

Media Information



FOR IMMEDIATE RELEASE
DATE: Monday, December 3, 2007

AUDI OF AMERICA, INC.
3800 Hamlin Road
Auburn Hills, MI 48326
Tel. 248/754-5000
Fax. 248/754-6140
www.media.audiusa.com

CONTACT: Jeff Kuhlman
(248) 754-6017
jeff.kuhlman@audi.com

Christian Bokich
(248) 754-4729
christian.bokich@audi.com

AUDI A3 RECEIVES ENHANCEMENTS FOR 2008

AUBURN HILLS, Mich. – The A3 2.0T and A3 3.2 quattro[®] have taken the premium compact segment by storm and continue to garner praise from customers and the automotive media for their sporty performance, utility, and luxurious refinement. The 2008 models promise to continue this trend with the addition of some new standard equipment and option packages.

For 2008, the A3 gets even sportier with an optional Titanium package. This option package is available on the A3 2.0T S line and the A3 3.2 quattro and consists of 18-inch Titanium-color RS 4-style alloy wheels, black front grille, black interior headliner, and piano black interior trim. This package gives the A3 an even sportier appearance.

With its aggressive styling, sporty driving dynamics, and abundance of standard features, the A3 offers sports car-like performance and sophistication with the versatility of its four-door design and cargo area.

(more)

Engine and transmission

The A3 2.0T is powered by Audi's revered 2.0T FSI engine. The 2.0T FSI is a four-cylinder engine with turbocharger, delivering 200 horsepower between 5,100 and 6,000 rpm. Its maximum torque of 207 ft. lbs. is available across a wide speed range from 1,800 to 5,000 rpm. This engine also is the first production unit worldwide to combine FSI gasoline direct injection with a turbocharger.

This technology – which was developed originally for the Le Mans-winning Audi R8 prototype race car – enables a unique synthesis of high performance, free-revving response and pulling power in all speed ranges, yet provides excellent fuel economy. Its combination of power delivery, efficiency, and advanced technology helped it to be named one of *Ward's* “10 Best Engines” for 2006 and 2007.

The A3 2.0T is fitted with a six-speed manual gearbox or an optional S tronic automatic transmission, both in front-wheel drive. This pioneering form of power transmission – inspired by Audi racing technology from the rally cars of the mid 1980s – permits lightning-fast gear changes with uninterrupted traction thanks to its electro-hydraulically controlled twin clutch.

The S tronic is derived from a conventional six-speed manual gearbox adding the qualities of a modern automatic transmission, thus providing a drive concept superior in every respect. The driver benefits from supreme agility and driving pleasure, combined with dynamic acceleration, without interrupting the flow of power from the engine.

(more)

The A3 3.2 quattro has a 3.2-liter V6 with a very narrow 15 degrees between cylinder banks. Producing 250 hp with 237 ft. lbs. of torque available from 2,500 to 3,000 rpm, the powerful V6 is combined with quattro all-wheel drive and the much-praised S tronic transmission to effectively transfer power to the road.

In order to reduce emissions and further improve efficiency, the inlet and exhaust camshafts are continuously adjustable. The compression ratio is 11.3:1. Other technical details such as the variable intake manifold and the modified intake ports give the six-cylinder engine superior torque and power output.

Throttle valve actuation is designed for an exceptionally agile, spontaneous engine response to accelerator pedal movements. The way it interacts, particularly with the ultra-rapid precise control technology of the S tronic – with twin clutch – opens up an entirely new dimension in propulsive power. The close connection between throttle and transmission control is made particularly apparent by active throttle blips during downshifts in the selector lever position S and in the manual gate.

The sound of the dual-branch variable exhaust system suitably reflects these sporting characteristics. The sonorous sound never becomes over-assertive, even at high engine speeds, yet it unmistakably conjures up all the sentiments that sports-minded A3 drivers appreciate.

(more)

Dynamic suspension

A highly sophisticated suspension design, consisting of a McPherson front suspension and an innovative four-link independent rear suspension, is equally as important for the excellent driving dynamics of the Audi A3.

The suspension is designed for sporty and agile handling that offers a high standard of control and produces excellent cornering performance and a high level of comfort in conjunction with both front-wheel drive and quattro.

The standard 17-inch wheels improve performance on the road and also add a sporty visual touch. The power of the engines is reflected by the equally powerful brake system with a large brake disc diameter. Performance tires and 18-inch alloy wheels now are optional on A3 2.0T S line and 3.2 quattro models for 2008.

The A3 is fitted with electromechanical steering with speed-dependent power assistance. This combines optimum feedback from steering movements with a low level of sensitivity to vibration from the road and also consumes less energy than a conventional system.

Design

The A3 is recognizable immediately in the rear-view mirror: the dominant feature of its front end is the striking single-frame grille which now is the distinctive mark of the latest Audi generation. The S line cars have larger and more aggressive air intakes and

(more)

a front lip that add to the sporty nature of the package. The S line package is standard on the 3.2 quattro and optional on the 2.0T models.

The marked tapering of the sides and the dynamic shape of the clear-glass headlights give the face of the car the extremely self-confident and forceful character for which Audi is famous.

