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**The Audi A3: Fresh dynamics**  
*(Info adapted for USA)*

- **Innovative high-tech concepts in the 2009 model year**
- **Expressive exterior design, elegantly sporty interior**
- **S tronic transmission, Audi magnetic ride and efficient engines**
- **quattro® all-wheel drive**

HERNDON, Va., – The Audi A3, the premium compact model from Audi, is raising its sporty profile with a raft of improvements and an accentuated design. Innovative technologies such as the S tronic dual-clutch transmission and Audi magnetic ride, the suspension control system, make for even greater driving pleasure. Its sharper, more striking design lends even greater expression to the A3 family.

The Audi A3 created the entirely new market segment of the premium compact car when the first-generation model made its debut in 1996 worldwide and 2005 in the USA. The brand with the four rings has been notably successful in that market segment and has since built 1.9 million units of the Audi A3 worldwide. After four successive record-breaking years, the one millionth specimen of the second-generation A3 – which went into production in 2003 – left the assembly line just a few days ago. Audi now is solidifying its lead.

## **The exterior: even sportier profile**

New visual details for the A3 bring its stretched, sporty profile into the foreground.

The front lid and fenders are more expressively styled, and the bumper and large single-frame radiator grille have been modified. A curved trim element (known as the “wing”) in the headlamps accentuates their technical perfection. Daytime running lights are standard features when using parking light in the USA. The optional bi-xenon headlamps incorporate LED technology within the daytime running lights. Down the sides, the highlight features are exterior mirrors with integral turn indicators, new door handles and attractive wheels.

At the tail end, the modified bumper and the lights help this car make a grand exit; the A3 now has innovative fiber optic rods arranged in a flat, continuous strip that creates an impressive optical effect in the dark.

## **The interior: sporty elegance**

Inside the car, too, the designers fine-tuned the atmosphere of sporty elegance. Aluminum-look elements on the air vents, light switches and center console accentuate the premium character of the Audi A3. The switches and controls beneath the audio system have been given a new, modern look. The instruments have black dials and red needles to reinforce the impression of precision and advanced technology, and a shift indicator displays the recommended gear in any given circumstances in the driver information system. The driver information system's display and the time, date and distance display shows the information in high-resolution white type.

## **Powerful drive: the engines**

As before, Audi is bringing the A3 onto the market in the USA with two gasoline engines in the 2.0 TFSI with 200 hp and 207 lb-ft of torque. The V6 3.2 V6 engine features 250 hp and 236 lb-ft of torque.

## **High tech from Audi: the transmissions**

The 2.0 TFSI engine is available with a 6-speed manual transmission with front-wheel drive. The S tronic dual-clutch transmission with six gear settings in North America, available on the front-wheel drive version and also the newly-added quattro all-wheel drive system, provides a very seamless and high tech shifting experience known for its sporty characteristics. The 3.2 V6 engine is exclusively available with the S tronic transmission and quattro all-wheel drive.

## **Way ahead of the competition: Audi magnetic ride**

There is another new feature that puts the A3 ahead of its challengers: the adaptive-action shock absorber control system called Audi magnetic ride. This system overcomes the age-old conflict between dynamic behavior and ride comfort. The driver can choose between "Normal" and "Sport" programs by flipping a switch. A magneto-rheological fluid circulating in the shock absorbers changes its flow properties within milliseconds when a voltage is applied; this affects the damping characteristic, which can be varied from comfortably supple to crisply firm.

## **Warranty**

The Audi A3 will be backed by a new vehicle limited warranty that includes:

- Four-year/50,000 mile limited new vehicle warranty
- 12-year limited warranty against corrosion perforation
- 24-hour Roadside Assistance for four years

## **ABOUT AUDI OF AMERICA**

Audi of America Inc. and its 270 dealers offer a full line of German-engineered luxury vehicles. The Audi line-up is one of the freshest in the industry with 23 models, including 12 models launched during model years 2008 and 2009. Audi is among the most successful luxury automotive brands globally. In selling one million vehicles worldwide in 2008, AUDI AG recorded its 13th consecutive record year for sales growth. Visit [www.audiusa.com](http://www.audiusa.com) or [www.audiusanews.com](http://www.audiusanews.com) for more information regarding Audi vehicle and business issues.