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The models and equipment versions illustrated and described in this brochure and some of the services listed are not available in all countries. Some of the cars illustrated are equipped with optional features for which an extra charge is made. Details concerning the delivery specifications, appearance, performance, dimensions and weights, fuel consumption and running costs of the vehicle were correct to the best of our knowledge at the time of going to press. Deviations from the colours and shapes shown in the illustrations may occur. No liability is accepted for errors and printing errors. The right to introduce modifications is reserved. Not to be reproduced, including in part, without the written approval of AUDI AG.

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Audi A3

A3

Audi A3 Sedan

Vorsprung durch Technik **Audi** 





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Vorsprung durch Technik

Three words that express the very essence of Audi. Vorsprung durch Technik isn't a slogan, it's our way of seeing the world. It is the driving force behind our history of innovation that continues into the 21st century. Indeed, many technologies that Audi pioneered remain in our cars today. Some are milestones in the history of the motorcar.

From our beginnings in 1899, to the Auto Union team's Grand Prix successes in the 1930s and our more recent wins at Le Mans, we have always been at the forefront of the motor industry.

Vorsprung durch Technik makes us who we are. To see more of its influence, just read on.



2014 World Car of the Year

The Audi A3 has been voted World Car of the Year 2014 by journalists from 22 countries. It's now time for India to drive one.

The Audi A3 Vorsprung durch Technik in its genes

With its innovative design and sophisticated technology, the Audi A3 is a perfect example of Vorsprung durch Technik. It's available with advanced petrol and diesel engines, from the 40 TFSI® to the 35 TDI® – all of which deliver exceptional efficiency and performance. And there's also a wide range of equipment and accessories to choose from, placing you behind the wheel of a car that suits you completely.





The Audi A3 interior story

We've introduced a number of finishing touches to the interior of the Audi A3 to make your driving experience both comfortable and unique. You'll find an impressive attention to detail in everything from the 7.0" slimline, electrically extending colour display screen to the luxurious leather seating, which means that every journey you make will be a personal one.

Engines

Petrol

FSI® direct-injection technology is a unique Audi innovation that was originally developed for the Le Mans 24-hour endurance race to deliver more power and torque, as well as enhanced fuel efficiency. Precisely the right amount of fuel and air are injected into the combustion chambers, enabling the engine to 'breathe' more easily. It results in reduced heat loss and increased output, with around a 15% reduction in fuel consumption and significantly lower exhaust emissions. We've also developed TFSI®, with turbocharging – giving cars an extra injection of power.

Diesel

We introduced TDI® to the roads in 1989, and since then, we've continuously refined it, including developing common-rail technology. Under this system, a series of piezo injectors uses electrical charge to precisely control the amount of fuel injected into the engine. As well as reducing noise, this allows combustion to happen at a lower temperature, with less oxygen, which lowers emissions.



Image for illustrative purposes only.

Transmission

S tronic®

Driving is all about thinking ahead, which is just what the S tronic® dual-clutch transmission does. It works almost as two separate systems, one engaging the odd-numbered and the other the even-numbered gears. So when you're accelerating in second, it has third gear waiting for you. And once you make the switch, it's already thinking about fourth. With two clutches working together, you can change gears almost instantly while experiencing smooth, uninterrupted power.



Efficiency

At Audi, doing less is something we're trying to do more of. We're working to use less fuel, release less CO₂ and waste less energy. It's why we've incorporated a number of more efficient technologies into the Audi A3.

TDI® and TFSI®

Inside the engine of the Audi A3 you'll find the same advanced fuel-injection technology that's driven us to win after win at Le Mans. With TDI® and TFSI®, fuel is injected directly into the engine's chambers so that combustion is timed right down to the millisecond. As a result, waste is minimised and you get the most from every last drop of fuel.

Aerodynamics

A car's shape is one of the most important factors that influences its efficiency. It's why we've worked to make the Audi A3 as aerodynamic as possible.

Image for illustrative purposes only.



