

FOR IMMEDIATE RELEASE
Monday, August 14, 2006

CONTACT: Patrick Hespem
(248) 754-4838
patrick.hespem@audi.com

AWARD WINNING AUDI A3 GETS SPORTIER APPEARANCE FOR 2007

AUBURN HILLS, Mich. – The A3 2.0 T and A3 3.2 quattro® have taken the premium compact segment by storm winning numerous awards in 2006. The A3 2.0 T was named “Best Sport Compact” in the *Car and Driver* “10Best” awards for 2006. The A3 was also named a “Top Safety Pick” by the *Insurance Institute for Highway Safety*. More awards from the *New England Motor Press Association*, *Ward’s*, and others reflect upon the A3’s appeal.

For 2007, the A3 gets even sportier with a new S line package. Standard on the A3 3.2 and optional on the 2.0 T, the S line package gives the A3 more aggressive front and rear facias, as well as performance tires and sportier interior appointments. This new option package helps the A3 maintain its status atop the sporty premium compact segment.

With its aggressive styling, sporty driving dynamics, and abundance of standard features, the A3 offers sports car-like performance and sophistication with the versatility of its four-door design and cargo area.

Engine and transmission

The A3 2.0 T is powered by Audi's revered 2.0 T FSI engine. The 2.0 T FSI is a four-cylinder engine with turbocharger, delivering 200 horsepower between 5,100 and 6,000 rpm. Its maximum torque of 207 lbs. ft. is available across a wide speed range from 1,800 to 5,000 rpm. This engine also is the first production unit worldwide to combine FSI gasoline direct injection with a turbocharger.

This technology – which was originally developed for the Le Mans-winning Audi R8 – enables a unique synthesis of high performance, free-revving response and pulling power in all speed ranges, yet excellent fuel economy. Its combination of power delivery, efficiency, and advanced technology helped it to be named one of *Ward's* “10 Best Engines” for 2006.

The A3 2.0 T is fitted with a six-speed manual gearbox or an optional S tronic automatic transmission, both in front-wheel drive. This pioneering form of power transmission – inspired by Audi racing technology from the rally cars of the mid 1980s - permits lightning-fast gear changes with uninterrupted traction thanks to its electro-hydraulically controlled twin clutch, and thus sheer driving pleasure in true sports car style.

The S tronic is derived from a conventional six-speed manual gearbox adding the qualities of a modern automatic transmission, thus providing a drive concept superior in every respect. The driver benefits from supreme agility and driving pleasure, combined with dynamic acceleration, without interrupting the flow of power from the engine.

The A3 3.2 quattro has a 3.2-liter V6 with a very narrow 15 degrees between cylinder banks. Producing 250 hp with 237 lbs. ft. of torque available from 2,500 to 3,000 rpm, the powerful V6 is combined with quattro all-wheel drive and the much-praised S tronic transmission to effectively transfer the power to the road.

In order to reduce emissions and further improve efficiency, the inlet and exhaust camshafts are continuously adjustable. The compression ratio is 11.3:1. Other technical details such as the variable intake manifold and the modified intake ports give the six-cylinder engine superior torque and power output.

Throttle valve actuation is designed for an exceptionally agile, spontaneous engine response to accelerator pedal movements. The way it interacts particularly with the ultra-rapid, precise control technology of the S tronic - with twin clutch - opens up an entirely new dimension in propulsive power. The close connection between throttle and transmission control is made particularly apparent by active throttle blips during downshifts in the selector lever position S and in the manual gate.

The sound of the dual-branch variable exhaust system suitably reflects these sporting characteristics. The sonorous sound never becomes over-assertive, even at high engine speeds, yet it unmistakably conjures up all the sentiments that sports-minded A3 drivers appreciate.

Dynamic suspension

A highly sophisticated suspension design is equally as important for the excellent driving dynamics of the Audi A3: the McPherson front suspension and an innovative four-link independent rear suspension.

The suspension is designed for sporty and agile handling offering a high standard of control and producing excellent cornering performance and a high level of comfort in conjunction with both front-wheel drive and quattro.

Either the 17-inch or optional 18-inch (3.2 quattro only) wheels improve performance on the road and also add a sporty visual touch. The power of the engines is reflected by the equally powerful brake system with a large brake disc diameter.

This A3 is fitted with electromechanical steering with speed-dependent power assistance. This combines optimum feedback from steering movements with a low level of sensitivity to vibration from the road and also consumes less energy than a conventional system.

Design

The A3 is immediately recognizable in the rear-view mirror: the dominant feature of its front end is the striking single-frame grille which is now the distinctive mark of the latest Audi generation. The S line cars have larger - more aggressive - air intakes and a front lip that add to the sporty nature of the package.

