



Audi Communications

Amy de Vries

Spokesperson – Marketing

Phone: +64 21 258 1059

E-mail: adevries@audi.co.nz

audi.co.nz/newsroom

The all-new Audi RS 3 Sportback put through its paces on dynamic drift track.

- **Audi launches the RS 3 Sportback with dynamic driving experience in Auckland**
- **Demonstrating all new RS driving modes and torque splitter**
- **Available now at Audi dealerships nationwide**
- **Priced from \$112,500*.**

Auckland, March 23, 2022 – Following the reveal of the left-hand drive Audi RS 3 in January 2022, today Audi officially launches its iconic Audi RS 3 Sportback to the compact performance market. As part of the launch, journalists put new RS driving modes and torque splitter to the test at the all new Lilyworld drift track at Mount Smart.

The new torque splitter was demonstrated through use of RS Performance and RS Torque Rear modes on the purpose build drift track.

Audi New Zealand, General Manager, Dean Sheed, says, “This event was a fitting way to exhibit the capabilities of the new Audi RS 3 Sportback. It’s the first Audi model that comes standard with the new torque splitter which gives customers access to two new driving modes on Audi drive select.”

“The easiest way for people to understand the difference the torque splitter makes is to experience it in action, and the new model has proved it has enhanced dynamic agility over its predecessor.” Said Dean.

The Audi drive select dynamic handling system boasts two completely new RS 3-specific modes: RS Performance for the racetrack and RS Torque Rear, a drift mode for use on closed roads. In addition to the familiar comfort, auto, dynamic, and RS Individual modes, the RS 3 also features the efficiency mode for the first time.

The ultimate in driving dynamics can be experienced in dynamic mode and in the new RS 3-specific RS Torque Rear mode.

In dynamic mode, all the components are configured for a sporty ride. The driver feels this in a more direct steering response and particularly agile handling for dynamic driving with a clearly perceptible engine sound. This mode tends to transmit as much drive torque as possible to the



rear axle. The gearshifts of the S tronic are shorter, acceleration even sportier.

This is taken to perfection by the RS Torque Rear mode, which enables controlled drifts and sporty driving with lateral dynamics. It is specially designed for closed roads. The highly rear-heavy distribution of the engine power leads to oversteering behavior, with up to 100 percent of the drive torque directed to the rear ending up at the wheel on the outside of the curve – up to a maximum of 1,750 newton meters. In addition, the engine’s characteristic curve is also modified in RS Torque Rear – and is even more pronounced than in dynamic mode.

The same applies to RS Performance mode, which is specially designed for the racetrack. In both modes, the idle speed has been increased even further compared with the dynamic profile to enhance off-the-line performance. The throttle response is even more direct and has a distinctive load shift. Moreover, drivers experience very late upshifting and early downshifting as well as optimal control of the linear accelerator at the apex of a curve.

The Audi RS 3 Sportback is available now at New Zealand Audi authorised dealerships Nationwide with a MRP of \$112,500*.

Additional information about the Audi RS 3 Sportback is available at www.audi.co.nz

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** Maximum Retail Price (MRP) excludes on road costs and any optional extras. Clean Car rebate or fee may apply. For more information visit www.nzta.govt.nz/cleancar*

CO2 emissions for the Audi RS 3 Sportback are 216g/km combined 3P-WLTP. This value has been converted to 3P-WLTP from official manufacturer’s NEDC tests. Values stated should be taken as guidance only and may be subject to change without notice.

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 19 locations in 12 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy), and Ducati Motor Holding S.p.A. (Bologna/Italy).

In 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 motorcycles of the Ducati brand. In the 2020 fiscal year, AUDI AG achieved total revenue of €50.0 billion and an operating profit before special items of €2.7 billion. At present, 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.