Recuperation

When a vehicle brakes, the discs convert the kinetic energy into thermal energy, which is wasted as it cannot be used. With a recuperation system, like the one that is fitted as standard on all A3 models, the kinetic energy is converted into useful electrical energy. The way it works is simple. While the car is coasting or braking, the alternator voltage is raised above the level of the basic electrical system, which enables the alternator to generate electrical energy and store it temporarily in the battery. When the vehicle accelerates, this energy is used to relieve the load on the alternator, resulting in a fuel saving of up to 3%.



Equipment Level

The Audi A3 model has the following items of equipment

Engine and transmission

■ **System (DIS)** – provides the driver with fuel saving tips, and details of other vehicle functions that consume fuel

■ **Start-Stop system** with energy recuperation**

Wheels, tyres and suspension

■ **16” x 7J ‘10-spoke’ alloy wheels** with 205/55 R16 tyres

■ **16” x 7J ‘15-spoke’ design alloy wheels*** with 205/55 R16 tyres

■ **17” x 7.5J ‘5-spoke’ alloy wheels*** with 225/45 R17 tyres

■ **Anti-theft wheel bolts**

■ **Electromechanical parking brake** – includes parking brake function when the car is stationary, auto-release function to assist when pulling away and emergency braking function

■ **Electromechanical power steering**
Space-saving spare wheel – for temporary use



16” x 7J ‘10 - spoke’ alloy wheels



16” x 7J ‘15-spoke’ design alloy wheels



17” x 7.5J ‘5-spoke’ alloy wheels

*Optional **Only on petrol engine

Audio and communication

■ **5.8” QVGA colour display screen** – electrically extending, slimline design, with 400 x 240 pixel resolution

■ **7” display with high resolution graphics***, 11mm thick with 800 X 480 pixels resolution

■ **8 passive speakers** in total, at the front and rear with a total output of 80 watts

■ **DVD Player*** – In conjunction with MMI Navigation Plus



7” display with high resolution graphics*

■ **MMI radio which includes:**
- Single CD player and two SDXC memory card readers (up to 2TB) which are both MP3, WMA and AAC compatible
- MMI control panel
- FM and AM (MW) reception
- 50-station memory with dynamic station list
- Speed-dependent volume control

■ **Audi Music Interface (AMI)** – provides connection to Apple iPod from 4th generation and Apple iPhone, as well as USB storage media and MP3 players. Located in the centre console and operated using the MMI control panel, multi-function steering wheel or voice control

■ **Bluetooth interface** – for hands-free mobile phone connectivity and Bluetooth audio streaming (depending on compatibility of mobile phone)

■ **MMI® Touch** - includes a touch pad on the central rotatory knob. Aids in search and retrieve function. (In conjunction with MMI Navigation)



Audi Music Interface (AMI)



5.8” QVGA color display

*optional

■ **Colour Driver's Information System* (DIS)** – 3.5" high-resolution colour display in the dashboard binnacle. The DIS shows the radio frequency/station or track title, telephone control menu and other display information from the infotainment system such as navigation (if fitted). Includes an on-board trip computer with short and long-term trip memory, outside temperature display, digital speedometer and door or boot-open warning. Also includes a rest recommendation system which monitors steering movements and pedal usage and warns the driver when a rest might be required.

Seats

■ **Standard front seats**
ISOFIX child seat mounting for front passenger (with airbag deactivation) and outer rear seats with Top Tethering



Interior

■ **4-spoke leather-trimmed multi-function steering wheel**

■ **Air vents in aluminium look**, which can be adjusted from wide diffuse air distribution to a particular spot diffuse

■ **Aluminium interior elements*** – on the vents, glove compartment, mirror adjustment switches, window control switches, frame around the inside door handle, coin box, control buttons for the parking brake

■ **Headlining in cloth**
Coat hooks on the B-pillar on the left and right side
Cup holders – 2 in the front located in the centre console in front of the gear knob and two in the rear located next to the edge of each outer rear seat