The marked tapering of the sides and the dynamic shape of the clear-glass headlights give the face of the car that extremely self-confident and forceful character for which Audi is now famous.

The silhouette of the A3 when viewed from the side becomes flatter towards the rear of the car in typical coupe fashion. The gently rearward sloping roofline incorporates the tail end harmoniously into the powerful overall proportions of the car as it sits low on the road.

The visual center of gravity of the A3 is found at its powerful rear end which features a dual exhaust system. With its simple use of lines and graphically divided surfaces, the rear-end styling is as discreet as it is impressive. S line cars have a revised rear bumper with a more pronounced and contrasting lower valence.

Interior

The interior design of the Audi A3 is distinguished by two features: sportiness and elegance. This impression is conveyed by the low seat position, in typical sports car style, the high and wide center console and the clear, generous division of the dashboard.

The new Audi generation of a three- or four-spoke steering wheel can be recognized by the trapezoidal central element, the design which alludes to the design of the single-frame front grille.

The attractive appearance of the interior surfaces and each individual detail is the result of excellent material quality and a perfect finish at the highest level of craftsmanship expected from an Audi. This high standard by no means benefits the passengers alone, but is also reflected in the quality appearance of the luggage compartment.

Superior ergonomic design is combined with equally outstanding aesthetic qualities throughout the car's interior: typical examples are the round air vents with aluminum surrounds, the rotary knobs on the automatic climate control and the numerous aluminum trim elements for the door and glove compartment handles.

The interior is outstanding not only for its quality, but also for the amount of space it offers. Driver and passengers enjoy outstanding roominess in all areas. Rear passengers also benefit from plenty of knee room and headroom. They, too, have absolutely no trouble getting into the A3 through the wide-opening rear doors.

Equipment

As a typical Audi, the A3 will offer a full amenity of premium standard equipment. Such items as automatic climate control with pollen filter and sun sensor, 140-watt stereo with 10 speakers and Sirius satellite radio preparation, 17-inch alloy wheels, cruise control, power windows, and central locking with remote name some of the standard features. The sheer quality and diversity of the standard equipment will reflect the declared objective of the A3 – to offer the high levels of standard equipment found in larger, premium automobiles.

A3 2.0 T models equipped with the optional Premium package have aluminum interior trim, leather covered three-spoke multifunction steering wheel, fog lights, illumination package, leather seating surfaces, and power driver's seat

The optional A3 2.0 T S line package (standard on 3.2 quattro) has the same equipment as the premium package and adds revised bumpers and S line badging, a sport suspension, performance tires, leather covered three spoke sport steering wheel, manual sport seats, and roof spoiler.

Both packages come with 16-spoke 17-inch alloy wheels. The A3 3.2 quattro comes standard with five-spoke 17-inch alloy wheels, and has optional 14-spoke 18-

inch alloy wheels. Both sets of wheels were designed by quattro GmbH, Audi's in-house tuner and accessory division, and have performance tires.

All A3 models can also be had with an optional Technology package featuring adaptive Bi-Xenon headlights, light/rain sensor and auto-dimming mirrors (standard on 3.2 quattro), and Bluetooth preparation. A Cold Weather package with heated seats, mirrors, washer nozzles, and a ski sack is also available.

Audi Navigation plus includes a DVD based navigation system, Bose premium sound, two slots for SD memory cards that can be loaded with MP3 files, and a glove-box mounted six-disc CD changer. Like the Technology and Cold Weather packages, Audi Navigation plus is available across the A3 model line.

An Audio package (standard on 3.2 quattro) features a Bose premium sound system with an in-dash six-disc CD changer and Sirius satellite radio.

All A3 models have the Open Sky system and rear side airbags as optional equipment. The two-part Open Sky glass sunroof system lets more light and air into the car. It allows the occupants of the A3 a generous view of the sky above and optimizes light and visibility in the interior. Separate blinds prevent the inside from heating up excessively and protect against the glare of the sun. The front glass segment can also be raised and slid back.

It goes without saying that safety features such as the electronic stabilization program (ESP), the new front seats with active head restraints, remote keyless locking, front and side airbags for driver and front passenger, and the Sideguard[®] airbag system are all a standard part of the A3. Rear side airbags are optional on all A3 models.

Warranty

The Audi A3 will be backed by an outstanding combination of warranties and protection that includes:

- Four-year/50,000 mile new vehicle limited warranty
- 12-year limited warranty against corrosion perforation
- 24-hour Roadside Assistance for four years provided by Road America

More information on all Audi models can be found at www.media.audiusa.com.

#

"quattro", "A3", "Sideguard", "Audi", and the four rings logo are registered trademarks of AUDI AG. All other trademarks used in this document are the property of their respective owners.