



# 2016 Audi A3 Sportback e-tron

Audi of America  
MEDIA INFORMATION KIT

# OVERVIEW

## A3 Sportback e-tron® Key Attributes & Highlights

- ▶ For a combined 204 horsepower and 258 lb-ft. of torque, the 1.4-liter TFSI engine delivers 150 hp and the liquid-cooled, permanent-magnet-driven electric motor delivers 102 hp and nearly instantaneous torque.
- ▶ Packaged beneath the rear seat, the 8.8-kWh, liquid-cooled, lithium-ion battery pack provides electrical energy storage.
- ▶ The A3 Sportback e-tron features the MIB-1 suite of Audi connect® features, including 4G LTE (where available) Wi-Fi® for passenger devices, personalized news feeds, navigation and travel information, and is compatible with the Audi connect e-tron app with Parking Position. These features, and more, can be easily viewed on the ultra-thin MMI® screen, and controlled via Google Voice Search™ or steering wheel controls.
- ▶ Available MMI navigation plus features MMI touch integrated into a rotary push button – enabling users to simply ‘write’ their entry on a touchpad rather than selecting individual letters, as used in traditional systems.
- ▶ The available Bang & Olufsen® Sound System features 14 speakers and a 15 channel amplifier to create 705 watts of superb sound, balanced to suit the acoustic properties of the Audi A3 e-tron interior. A second digital signal-processing amplifier takes output from standard stereo sources such as CD or MP3 players.
- ▶ Available full LED headlights offer a unique look and a long service life. Additionally, they produce light at 5,500 Kelvin, roughly the same color as daylight, which can help the driver to perceive more contrast, and experience less eye strain.
- ▶ Operating at speeds above 38 mph, the Audi active lane assist system detects when the vehicle begins to leave the lane without signaling. Gentle, corrective steering efforts assist the driver to remain in their lane. Steering wheel vibration also occurs as an additional warning.
- ▶ Electronic stability control (ESC) helps ensure greater stability in hazardous situations through targeted braking of individual wheels and intervention in the engine management system which helps to stabilize the vehicle. In the event of a collision, ESC with secondary collision brake assist can automatically brake the car to help prevent secondary collisions.
- ▶ Audi adaptive cruise control with stop & go uses radar and a camera to help detect vehicles in front and maintain a set distance between vehicles. The system helps maintains the set distance and speed by automatically applying the brakes or accelerating. Comfort is improved for the driver, particularly on long journeys and in heavy traffic, and the system can bring the vehicle to a full stop, before resuming with the flow of traffic.

## Key Specifications

### A3 Sportback e-tron 1.4-liter TFSI PHEV

|   |  |
|---|--|
| Starting MSRP*<br>Before applicable federal and state tax incentives    | \$37,900                                     |
| Engine  | 1.4 liter TFSI®<br>FWD PHEV                  |
| Transmission  | six-speed S tronic®                          |
| Hybrid system battery   | 8.8-kWh lithium-ion<br>hybrid battery module |
| Horsepower @ rpm  | 150 @ 5000-6000                              |
| Torque (lb-ft @ rpm)  | 184 @ 1600-3500                              |
| FWD S tronic® (0-60 mph)  | 7.6 seconds est.                             |
| Top Track Speed** (mph)   | 130 (210 km/h)                               |
| Curb Weight (lbs)   | 3616 (1640 kg)                               |
| EPA estimates<br>S tronic® transmission<br>(City/Highway/Combined mpg)+ | 33/37/35 MPG*<br>Manufacturer's estimates    |
| MPGe<br>(City/Highway/Combined mpg) )+*                                 | 83 MPGe*<br>Manufacturer's estimates         |

\*Preliminary manufacturer's estimates. Final specifications not yet available.

## Electric / System Power

### A3 Sportback e-tron

|                                      |                               |
|--------------------------------------|-------------------------------|
| Electric power (hp)/torque (lb-ft)   | 102 (75 kW)/<br>243 (330 Nm)  |
| Combined system power<br>(hp)/torque | 204 (150 kW)/<br>258 (350 Nm) |

## Engine Design

### A3 Sportback e-tron

|                   |               |
|-------------------|---------------|
| Cylinder Block    | Cast Aluminum |
| Cylinder Head     | Cast Aluminum |
| Valvetrain/Intake | DOHC          |
| Emissions         | SULEV         |