■ **Manual air-conditioning**

■ **Dual-zone electronic climate control with sunlight-dependent control***, separate pre-selectable control for driver and front passenger. Electronically regulates the air temperature, air flow rate and air distribution. Automatic recirculation mode by means of air quality sensor, combined filter, rear vents and humidity regulation for more efficient climate control

■ **Electric front and rear windows**
Front and rear floor mats – in velour to match interior colour

■ **Front centre armrest** with angle and lengthways adjustment

■ **Inlays in Aluminium mistral silver***

■ **Interior lighting*** – front and rear with delayed switch-off and contact switches on all doors. Also includes glove box and luggage compartment light

■ **Lashing points** – 4 in luggage compartment, to prevent movement of luggage and other objects, attachment points for the optional luggage securing net

■ **Smoking package** with cigarette lighter, 12V socket in the centre console and an ashtray with the Audi rings

■ **Storage compartments*** in the door side trims, in the centre console and under the driver's seat

■ **Sun visors*** – folding and swivelling, on driver's and front passenger's side, with covered vanity mirror

Equipment Level

continued

Exterior equipment

■ **Aluminium window trims*** – framing the exterior side windows

■ **Chrome exhaust tailpipe trims***

■ **Chrome front fog light surrounds***

■ **Door mirrors** – electrically adjustable and heated with built-in LED side indicators and painted in body colour

■ **Front fog lights***

■ **Halogen headlights** with electric headlight range control and daytime-running lights

■ **Heated rear window**

■ **Model and engine technology** (TDI or TFSI) badges at the rear

■ **Rear lights** – with reversing lights in white and rear fog lights, including high-mounted third brake light and LED number plate light

■ **Exhaust tailpipe** – double tailpipes on the left
Washer fluid level indicator

Safety and Security

■ **Adaptive brake light** – the brake light flashes during an emergency stop to warn following traffic, hazard warning lights automatically activated if vehicle comes to a standstill

■ **Airbags** – driver, front passenger and front side airbags with head-level airbag system for front and rear. Knee airbag for the driver. Includes a front passenger airbag deactivation switch

■ **Anti-Slip Regulation (ASR)** reduces engine power to prevent the drive wheels from spinning, resulting in more stability and improved traction

■ **Anti-lock brake system (ABS)** and electronic brake-force distribution (EBD); hydraulic brake assist, disc brakes at front and rear, ventilated at front

■ **Electronic stabilisation control (ESC)**, ensures greater stability in hazardous situations through targeted braking of individual wheels and intervention in the engine management system and helps to stabilise the vehicle by changing the steering torque

■ **First-aid kit**

■ **Manual child locks** on rear doors

■ **Remote central locking** with two fold-away keys

■ **Rest recommendation system** – analyses driving behaviour based on steering, pedals and gear lever movements. If the system detects a change in driving patterns it can, via audio and visual effects, notify the driver of the possible need to take a break

■ **Tool kit and car jack**

■ **Warning triangle**



Dual-zone electronic climate control



Manual climate control

*optional



Aluminium window trims



Front fog lights



Halogen headlight

*Optional

S line model equipment

Interior equipment
■ Door sill trims with S line logo
■ Illuminated vanity mirrors
■ Storage and luggage compartment package – includes storage nets on the back of the front-seat backrests, storage net in the front-passenger footwell, (including two high-visibility vests), 12V socket in the rear centre console; luggage compartment light in LED, luggage compartment net

Exterior equipment
■ Front fog light surrounds in high gloss black
■ Radiator grille in high gloss black
■ S line badges on the front fender
■ S line design body styling comprising: - S line front bumper - S line rear diffuser with Platinum grey insert - S line side sills
■ Xenon Plus headlights with automatic/dynamic headlight range control, LED daytime-running light strip and headlight washers. Also includes LED rear lights, brake lights and rear indicators



Xenon Plus headlights with LED daytime-running light strip



Rear lights, brake lights and rear indicator all featuring LED technology


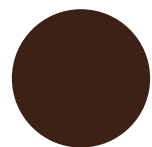
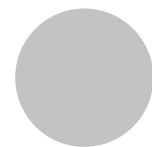
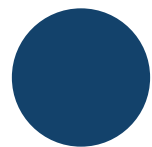
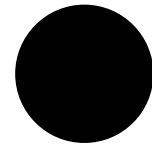



