



2016

European model shown.

A3

A3 | A3 Cabriolet
A3 Sportback e-tron® | S3



Audi A3

The Audi A3 is a triumph of both engineering and design. With new advances in lightweight aluminum construction, the Audi A3 combines the versatility and luxury of a 5-seat sedan with the nimble power of a sports coupé.

At the heart of this offering is a choice of three responsive engines. The 1.8 TFSI® delivers 170 hp and 199 lb-ft of torque in a turbocharged package that remains surprisingly fuel efficient. The 2.0 TFSI serves up 220 hp and 258 lb-ft of torque, taking the quattro® all-wheel drive system from 0-100 km/h in as little as 6.2 seconds.⁸

Uncompromising luxury comes standard on the Audi A3. Even the base package brings you Bluetooth® technology,⁷ Audi pre sense basic,⁹ Multi-Media Interface (MMI®) with retractable thin display,⁶ leather seating surfaces and a panoramic glass sunroof. In addition, every Audi A3 is guided by our 6-speed S tronic® transmission, giving you superior shifting flexibility with smooth, dynamic acceleration and virtually no interruption to the power flow. The Audi A3's price might be entry level, but its standards are anything but.

Audi A3 Cabriolet

With the Audi A3 Cabriolet, the pleasure of open-air driving gets the support of some very practical Audi touches. In addition to its generous 320 litres of trunk space (287 litres with the top down), this cabriolet comes fitted with an acoustic convertible roof and wind deflector for rides in brisker temperatures.

The Audi A3 Cabriolet shares the best design elements with the A3 sedan, including leather seating surfaces and a 5.8" slimline, electrically extending colour display screen. From its ergonomic design to its superior engineering, the Audi A3 Cabriolet asserts itself as a supremely rational choice.





Audi A3 Sportback e-tron®

At the intersection of innovation and exhilaration lives the all-new Audi A3 Sportback e-tron, a plug-in hybrid vehicle designed to lead the charge on sustainability. Whether you're operating on pure electric power, gasoline power, or a combination of the two, e-tron can outperform other hybrids in more ways than one.

The Audi A3 Sportback e-tron was designed to combine the lower operating costs of an electric vehicle with the range of a gas vehicle. And with a combined 204 hp and 258 lb-ft of torque, the A3 Sportback e-tron is one of the few hybrids that doesn't perform like one. On your daily commute, the 102-hp electric motor delivers instant torque for responsive acceleration and a remarkably quiet and smooth drive. On longer journeys, the 1.4-litre TFSI® gas engine provides 150 hp on its own and 204 hp in boost mode – performance you won't find in most hybrid and electric vehicles. Combine all of this with a 5-door Sportback body that brings you practical utility combined with coupé style, and you've got an environmentally conscious vehicle that still offers luxurious style, remaining every inch an Audi A3.



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European models shown.

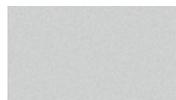


Audi S3

Good things come to those who wait. For proof, consider the Audi S3, the sports sedan that places the power and performance of the legendary S series well within reach. Here, your turbocharged 2.0-litre TFSI® engine serves up 292 hp to the quattro® all-wheel drive system, all under the guidance of the 6-speed S tronic® dual-clutch transmission. The result? A deeply satisfying sensation of power, with your assurance of control enhanced by the lowered suspension, large 18" wheels and performance tires. Inside, the lure of the Audi S3 continues. You're firmly supported in seating upholstered in optional Fine Nappa leather, with a sports steering wheel and brushed-aluminum accents, lending further motorsports credentials to your drive.

A3 / A3 Cabriolet / S3 Specs

Exterior colours



Glacier White
Metallic^{1,2,3}



Mythos Black
Metallic^{1,2,3}



Florett Silver
Metallic^{1,2,3}



Brilliant
Red^{1,2,3}



Lotus Grey
Metallic^{1,2}



Shiraz Red
Metallic^{1,2}



Monsoon Grey
Metallic^{1,2}



Scuba Blue
Metallic^{1,2}



Brilliant
Black^{1,2,3}



Ibis
White^{1,2,3}



Daytona Grey
Pearl Effect³



Panther Black
Crystal Effect³



Misano Red
Pearl Effect³



Sepang Blue
Pearl Effect³

Roof colours



Black²



Brown²

Interior surface colours and trims



Black^{1,2,3}



Titanium
Grey^{1,2}



Chestnut
Brown^{1,2}



Micrometallic
Silver^{1,2}



Matte Brushed
Aluminum^{1,2,3}



Magma
Red/Black³



Titanium
Grey/Black³



3D Design^{1,2}



Aluminum
Mistral^{1,2}

Wheels



17" wheels
225/45
all-season tires¹



17" wheels
225/45
all-season tires²



18" wheels
225/40
all-season tires^{1,2}



18" wheels
225/40
all-season tires^{1,2}



19" wheels
235/35
performance tires^{1,2}



18" wheels
225/40
performance tires³



19" wheels
235/35
performance tires³

Package contents

Styling Package^{1,2}

- ▶ Audi xenon plus headlights
- ▶ LED tail lights
- ▶ Automatic headlamp levelling
- ▶ High-gloss window surrounds^(1 only)

