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An icon returns; the fourth-generation Audi A3 arrives in New Zealand

- **The original premium compact hatch**
- **All new exterior and interior design**
- **Revitalised, dynamic driving experience**

Auckland, July 22, 2021 – The fourth generation of Audi’s iconic A3 has arrived in New Zealand. A quarter of a century after the Audi defined the premium compact hatch in 1996, the A3 returns with a bold exterior and interior design, enhanced driving dynamics and a host of intuitive technologies for the driver.

“So many New Zealanders have taken their first step into the Audi brand with the A3 – whether that was with a brand-new car or a used car,” said Dean Sheed, General Manager, Audi New Zealand. “It has truly been a gateway to Audi for so many people. It could only be a success in this role if it is firstly very desirable, and secondly if it delivers an impeccable experience in keeping with the rest of the Audi range.

“We are very fortunate that the A3 has been delivering on these fronts for 25 years – and the new model will continue that tradition, with outstanding design, enjoyable driving dynamics and advanced technology that is typically found in our larger segments.”

The new Audi A3 Sportback features compact proportions and a striking design. The wide Singleframe and large air inlets at the front end are reminiscent of the Audi family, and accentuate the dynamic character of the premium compact car. The shoulder along the body extends in a smooth line from the headlights to the rear lights, while the surface below is curved inward – a new element of Audi’s design that puts a stronger emphasis on the wheel arches.

Digital daytime running lights of the optional Matrix LED headlights are a further innovation; they consist of a pixel array made up of LED segments in a three by five arrangement that creates special light signatures and make the A3 immediately recognisable. The sophisticated design is continued in the interior with the new shifter, aluminum or carbon inlays, striking door openers and an instrument panel with a black-panel look.

The cockpit of the A3 Sportback is wholly focused on the driver. It uses familiar elements from the brand’s full-size models and is equipped with a 10.1-inch touch display as standard, which is



integrated into the centre of the instrument panel. This recognises letters entered by hand, provides acoustic feedback and can be controlled using natural language. The instrument cluster, which the driver operates via the multifunction steering wheel, is also digital as standard. The Audi virtual cockpit screen measures 12.3 inches diagonally, and offers three different views, including a large display of the navigation map,. A head-up display that projects information onto the windshield in colour is also available as an option.

The MMI is powered by the new third generation modular infotainment platform. Its computing power is ten times higher than that of its predecessor, and it performs all tasks relating to connectivity, including telephone and Audi connect services with LTE Advanced speed, and it also has an integrated Wi-Fi hotspot.

Individual settings can be stored in up to six user profiles – from climate control and the seat position to frequently selected navigation destinations and frequently used media. Route guidance in the standard satellite navigation system is even easier and more flexible. For example, the navigation offers predictions on the development of the traffic situation, and high-resolution satellite images from Google Earth.

Audi connect enriches points of interest with photos, opening hours and user reviews. The connect services also include the car-to-X services, which help to find free parking spots on the roadside. The A3 Sportback is connected to the smartphone via the myAudi app, Apple CarPlay or Android Auto.

The new A3 Sportback arrives in New Zealand with a sophisticated 1.5-litre, four-cylinder TFSI engine delivering 110kW and includes a 48-volt mild-hybrid system (MHEV). Available with a quick-shifting seven-speed S tronic transmission, the A3 delivers combined fuel consumption of 5.0l/100km*.

A 2.0-litre, four-cylinder TFSI engine will be available in New Zealand from August, with 140kW of power on tap. For the first time in the A3, the 2.0 TFSI engine now comes with Audi's renowned quattro drive system for improved driving dynamics and safety. The more potent version features the same seven-speed S tronic transmission, with combined fuel consumption of 5.7l/100km*.

The larger engine also sees the addition of S line exterior, 18-inch wheels, emergency assist and dynamic indicators, while adaptive cruise control, and LED headlights and taillights are standard across all A3 Sportback models.

The four-link rear axle suspension of the new A3 Sportback is sporty and balanced, combining pleasant ride comfort with enjoyable driving dynamics. Adaptive damper control is optional on the A3, which can simultaneously lower the body by 10 millimetres. Each damper permanently adapts to the road condition, the driving situation and the settings in the Audi drive select dynamic handling system, creating a wide spread between highly comfortable roll motion and



agile handling. With optional sport suspension, the focus is clearly on the latter. Due to the tauter tuning of the suspension and dampers and the fact that the vehicle is lowered by 15 millimetres, the compact model conveys an even more direct contact with the road surface.