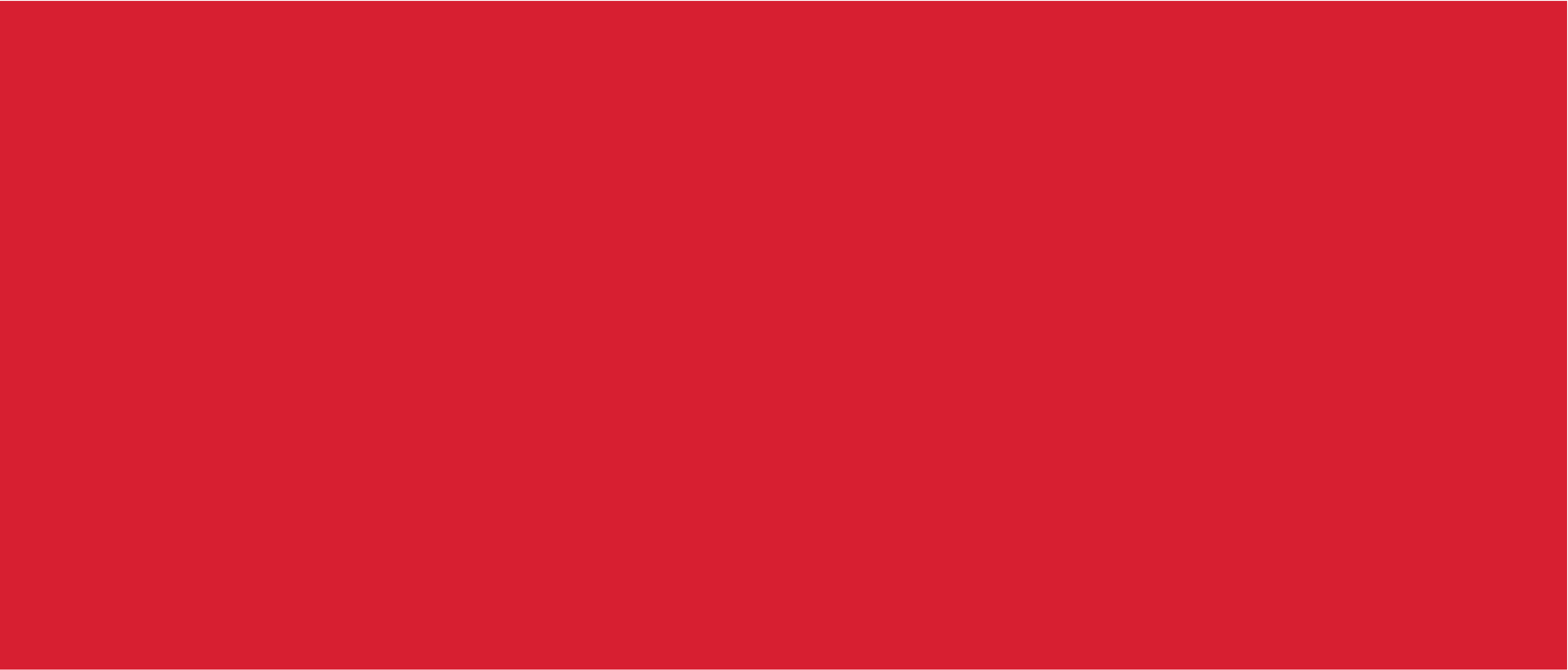
Image shows the Audi A3 S line model

Exterior colors

You can select one of the standard colours shown below or, for a different look, choose from the range of metallic or pearl-effect finishes.

Standard colours

 Glacier white, metallic	 Beluga brown, metallic
 Florett silver, metallic	 Scuba blue, metallic
 Brilliant black	 Misano red, pearl effect



Upholstery

It's important to feel comfortable on the road. Just choose from our range of luxury upholstery materials and textures, including additional support and colour options, for complete relaxation while you drive.

