



Audi of America Communications

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The 2010 Audi A3

United States Lineup:

A3 2.0 TFSI front-wheel drive manual or S tronic with dual-clutch technology

A3 2.0 TFSI quattro S tronic

A3 2.0 TDI clean diesel front-wheel drive S tronic

Audi is the first car company in the U.S. to sell 100 percent of its gasoline engines with FSI direct injection technology beginning with model year 2010. In 2000, Audi began racing with FSI direct injection technology in the R8 FSI prototype race car at Le Mans and the American Le Mans Series. Since 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.

The 2010 Audi A3 is rewriting the book on efficiency with the addition of an all-new 2.0 TDI clean diesel engine. The multi-port, turbocharged engine delivers the power and drivability that luxury owners demand while offering unprecedented fuel economy and low emissions. Likewise, the 2010 A3 maintains its sporty DNA, with S line exterior upgrades standard on all models and available quattro all-wheel drive. The choice of a robust 2.0 TFSI engine or the remarkably efficient 2.0 TDI continues to cement the A3's spot as a class-leader.

The Audi A3 created an entirely new premium compact car segment when the first-generation model debuted globally in 1996, and the car has enjoyed tremendous success since it arrived in the U.S. in 2005. By 2009, Audi had sold more than 1.9 million A3s worldwide, and that number continues to swell today. The combination of quality, craftsmanship and efficiency continues to make the A3 a leader in its segment.

The Design: Elegant and Functional

The 2010 Audi A3 retains many of the same attractive style elements introduced in 2009. The leaning hood and fenders are expressively styled, and the bumper keeps its large, easily identifiable single-frame radiator grille. Audi DNA is apparent from front to rear, thanks to a steeply raked windscreen and forward leaning roofline. For the first time, Premium Plus models come equipped with Audi xenon plus headlights with LED daytime running lights as standard equipment. The 2010 Audi A3 also will be available with new wheel choices for an upgraded appearance.

The profile of the 2010 A3 presents an athletic, capable stance. Short overhangs in the front and rear give the A3 a ready-for-anything stance, and the Audi dynamic bodyline instantly associates the vehicle with its sporty cousins. From the rear, the A3 continues to display handsome family traits. Brilliant LED tail lamps dominate the tail of the vehicle, and a large rear hatch makes loading and unloading easy. The rear bumper boasts a bold diffuser to improve aerodynamics as well as muscular dual exhaust tips.

All 2010 A3 models now come equipped with sporty and stylish S line appearance upgrades. Those include aggressive front and rear fascias with fog lights, rear spoiler and unique wheel options.

The Interior: Spacious and Comfortable

Buyers can choose wood-accented interior details for the first time on the 2010 A3. Fine materials abound, giving the A3 an elegant, luxurious feel. Supportive leather seats welcome the driver and passenger, and alcantara inserts are available on the A3 Premium Plus. Buyers also may choose six-step heated front seats as part of an additional package.

The A3 has easy to read instruments with black dials and red needles, and a shift indicator displays the recommended gear in any given circumstance in the driver information system – a nod to the important role of the driver in efficiency. An available Bose surround stereo system offers buyers 10 speakers and a six-channel amplifier.

The Engines: Clean and Efficient

The 2010 Audi A3 can be had with one of two technologically advanced engines. The first is a 2.0 TFSI gasoline engine with 200 hp and 207 lb-ft of torque. The engine uses a cast iron block and a lightweight aluminum cylinder head along with a raft of Audi technology to increase efficiency and power. Intercooled turbocharging, FSI fuel injection and throttle by wire combine to achieve up to 21 mpg city and 30 mpg highway in front-wheel drive configuration.

New for 2010, a 2.0 TDI clean diesel delivers 140 horsepower and 236 lb-ft of torque. While the power and torque figures are impressive, the real TDI story revolves around fuel economy and emissions. The 2.0 TDI can yield 30 mpg in the city and an unmatched 42 mpg on the highway, while still maintaining a ULEV-II emissions rating.

The Transmissions: Strong and Precise

The A3 2.0 TFSI can be had with two transmission choices. A six-speed manual transmission is available on the A3 2.0 TFSI front-wheel drive. The manual transmission is a perfect match for A3, whose short, sporty gear ratios make excellent use of the quick power delivery of the 2.0 TFSI.

A six-speed S Tronic dual-clutch transmission also is available in the A3 2.0 TFSI front-wheel drive, A3 2.0 TFSI quattro and the A3 2.0 TDI . A unique dual-clutch transmission, the S Tronic can perform near instantaneous shifts in just 0.2 seconds. This staggering performance is credited to dual input shafts and twin clutch packs, which enable the computer to have the next anticipated gear “at the ready,” before it is selected. While an automatic mode provides an uninterrupted stream of power from either engine, the driver also may manually select gears via either a console-mounted shifter or optional steering wheel mounted paddle shifters.

Safety: An Unwavering Dedication

The 2010 Audi A3 provides a comprehensive network of safety features designed to protect occupants. Chief among these is the lightweight and rigid body structure of the A3. Designed with a stiff cabin shell and specific crumple zones, the A3 directs collision energy down and away from passengers. In addition, front and side air bags protect occupants in the front row. Rear passengers also are protected from side impact by curtain air bags. The 2010 A3 uses seat belts with automatic pretensioners to reduce the risk of post-collision injury.

Options: More from Audi

Premium and Premium plus packages are available on both the A3 2.0 TFSI and the A3 TDI. The A3 Premium includes standard equipment like Electronic Stability Program® with an Anti-lock Brake System and Electronic Brake Pressure Distribution. Servotronic® power steering, Audi hill hold assist and brake assist complete the compliment of driving aids standard on the A3 Premium. The exterior of the A3 Premium includes brilliant halogen headlamps and two fog lights mounted low in the vehicle's front fascia. LED turn signals mounted in the sideview mirrors increase the A3's visibility.

The interior of the A3 Premium incorporates a four-spoke, leather-wrapped steering wheel and leather seating surfaces. A standard tilt/telescoping steering column accommodates drivers of any nearly stature, and flexmetallic trim adds a high-technology look throughout the cabin of the A3 Premium. An extensive number of convenience options like central locking, power windows with one-touch up/down function and cruise control are all standard. The A3 Premium also plays host to the best in available technology. An Audi concert stereo system with SIRIUS® satellite radio and 10 speakers provides entertainment, while a driver information system provides pertinent information like fuel range, mileage, external temperature and audio settings.

The A3 Premium Plus builds on the equipment found in the A3 Premium by adding Audi xenon plus headlights with LED daytime running lights. Inside, a sporty new three-spoke leather-wrapped multifunction steering wheel, LED ambient lighting and power driver seat are all standard. The A3 Premium Plus boasts added convenience with features like a Bluetooth® hands free phone interface.

The 2010 A3 also may be outfitted with a cold weather package that includes heated external mirrors, heated windshield washer nozzles, and heated front seats. A convenience package adds an auto dimming interior mirror, automatic headlights and windshield washers as well as a BOSE® sound system. The A3 also may be outfitted with the Audi navigation plus package, including RDS traffic data and either Audi music interface or a six-disc CD changer located in the glove box. Two sport packages are available for the A3 Premium Plus. The 18-inch Sport Package features 18-inch alloy wheels with summer tires, sport seats and a sport suspension. The Titanium Sport Package adds Titanium optic 18-inch wheels, black front grille surround, piano black interior trim, a black headliner to the 18-inch sport package.

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

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