featuring torque splitter as previewed on the RS3, increasing agility and stability and enabling active, fully variable torque vectoring between the rear wheels
- Audi Drive Select with six distinct driving modes, including Dynamic Plus mode ensuring exceptional driving dynamics
- Enhanced, more responsive seven-speed S tronic gearbox reduces gearshift time by up to 50%
- Now capable of accelerating from 0-62mph in 4.7 seconds, with top speed limited to 155mph
- S sport suspension with adaptive dampers, available on the S3 Vorsprung
- Optional performance exhaust system, which enhances the sound, features a titanium silencer.
- SONOS premium 3D sound system included as standard





# The Audi S3 Sportback & Saloon – Specification highlights

## Black Edition

- 19" x 8.0J '5-twin-spoke edge' diamond cut alloy wheels in Anthracite Black
- Quattro permanent all-wheel drive
- Progressive steering
- S Sport suspension
- Audi Drive Select with S3 Torque Splitter
- SONOS Premium Sound System
- Brake calipers in Gloss Black with S logo
- Audi Beam
- Decorative inlays in Black Dinamica microfibre, (new)
- Flat-bottomed 3-spoke multifunction Sport steering wheel with S logo and gearshift paddles
- Head-up display
- Front Sport seats and rear seats in Fine Nappa leather
- Front and rear parking sensors, with parking aid plus and reversing camera
- Adaptive Cruise Control
- Black styling pack including Audi rings, grille, window surrounds, air inlets and door mirrors
- Dual-branch oval twin tailpipes in 'Black Chrome' finish
- Multi-coloured ambient interior lighting package

## Vorsprung

### Specification in addition to Black Edition

- 19" x 8.0J 'Multi-spoke' S-design alloy wheels in anthracite black gloss turned finish with 235/35 R19 tyres
- S Sport suspension with damper control
- S Technology Pack Pro
- Audi Matrix LED headlights with LED rear lights, dynamic front and rear indicators, and headlight cleaning system
- Carbon fibre inlays
- Advance key
- Audi Beam with Vorsprung logo
- 360 camera
- Adaptive Cruise Assist with lane change assistant, exit warning system and rear cross traffic alert
- Electrically adjustable front Sport seats with driver seat memory function
- Panoramic roof
- Power-operated tailgate



# The Audi S3 range – Pack & option highlights

S Technology Pack Pro*	
Adaptive Cruise Assist with Emergency Assist, Advanced Key, Head-up Display, Lane Change Assistant with Exit Warning System and Rear Cross Traffic Alert, LED Matrix Headlights, Panoramic Glass Roof, Power Front Seats and Mirrors with Memory Function, Pre-Sense Basic and Pre-Sense Front	£3050
Exterior	
Audi Exclusive Paint	£3,995
Performance exhaust system	£4,125
Red brake calipers	£300
Safety & Security	
Rear side airbags with head airbag system	£340
Space saving spare wheel with toolkit and jack	£150
Audi Warranty	
Extended 4 year/75,000-mile cover	£295
Extended 5 year/90,000-mile cover	£630

\*Included as standard on Vorsprung specification.





# The Audi A3 & S3 range – Pricing & performance

The Audi A3 & S3 range	Power/Torque	0-62 mph (secs)	Top speed (mph)		CO2 (g/km)		Economy (MPG)		Price (OTR)	
			Sportback	Saloon	Sportback	Saloon	Sportback	Saloon	Sportback	Saloon
<b>35 TFSI Sport</b>	150PS/250Nm	8.1	140	144	121	119	53.3	54.3	£32,035	£32,600
<b>35 TFSI S line</b>	150PS/250Nm	8.1	140	144	127	123	50.4	52.3	£34,315	£34,880
<b>35 TFSI Black Edition</b>	150PS/250Nm	8.1	140	144	130	127	49.6	50.4	£36,015	£36,580
<b>35 TDI Sport</b>	150PS/360Nm	8.1	141	144	128	126	57.6	58.9	£33,935	£34,500
<b>35 TDI S line</b>	150PS/360Nm	8.1	141	144	134	131	55.4	56.5	£36,265	£36,830
<b>35 TDI Black Edition</b>	150PS/360Nm	8.1	141	144	137	134	54.3	55.4	£37,965	£38,530
<b>S3 quattro Black Edition</b>	333PS/420Nm	4.7	155		193	186	33.2	34.4	£46,925	£47,490
<b>S3 quattro Vorsprung</b>	333PS/420Nm	4.7	155		194	188	33.2	34.0	£52,400	£52,965