Choose your favourite upholstery from the swatches shown below to give your car's interior the look and feel you want.

Rallye cloth



Black

leatherette



Black



Chestnut brown

Milano leather



Black



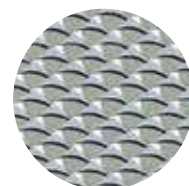
Beige



Inlays

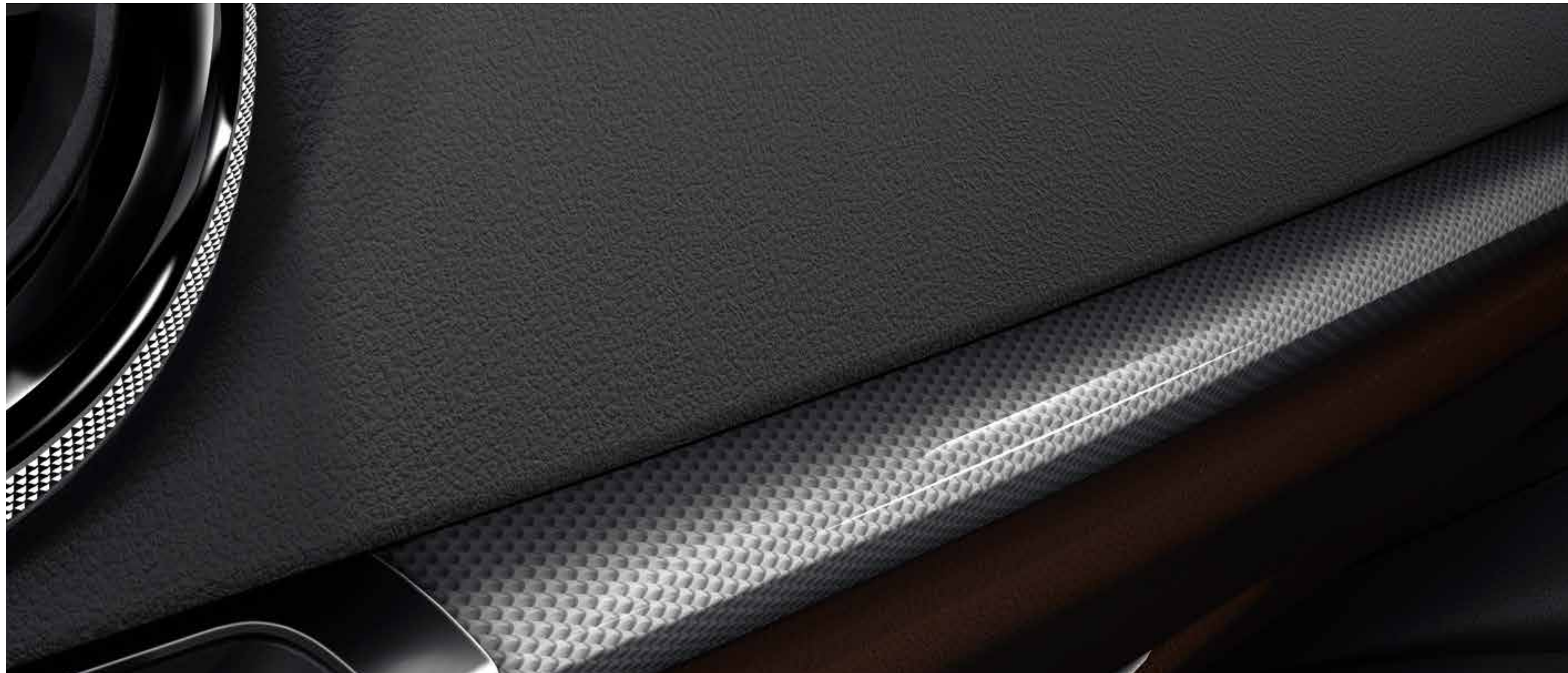
Attention to detail can make a big impact. The monometallic inlays offer the perfect finishing touch to your car's interior.

Inlays are the all-important finishing touch that add flair and interest to your car's interior.



