



2010 Audi A3

Quick Reference: USA Data

VERSION DATE: September 10, 2009

INFO IS SUBJECT TO CHANGE

Key Summary Points

- A3 is the most versatile competitor for its size, dimensions, and 5-door flexibility.
 - 2.0 TDI clean diesel model for 50 states introduced in late Fall 2009 with 42 highway mpg; this new powertrain makes the A3 the only luxury compact offering with clean diesel as well as the only luxury car to achieve 42 mpg highway.
 - TDI clean diesel is expected to be over 40% of all U.S. A3 sales
 - Typical equipment for TDI (MSRP \$29,950) comes with Premium Plus (\$2,000) and Open Sky Sunroof (\$1,100). Also, Cold weather Package (\$500) is typically equipped on a regional basis, and Audi Navigation plus is only on about 15% of all A3 models.
 - Audi is the first car company in the United States to sell 100% of its gasoline engines with FSI direct injection technology beginning with model year 2010. Audi began racing with FSI direct injection technology in 2000 at Le Mans and the American Le Mans Series with the R8 FSI prototype race car. Once this technology first became available for U.S. consumers in late 2004 with the introduction of the 2005 A6 3.2 FSI, the list of Audi vehicles with FSI direct injection technology has continued to grow.
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Market

- Key competitors for 2.0 TFSI: Mini Cooper/Cooper S, Volvo C30 and S40, BMW 1-series
- Key competitors for 2.0 TDI clean diesel: Lexus HS 250h, Toyota Prius, Honda Insight

Design

- Audi signature LED daytime running lights with available bi-xenon headlights
- Unique tail lights with LED light guides
- Enhanced exterior and interior design in 2009MY with a new wheel program
- Versatile interior design, providing unmatched utility for urban environments

Dynamics

- Speed-sensitive electromechanical power steering
- High rigidity due to the use of tailored blanks for adapting steel grade and thickness to the material stresses

Safety

- IIHS "Top Safety Pick" for top frontal, side, and rear crash ratings

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 – 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 9.1s; 30/42 city/hwy
 - 50 state legal clean diesel technology

Standard Equipment Changes with 2010 A3 for USA

- 2.0 TDI 50-state clean diesel introduced late Fall 2009 as a 2010 model year vehicle.
- 3.2 (non FSI) engine discontinued. Remaining engines are 2.0 TFSI gasoline and 2.0 TDI clean diesel.
- Reduced line structure from 3 lines to 2. Now “A3 Premium” and “A3 Premium Plus”
- S line exterior made standard for 2010 model year with upgraded wheel program.
- Titanium Sport Package added as an option to include titanium-optic wheels, black grille, sport suspension and seats.
- Leather/alcantara S-line seat now included as part of Titanium Sport Package.
- Bi-xenon headlights with LED DRL standard on “Premium Plus” model.
- Navigation plus package now includes RDS traffic data with free lifetime subscription.
- Audi Magnetic Ride discontinued.
- Wood interior trim now available.

Launch Timing

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