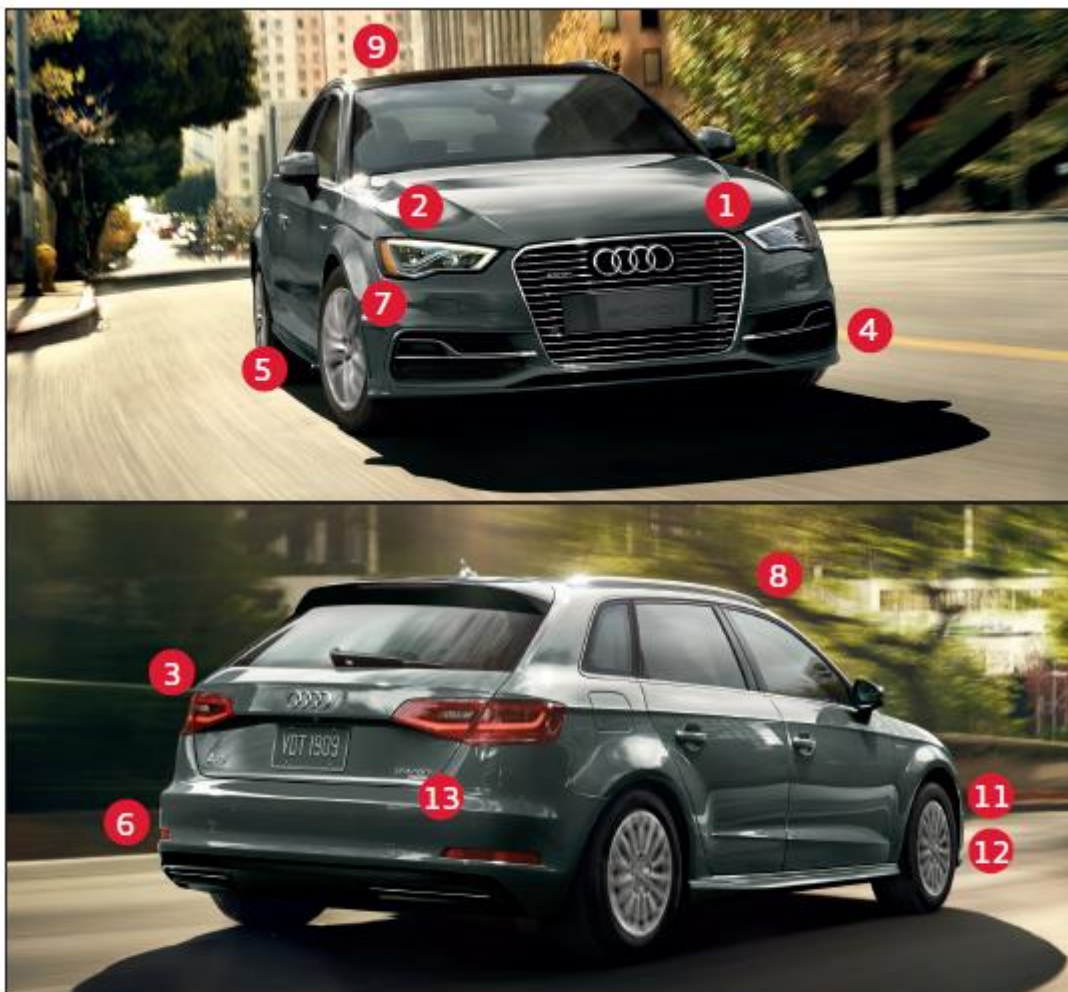
\* Prices listed are the Manufacturer's Suggested Retail Prices and do not include destination and delivery (\$925 for the A3 Sportback e-tron), taxes, title, options, and dealer charges. Dealer sets actual price.

\*\*Top track speed electronically limited in U.S. Always obey all speed and traffic laws.

+EPA estimates not available at time of publication. See [www.fueleconomy.gov](http://www.fueleconomy.gov) for updated information. Actual mileage will vary and depends on several factors including driving and charging habits, weather and temperature, battery age, and vehicle condition.

# MODEL HIGHLIGHTS

## Exterior walk-around A3 Sportback e-tron:



### A3 e-tron:

1. e-tron specific Singleframe® grille
2. Full LED headlights (optional)
3. Slender LED taillights
4. S line® front fascia with e-tron specific intakes
5. S line® side sills
6. e-tron specific rear fascia with hidden exhaust outlet
7. Audi parking system plus (front and rear acoustic parking sensors with rearview camera)
8. Aluminum roof rails (optional)
9. Panoramic sunroof
10. e-tron badging throughout (shown, not numbered)

### 16" Wheel package (standard on Premium, available on Premium Plus, Prestige)

11. 16" 15-spoke-Y-design wheels
12. 205/55 R16 ultra low-rolling resistance summer tires
13. ultra® badge

