



2018

RS 3

Audi of America
Media Kit



Audi of America
2018 RS 3

REVISED July 2017
All information subject to change



OVERVIEW

All-new 2018 RS 3 sedan:

- ▶ The all-new 2018 RS 3 sedan features a 2.5-liter TFSI® five-cylinder engine with seven-speed S tronic® automatic transmission and produces 400 hp and 354 lb-ft of torque². Maximum torque is available between 1,700 and 5,850 rpm.
- ▶ The RS 3 sprints from 0 to 60 mph in 3.9 seconds, and achieves a top track speed of 155 mph, or increased to 174 mph⁴ with the optional Dynamic plus package.
- ▶ The RS 3 is equipped with a four-link rear suspension and a McPherson front suspension with forged aluminum lower control arms.
- ▶ Standard quattro all-wheel drive is also fully integrated within the Audi drive select system offering four distinct drive modes: comfort, auto, dynamic and individual. Each mode allows the driver to change gear shift points, steering, throttle response, and damper control (when equipped with Audi magnetic ride).
- ▶ The RS 3 comes standard equipped with eight-piston monobloc brake calipers with 370mm ventilated and cross-drilled discs at the front. Also available are front carbon-ceramic brake discs with Anthracite Gray painted calipers as part of the Dynamic plus package.
- ▶ The RS 3 features a more aggressive and sport focused exterior design including wider front fenders, Matte Alu-optic exterior styling package including matte Alu-optic exterior mirror housings, front blade, rear diffuser and Singleframe® grille surround with quattro® script.
- ▶ Available Black optic package includes high gloss black exterior mirror housings, a black rear lip spoiler, a black optic exterior trim with quattro script and 19" 5-arm blade design staggered wheels with a bi-color black finish.

Vehicle Highlights:

- ▶ Standard full LED headlights with daytime running lights and LED taillights with dynamic turn signals.
- ▶ Available Audi virtual cockpit featuring a 12.3-inch display that delivers vibrant color at 60 frames per second with NVIDIA® quad core processing power. Specific to the RS 3 is a unique screen that displays information on tire pressure (when equipped with the Dynamic plus package), horsepower/torque, and a G-meter.
- ▶ Available Bang & Olufsen® Sound System featuring 14 speakers capable of producing 705 watts of pure, crisp sound.
- ▶ Optional MMI® navigation plus with MMI touch features a completely redesigned menu structure and an MMI search, which operates similar to an Internet search engine making text input simpler and quicker.¹¹
- ▶ Available Audi connect® features (supported by 4G LTE where available¹⁶) include online traffic info, weather updates, fuel prices, Apple Siri® Eyes Free integration for compatible devices, internet radio streaming as well as picture navigation, read-aloud personalized news headlines and Twitter® alerts, among other features.¹³
- ▶ Standard Audi smartphone interface for compatible devices provides Apple CarPlay™ and Google™ Android Auto integration via USB connection.³
- ▶ Standard Audi side assist provides blind spot monitoring via LED indicators on the exterior mirror housings at speeds above 9 mph.⁸
- ▶ Available driver assistance systems including Audi adaptive cruise control with stop & go, Audi active lane assist and high beam assist.



Key Specifications

RS 3

Starting MSRP ¹	\$54,900
Engine	Inline five-cylinder turbo direct injection, four valve per cylinder, DOHC
Transmission	Seven-speed S tronic [®] dual-clutch automatic transmission and quattro [®] all-wheel drive
Horsepower @ rpm	400 @ 5,850-7,000
Torque (lb-ft @ rpm)	354 @ 1,700-5,850
Acceleration (0-60 mph) ²	3.9 seconds
Top track speed (mph) ⁴	155 (250 km/h) Optional: 174 (280 km/h)
Curb weight (lbs.)	3,593 (1630 kg)
EPA estimates(City/Highway/Combined) ⁵	19/28/22



PRODUCT PROFILE

Exterior Walkaround – RS 3 Standard Features



Shown in Catalunya Red metallic

1. Matte Aluminum optic Singleframe® grille with quattro® script
2. RS 3-specific front fascia with matte Aluminum optic front blade and widened front fenders
3. Matte Aluminum optic trim around exterior side windows
4. RS 3-specific rear bumper with matte Aluminum optic rear diffuser
5. Full LED headlights
6. 19" 5-arm blade design wheels, silver finish with summer performance tires
7. Matte Aluminum optic exterior side mirror housings
8. LED taillights with dynamic turn signals
9. Rear lip spoiler
10. RS oval exhaust outlets