3D design 'optic'

*Optional



Audio and communication

■ **Audi sound system***. 10 speakers in total including centre speaker in the dashboard and subwoofer in the spare wheel well. 6-channel amplifier with a total output of 180 watts

Exterior equipment

■ **Panoramic glass sunroof***. Activation to raise and open the glass section, opens and closes automatically. Tinted glass insert with manual, infinitely adjustable sun shield. The extra-large glass area floods the interior with light to create a pleasant ambience. Integrated wind deflector reduces wind noise when the roof is open.

*Optional





Safety and security

Intelligent technology designed to give you better all-round awareness and safety on the road.

■ **Hold assist***. Holds the vehicle stationary for unlimited periods after stopping and prevents the vehicle rolling on hills and on gradients. The system is activated by push-button and allows the driver to drive away easily and comfortably without having to operate the electromechanical parking brake

■ **Audi parking system, rear**. Makes reverse parking easier by indicating acoustically how far away the vehicle is from an object detected behind it. Measurement is by ultrasonic sensors integrated discreetly in the bumper.

■ **Audi parking system plus, front and rear with selective display***. Acoustic and visual parking aid for the front and rear which displays white distance markers for obstacles that would not be touched and red symbols for obstacles that may be touched. This provides the driver with a selective optical view in the MMI display of all the objects recognised, depending on the current curve radius and direction of travel. Measurement is by ultrasonic sensors discreetly integrated in the bumpers

■ **Reversing camera***. Shows camera image of area behind the vehicle shown on the MMI display, with dynamic display modes highlighting the calculated path (steer-angle dependent). Includes auxiliary lines and guidelines, and identification of the point at which to apply opposite lock when parallel parking. The rear-view camera is integrated discreetly in the handle strip of the luggage compartment lid. Only in combination with Audi parking system plus, front and rear with selective display (7X2), Audi parking system plus.
(In conjunction with MMI Navigation Plus)

■ **Cruise control***. Maintains any speed above 18mph, provided that the engine power output and engine braking effect permit it. Operated via separate steering column stalk, with set speed displayed in the Driver's Information System (DIS).

■ **Audi pre-sense basic***. Networks the different vehicle systems to enable driving situations to be categorised and, where necessary, actions to be taken to protect the driver and passengers. These include: tensioning the front seat belts as well as closing the windows and – if fitted – the panoramic glass sunroof

*Optional



Audi A3
technical data

Engine	40 TFSI
Transmission	7-speed S tronic
Cylinder	4-cylinder
Displacement, cubic cm (valves per cylinder)	1798
Max. power, kW(hp)	132(180)@5100-6200
Max. torque, Nm at rpm	250/1250-5000
Top speed, kmph	250
0-100 kmph acceleration, seconds	7.3
Fuel consumption (kmpl)	16.60
Unladen weight, kg	1295
Gross weight limit, kg	1845
Luggage compartment capacity, rear seats upright, litres	425
Luggage compartment capacity, rear seats folded, litres	880
Fuel tank capacity approx, litres	50

