



**Communications Model Series, Innovation and Technology**

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## **New look for bestseller – Audi upgrades premium SUV Q3**

- **New exterior details for more distinctive trim lines**
- **S line exterior package with sharper, redesigned appearance**
- **New Audi Q3 S line competition**

**Ingolstadt, September 15, 2016 – Audi makes its bestselling Q3\* even more attractive. New details in the exterior design more sharply differentiate the design and sport trim lines as well as the S line exterior package. The Audi Q3 S line competition augments the lineup with a sporty new special edition. Start of sales is scheduled for fall 2016.**

The updated Audi Q3 differentiates more sharply than ever before between the trim lines and packages. In the sport trim line, the premium SUV gets a new front end. The outer air inlets are larger; the blade beneath the center inlet is finished in the body color and the Singleframe grille in stone gray.

The new S line exterior package sports a new, honed look. Diamond-pattern inserts fill the air inlets; a new strut spans the full width of the front skirt, dividing it into two segments. The dominant contrasting color in the radiator grille and air inlets is high-gloss black.

The design line gives the Audi Q3 a particularly upscale look. Its outer air inlets are split horizontally; the underbody protection is finished in a matt silver tone at the front and rear bumper. The contrasting region of the bumpers and the wheel arches are stone gray.

The sporty new special edition Audi Q3 S line competition takes to the road sharply dressed. Its front end draws on the look of the new S line exterior package with high-gloss black paint for the air inlets and the Singleframe grille.

The color black carries over to the flanks with the wheel arches, door trim strips, roof rails, exterior mirror housings and the window slot trim. At the rear, the roof edge spoiler and the lower section of the bumper are finished in glossy black. S line badges adorn the fenders.

\*The collective fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



The Audi Q3 S line competition also flaunts its dynamic character in the interior. The sport seats with power lumbar supports are covered in a mix of black leather and fabric with the S line logo embossed in the center sections. A leather-Alcantara combination and Fine Nappa leather are optionally available.

The inlays in the new sport model glisten in black piano finish; the door sill trims bear S line logos. In combination with the S tronic, the pedals and foot rest are made of stainless steel. Models with a manual gearbox feature an aluminum-and-leather gear lever knob. The flat-bottomed, multifunction sport leather steering wheel in 3-spoke design bears an S line logo and contrasting stitching. Many controls are finished in aluminum look.

The S line sport suspension, Audi drive select dynamic handling system and the driver information system are standard in the Audi Q3 S line competition, as are new 19-inch wheels in a gloss-black 10-Y-spoke design from Audi Sport. The Q3 S line competition is available with any engine in the Q3 lineup.

Camouflage Green, metallic replaces Tundra Brown, metallic in the color range for the updated Audi Q3.

The updated Audi Q3 models will launch in Germany and additional European markets this fall. Deliveries will start late this year. Prices for the trim lines sport and design remain stable, beginning at 30,100 euros. The Audi Q3 S line competition lists for 33,050 euros.

- End -

**Fuel consumption of the model named above:**

**Audi Q3:**

This vehicle is not yet on sale. It does not yet have type approval and is therefore not subject to Directive 1999/94/EC.

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 16 locations in twelve countries. In the second half of 2016, the production of the Audi Q5 will start in San José Chiapa (Mexico). 100-percent subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2015, the Audi Group delivered to customers approximately 1.8 million automobiles of the Audi brand, 3,245 sports cars of the Lamborghini brand and about 54,800 motorcycles of the Ducati brand. In the 2015 financial year, AUDI AG achieved total revenue of €58.4 billion and an operating profit of €4.8 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.