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PRODUCT PROFILE

Exterior Walkaround – RS 3 Available Dynamic package



Shown in Nardo Gray with available Dynamic package

Dynamic plus package

1. 19" 5-arm blade design wheels, titanium finish and staggered summer performance tires
2. Red brake calipers
3. Sport exhaust system with black tips



PRODUCT PROFILE

Interior Walkaround – RS 3 Standard Features



1. Leather/Alcantara® three-spoke multifunction flat-bottom sport steering wheel with shift paddles
2. Dual-zone automatic climate control and heated front seats
3. Alcantara® RS shift knob
4. MMI® touch
5. Aluminum Race inlays, illuminated
6. Audi sound system
7. Manual adjustment front 5 sport seats, including four-way power lumbar adjustment
8. RS 3 Fine Nappa leather with contrast diamond stitching
9. Audi advanced key—keyless start, stop and entry
10. Panoramic sunroof (not shown)

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2018 RS 3

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TECHNICAL SPECIFICATIONS

- = Standard
- = Optional
- = Not Available

Engineering/Performance

RS 3

Engine Type	Inline five-cylinder turbo direct injection, four valve per cylinder, DOHC
Arrangement	Front Mounted-Transverse
Bore (in)	3.25 (82.5 mm)
Stroke (in)	3.65 (92.8 mm)
Displacement (cu in)	151 (2480 cc)
Compression Ratio	10:1
Horsepower @ rpm	400 @ 5,850-7,000
Torque @ rpm (lb-ft)	354 @ 1,700-5,850
Induction/Fuel injection	Turbocharged/FSI®
Acceleration (0-60 mph) ²	3.9 seconds
Top Track Speed (mph) ⁴	155 (250 km/h) Optional: 174 (280 km/h)



Engine Design

RS 3

Cylinder Block	Aluminum-alloy
Cylinder Head	Aluminum-alloy
Firing Order	1 - 2 - 4 - 5 - 3
Valvetrain/Intake	DOHC
Max Boost	19.6 psi (1.35 bar)

Body/Suspension/Chassis

RS 3

MacPherson front struts with lower A-arm and stabilizer bar	■
Four-link rear suspension with separate springs and shocks	■
Audi magnetic ride	■
RS 3 fixed sport suspension	□
Ventilated eight piston front disc brakes & ventilated rear disc brakes (in)	■ 14.6/12.2 (370/310 mm)
Ventilated eight piston Audi ceramic front brakes & ventilated rear disc brakes (in)	□ 14.6/12.2 (370/310 mm)



Wheels & Tires

RS 3

8.0" x 19" 5-arm blade design, silver finish 235/35 R19 summer performance tires ¹⁰	■
8.5" x 19" (front) 5-arm blade design, Titanium-matte finish 255/35 R19 summer performance tires ¹⁰ 8.0" x 19" (rear) 5-arm blade design, Titanium-matte finish 235/35 R19 summer performance tires ¹⁰	□
8.0" x 19" (front) 5-arm blade design, bi-color black finish 255/35 R19 summer performance tires ¹⁰ 8.0" x 19" (rear) 5-arm blade design, bi-color black finish 235/35 R19 summer performance tires ¹⁰	□

Transmission/Drivetrain

RS 3

Seven-speed S tronic® dual-clutch automatic transmission and quattro® all-wheel drive	■
Gear ratios:	quattro® S tronic®
1 st	3.563
2 nd	2.526
3 rd	1.679
4 th	1.022
5 th	0.788
6 th	0.761
7 th	0.635
Reverse	2.789
Final Drive	4.059 in 1 st , 4 th , 5 th 3.450 in 2 nd , 3 rd , 6 th , 7 th

Exterior Measurements

RS 3

Wheelbase (in)	103.6 (2631 mm)
Length (in)	176.3 (4479 mm)
Height (in)	55.0 (1397 mm)
Width including mirrors (in)	77.2 (1960 mm)
Track front/rear (in)	61.4/60.2 (1559/1528 mm)
Curb Weight (lbs)	3,593 (1630 kg)
Drag Coefficient	C _w = 0.33 Front Area = 2.14 sq.m