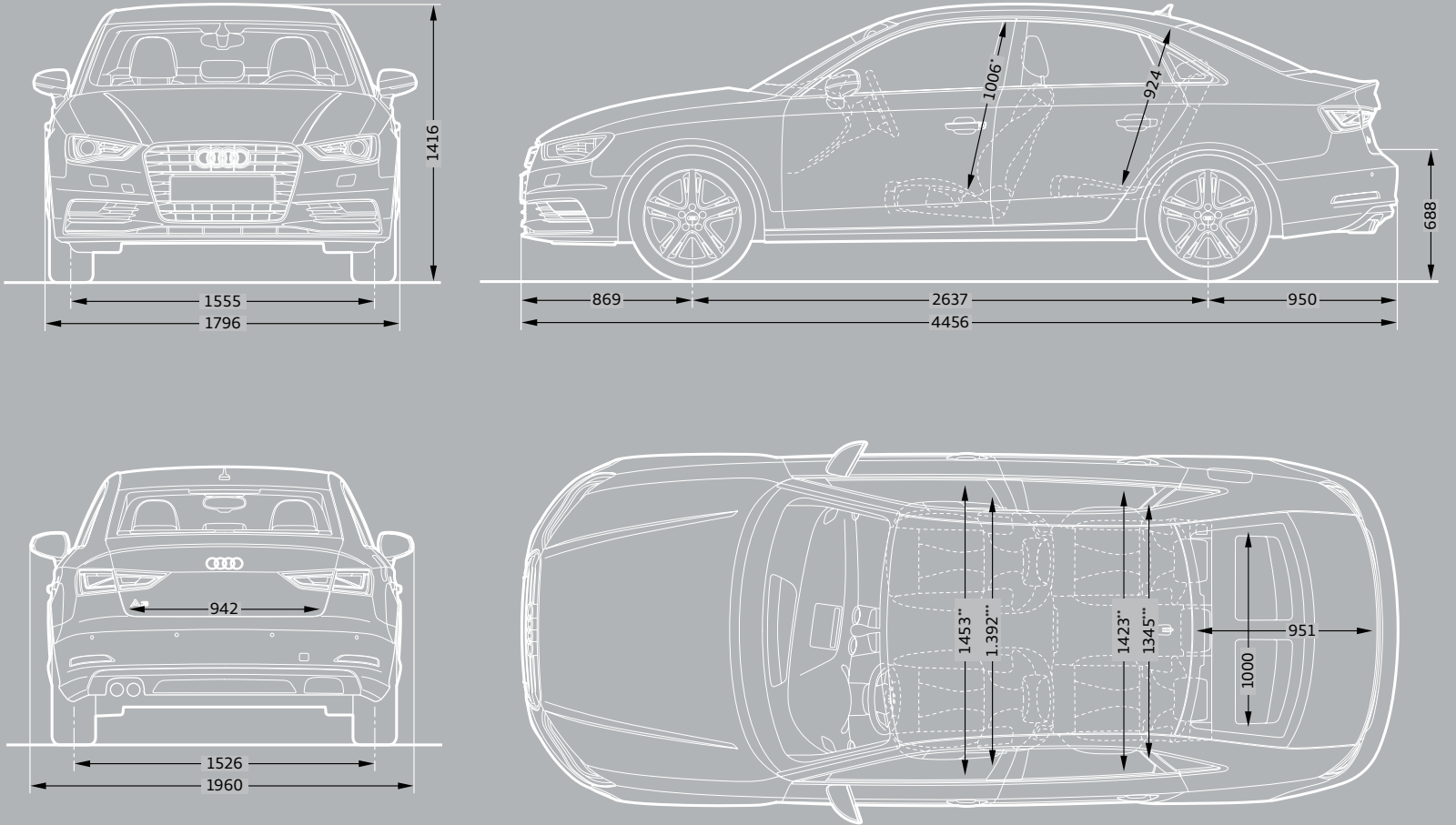
Engine	35 TDI
Transmission	6-speed S tronic
Cylinder	4-cylinder
Displacement, cubic cm (valves per cylinder)	1968
Max. power, kW(hp)	105(143)@3500-4000
Max. torque, Nm at rpm	320/1750-3000
Top speed, kmph	215
0-100 kmph acceleration, seconds	8.6
Fuel consumption (kmpl)	20.38
Unladen weight, kg	1340
Gross weight limit, kg	1890
Luggage compartment capacity, rear seats upright, litres	425
Luggage compartment capacity, rear seats folded, litres	880
Fuel tank capacity approx, litres	50

*ARAI Certified



Audi A3 dimensions

The technical drawings opposite show the exact dimensions of the Audi A3, so you can check everything – from whether the car will fit in your garage to whether your luggage will fit in the boot.



*Maximum headroom.

**Elbow room width.

***Shoulder room width.

Dimensions in millimetres.

Turning circle approx 10.7m.

Dimensions measured with vehicle at unladen weight.

