



Audi
MediaInfo

The 2011 Audi A3

HERNDON, Va., November 1, 2010 – In 2011, the choice of a robust 2.0 TFSI[®] engine alongside the remarkably efficient 2.0 TDI[®] continues to cement the class-leading position of the Audi A3. The multi-port, turbocharged TDI clean diesel engine delivers the power and drivability that luxury owners demand while offering unprecedented fuel economy and low emissions, and the gasoline-powered Audi A3 brings a pure, sporting character to the segment. The 2011 Audi A3 maintains its sporty DNA, with S line[®] exterior upgrades standard on all models and available quattro[®] all-wheel drive.

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 on U.S. shores in 2005. In 2009, Audi had sold more than 1.9 million Audi A3 models worldwide, and that number continues to grow. The combination of quality, craftsmanship and efficiency make the Audi A3 a leader in its segment.

The Design | Vibrant new colors, updated wheels and accents

The 2011 Audi A3 retains the same attractive style elements introduced in 2009. The leaning hood and fenders are expressively styled, and the bumper keeps its large, easily identifiable Singleframe[®] radiator grille. In 2011, two new paint colors make their debut – Scuba Blue and Deep Sea Blue. The optional hues take the place of last model year's Aruba Blue.

Audi DNA is apparent from front to rear, thanks to a steeply raked windscreen and forward-leaning roofline. Premium Plus models come equipped with Audi xenon plus headlights with LED daytime running lights as standard equipment and feature an all-new wheel design for 2011. Cars equipped with the Titanium Package also feature an all-new wheel design.

The profile of the 2011 Audi A3 presents an athletic, capable posture. Short overhangs in the front and rear lend to the ready-for-anything stance, and the Audi dynamic bodyline instantly associates the vehicle with its sporty cousins. From the rear, the Audi A3 displays handsome family traits. Chrome accents on the door handles differentiate 2011 cars from their predecessors, while brilliant LED tail lamps dominate the tail of the vehicle.

A large rear hatch makes loading and unloading easy, and the rear bumper boasts muscular dual exhaust tips and a bold diffuser to improve aerodynamics. All 2011 Audi A3 models come equipped with sporty and stylish S line appearance upgrades. Those include an aggressive front fascia with fog lights and unique wheel options.

The Interior | A synergy of luxury and sport

Buyers can opt for dark brown walnut wood interior details or the Piano Black motif of the Titanium Package in lieu of the standard Aluminum Medial inlays. Whatever the choice, fine materials abound, giving the Audi A3 an elegant, luxurious feel. Supportive leather seats welcome the driver and passenger, and Alcantara® inserts are available in the Audi A3 Titanium Sport Package. Buyers also may choose six-step heated front seats as part of an additional package.

The Audi 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. A BOSE® stereo system is optional on the Audi A3 Premium Plus, offering buyers 10 speakers and a six-channel amplifier.

The Engines | Clean and efficient

The 2011 Audi A3 offers a choice of two technologically advanced engines. The first is a 2.0 TFSI 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 range of Audi technologies to increase efficiency and power. Audi valvelift system, FSI® fuel injection and throttle by wire combine to achieve up to 21/30 mpg (city/hwy) in front-wheel drive configuration.

Audi's remarkably efficient 2.0 TDI clean diesel engine delivers 140 hp 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, for a combined EPA fuel economy rating of 34 mpg while still maintaining a ULEV-II emissions rating.

The Transmissions | Strong and precise

The Audi A3 2.0T offers a choice of two types of transmissions. A six-speed manual transmission is available on the Audi A3 2.0T front-wheel drive and the Audi A3 2.0T quattro. The manual transmission is a perfect match for the A3, with short, sporty gear ratios that 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 Audi A3 2.0T front-wheel drive, A3 2.0T quattro and the A3 2.0 TDI front-wheel drive. A unique dual-clutch transmission, the S tronic can perform near instantaneous shifts in just 0.2 seconds. This performance is credited to dual input shafts and twin clutch packs that enable the computer to have the next anticipated gear "at the ready" before it is selected

Safety | An unwavering dedication

The 2011 Audi A3 provides a comprehensive network of safety features designed to protect occupants. Chief among these is the A3's lightweight and rigid body structure. Designed with a stiff cabin shell and specific crumple zones, the Audi A3 directs collision energy down and away from passengers. Front and side airbags also protect occupants in the front seats. Rear passengers are protected from side impact by curtain air bags. In addition, the 2011 A3 uses seatbelts 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 Audi A3 2.0T and the Audi A3 TDI. The Audi A3 Premium includes standard equipment like ESP with ABS and Electronic Brake Pressure Distribution. Servotronic power steering, Audi hill hold assist and brake assist complete the complement of driving aids that are standard on the Audi A3 Premium. The exterior of the Audi A3 Premium includes brilliant halogen headlights and two fog lights mounted low in the vehicle's front fascia. LED turn signals mounted in the side view mirrors make the A3 more visible to other drivers.

The interior of the Audi A3 Premium incorporates a four-spoke, leather-wrapped multifunction steering wheel and leather seating surfaces. A tilt/telescoping steering column accommodates drivers of any nearly stature as standard, and flexmetallic trim with chrome accents adds a splash of color 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 standard. An Audi concert stereo system with SIRIUS[®] satellite radio and 10 speakers provides entertainment, while a driver information system provides pertinent information such as fuel range, mileage, external temperature and audio settings.

The Audi 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 seats are standard. The A3 Premium Plus also boasts added convenience with features like Bluetooth[®] hands-free calling.

The 2011 Audi A3 may be outfitted with a cold weather package that includes heated external mirrors and heated windshield washer nozzles. A convenience package adds an auto dimming interior mirror, automatic headlights and windshield washers as well as a BOSE stereo system. The A3 also may be outfitted with a navigation system plus package that features either an Audi music interface or a six-disc CD changer located in the glove box. Two sport packages are available for the A3 Premium Plus, including an 18-inch Sport Package that features 18-inch alloy wheels with summer tires, sport seats and a sport suspension. A Titanium sport package adds new seven-rotor design wheels, Piano Black interior trim and 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