Equipped with Audi pre-sense front, swerve assist and lane departure warning, the A3 Sportback helps prevent accidents and offers a high level of safety as standard. Lane change and exit warnings, as well as cross-traffic and park assist systems, are also standard on all models. The adaptive cruise assist maintains the speed and distance to the vehicle in front and assists with lane guidance by means of gentle interventions in the electromechanical steering. This increases the level of driving comfort during long journeys in particular.

The new A3 Sportback offers more space and functionality combined with compact external dimensions. Measuring 4.34 metres in length and 1.82 metres in width (without the mirrors), the premium compact car has grown by just over three centimetres compared with its predecessor. The height of 1.43 metres and wheelbase of 2.64 metres remain unchanged. Depending on the position of the rear bench seat, the luggage compartment holds a minimum of 380 litres, which can grow as high as 1,200 litres with the rear bench seat folded down. The loading floor can be inserted at different heights for greater flexibility, while an electric tailgate can be controlled with a foot motion (this feature is standard on 40 TFSI quattro S line, optional on 35 TFSI Advanced).

Available in Audi dealerships now, the Audi A3 Sportback 35 TFSI Advanced has an MRP of \$57,900**. The A3 Sportback 40 TFSI quattro S line is due to arrive in New Zealand from August, and will carry an MRP of \$69,900**.

– End –

The facts and figures

Exterior

- Wide Singleframe with honeycomb grille, large air inlets, a concave surface on the side – a new element of Audi design – and heavily inclined C-pillars
- LED headlights with LED daytime running lights; optional matrix LED headlights with digital daytime running lights consisting of a pixel matrix, each with 5 x 3 LED segments

Dimensional and space concept

- 4.34 metres in length, 1.82 metres in width, 2.64-metre wheelbase, 1.43 metres in height
- Spacious interior, sporty seating position for the driver



- Luggage compartment with a volume between 380 litres and 1,200 litres, electric tailgate available as an option

Interior

- Driver-focused instrument panel, with black-panel look from upper classes
- S tronic selector lever designed as a compact shifter
- New control unit for climate control
- Interior S line comes with newly developed advanced sport seats as standard

Controls and displays

- MMI touch display with a 10.1-inch diagonal and digital instrument cluster as standard
- Audi virtual cockpit standard across all models – with a 12.3-inch diagonal screen screen in the dashbord behind the steering wheel
- Touch display with handwriting recognition
- Natural-language voice control with dialogue manager including onboard and online comparison
- Optional head-up display that projects important information onto the windshield

Infotainment and Audi connect

- New main unit: third-generation modular infotainment platform
- MMI navigation plus, including Audi connect with LTE Advanced and Wi-Fi hotspot
- Audi connect with car-to-X services such as parking information
- myAudi app and Audi smartphone interface for connecting the car with a smartphone
- Optional Bang & Olufsen Premium Sound System with 3D sound in the front and 15 loudspeakers for an intense sound experience
- Personalisation with individual settings for up to six users as standard

Drive

- 35 TFSI Advanced (1.5 TFSI) with 48-volt mild-hybrid system, 110 kW, seven-speed S tronic;_functions: recuperate, coast, boost; fuel consumption advantage: up to 0.4 litres/100 kilometres in real-life driving operation
- 40 TFSI quattro S line (2.0 TFSI) with 140kW, quattro drive, seven-speed S tronic transmission – arriving from August



Suspension

- Sporty and balanced characteristics, sport suspension and suspension with adaptive damper control available upon request
- Central dynamic handling control for quick and precise linking of suspension components
- Electric brake booster for fast braking response

Driver assist systems

- High level of safety as standard with Audi pre-sense front, collision avoidance assist and lane departure warning
- Standard features on all models include adaptive cruise assist, lane change assist and park assist
- Emergency assist, exit warning and rear cross-traffic assist are standard on the 40 TFSI quattro S line, optional on the 35 TFSI Advanced

** As per global WLTP standard. Acceleration, fuel consumption and CO₂ emissions figures depend on the individual vehicle specifications.*

***Maximum Retail Price (MRP) excludes on road costs and any optional extras.*

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2017 fiscal year, AUDI AG achieved total revenue of €60.1 billion and an operating profit of €5.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.