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# MODEL HIGHLIGHTS

## Interior walk-around A3 Sportback e-tron:



### A3 e-tron:

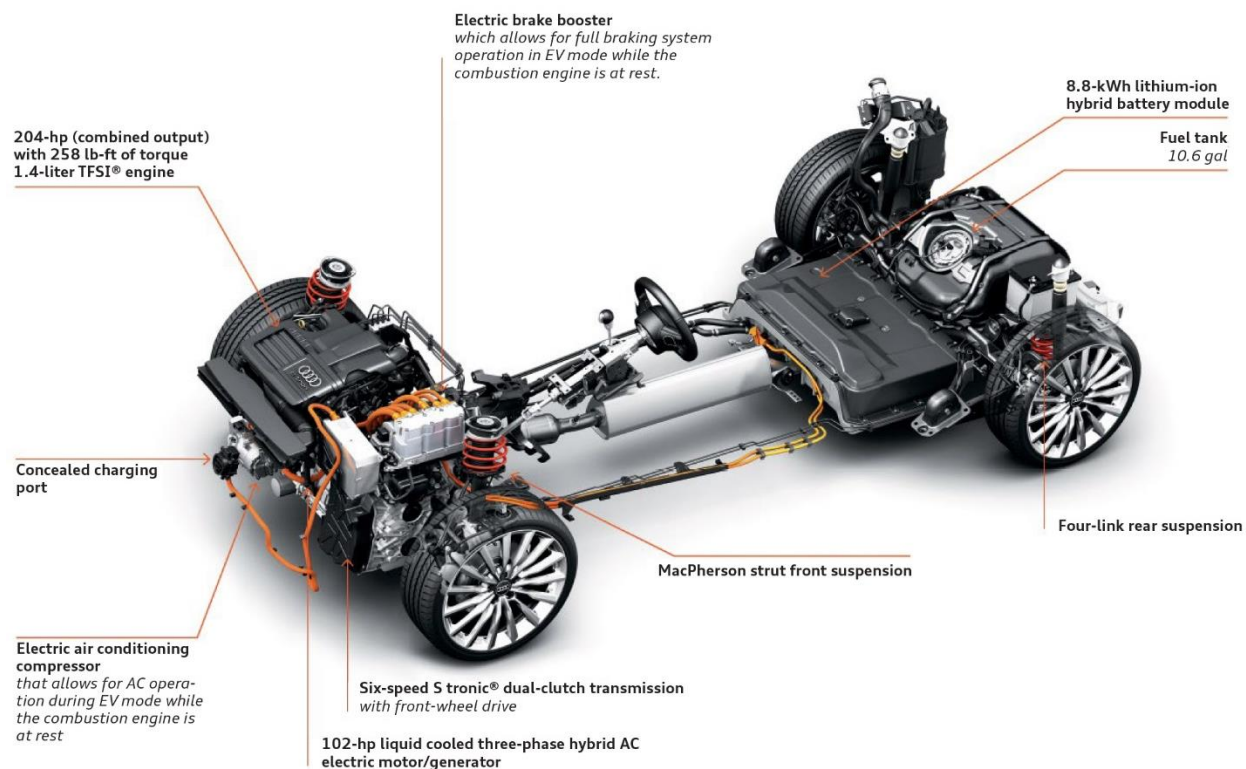
1. Three-spoke multifunction steering wheel
2. MMI® wheel (optional MMI touch is shown)
3. Toggle switches for main MMI functions
4. Ultra-thin MMI display (standard), 7" display optional (shown)
5. Circular air vents
6. New 3D optic inlays (available)
7. Automatic dual-zone climate control
8. e-tron specific shift knob
9. e-tron specific badging on dashboard
10. e-tron specific instrument cluster

# PRODUCT PROFILE

## PHEV Technology

**Plug-in Hybrid Vehicle (PHEV)** A PHEV is a type of hybrid vehicle with a rechargeable battery that can be recharged through an external power source, such as the e-tron charging system, in addition to the gasoline engine. When driving, the use of two power sources—a battery-powered electric motor and a gasoline engine—provides an effective way to power the vehicle, without sacrificing low-end torque and high-end power. All while cutting down on fuel consumption and CO<sub>2</sub> emissions.

**Drivetrain & hybrid components** The features called out below all work together in powering the A3 Sportback e-tron® without sacrificing performance and versatility.



