Sportier, Smarter, and Sharpened: Meet the New Audi A3

* From bold lighting signatures and athletic design to enhanced safety features and premium upgrades, the Audi A3 range delivers a sporty and precise driving experience.
* The A3, S3 Sportback, and S3 Sedan are now available for order in the GCC from USD 35,301\*, USD 56,708, and USD 57,918\*, respectively.

**Dubai, United Arab Emirates, 25 November 2024 – The Audi A3 has long defined the premium compact segment, and its latest iteration continues this legacy with bold advancements in design, technology, and comfort. Building on decades of success, the new A3 range is tailored for modern drivers seeking a new level of driving dynamics. Now available for order across the region as the A3, S3 Sportback, and S3 Sedan, these models set a new benchmark in driving precision and style, offering standout features such as customisable lighting, and advanced safety systems. The new range balances sportiness with efficiency, making it ideal for both urban and long-distance driving.**

**Striking Design Meets Bold Innovation**

The Audi A3 range commands attention with its dynamic, sporty appearance. A flatter, frameless Singleframe grille emphasises width and sophistication, complemented by angular side air intakes and a bold rear diffuser. A new front spoiler connects the design elements, visually lowering the car and enhancing its tactile presence.

The S line variant, inspired by RS models, introduces vibrant colours such as District Green, Ascari Blue, and Progressive Red, while five new wheel designs offer a fresh take on personalisation. Slim LED and Matrix LED headlights with customisable daytime running light signatures add a unique flair, making every drive a statement.

**Sustainability and Enhanced Efficiency**

The Audi A3 combines performance with sustainability, featuring seat covers made from up to 89% recycled PET bottles and eco-friendly Dinamica microfibre inlays. This commitment to responsible design ensures the A3 delivers luxury with a lighter environmental footprint.

Aerodynamic improvements, including controlled cooling-air inlets and a streamlined silhouette, further enhance efficiency and contribute to a smooth and refined driving experience.

**Performance Redefined**

The Audi A3 is engineered to deliver both efficiency and exhilaration. The A3 comes with the 1.5l 35 TFSI gasoline engine, which has an output of 110 kW (150 PS) and is offered as an automatic version with seven-speed S tronic. The S3 models boast a 2.0 TFSI engine, now delivering and impressive 333 horsepower and 420 Nm of torque – 23hp and 20 Nm increase that significantly enhances performance compared to its predecessor. Accelerating from 0 to 100 km/h in just 4.7 seconds, the S3 also features a rear differential with torque vectoring, improving agility and stability, particularly in dynamic driving scenarios. Audi’s advanced suspension system and quattro all-wheel drive provide precise handling across various terrains, offering a balance of control and power.

Progressive steering enhances agility, allowing for sharper cornering and seamless manoeuvres. Dynamic driving modes, now including the RS Performance mode on the S3, enable drivers to personalise the vehicle’s settings, from engine response to suspension tuning. The RS Performance mode is specifically designed for optimal driving dynamics, offering a unique setup that enhances precision and stability during high-performance driving, tailoring the A3’s performance for every journey.

**Sporty Interior Upgrades**

Inside, the A3 sets a new standard for style and comfort. Enhancements include a redesigned shifter, illuminated door panels with 30 colour options, and eco-friendly Dinamica microfiber inlays. Premium Sonos 3D sound and ambient lighting contribute to a luxurious and personalised cabin environment, while standard features like the leather-wrapped steering wheel and upgraded centre console add practicality.

Driver-focused technology includes a 10.1-inch touch display and Audi virtual cockpit as standard. Optional MMI Navigation Plus provides advanced features

**Available for Order Now**

The Audi A3 and S3 models are now available for order at your local Audi dealer and will arrive in showrooms across the region from December 2024. In GCC countries, the Audi A3 is priced from USD 35,301\*, and the S3 Sportback and Sedan from USD 56,708 and USD 57,918\*, respectively.

\*Prices exclude VAT and include Service Package, registration fee and 5 years roadside assistance.

* **For more information, please contact your local dealer or visit** [**www.audi-me.com/new-a3**](http://www.audi-me.com/new-a3) **and** [**www.audi-me.com/new-s3**](http://www.audi-me.com/new-s3)**.**

|  |  |
| --- | --- |
| Audi Middle East Communications  Maryna Slichna  Audi Middle East PR Manager  Email: [maryna.slichna@vwgme.com](mailto:maryna.slichna@vwgme.com)  [news.audimiddleeast.com](https://news.audimiddleeast.com/en/) | The Romans  Audi Middle East PR Partner  Email: [AudiMiddleEastPR@wearetheromans.com](mailto:AudiMiddleEastPR@wearetheromans.com) |
| [Ein Bild, das Text, ClipArt enthält.  Automatisch generierte Beschreibung](https://www.youtube.com/AudiMiddleEast) |  |

|  |
| --- |
| The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. In 2023, the Audi Group delivered 1.86 million Audi vehicles, 13,560 Bentley vehicles, 10,112 Lamborghini vehicles, and 58,224 Ducati motorcycles to customers. In the 2023 fiscal year, AUDI Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 billion.  AUDI AG’s commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005, Audi Middle East, which covers Bahrain, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia and the UAE. Audi Middle East is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility. Find out more about our models and our future-forward strategy for a sustainable future at [www.audi-me.com](http://www.audi-me.com) and [news.audimiddleeast.com](https://news.audimiddleeast.com/en/). |