



# A3

Audi A3 Sportback e-tron®

Audi  
Truth in Engineering



# Freedom from need is now an electrifying choice.

There are wants and there are needs. Then there's the Audi A3 Sportback e-tron® that intelligently and beautifully meets both! Its advanced plug-in hybrid powertrain gives you freedom from constraint through the heightened capability of two power sources. Of course, it's not just about reinventing the powertrain. It's also about lessening the overall environmental impact a vehicle makes. That's why the A3 e-tron is part of a larger sustainability program we call Audi energy, which provides benefits like a reduction in the vehicle's carbon footprint. Put it all together, and the result is an automotive experience destined to set you free.



## A3 Sportback e-tron

*By effectively harnessing the advantages of two energy sources, the A3 Sportback e-tron excels at both short commutes and long hauls.*

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





2016 Audi Sportback e-tron® Premium Plus shown in Misano Red pearl with available equipment.









# See yourself as you really are.

When the Audi A3 Sportback e-tron® looks in the mirror it sees its performance pedigree staring back at it. A pedigree that was built on a storied history of motorsports victories all culminating in the successful debut of the innovative Audi R18 e-tron quattro®. It was a vehicle that lay to rest any notion that a hybrid couldn't compete, and directly contributed to the development of the advanced powertrain in the A3 e-tron. And that's something you don't even have to hear from us to realize. Just step on the accelerator.



## Engineered to be your everything.

Some green vehicles are designed to be green and nothing else. Our engineers set their sights a little higher than that. They created a vehicle that can take you through the city quietly, on a long road trip efficiently or up a twisty mountain road dynamically.<sup>1</sup> How is this possible? The A3 Sportback e-tron® offers the cleaner, lower-cost operation of an electric vehicle coupled with the long-distance-cruising convenience of a gasoline drivetrain. And of course together, they let you experience the performance DNA of an Audi, not to mention all the luxury and craftsmanship inherent in every car we make. Essentially, this vehicle is designed to do everything, even when that means getting away from it all.



<sup>1</sup> Efficiency claim based on comparison of 2016 A3 Sportback e-tron® and 2016 Audi A3 1.8T gasoline models. EPA estimates for 2016 A3 Sportback e-tron® 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. Battery capacity decreases with time and use. See owner's manual for details.





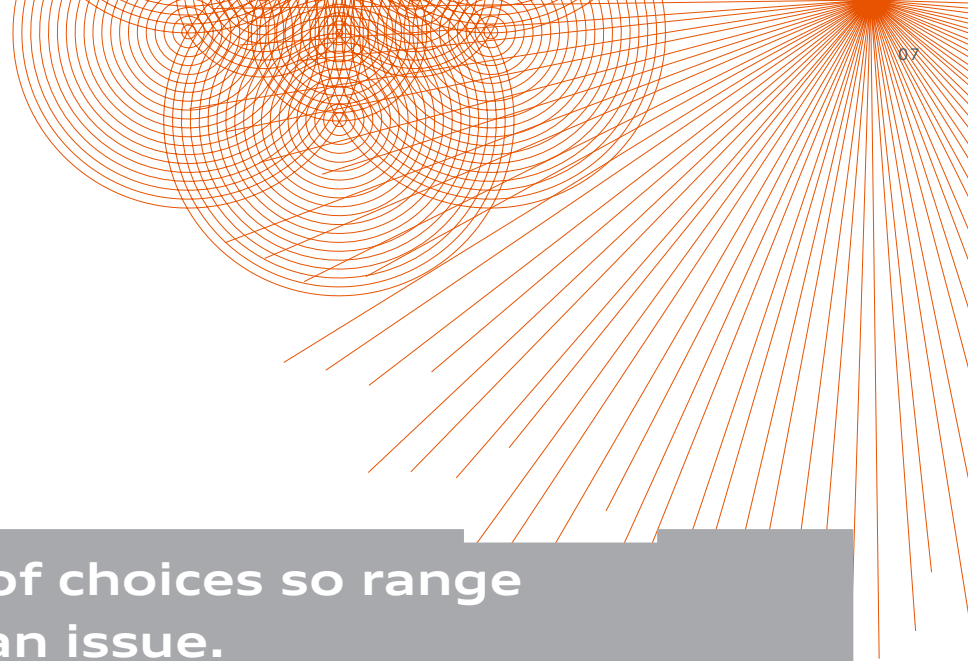
2016 Audi Sportback e-tron® Premium Plus shown in Misano Red pearl with available equipment.





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## A range of choices so range is never an issue.