When viewed from the side, the A3's silhouette becomes flatter toward the rear of the car in typical coupe fashion. The gently rearward sloping roofline incorporates the tail end harmoniously into the powerful overall proportions of the car as it sits low on the road.

The A3's visual center of gravity is found at its powerful rear end, which features a dual exhaust system. With its simple use of lines and graphically divided surfaces, the rear-end styling is as discreet as it is impressive. S line cars have a revised rear bumper with a more pronounced and contrasting lower valence.

Interior

The interior design of the Audi A3 is distinguished by two features: sportiness and elegance. This impression is conveyed by the low seat position, in typical sports car style, the high and wide center console and the clear, generous division of the dashboard.

(more)

The three- or four-spoke steering wheel can be recognized by the trapezoidal central element, which is reflected in the design of the single-frame front grille.

The attractive interior surfaces and each individual detail are the result of excellent material quality and a perfect finish at the highest level of craftsmanship expected from an Audi. This standard by no means benefits the passenger compartment alone, but it also is reflected in the quality appearance of the luggage compartment.

Superior ergonomic design is combined with equally outstanding aesthetic qualities throughout the car's interior. Typical examples are the round air vents with aluminum surrounds, the rotary knobs on the automatic climate control and the numerous aluminum trim elements for the door and glove compartment handles.

The interior is outstanding not only for its quality but also for the amount of space it offers. Driver and passengers enjoy outstanding roominess in all areas. Rear passengers benefit from plenty of knee room and headroom, and they have absolutely no trouble getting into the A3 through the wide-opening rear doors.

Equipment

In typical Audi fashion, the A3 will offer a full complement of premium standard equipment. Items such as automatic climate control with pollen filter and sun sensor, 140-watt stereo with 10 speakers and SIRIUS[®] Satellite Radio preparation, 17-inch alloy wheels, cruise control, power windows, and central locking with remote are some

(more)

of the standard features. The quality and diversity of the standard equipment will reflect the declared objective of the A3 – to offer the high levels of standard equipment found in larger, premium automobiles.

A3 2.0T models equipped with the optional Premium package have aluminum interior trim, leather-covered, three-spoke multifunction steering wheel, fog lights, illumination package, leather seating surfaces, and power driver's seat.

The optional A3 2.0T S line package (standard on 3.2 quattro) has the same equipment as the premium package and adds revised bumpers and S line badging, a sport suspension, performance tires, leather-covered three-spoke sport steering wheel, sport seats (power driver's seat), and roof spoiler.

Premium package A3 models come with 16-spoke, bi-color 17-inch alloy wheels. The A3 2.0T S line and 3.2 quattro come with five-spoke 17-inch alloy wheels and have optional five-spoke, 18-inch alloy wheels. Both sets of wheels can be ordered with performance tires.

All A3 models can be equipped with optional equipment such as heated front seats, adaptive Bi-Xenon headlights, light/rain sensor and auto-dimming mirrors and compass (standard on 3.2 quattro), and Bluetooth® preparation. A Cold Weather package with heated seats, mirrors, washer nozzles, and a ski sack also is available. A3 3.2 quattro models have optional manual-rear sunshades for 2008.

(more)

Also new for 2008 is the Titanium package mentioned earlier. It is available on all S line-equipped A3 models.

Audi Navigation Plus includes a DVD-based navigation system, BOSE® premium sound, two slots for SD memory cards that can be loaded with MP3 files, and a glove-box mounted six-disc CD changer. Like the Cold Weather package, Audi Navigation Plus is available across the A3 model line.

An audio package (standard on 3.2 quattro) features a BOSE premium sound system with an in-dash six-disc CD changer and SIRIUS Satellite Radio. Apple iPod® integration also is available on all 2008 A3 models.

All A3 models have the Open Sky system and rear side airbags as optional equipment. The two-part Open Sky glass sunroof system lets more light and air into the car. It allows the occupants of the A3 a generous view of the sky and optimizes light and visibility in the interior. Separate blinds prevent excessive heat build-up inside the car and protect against the sun's glare. The front glass segment also can be raised and slid back.

It goes without saying that safety features such as the electronic stabilization program (ESP), new front seats with active head restraints, remote keyless locking, front and side airbags for driver and front passenger, and the Sideguard® airbag system are all a standard part of the A3. Rear side airbags are optional on all A3 models.

(more)

Warranty

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

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

About Audi of America

Audi of America, Inc., currently offers a line of luxury vehicles that includes the Audi A3 sport compact; the sporty A4 and S4 sedan, Avant, and Cabriolet models; the high-performance RS 4 sports sedan and Cabriolet; the all-new S5 coupe with a 354-horsepower engine; the A6 sedan and Avant; the V10-powered high-performance S6 sedan; the newly updated flagship A8 and S8 luxury sedans available with 8, 10, and 12 cylinders; the Audi Q7 performance SUV; the all-new for 2008 TT Coupe and Roadster models; and the all-aluminum R8 mid-engine supercar, one of the most exclusive sportscars in the world. Audi's 270 dealers sold 90,116 vehicles in the United States during 2006. Information regarding the Audi brand and products can be found at www.audiusa.com, and information for media can be found at www.media.audiusa.com.

#

"quattro," "Sideguard," "Audi" and the four rings logo are registered trademarks of AUDI AG.

All other trademarks used in this document are the property of their respective owners.