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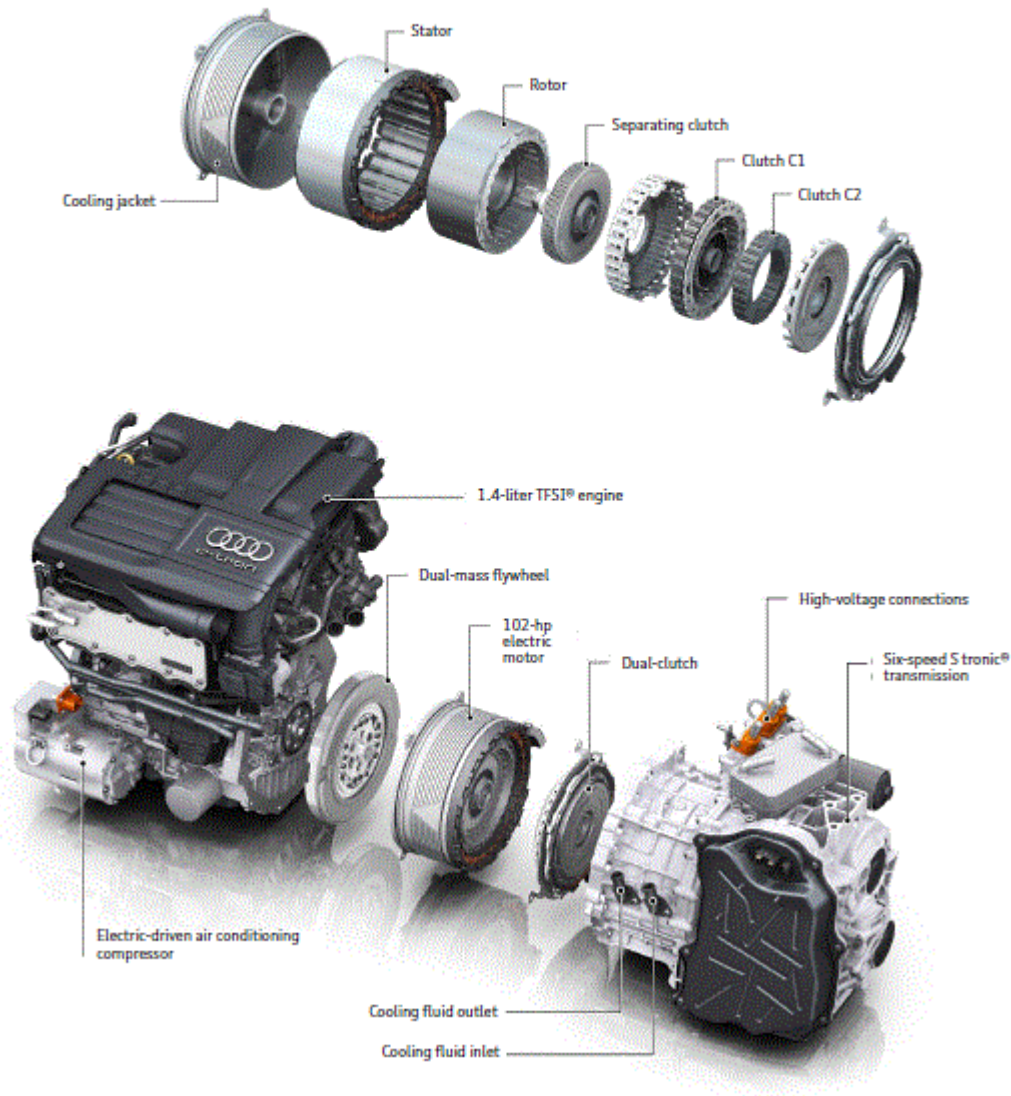
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# PRODUCT PROFILE

## PHEV Technology

**Innovative S tronic® transmission** The transmission has been specifically designed for the A3 Sportback e-tron®. It is extremely compact, and incorporates both the disc-shaped electric motor and a separating clutch. This allows the vehicle to be powered by either the electric motor, the gasoline engine, or a blend of the two. The dual-clutch transmission, with its two transmission sections, directs the power to the front wheels.



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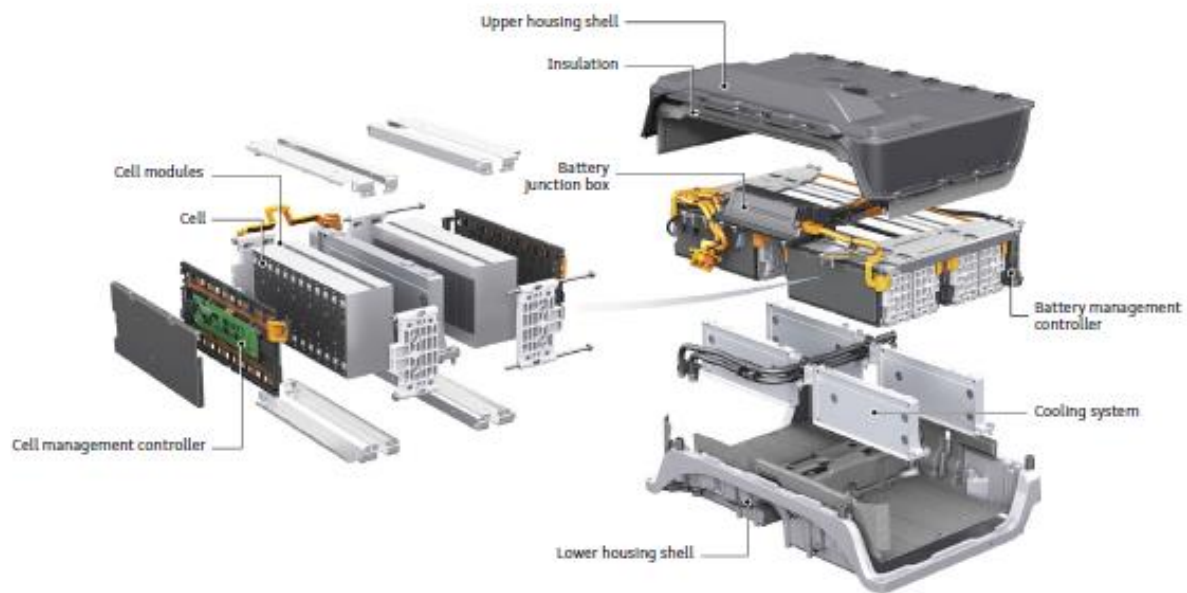
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# PRODUCT PROFILE

