

Audi Communications

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Celebrating 10 years since the launch of the first RS Q3 with an Exclusive Anniversary Package: The Audi RS Q3 edition 10 years

- Limited to 555 cars worldwide – only 13 available in New Zealand
- Exclusive equipment with sporty details on the exterior and interior
- Powerful 2.5 litre five-cylinder engine with 294 kW and 480 Nm of torque
- Each model purchased in New Zealand will receive an all-inclusive double pass to Audi track experience at Hampton Downs in November

New Zealand, 29 March 2023 - Audi is celebrating the tenth anniversary of the Audi RS Q3 with a sporty special edition: the RS Q3 edition 10 years. This car is limited to 555 units worldwide and is available for the RS Q3 and RS Q3 Sportback. The Audi RS Q3 edition 10 years will be powered by the 2.5-litre five-cylinder turbo engine. It brings its power to the road via a 7-speed S tronic and its permanent all-wheel drive quattro. The Edition package will be priced starting from \$133,990* + ORC and is available to order in New Zealand from 27th March 2023.

This high-performance compact SUV has become well established in the years since its worldwide launch in 2013”, said Dean Sheed, General Manager of Audi New Zealand. “We are excited to offer 13 of the exclusive production to our New Zealand customers. Plus, to celebrate the anniversary model and sweeten what already is an incredible package, we will be giving each customer an all-inclusive double pass to attend the Audi track experience in November this year which will be held at Hampton Downs.”

Strong Character: The Exterior

Audi is using two colours to celebrate the RS Q3: Audi exclusive Dew Silver matte effect and metallic Chronos Grey. Exclusive to the edition are the black, 21-inch light alloy wheels in a double-spoke design. The 18-inch RS braking system with black callipers and RS logo are also standard on the front end.

Numerous parts in black or glossy black emphasize the exclusive look of the edition 10 years. These include, for example, the darkened matrix LED headlights with dynamic flashing light and the wing mirror housings. The roof frame, window slot rims, and door trim are also in glossy black. The same applies to the blades on the front spoiler and the diffuser insert. The sporty look is rounded out with the four rings on the Singleframe grille and the rear model lettering in glossy black

Exclusive and Sporty: The Interior

Passengers take their seats in new RS bucket seats that are exclusive to this edition. The seatback cover in matte carbon, which is being used for the first time in the RS Q3, is a special highlight. The bucket seats are upholstered in a leather-Dinamica combination in black and jet black – the new, sporty, elegant colour. Dinamica is a microfiber and consists of around 45% recycled PET fibres. In addition to the seats, it is also used on the instrument panel application.

The copper-coloured stitching, which is repeated throughout the entire interior, creates a special contrast. This applies to the honeycomb stitching in the centre of the seat, centre armrest, door armrest, and the flat bottom steering wheel. The black floor mats with glossy copper-embroidered RS Q3 lettering also include this stitching.



The MMI display has a carbon look and displays a bespoke “1 of 555” lettering. The edition-specific illuminated door sill trims project a red rhombus onto the ground when the doors are opened.

Irresistible: The Drive

The RS Q3 and RS Q3 Sportback come with a powerful 2.5 TFSI five-cylinder engine. With 2.5 litres of displacement and 294 kW, it now boasts 17% more power than in the previous generation of the RS Q3. The maximum torque of 480 Nm is available between 2,250 and 5,850 rpm. The RS Q3 and RS Q3 Sportback reach 100 km/h in just 4.5 seconds. Their top speed is limited to 250 km/h.

The special firing order 1-2-4-5-3 and the odd number of cylinders create a unique engine sound. The RS dual exhaust system emphasises the characteristic sound of the five-cylinder engine, while the optional RS sports exhaust system sharpens it even further. The five-cylinder engine has been awarded the coveted “International Engine of the Year Award” nine times in a row. The power of the five-cylinder engine runs to the quattro permanent all-wheel drive via a seven-speed S tronic as standard equipment

Gift with purchase: All-inclusive double pass to Audi track experience 2023

To celebrate this special edition model, each customer will receive an all-inclusive double pass to Audi track experience 2023. The event is being held November 2023, at Hampton Downs in Auckland. Each customer will enjoy a half day of pure Audi performance, racing Audi RS, S and e-tron models in a series of driving challenges.

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*Prices are maximum retail including 15% GST. Prices & specifications are subject to change without notice. Maximum Retail Price does not include additional on road costs.

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In 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 billion. Worldwide, more than 87,000 people worked for the Audi Group in 2022, over 54,000 of them at AUDI AG in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.
