

New A3 gets striking new look and spec upgrade

06 April 2016

Opens for ordering in May 2016



AU0319-16

The A3 range has been given a comprehensive makeover: a striking new look with new engines, equipment and technology. It will open for ordering in early May 2016. [Arrangements for existing A3 production are detailed below.](#)

What is new?

- ▶ [Engines \(new 1.0-litre TFSI and 2.0-litre TFSI engines\)](#)
- ▶ [New design grille and lights, and new paint colours](#)
- ▶ Improved standard equipment, such as Xenon headlights, cruise control and smartphone interface
- ▶ S line models get LED headlights, LED rear lights and dynamic sweeping rear indicators
- ▶ Satellite navigation remains standard from SE Technik trim upwards

Timings

Pricing and specification guide	Early May 2016
Open for ordering	Early May 2016
Start of production (free specification)	Build week 26 (July 2016)
Market Introduction	Mid July 2016
First customer deliveries	Late July 2016



New grille, headlights and a touch more luxury in the interior

A new, broader, single-frame grille with sharper contours gives the A3 a sportier, more striking look than the outgoing model. This is enhanced by distinctive, narrower headlights, similar in style to those on the new A4. Xenon plus lights are standard, with LED headlights as standard on S line and S3 and, for the first time, optional matrix LED headlights

Horizontal illuminated rear lights showcase a 3D design above the redesigned diffuser to accentuate the width of the new A3.

The high-quality interior includes a newly designed three-spoke multi-function steering wheel, with optional heating function. The electrically extending MMI screen is now 7-inch as standard and the MMI control logic is simplified to two buttons as already seen in the new A4. The air vents also receive a design change.

Audi virtual cockpit

Available for the first time on the A3, Audi virtual cockpit displays important information for the driver on a high-resolution 12.3-inch TFT screen. In classic mode, instruments appear as the usual analog displays but switch to infotainment mode and the central screen displays a navigation map or lists for phone, radio and audio.

MMI radio plus with extended seven-inch diagonal monitor is standard. The MMI navigation, which is standard on SE Technik trims upwards offers a three-month Audi Connect trial as per A4, and MMI navigation plus with MMI touch in conjunction with the Audi connect module include a number of online features, such as navigation with Google Earth and Google Street View traffic information in real time. It can also provide information on parking, destinations, news or the weather, using the super-fast 4G data transfer.

Smartphone Interface as standard

Every A3 will come equipped with Smartphone interface as standard. Compatible mobile phones can use Apple CarPlay or Android Auto and be simply connected to the car using a USB cable. Smartphone content is shown on the MMI screen and operation is by the MMI controller. This gives drivers access to apps such as Spotify or their text messages.

The optional Audi phone box in the centre armrest uses near-field coupling to link smartphones wirelessly to the car's antenna for better reception. Qi enabled smartphones can be charged wirelessly through inductive charging when placed in the phone box. For the first time in an A3, with Audi Phone Box, two mobile phones can be bonded simultaneously via the Bluetooth hands free profile meaning that there is no need to decide whether you have your personal or work mobile linked because you can now have both.

Engines

The new A3 will feature two new engines:

- ▶ 1.0 TFSI 115PS three-cylinder engine (available on 3dr and Sportback only, replaces 1.2 TFSI 110PS engine)
- ▶ 2.0 TFSI 190PS four-cylinder engine (available across the A3 range, replaces 1.8 TFSI 180PS engine)
- ▶ S3 power improvement to 310PS (+10PS)

The new A3 will continue to feature the 1.4TFSI CoD 150PS engine, the 1.6 TDI 110PS and 2.0 TDI in two power outputs – 150PS and 184PS.

We will no longer offer the 1.2 TFSI 110PS, 1.4 TFSI 125PS or the 1.8TFSI 180PS engines.

Specification

Full technical specifications will be published on Desktop when the A3 product improvement (PI) opens for ordering.

A summary of the specification, by trim level, can be downloaded below.

Colours

New exterior colours will be available for the A3 range including Cosmic blue, Vegas yellow, Tango red and Nano grey.

Prices

A3 PI launches with a starting price of £19,985 OTR for the three-door 1.0 TFSI SE manual. The premiums are:

- ▶ SE Technik £495 (3dr and Sportback only)
- ▶ Sport £1,550
- ▶ S line £2,150

Engine availability: to be confirmed.

Centre launch cars

Full details of the New A3 launch cars will be communicated shortly.

Existing A3 production

We will continue to work with the factory to make sure orders for the current A3 that are customer tagged and without a build week will be built as ordered. If this is not possible the order will be converted to the equivalent A3 PI model and price protected. If there is not an equivalent model available your Centre will be contacted to discuss the options.

The new A3 is scheduled to open for ordering in the week starting 2 May 2016. Please note that this date is subject to change and will be confirmed closer to the time.

Specification summary

Download the document below for a detailed summary of A3 PI specification.



[Download](#)

The new A3 family product summary

Added 6 April 2016