## PHEV Technology

**Lithium-ion battery pack** The lithium-ion battery is a highly sophisticated energy storage device. It produces significantly more power than conventional nickel-metal hybrid batteries, and provides the electric drive motor with power, in addition to supplying the vehicle with electrical energy. The battery pack includes a liquid cooling system, and extensive shielding components.



Note: Battery capacity decreases with time and use. Not using the vehicle for long periods can cause damage to the high-voltage battery. See owner's manual for details.



# PRODUCT PROFILE

## Drive Modes

**EV mode** In EV mode the A3 Sportback e-tron® is powered by the electric motor only.

**Hybrid mode** In Hybrid mode, the car intelligently selects the most efficient power source; either EV, Hybrid or gasoline.



**Hold Battery mode** provides hybrid driving, while preserving any EV range for later use.

**Charge Battery mode** uses the gasoline engine to recharge the battery at highway speeds



*A3 e-tron accelerating electrically.*



*Combined driving draws from the gasoline engine and electric motor in Hybrid mode or Sport mode.*

**Sport mode** Unlike the other drive modes, which can be selected via the MMI® interface, Sport mode is selected by shifting to 'S'. In Sport mode the A3 e-tron uses all available power from both the combustion engine and electric drive motor.

# PRODUCT PROFILE

## Audi A3 e-tron Connect App

**Smartphone app** Once an owner has registered for Audi connect e-tron services, they can begin to use the Audi A3 e-tron connect App. The app will be available on both iOS and Android (available at vehicle launch), the service is complimentary for three years with the A3 e-tron.

For an enhanced owner experience, the Audi A3 e-tron connect App will allow the owner a look into their vehicle, and, remote control of certain features, such as setting the preferred time of day for battery charging.

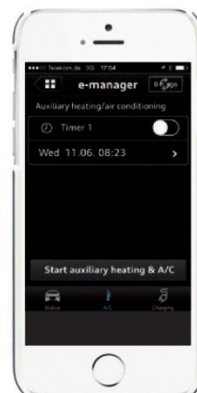


### Vehicle information at a glance:

- ▶ The app can provide owners with their vehicle's last parked location, and also help provide step-by-step instructions on locating their parked A3 e-tron.
- ▶ The app can also provide owners with the status of doors locks, windows and lights.

### Owners can also use their Audi A3 e-tron connect App to:

- ▶ Check if their e-tron is charging, view the estimated time to charging completion, and set preferred charging times.
- ▶ Set a time for their heating or air conditioning to turn on in the next 7 days. The temperature cannot be set from the app, but is based on the latest climate control setting in the car.
- ▶ See how long until their next recommended service appointment.



Screenshots for illustrative purposes only. Smartphone app functionality and appearance may vary at launch.

\*Three years of complimentary Audi connect e-tron features available after activation of services. Audi connect e-tron services provided by Verizon Telematics, Inc. Services require vehicle cellular connectivity and availability of vehicle GPS signal; certain services may collect location information. See Terms of Service, Privacy Policy and other details at [www.etron.audiusa.com](http://www.etron.audiusa.com). Always pay careful attention to the road, and do not drive while distracted