Interior Measurements

RS 3

Headroom Sunshade (in, front/rear)	36.5/36.1 (927/918 mm)
Legroom (in, front/rear)	41.2/35.1 (1047/891 mm)
Shoulder Room (in, front/rear)	54.8/53.0 (1392/1345 mm)
Luggage Capacity (cu feet)	10.0
Luggage Capacity (2nd row folded)	TBD
Seating Capacity	5

EPA mileage estimates*/Capacities

RS 3

S tronic® dual-clutch automatic transmission (city/highway/combined) ⁵	19/28/22
Engine oil (qt)	7.5 (7.1 liter)
Coolant system (gal)	10.2 (9.7 liter)
Fuel (gal)	14.5 (55 liter)
Recommended fuel	Premium

Steering

RS 3

Type	Electromechanical power steering system
Audi progressive steering	■
Ratio	14.6:1
Turning Circle (curb-to-curb) (ft)	36.1 (11.0 m)



Infotainment/Technology

RS 3

Color driver information system	■
Audi virtual cockpit (12.3" LCD fully digital instrument cluster with 1,440 x 540 pixel resolution and visual mode selection)	□
7.0" TFT color center infotainment display with 800 x 480 pixel resolution	■
MMI® Navigation plus ¹¹	□
MMI® touch with handwriting-recognition technology ⁹	□
Audi connect® with six-month trial subscription ¹² <ul style="list-style-type: none"> > MIB-2 hardware, including embedded SIM card > Without Connect CARE (security & safety services) > Without remote services (such as geofencing, valet alerts and speed alerts) 	□
Audi smartphone interface (Apple CarPlay™ and Google™ Android Auto integration) for compatible devices via USB connection displaying smartphone content directly on MMI® display. Integration of navigation, telephone, music and select third-party applications conveniently controlled through MMI® controller ³	■
Audi sound system with ten speakers and single CD player with MP3 playback capability	■
Bang & Olufsen® Sound System with 14 speakers and 705 watts	□
HD Radio™ Technology	■
SiriusXM® Satellite Radio with 90-day trial subscription (All Access plan) ⁷	■
INRIX XD® Traffic ¹⁴	□
SD card slot with 32 GB operating capacity (dual slots if equipped with MMI® Navigation plus)	■
BLUETOOTH® streaming audio for compatible devices	■
BLUETOOTH® wireless technology preparation for compatible mobile phones	■



Driver Assistance/Innovation

RS 3

Audi advanced key - keyless start, stop and entry (front doors and trunk) ⁶	■
Rain/light sensor for automatic windshield wipers and headlights	■
Cruise control with coast, resume and accelerate features	■
Audi adaptive cruise control with stop & go	□
Audi active lane assist	□
Audi pre sense [®] basic ⁸ (begins closing the side windows and sunroof, and tightens the front safety belts when impending collision is detected)	■
High-beam assistant	□
Audi side assist with Rear cross traffic assist ⁸	■
Audi drive select > Includes four modes (Comfort, Auto, Dynamic and Individual)	■
Rear view camera	■
Parking system plus (front and rear acoustic sensors) with selective display > Engages automatically in 'drive' and 'reverse' parking scenarios under 6 mph > Can be disabled in the MMI [®] system under 'vehicle settings'	■



Warranty / Maintenance

RS 3

Audi New Vehicle Limited Warranty ¹⁵	4-year/50,000-mile new vehicle limited warranty (whichever occurs first) 12-month/10,000-mile (whichever occurs first) NO CHARGE first scheduled maintenance
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***A limited number of 2017 RS 3 models will be produced. These will be the first vehicles arriving in the US and will be preconfigured with carbon fiber inlays, Audi virtual cockpit with MMI® Navigation plus, Bang & Olufsen Sound System, 19-inch, five-arm-blade design wheels with titanium finish, red brake calipers and the RS sport exhaust system with black tips.**



ABOUT AUDI OF AMERICA

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. The Audi Group is among the most successful luxury automotive brands globally. In 2016, AUDI AG delivered about 1.87 million Audi automobiles and broke all-time company sales records for the seventh straight year in the U.S. Visit www.audiusa.com or media.audiusa.com for more information regarding Audi vehicles and business topics.