S line Sport Package^{1,2}

- ▶ S line exterior
- ▶ 18" 10-spoke titanium colour alloy
- ▶ Flat-bottom steering wheel w/ shift paddles
- ▶ Black headliner
- ▶ 225/40 all-season tires
- ▶ S line badging
- ▶ Comfort sport seats, front
- ▶ Brushed aluminum trim
- ▶ S line door sills
- ▶ S line sport suspension
- ▶ Audi drive select

Advanced Handling Package³

- ▶ Audi magnetic ride
- ▶ 19" 5-double-spoke star design wheels w/ 235/35 performance tires

Black Optics Package³

- ▶ High-gloss black grille and window trim
- ▶ Body-colour side mirrors

Convenience Package^{1,2,3}

- ▶ Audi advanced key
- ▶ Audi parking system front & rear
- ▶ Rear view camera

Navigation Package^{1,2,3}

- ▶ MMI® Navigation plus w/ touch
- ▶ Driver information system w/ colour display^(1,2 only)

Premium Package^{1,2}

- ▶ Audi advanced key
- ▶ Power driver and passenger seats^(1 only)
- ▶ Rear parking sensors

LED Lighting Package^{1,2,3}

- ▶ LED headlights
- ▶ All-weather lights

Technology Package^{1,2,3}

- ▶ Active lane assist
- ▶ Adaptive cruise control w/ stop & go
- ▶ Pre sense front

Sport Seats Package³

- ▶ S sport seats
- ▶ Black Fine Nappa leather w/ silver diamond stitch shoulder pads
- ▶ Manual front seat controls w/ power lumbar
- ▶ Leather door and centre arm rests

Technical features

	A3 1.8 TFSI	A3 2.0 TFSI quattro	A3 Cabriolet 2.0 TFSI quattro	S3 2.0 TFSI quattro
4-cylinder engine, 1.8 TFSI, 170 hp	●	–	–	–
4-cylinder engine, 2.0 TFSI, 220 hp	–	●	●	–
4-cylinder engine, 2.0 TFSI, 292 hp	–	–	–	●
6-speed S tronic automatic transmission	●	●	●	●
Electromechanical speed-sensitive power steering	●	●	●	–
Progressive steering	–	–	–	●
quattro all-wheel-drive system	–	●	●	●
Horsepower (hp @ rpm)	170 @ 4500–6200	220 @ 4500–6200	220 @ 4500–6200	292 @ 5400–6200
Torque (lb-ft @ rpm)	199 @ 1600–4400	258 @ 1600–4400	258 @ 1600–4400	280 @ 1900–5300
Acceleration 0–100 km/h (sec)	7.7	6.2	6.3	4.9
Fuel consumption ¹¹				
City, automatic (L/100 km)	10.0	9.8	10.1	10.1
Highway, automatic (L/100 km)	7.1	7.2	7.5	7.7
Dimensions (mm)	Length: 4469		Length: 4456	Length: 4469
	Width: 1960		Width: 1960	Width: 1960
	Height: 1392		Height: 1526	Height: 1392

● Standard – Not Available

Specifications are preliminary, based on information available at the time of printing. Final specifications for the Canadian model have not yet been confirmed. See your Audi dealer or audi.ca for the latest information and Natural Resources Canada's 2016 Fuel Consumption Guide for fuel consumption ratings.