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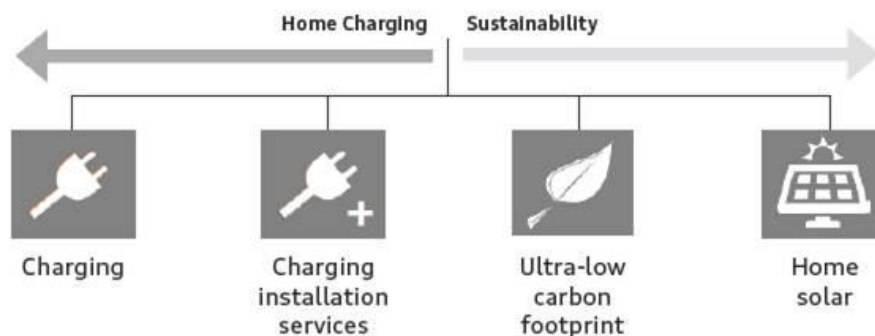
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# PRODUCT PROFILE

## Audi energy

**Audi energy** Audi energy is the name for the collective set of programs which Audi has partnered with to help make driving an A3 Sportback e-tron® easy, convenient and sustainable.



**Sustainability: 3Degrees®** Audi has partnered with 3Degrees®, the leading carbon offset provider, as part of an holistic approach to addressing greenhouse gas emissions and improving air quality. Both conservation forestry and landfill gas capture were selected to maximize the positive impact Audi energy and the A3 e-tron will have in the U.S. and around the world.



**3Degrees™**

**Sustainability: SunPower®** A3 e-tron owners can help recharge their e-tron with optional home solar panels through Audi|partner SunPower. For qualified owners, SunPower offers the most efficient solar panels on the market, and access to their exclusive new battery storage solution. SunPower acts as a one-stop shop, providing design and installation services, and has a dedicated Audi sales team.

# TECHNICAL SPECIFICATIONS

## Engineering/Performance

### A3 Sportback e-tron

|                          |  |
|--------------------------|--|
| Engine Type              | Inline four-cylinder turbo direct injection, four valve per cylinder, DOHC |
| Arrangement              | Front Mounted- Transverse  |
| Bore (in)                | 2.93 (74.5 mm)   |
| Stroke (in)              | 3.15 (80.0 mm)   |
| Displacement (cu in)     | 85.4 (1395 cc)   |
| Compression Ratio        | 10.0:1   |
| Horsepower @ rpm         | 150 @ 5000-6000  |
| Torque @ rpm (lb-ft)     | 184 @ 1600-3500  |
| Induction/Fuel injection | Turbocharged/FSI®  |
| FWD S tronic® (0-60 mph) | 7.6 seconds est.   |
| Top Track Speed (mph)    | 130 (209 km/h)   |

\*Top track speed electronically limited in U.S. Always obey speed and traffic laws.

## Electric / System Power

### A3 Sportback e-tron

|                                    |                               |
|------------------------------------|-------------------------------|
| Electric power (hp)/torque (lb-ft) | 102 (75 kW)/<br>243 (330 Nm)  |
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## Engine Design

### A3 Sportback e-tron

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|-------------------|---------------|
| Cylinder Block    | Cast Aluminum |
| Cylinder Head     | Cast Aluminum |
| Valvetrain/Intake | DOHC          |
| Emissions         | SULEV         |



## Body/Suspension/Chassis

## A3 Sportback e-tron

|   |                        |
|---|------------------------|
| McPherson front struts with lower wishbones, aluminum subframe, tubular anti-roll bar                                     | ■                      |
| Four-link rear suspension with separate shocks/springs (separates longitudinal and lateral forces), tubular anti-roll bar | ■                      |
| Electromechanical power steering  | ■                      |
| Ventilated front disc/solid rear disc brakes (in)   | 12.3/10.7 (312/272 mm) |

## Wheels and Tires

## A3 Sportback e-tron

|  |     |
|--|-----|
| A. 7.0 x 16" 15-spoke-Y-design 205/55 R16 ultra low-rolling resistance summer tires (standard on Premium)* | ■/□ |
| B. 7.5 x 17" 15-spoke-turbine design 225/45 R17 all-season tires   | □   |
| C. 7.5 x 18" 15-spoke-turbine design 225/40 R18 all-season tires   | □   |

\*Tires are supplied and warranted by their manufacturer. High-performance tires are designed for optimum performance and handling in warm climates. They are not suitable for cold, snowy, or icy weather conditions. If you drive under those circumstances, you should equip your vehicle with all-season or winter tires, which offer better traction under those conditions. We suggest you use the recommended winter or all-season tire specified for your car or its equivalent. These high-performance tires also have a lower aspect ratio that aids performance and handling; however, in order to avoid tire, rim, or vehicle damage, it is important that the inflation pressure is regularly checked and maintained at optimum levels. Please also remember in making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than other choices. Finally, these tires may wear more quickly than other choices.

