



## **Audi Middle East Communications**

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## **Future Proof: Audi Middle East introduces the all-new Audi A3 Sedan, S3 Sedan, and S3 Sportback**

- **The new futuristic generation of the successful A3 family is now being introduced in the UAE– with more style and presence than ever before**
- **A new addition regionally, the all-new Audi S3 Sportback makes its debut, expanding the premium compact class offering for the luxury manufacturer**
- **Future Proof: The A3 Sedan is available in 3 distinctive lines providing a wide array of choices: basic, advanced and S-line options are available with a 1.4 TFSI engine and 150 hp, while the S-line is also available with a 2.0 TFSI engine and 190 hp**
- **Fast Forward: For those who love adventure, the S3 Sedan and Sportback come with a powerful 2.0 TFSI engine and an exhilarating 290 hp**

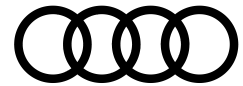
**Dubai, June 13, 2021** – Audi Middle East introduces the all-new Audi A3 Sedan, S3 Sedan, and for the first time ever is bringing the powerful S3 Sportback into the region – a brand new entry into the hot hatch segment.

Since Audi advanced and elevated the premium compact segment with the A3 in 1996, the line-up of models has continued to expand and improve with the newest generation of the much-loved A3 family promising to be the best one yet.

Carsten Bender, Managing Director at Audi Middle East commented, “We are very excited to upgrade the A3 family offering regionally by introducing the all-new A3 Sedan, S3 Sedan and finally, the S3 Sportback across the markets. The Audi A3 family has come leaps and bounds above previous generations. This best-in-class model coupled with our industry leading warranty, service and maintenance package offering across the region, make us confident that the A3 will be as loved by customers as it is by us.”

Beneath the progressive design of the Audi A3, S3 and S3 Sportback, lie many innovations handed down from their larger siblings such as the latest version of the Audi MMI infotainment system with integrated Apple CarPlay and Android Auto. These features together with numerous driver assistance systems and upgraded design elements ensure that the comfort and safety of the driver always come first.

Models are now available in dealership across the UAE. Contact your local dealership for more information. To configure, find out more and secure your Audi A3 and S3 visit [www.audi-me.com](http://www.audi-me.com)



## **The A3 Sedan – Sporty, Digitalized, Progressive**

### **Distinctive: design and lighting**

The new A3 Sedan features compact proportions and a sporty design. The wide Singleframe and large air inlets at the front end accentuate their dynamic character. The shoulder of the body extends in a smooth line from the headlights to the rear lights. The area below is curved inward. This is a new element of Audi's design that puts a stronger emphasis on the wheel arches. The digital daytime running lights of the Matrix LED headlights are a further innovation and are available as an option. They consist of a pixel array made up of LED segments in a three by five arrangement that create special light signatures and make the new A3 immediately recognizable.

### **Digitalized: controls and displays**

The cockpit of the new A3 Sedan is wholly focused on the driver. It uses familiar elements from the brand's larger models and is equipped with a 10.1-inch touch display as a standard feature, which is integrated in the center of the instrument panel. It recognizes letters entered by hand, provides haptic and acoustic feedback, and can be controlled using natural language.

The optional Audi virtual cockpit provides additional functions such as the large display of the navigation map. The optional plus version measures 12.3 inches and enables three different views, including graphics with a sporty look.

Digital, easy to understand, and intuitive: The new A3 Sedan features a newly developed control and display concept with a flat menu structure and symbols that are familiar from smartphones. Audi has replaced the rotary pushbutton on the center tunnel with a large MMI touch display that provides acoustic and haptic feedback. It has a 10.1-inch diagonal, is configured as an MMI radio plus as standard, and is used to control the infotainment system as well as a number of comfort functions. The driver receives acoustic feedback when selecting a function. The system also allows the driver to enter text in handwriting: It recognizes individual letters, cursive writing, whole words, and letters written on top of each other. The MMI search provides a list of suggestions even after just a few characters are entered.

### **Intensified: the infotainment**

The MMI operating concept is powered by the new third-generation modular infotainment platform. Its computing power is ten times higher than that of its predecessor.

Individual settings can be stored in up to six user profiles – from climate control and the seat position to frequently selected navigation destinations as well as frequently used media.

### **Well versed: the driver assistance systems**



Equipped with the optional Audi pre sense front, the collision avoidance assist, and the lane departure warning, the new A3 sedan helps prevent accidents with other road users and offers a high level of safety.

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## **The New Audi S3 Sedan & Sportback: More Sportiness, More Power, More Driving Pleasure**

### **Characteristic design and lighting**

The new S3 models display their dynamic character from the very first glance. The front is dominated by the Singleframe with its large rhombus-patterned grille and impressive air inlets, while the housings of the exterior mirrors have a gleaming aluminum look. The shoulder of the body extends in a strong line from the headlights to the rear lights. The areas below are curved inward – a new element of Audi's design that places a stronger emphasis on the wheel arches.

### **Powerful drive**

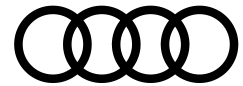
With 290 hp and 400 Nm of torque, the new S3 models accelerate from 0 to 100 km/h in 4.9 seconds and in conjunction with the lightning fast seven-speed S tronic gearbox towards an electronically governed top speed of 250 km/h. The driver can use the standard series Audi drive select system to make the sound of the powerful four-cylinder turbo engine even crisper.

### **Sporty interior & generous space**

The strikingly sporty design of the new S3 models continues on the inside – with the new, compact shifter for the seven-speed S tronic and decorative aluminum or carbon inlays whose design evokes the shape of the headlights. The cockpit is focused on the driver. The distinctive air vents form a single unit with the instrument cover, underlining the sporty character.

In the middle of the instrument panel, a 10.1-inch MMI touch display with MMI Navigation Plus come as standard in the S3. It recognizes letters entered by hand and provides acoustic feedback. As an additional operating level, the infotainment can also be voice-controlled using natural language as standard.

Compared with their predecessors, the new S3 models have grown in size: The Sportback and the Sedan are three centimetres and four centimetres longer respectively. The luggage compartment has a capacity of 325 litres, and is expandable up to 1,145 litres with the Sportback when the seat bench is down.



### **A new generation of infotainment**

The MMI operating concept of the new S3 models is powered by the third-generation modular infotainment platform (MIB 3). For lovers of high-quality audio, the standard Bang & Olufsen premium sound system with 3D sound delivers a particularly spatial soundscape.

### **Helpful driver assist systems**

The driver assist systems in the new S3 models also demonstrate Audi's technical expertise. Audi pre sense front, swerve assist with turn assist, and lane departure warning all have the potential to prevent accidents and are included as optional features.

Further assist systems, such as lane change and exit warnings as well as the cross-traffic and park assist systems, are available optionally as well. The Adaptive cruise control maintains the speed and distance to the vehicle in front and the efficiency assist supports an economic driving style.

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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 17 locations in 11 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 2019 fiscal year, AUDI AG achieved total revenue of € 55.7 billion and an operating profit of € 4.5 billion. At present, about 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.

AUDI AG's commitment to the region was established through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3, S3 and S3 Sportback, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, RS6 Avant, A7, S7, RS7, A8, A8 L and S8, the Audi Q3, Q3 Sportback, RS Q3 Sportback, Q5 & SQ5, Q7, Q8, RS Q8, R8, e-tron, e-tron Sportback and RS e-tron GT.