Equipment highlights

A3 1.8 TFSI Komfort/ 2.0 TFSI quattro Komfort	A3 1.8 TFSI Progressiv/ 2.0 TFSI quattro Progressiv	2.0 TFSI quattro Technik	A3 Cabriolet 2.0 TFSI quattro Komfort	A3 Cabriolet 2.0 TFSI quattro Progressiv	A3 Cabriolet 2.0 TFSI quattro Technik	S3 2.0 TFSI quattro Progressiv	S3 2.0 TFSI quattro Technik
Equipment highlights: <ul style="list-style-type: none"> ▶ 17" 5-arm alloy wheels ▶ Power lumbar for driver seat ▶ Alarm ▶ Panoramic roof ▶ Pre sense basic ▶ Light and rain sensor ▶ MMI® Radio w/ 5.8" colour display ▶ Driver information system w/ monochrome display ▶ SiriusXM® satellite radio ▶ Auto climate control ▶ Heated front seats ▶ Audi sound system w/ 9 speakers ▶ Power driver seat ▶ 3-spoke leather multi-function steering wheel 	Trim includes the following additional content: <ul style="list-style-type: none"> ▶ 18" 10-spoke alloy wheels ▶ High-gloss window surrounds ▶ Xenon plus headlights w/ LED daytime running lights ▶ Power driver and passenger seats ▶ Audi music interface ▶ LED tail lights ▶ Interior storage package ▶ Aluminum door sills ▶ Auto-dimming interior mirror w/ compass ▶ Aluminum interior accents ▶ Aluminum mistral inlays ▶ Interior LED lighting 	Trim includes Progressiv trim content plus the following additional content: <ul style="list-style-type: none"> ▶ Navigation w/ MMI® touch ▶ Advanced key w/ start button ▶ Bang & Olufsen® sound system w/ 14 speakers ▶ Rear view camera ▶ Audi side assist ▶ Advanced parking system w/ front & rear sensors ▶ Driver information system w/ colour display 	Equipment highlights: <ul style="list-style-type: none"> ▶ 17" 5-arm double-spoke alloy wheels ▶ Power lumbar for driver seat ▶ Power folding acoustic convertible top ▶ Pre sense basic ▶ Light and rain sensor ▶ MMI® Radio w/ 5.8" colour display ▶ Driver information system w/ monochrome display ▶ SiriusXM® satellite radio ▶ Power and heated exterior mirrors ▶ Heated front seats ▶ Audi sound system w/ 9 speakers ▶ Manual front seats w/ convenience entry ▶ 3-spoke leather multi-function steering wheel ▶ Automatic climate control 	Trim includes the following additional content: <ul style="list-style-type: none"> ▶ 18" 10-spoke alloy wheels ▶ Xenon plus headlights w/ LED daytime running lights ▶ Audi music interface ▶ LED tail lights ▶ Interior storage package ▶ Aluminum door sills ▶ Aluminum interior accents ▶ Aluminum mistral inlays ▶ Auto-dimming interior view mirror w/ compass ▶ Interior LED lighting 	Trim includes Progressiv trim content plus the following additional content: <ul style="list-style-type: none"> ▶ Navigation w/ MMI® touch ▶ Advanced key w/ start button ▶ Bang & Olufsen® sound system w/ 13 speakers ▶ Rear view camera ▶ Audi side assist ▶ Advanced parking system w/ front & rear sensors ▶ Driver information system w/ colour display 	Equipment highlights: <ul style="list-style-type: none"> ▶ 18" 5-arm double-spoke alloy wheels ▶ Power lumbar for driver and passenger ▶ Xenon plus headlights w/ LED daytime running lights ▶ Power and heated front seats ▶ LED tail lights ▶ Panoramic roof ▶ Pre sense basic ▶ Light and rain sensor ▶ MMI® Radio w/ 5.8" colour display ▶ Automatic climate control ▶ SiriusXM® satellite radio ▶ Power and heated exterior mirrors ▶ Audi sound system ▶ Driver information system w/ colour display ▶ 3-spoke leather multi-function steering wheel ▶ S sport suspension ▶ Audi drive select ▶ Aluminum pedals 	Trim includes Progressiv trim content plus the following additional content: <ul style="list-style-type: none"> ▶ Navigation w/ MMI® touch ▶ Advanced key w/ start button ▶ Advanced parking system w/ front & rear sensors ▶ Rear view camera ▶ Bang & Olufsen® sound system w/ 14 speakers ▶ Audi side assist

1. Available on A3 Sedan. 2. Available on A3 Cabriolet. 3. Available on S3.

A3 Sportback e-tron® Specs

Exterior colours



Glacier White
Metallic⁴



Mythos Black
Metallic⁴



Florett Silver
Metallic⁴



Brilliant
Red⁴



Scuba Blue
Metallic⁴



Brilliant
Black⁴



Ibis
White⁴



Misano Red
Pearl Effect⁴



Daytona Grey
Pearl Effect⁴

Interior surface colours and trims



Black⁴



Titanium
Grey⁴



3D Design⁴

Wheels



18" wheels
225/40
all-season tires⁴



16" wheels
205/55
low rolling
resistance tires⁴



17" wheels
225/45
all-season tires⁴



18" wheels
225/40
all-season tires⁴

Package contents

Park Assist Package⁴

- ▶ Audi parking system front & rear
- ▶ Rear view camera

Navigation Package⁴

- ▶ MMI® Navigation plus w/ touch

Technology Package⁴

- ▶ Active lane assist
- ▶ Adaptive cruise control with stop & go
- ▶ Audi pre sense front