## Transmission/Drivetrain

### A3 Sportback e-tron

|   |                            |
|---|----------------------------|
| Six-speed S tronic® dual-clutch transmission w/ FWD | ■                          |
| Gear Ratios:  | S tronic FWD               |
| 1st   | 3.500: 1                   |
| 2nd   | 2.773: 1                   |
| 3rd   | 1.852: 1                   |
| 4th   | 1.020: 1                   |
| 5th   | 1.023: 1                   |
| 6th   | 0.840: 1                   |
| Reverse   | 2.864: 1                   |
| Final Drive 1st - 4th/5th - 6th & Reverse           | 3.750 / 2.885: 1 & 3.750:1 |

## Exterior Measurements

### A3 Sportback e-tron

|                       |                                      |
|-----------------------|--------------------------------------|
| Wheelbase (in)        | 103.5 (2630 mm)                      |
| Length (in)           | 169.8 (4312 mm)                      |
| Height (in)           | 56.1 (1426 mm)                       |
| Width (in)            | 77.4 (1966 mm)                       |
| Track front/rear (in) | 60.7/59.6<br>(1543/1514 mm)          |
| Curb Weight (lbs)     | 3616 (1640 kg)                       |
| Drag Coefficient      | Cw = 0.32<br>Front Area = 2.13 sq. m |

## Interior Measurements

### A3 Sportback e-tron

|                                    |                              |
|------------------------------------|------------------------------|
| Headroom Sunshade (in, front/rear) | 38.7/37.5<br>(983 mm/953 mm) |
| Legroom (in, front/rear)           | 41.2/35.4                    |
| Shoulder Room (in, front/rear)     | 54.8/52.9                    |
| Luggage Capacity (cu ft)           | 13.6                         |
| Seating Capacity                   | 5                            |

## EPA mileage

### A3 Sportback e-tron

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## estimates/Capacities

|   |   |
|---|---|
| EPA estimates<br>S tronic® transmission<br>(City/Highway/Combined)* | 33/37/35 MPG*<br>Manufacturer's estimates |
| MPGe (Combined city/highway)*                                       | 83 MPGe*<br>Manufacturer's estimates      |
| Engine Oil (qt)   | 4.2 (4 l)                                 |
| Coolant System (qt)   | 11.6 (11 l)                               |
| Fuel (gal)  | 10.6 (40 l)                               |
| Recommended Fuel  | Premium                                   |

\*EPA estimates not available at time of publication. See [www.fueleconomy.gov](http://www.fueleconomy.gov) for updated information. Actual mileage will vary and depends on several factors including driving and charging habits, weather and temperature, battery age, and vehicle condition.

\*Preliminary manufacturer's estimates. Final specifications not yet available

## Steering

### A3 Sportback e-tron

|                                    |   |
|------------------------------------|---|
| Type                               | Electromechanical, speed sensitive power steering |
| Ratio                              | 15.3:1  |
| Turning Circle (curb-to-curb) (ft) | 35.8 (10.9m)                                      |

## Electrical System

### A3 Sportback e-tron

|                       |  |
|-----------------------|--|
| Hybrid motor          | 102-hp liquid cooled three-phase hybrid AC<br>electric motor/generator |
| Hybrid system battery | 8.8-kWh lithium-ion<br>hybrid battery module                           |

## Infotainment

### A3 Sportback e-tron

|  |   |
|--|---|
| Audi sound system with: 10 speakers with 180 watts, including subwoofer, and 6-channel amplifier, AM/FM radio, CD player (MP3 capable), SiriusXM® satellite radio (90 day trial). 12-station presets, speed-dependent volume control<br>- Two tweeters in the dashboard<br>- One center-fill speaker in the dashboard<br>- Two speakers in the front doors | ■ |
|--|---|

|  |   |
|--|---|
| <ul style="list-style-type: none"> <li>- Two speakers in the rear doors</li> <li>- Two tweeters in the rear doors</li> <li>- One subwoofer in rear</li> </ul>  |   |
| <b>Backlit instrument cluster with automatic brightness control:</b> <ul style="list-style-type: none"> <li>- Battery power meter, speedometer, digital clock with date, coolant temperature gauge</li> </ul>  | ■ |
| <b>BLUETOOTH® streaming audio for compatible devices</b>   | ■ |
| <b>Color Driver Information System</b> <ul style="list-style-type: none"> <li>- 5-function trip computer (Fuel range, average fuel mileage, current fuel mileage, average speed and elapsed time and trip odometer) operated by toggle switch at end of windshield wiper stalk</li> <li>- Outside temperature display</li> <li>- Digital speed display</li> <li>- Radio/telephone display</li> <li>- Active Auto Check system with speed warning device</li> <li>- Pictogram display for open door and tailgate</li> <li>- Efficiency program and other e-tron specific information</li> </ul> | ■ |
| <b>HD Radio™ Technology</b>  | ■ |
| <b>SD card single slot</b>   | ■ |
| <b>SiriusXM® Satellite Radio with 90-day trial subscription</b>  | ■ |
| <b>Audi connect® with six-month trial subscription**</b>   | □ |
| <b>Audi music interface with iPod® integration includes 30-pin cable for iPod connection (deletes Aux-in jack)</b>   | □ |
| <b>Bang &amp; Olufsen® Sound System with 14 speakers and 705 watts (includes surround sound 5.1 and noise compensation) (illuminated front door speakers)</b>  | □ |
| <b>MMI® navigation plus system with: SSD (Solid-state drive)-based navigation with 4G LTE based technology, MMI® touch AM/FM radio, two SD card slots for MP3 files (10GB) and SiriusXM® satellite radio. Includes color LCD display screen.</b>   | □ |
| <b>MMI® touch</b>  | □ |
| <b>SD card slot with 32GB capacity each (dual slots)</b>   | □ |
| <b>SiriusXM® Traffic with four-year trial subscription (with MMI navigation</b>  | □ |