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¹Prices listed are the Manufacturer’s Suggested Retail Prices and do not include destination and delivery (\$975), taxes, title, options, and dealer charges. Dealer sets actual price.

²Always obey all local speed and traffic laws.

³Always pay careful attention to the road, and do not drive while distracted. Not all features available on all operating systems. Standard text and data usage rates apply. These features require compatible device, operating system, and mobile apps. See mobile device and app providers for terms and privacy. “Android, Android Auto, Google Play, and other marks are trademarks of Google Inc. “Apple CarPlay” is a trademark of Apple Inc.

⁴Top track speed electronically limited in U.S. Always obey all speed and traffic laws.

⁵Where stated, fuel economy values (mpg) are EPA estimates. See www.fueleconomy.gov for updated information. Actual mileage will vary and depends on several factors including driving habits and vehicle condition.

⁶See Owner’s Manual for further details and important warnings about the keyless ignition feature. Do not leave vehicle unattended with the engine running, particularly in enclosed spaces.

⁷SiriusXM® Satellite Radio subscriptions sold separately or as a package after trial expires. Subscriptions are governed by SiriusXM® Customer Agreement (see www.siriusxm.com) and are continuous until you call SiriusXM® to cancel. Sirius U.S. Satellite Service available only to those 18 and older in the 48 contiguous U.S.A., D.C and Puerto Rico (with coverage limitations).

⁸Driver Assistance features are not substitutes for attentive driving. See Owner’s Manual for further details, and important limitations.

⁹Always pay careful attention to the road, and do not drive while distracted. See Owner’s Manual for further details, and important limitations

¹⁰Tires are supplied and warranted by their manufacturer. Summer High-performance tires are designed for optimum performance and handling in warm climates. They are not suitable for cold, snowy, or icy weather conditions. If you drive under those circumstances, you should equip your vehicle with all-season or winter tires, which offer better traction under those conditions. We suggest you use the recommended winter or all-season tire specified for your car or its equivalent.



These high-performance tires also may have a lower aspect ratio that aids performance and handling; however, in order to avoid tire, rim, or vehicle damage, it is important that the inflation pressure is regularly checked and maintained at optimum levels. Please also remember in making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than other choices. Finally, these tires may wear more quickly than other choices.

¹¹Audi Navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle's electrical system, and existing wireless and satellite technologies, must be available and operating properly for the system to function. The system is designed to provide you with suggested routes in locating addresses, destination and other points of interest. Changes in street names, construction zones, traffic flow, points of interest and other road system changes are beyond the control of Audi of America, Inc. Complete detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible, therefore you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested Audi navigation plus route.

¹²Always pay careful attention to the road, and do not drive while distracted. Audi connect® should only be used when it is safe and appropriate. Audi connect services and features are optional, provided with the support of authorized affiliated and third party service providers, and may require additional subscriptions with separate terms and conditions. Available on select models. Certain services collect location information, see Terms of Service for information about how to disable and for other details.

¹³Connect PRIME services are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. Trial or paid subscription required. Connect PRIME services require vehicle cellular connectivity and availability of vehicle GPS signal; certain services collect location information, see Terms of Service for information about how to disable. Online services are subject to change at any time. Google Earth features will not be available after December 2020 for Model Year 2018 & older vehicles. Google Earth is a trademark of Google Inc. See Terms of Service, Privacy Policy, and other details at: <https://www.audiusa.com/privacy> and <https://www.audiusa.com/technology/intelligence/audi-connect/connect-terms>

¹⁴INRIX XD® Traffic is available on Model Year 16+ A6, A7, TT, RS and Model Year 17+ A3, A4, Q7, allroad®, MY18+ A5, Q5 vehicles and is included with an Audi connect subscription. Excludes Audi MY 19 & older Q3 and A8.

¹⁵See dealer or owner's literature for details.

¹⁶Always pay careful attention to the road, and do not drive while distracted. The Wi-Fi hotspot feature is intended for passenger use only. 4G LTE coverage is not available in all areas. Connect PLUS features and technologies are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. See materials provided by wireless carrier for terms, privacy, data security details. Returning devices connect automatically and use plan data unless hotspot is removed from device settings.

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