Technical features

	A3 Sportback e-tron
4-cylinder engine, 1.4 TFSI, 150 hp	●
Electric motor, 102 hp	●
6-speed S tronic automatic transmission	●
Electromechanical speed-sensitive power steering	●
Horsepower (hp @ rpm)	204 (system hp)
Torque (lb-ft @ rpm)	258 (system torque)
Acceleration 0–100 km/h (sec)	n/a
Fuel consumption ¹¹	
City, automatic (L/100 km)	n/a
Highway, automatic (L/100 km)	n/a
Dimensions (mm)	Length: 4312
	Width: 1966
	Height: 1424

● Standard

Specifications are preliminary, based on information available at the time of printing. Final specifications for the Canadian model have not yet been confirmed. See your Audi dealer or audi.ca for the latest information and Natural Resources Canada's 2016 Fuel Consumption Guide for fuel consumption ratings.

Equipment highlights

A3 Sportback e-tron ultra	A3 Sportback e-tron Progressiv	A3 Sportback e-tron Technik
<p>Equipment highlights:</p> <ul style="list-style-type: none"> ▶ 16" 10-spoke wheels with low rolling resistance tires ▶ e-tron charge controller with 120V and 240V charging cables ▶ e-tron power meter ▶ Driver information system w/ colour display ▶ MMI® Radio w/ 5.8" colour display ▶ Xenon plus headlights w/ LED daytime running lights ▶ LED tail lights ▶ Advanced key w/ start button ▶ Leather seating surfaces ▶ Alarm ▶ Pre sense basic ▶ Panoramic sunroof ▶ Bluetooth® 	<p>Equipment highlights:</p> <ul style="list-style-type: none"> ▶ 17" wheels in e-tron turbine design ▶ e-tron charge controller with 120V and 240V charging cables ▶ e-tron power meter ▶ Driver information system w/ colour display ▶ MMI® Radio w/ 5.8" colour display ▶ Xenon plus headlights w/ LED daytime running lights ▶ LED tail lights ▶ Advanced key w/ start button ▶ Leather seating surfaces ▶ Alarm ▶ Pre sense basic ▶ Panoramic sunroof ▶ Bluetooth® 	<p>Trim includes Progressiv trim content plus the following additional content:</p> <ul style="list-style-type: none"> ▶ Auto-dimming rear view mirror with compass ▶ Navigation w/ MMI® touch ▶ Bang & Olufsen sound system w/ 12 speakers ▶ Advanced parking system w/ front & rear sensors ▶ Rear view camera ▶ Audi side assist ▶ LED headlights ▶ All-weather lights

4. Available on A3 Sportback e-tron.

A3 / A3 Cabriolet / S3 / A3 Sportback e-tron®

6. Do not drive distracted. The use of mobile devices while driving, other than in hands-free mode, is illegal in many regions and unsafe.

7. Your Audi vehicle may be equipped with a phone preparation utilizing Bluetooth® interface to enable hands-free functionality (compatible mobile phones sold separately). You will need a Bluetooth®-enabled mobile phone in order to utilize this function. Not all Bluetooth®-enabled mobile phone models are compatible with Audi phone preparation. Contact your local Audi dealer for the latest listing of compatible phones.

8. Please drive safely and obey all traffic laws, including speed limits.

9. Audi side assist, Audi pre sense, active lane assist, night vision, cruise control, parking system, head-up display and all other safety and convenience features are means of assisting the driver only. Drivers must continue to devote their full attention to safe driving. Some features are available as options and may not be available on all models. Airbags are supplemental restraints only and will not deploy under all accident circumstances. Always use safety belts and seat children only in the rear seats, using restraint systems appropriate for their size and age.

10. The Audi Navigation System depends upon signals from the worldwide Global Positioning Satellite network. The vehicle's electrical system, and existing wireless and satellite technologies, must be available and operating properly for the system to function. The system is designed to provide you with suggested routes in locating addresses, destinations and other points of interest. Changes in street names, construction zones, traffic flow, points of interest or other road system changes are beyond the control of Audi Canada. Complete, detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible, therefore you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested Audi Navigation System route. Periodically new mapping data is available. HDD update is required in order to maintain the latest navigation information. Updates are available for purchase from time to time at additional cost. Consult your dealer or call 1-800-FOR-AUDI for details.

11. Fuel consumption ratings are estimates based on Natural Resources Canada's (NRCan) fuel consumption criteria and testing methods for 2016 model year vehicles. Please note that comparisons to seemingly similar vehicles pre-2015 model year will show discrepancies due to the difference in NRCan approved calculation methods for 2014 model year and older vehicles. Please refer to NRCan's Fuel Consumption Guide 2016 for estimated fuel consumption figures. Actual fuel consumption will vary based on driving conditions, driver habits and the vehicle's condition, weight carried and additional equipment.

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