# The Audi A3 & S3 range – Marketing and Sales

## Market and sales forecast

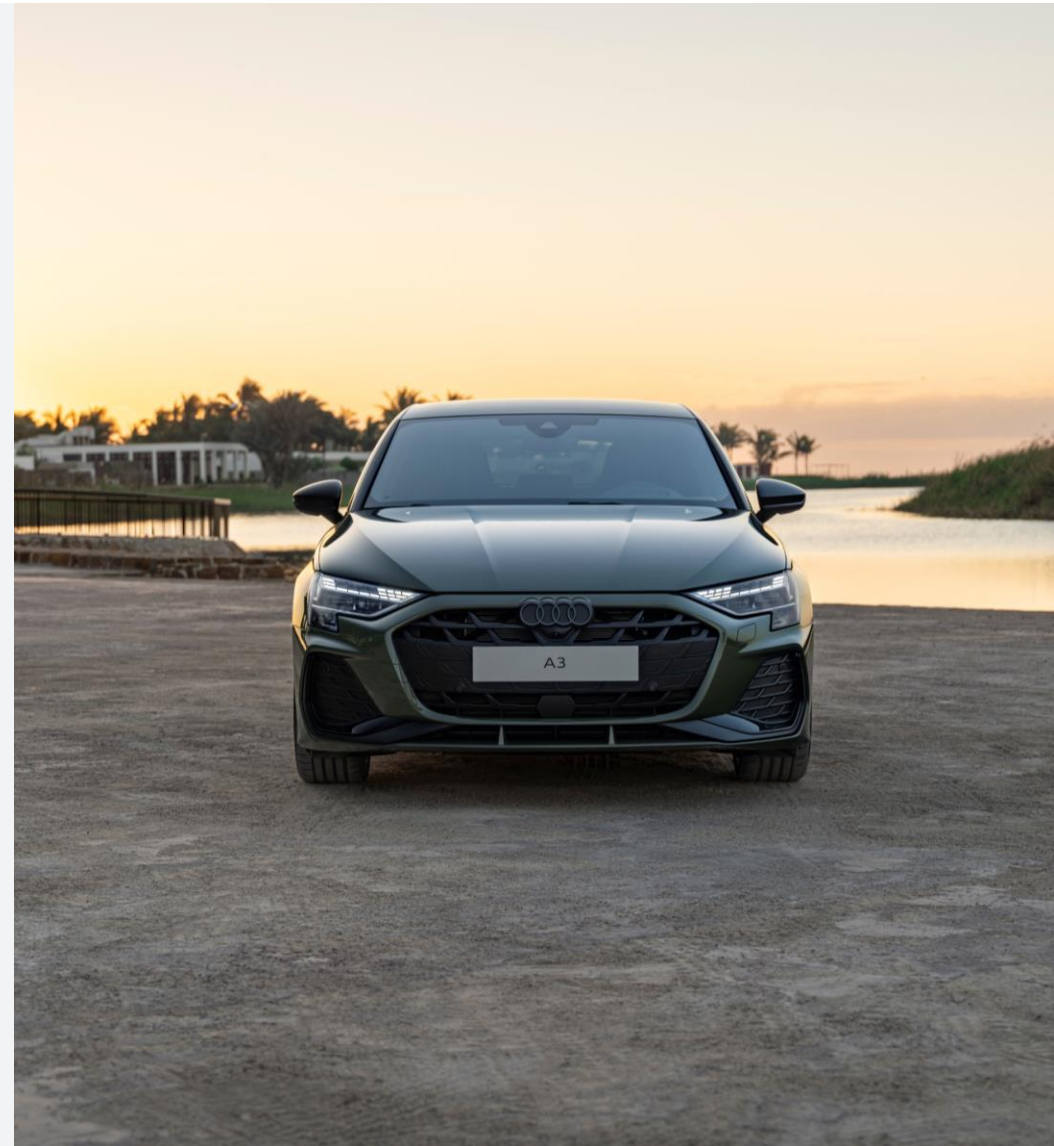
Predicted sales by model and powertrain:

### A3 Sportback – 81%

- 30 TFSI – 24% *(launches later in 2024)*
- 35 TFSI – 32.3%
- 35 TDI – 4.1%
- 45 TFSI e – 33.2% *(launches later in 2024)*
- S3 – 6.4%

### A3 Saloon – 19%

- 30 TFSI – 25.9% *(launches later in 2024)*
- 35 TFSI – 52.7%
- 35 TDI – 6.6%
- S3 – 14.8%





# The Audi A3 & S3 range - Notes to Editors

## Audi Group

### Note to Editors:

- In 2023, Audi remained the leading premium car brand in the UK delivering 137,489 new vehicles to customers.
- Deliveries of the brand's battery electric vehicles in the UK climbed 85 per cent to a total of 24,773, representing an 18 per cent share of the brand's total sales.
- Audi is accelerating its transformation and 2024 marks the beginning of the brand's largest model initiative in history with the ambition to become a leading provider of sustainable mobility.
- By 2027, Audi plans to have a battery electric vehicle in every core segment of its model portfolio.



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## Audi Group

### Note to Editors:

In line with Government guidance, to facilitate direct comparison between different brands, models and to accommodate the full transition to the new WLTP (Worldwide Harmonised Light-Duty Vehicles Test Procedure) testing regime, we have displayed the WLTP figures along with wheel size. MPG and CO<sub>2</sub> figures are WLTP combined for Standard specification vehicles.

TEL (Test Energy Low) refers to the lowest/most economical figures (with no or the lightest set of options). TEH (Test Energy High) refers to the highest/least economical figures (with the heaviest options). WLTP legislation dictates that where there is <5g CO<sub>2</sub> variance between TEL and TEH, only the TEH is declared.

Comparison tables: Figures shown are for comparability purposes. Only compare fuel consumption, CO<sub>2</sub> and/or electric range figures with other vehicles tested to the same technical procedures. These figures may not reflect real life driving results, which will depend upon a number of factors including the options fitted, accessories fitted (post-registration), variations in weather, driving styles and vehicle load.

Sources: Audi AG, Audi UK, SMMT, CAP HPI & Manufacturers' web sites.

UK Media Comparative data reports are compiled by an independent 3rd party organisation for Audi UK Public Relations.

**New Audi UK model launch events are supported by model specific media launch kits that can be accessed at:**  
**<http://www.auk-kits.co.uk>**

For further information, please contact:

Johnny Burn

Tel: 07766 371 723

e-mail: [johnny.burn@audi.co.uk](mailto:johnny.burn@audi.co.uk)



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Audi Press and Public Relations  
Yeomans Drive  
Blakelands  
Milton Keynes  
MK14 5AN  
Tel: 01908 601407  
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