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| plus) |  |
|-------|--|

\*\*Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only.

## Technology and Driver Assistance

### A3 Sportback e-tron

|  |   |
|--|---|
| Anti-theft vehicle alarm system and immobilizer with blinking theft deterrent light in driver's door   | ■ |
| Audi advanced key—keyless start, stop and entry (sensors in front doors)   | ■ |
| Audi drive select  | ■ |
| Audi pre sense® basic - includes driver and passenger safety belt pretensioning and partial closure of windows and panorama sunroof when an impending collision is detected                | ■ |
| Parking system plus with front and rear acoustic parking sensors   | ■ |
| Rear view camera   | ■ |
| Electronic cruise control with coast, resume and accelerate features. Stalk on steering column, speed shown in driver information display. Speed range: 12 mph to top track speed          | ■ |
| Extended range radio frequency remote locking system with security "rolling code" feature, remote trunk opening system and panic function, also activates interior lights and alarm system | ■ |
| Mobile charging unit (includes transport case and two power cables, 120-volt / 240-volt)   | ■ |
| Two master ignition keys with remote control with panic button   | ■ |
| Windshield wipers with four-position adjustable rain sensor rate (and off in MMI® system)  | ■ |
| Audi active lane assist: when the vehicle is travelling above 40 mph and the system detects that the driver is leaving the lane without signaling, the car, through gentle,                | □ |

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|   |   |
|---|---|
| corrective steering efforts, will assist the driver to remain in the lane. Additional steering wheel vibration also occurs, as well as “hands-off” steering wheel detection which will disable the system completely.   |   |
| Audi pre sense® front: includes brake assist or partial braking when the risk of a collision is detected  | □ |
| Audi side assist - lane change assistant, operates at speeds above 19 mph, visual warnings located in exterior mirror housings. Radar technology located behind rear bumper (not visible). Can be turned off.   | □ |
| Adaptive cruise control with stop & go: Includes Audi pre sense front. 0-95 mph operation with coast, 4 distance settings, stop & go functionality, resume and accelerate features. Stalk on steering column, speed shown in driver information display, with enhanced braking guard (ability to initiate a full-stop below 19 mph) | □ |

## Warranty/Maintenance

## A3 Sportback e-tron

|   |  |
|---|--|
|   | 4- Year/50,000 (whichever occurs first) mile new vehicle limited warranty*           |
|   | 12- Month/5,000 mile (whichever occurs first) NO CHARGE first scheduled maintenance* |
| Audi High Voltage Battery Charge Limited Warranty | 8- Year/100,000 miles (whichever occurs first)                                       |

\*See dealer or owner’s literature for details. Battery capacity decreases with time and use.

- = Standard
- = Optional
- = Not Available

# ABOUT AUDI OF AMERICA

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands globally. The Audi Group delivered over 1,741,000 vehicles to customers globally in 2014, and broke all-time company sales records for the 5th straight year in the U.S. Through 2019, AUDI AG plans to invest about 24 billion euros - 70 percent of the investment will flow into the development of new models and technologies. Visit [www.audiusa.com](http://www.audiusa.com) or [www.audiusa.com/newsroom](http://www.audiusa.com/newsroom) for more information regarding Audi vehicles and business topics.

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*The Audi A3 Sportback e-tron is available only at participating Audi dealers.*

*Prices listed are the Manufacturer’s Suggested Retail Prices and do not include destination charges, taxes, title, options, and dealer charges. Dealer sets actual price.*

*Audi connect e-tron services provided by Verizon Telematics, Inc. Audi connect e-tron includes services that may collect location information. See applicable Terms of Service and Privacy Policy available at [www.etrn.audiusa.com](http://www.etrn.audiusa.com) for details.*

Always pay careful attention to the road, and do not drive while distracted.

###