



2009 Audi A3

Quick Reference: USA Data

VERSION DATE: March 3, 2009

INFO IS SUBJECT TO CHANGE

Key Summary Points

- The Audi A3 was freshened for 2009MY (original U.S. launch was May 2005)
 - The Audi A3 now adds quattro all-wheel drive as an option in its version 2.0 TFSI setup, combined with the innovative S tronic dual-clutch transmission
 - Diesel 2.0L TDI model launches in Fall 2009 with more than 40 mpg highway
 - Audi Magnetic Ride option enhances ride/handling competence
-

Market

- Key competitors are Mini Cooper/Cooper S, Volvo C30 and S40, and BMW 1-series

Design

- Audi signature LED daytime running lights with available optional bi-xenon lights
- Unique tail lights with LED light guides
- Enhanced exterior and interior design, new wheel program
- Versatile interior design, providing unmatched utility for urban environments

Dynamics

- Optional Audi Magnetic Ride, also used in Audi TT since Spring 2007, adds to handling capabilities
- Speed-sensitive electromechanical power steering
- High rigidity due to the use of tailored blanks for adapting steel grade and thickness to the material stresses

Powertrain

- 2.0 TFSI direct injection engine with manual or S tronic (dual-clutch automatic)
 - Stats: 200 hp, 207 lb-ft torque
 - Manual front-wheel drive – 0-60 7.1s; 21/30 city/hwy
 - S tronic front-wheel drive – 0-60 6.9s; 22/28 city/hwy
 - S tronic quattro permanent all-wheel drive (new) – 0-60 6.7s; 21/28 city/hwy
- 2.0 TDI clean diesel with S tronic and front wheel drive
 - Stats: 140 hp / 236 lb-ft torque
 - S tronic front-wheel drive - 0-60 TBD: over 40 mpg expected
 - 50 state legal clean diesel technology
- 3.2 V6 engine with quattro permanent all-wheel drive with S tronic
 - Stats: 250 hp, 236 lb-ft – 0-60 6.1s; 18/25 city/hwy

Standard Equipment Changes with 2009 A3 for USA

- Hill-hold assist – now standard on 2.0T manual (already standard on S tronic models)
- Sirius satellite radio - now standard on all
- Leather seating surfaces - now standard on all
- Flexmetallic interior trim - replaces Matte interior trim on 2.0
- Leather steering wheel - now standard
- Aux audio input – standard on all
- 3.2 only: Standard Bluetooth, Bi-xenon headlamps with LED DRL, and Open Sky
- 3.2 only: Standard Concert CD radio, Sport Suspension, Sport Seats

Launch Timing and Pricing

- USA Audi A3 went on sale third quarter 2008 as a 2009 model year vehicle. It is built in Ingolstadt, Bavaria, Germany.
- USA Audi A3 2.0 TDI goes on sale in late 2009 as a 2010 model year vehicle.