		Attraction	Premium	Premium Plus		Technology
	Code	35 TDI	35 TDI	35 TDI	40 TFSI	35 TDI

Exterior						
R16" alloy wheels	CB8/H6U	s	-	-	-	-
R16" alloy wheels	CB7/H6U	-	s	-	-	-
R17" alloy wheels	COX/H8V	-	-	s	s	s
High gloss package	4ZB	-	s	s	s	s
Electrically adjustable exterior Mirrors	6XC	s	s	-	-	-
Exterior mirrors, electrically adjustable, heated and electrically folding	6XE/9T1	-	-	s	s	-
Exterior mirrors, electrically adjustable, heated and electrically folding with anti-glare on drivers side	6XK	-	-	-	-	s
Xenon plus	8IG	-	-	s	s	s
Halogen headlights	8ID	s	s	-	-	-
Automatic Headlight Range Adjustment	8Q3	-	-	s	s	s
Light/Rain sensor / interior mirror / insulating windshield	8N6/4L6	-	s	s	s	s
S-Line Exterior Package	PQD	-	-	s	s	s
Fog lights	8WB	-	-	s	s	s
Panoramic Roof	3FB	-	o	o	o	o

Interior						
Leather Multifunction steering wheel, 4-spoke	2ZQ	s	s	s	s	s
Inlays, Monometallic	5MA	s	-	-	-	-
Inlays in 3D-look Aluminium	7TM	-	s	s	s	s
Chrome package	QJ1	-	-	s	s	s
Illuminated Vanity Mirrors	QQ5	s	s	s	s	s
Lighting package plus	QQ4/9TB	-	s	s	s	s
Fabric seat covering	N5G	s	-	-	-	-
Leather/Leatherette	N4M	-	s	-	-	-
Leather Milano	N5W	-	-	s	s	s
Door sill trims black	7M0	s	s	-	-	-
Door Sill Trims with S Line logo	7M8	-	-	s	s	s
Load-through facility	3NU	-	s	s	s	s
Folding rear seat back	3NZ	s	s	s	s	s
Smoking package front	9JD	s	s	s	s	s

Comfort						
Rear parking aid	7X1	s	s	-	-	-
Parking aid plus	7X2	-	-	-	-	s
Rear-view Camera	KA2	-	-	-	-	s
Audi Pre Sense basic	7W1	-	-	-	-	s
Air Conditioning System	KH6	s	-	-	-	-
Delux automatic air conditioning with sun sensor	9AK/2V5	-	s	s	s	s
Cruise control	8T2	-	s	s	s	s
Front center armrest	6E3	s	s	s	s	s
Storage Package	QE1	-	s	s	s	s
Electric seat adjustment for driver seat & manual height adjustment for passenger seat	3PE/7P1	s	-	-	-	-
Front seats, electrically adjustable	3L5/7P1	-	s	s	s	s
Start/Stop System	7L6	-	-	-	s	-
Auto release function	UH2	-	-	s	s	s

		Attraction	Premium	Premium Plus		Technology
	Code	35 TDI	35 TDI	35 TDI	40 TFSI	35 TDI

Infotainment						
Audi Music Interface	UE7	s	s	s	s	s
Passive Speakers	8RM	s	s	-	-	-
Audi Sound System	9VD	-	-	s	s	s
MMI Radio	I8D	s	s	s	s	-
MMI Navigation plus & MMI Touch	7UG	-	-	-	-	s
Driver information system	9S5	s	-	-	-	-
Driver information system (Colour display)	9S6	-	s	s	s	s
Bluetooth interface	9ZX	s	s	s	s	s

Safety						
Front airbags, front side airbags, head airbags & driver knee airbag	4X3	s	s	s	s	s
Space-saving spare wheel	1G9	s	s	s	s	s
Wheel bolts	1PE	s	s	s	s	s
Tool kit and jack	1S1	s	s	s	s	s
First aid kit with Warning Triangle	1T3	s	s	s	s	s
Electronic vehicle immobilization device	7AA	s	s	s	s	s

Standard equipment
Optional equipment
Not available
quattro®

S
O
-
q