With a wealth of driving modes to choose from, you'll almost never run out of options for how you want to get to your destination. Engage EV mode and you'll have the nearly instantaneous torque of the 102-hp electric motor at your disposal, allowing you to navigate the streets swiftly and silently. Taking a road trip? Hybrid mode is ideal for long-distance driving. It automatically chooses the most efficient power source based on speed, performance demand and other factors.<sup>1</sup> And when you need a reminder of this vehicle's motorsports roots, dial in Sport mode. It calls up all available power from both the combustion engine and electric motor to deliver all-out performance.<sup>2</sup>



2016 Audi Sportback e-tron® Premium Plus shown in Misano Red pearl with available equipment.



## If only humans could recharge as fast.

Audi engineering doesn't stop with the A3 Sportback e-tron®. It continues its innovative ways with the Audi e-tron charging system, which is included with the vehicle.<sup>1</sup> This charger replenishes your battery at home in as little as 2 hours and 15 minutes using a 240-volt source.<sup>2</sup> It can also be paired with an available wall-mounted cabinet for a truly elegant home charging station. Taking a road trip? You can take your charger with you and use it wherever there's an available outlet. You'll also have the advantage of a dedicated smartphone app that can check your vehicle's charge level, and precondition the interior, turning on the climate control to heat or cool the cabin, for the ultimate in convenience.<sup>3</sup>

### 240-volt charging

Charging the A3 e-tron from a 240-volt outlet replenishes the battery faster than using a 120-volt source, taking around 2 hours and 15 minutes to recharge a depleted battery. This will be the typical charging voltage used in most cases.<sup>2</sup>

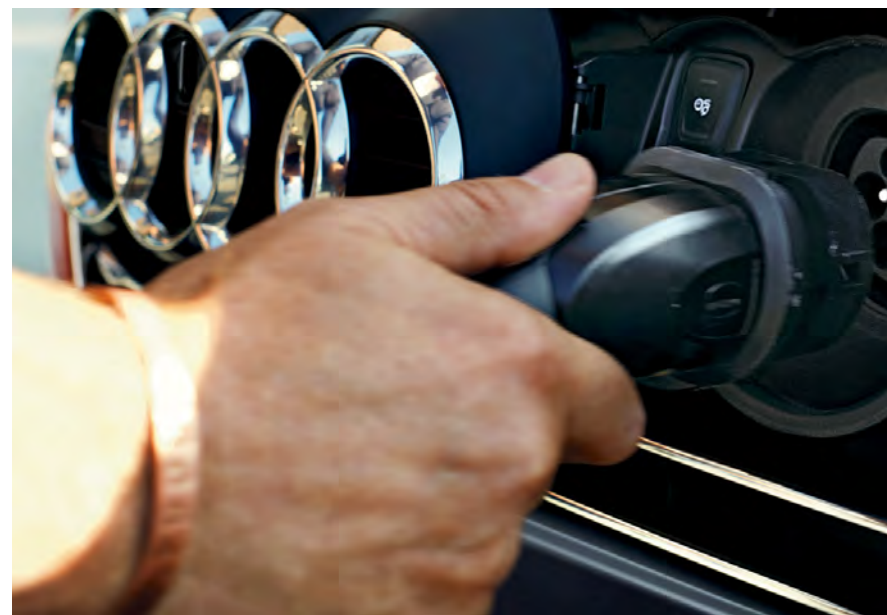
### 120-volt charging

Found in all homes and businesses, this is the most common type of power outlet. Recharging the A3 e-tron from this source takes approximately 8 hours and is ideal for occasional or emergency charging if 240-volt charging is not available.<sup>2</sup>

### Smartphone app

Conveniently manage a host of functions, from preconditioning (a first for Audi), to charge timing, to battery status and range, all with a few taps on your compatible smartphone.<sup>3</sup>

1 110/240V charging hardware included with the vehicle. Optional cabinet, installation and wiring costs are extra and will vary. See your participating dealer for details. 2 Actual charge time will vary and depends on several factors including battery age and vehicle condition. Battery capacity decreases with time and use. See dealer or owner's literature for details. 3 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.e-tron.audiusa.com](http://www.e-tron.audiusa.com). Always pay careful attention to the road, and do not drive while distracted.







*Optional cabinet for charging equipment shown.*

*2016 Audi Sportback e-tron® Premium Plus shown in Misano Red pearl with available equipment.*





## The positive nature of building an Audi.

Even the animal kingdom would agree, driving an Audi is now an even more virtuous experience. Of course, that's not something that happened by accident. We knew the evolution of the automotive landscape would require more than advanced engineering alone. It would take a holistic approach that's both bold and effective. We had to rethink how we do things in order to help offset our carbon output, such as how we manufacture and assemble the A3 Sportback e-tron®. We also collaborated with solar energy specialists to develop an available home battery storage solution that helps qualified owners realize the benefits of generating clean, renewable energy<sup>1</sup>. And the results speak for themselves, with a vehicle that's both worthy of your driving sensibilities and the environment.



## Audi energy

### Sustainable power sources and a lower carbon footprint

Audi is getting serious about sustainability. Case in point: Audi energy. It starts with what the car stands for, then goes further on your behalf, so you don't have to. We teamed with 3Degrees™, the leading carbon offset provider, to select and support meaningful projects that help reduce emissions and improve air quality for everyone.

We chose two types of locations and projects that together maximize the positive impact Audi energy and your e-tron can make. Because Audi is a global car company and greenhouse gas emissions are not constrained by borders, the carbon offset projects Audi energy supports reflect both a local and global focus. Audi energy includes a carbon offset program designed to help account for the carbon emissions impact resulting from the vehicle's production, including battery, distribution to dealers and the first 50,000 miles of use?

## 3Degrees

### Wildlife Works

This project is a part of the UN-REDD (United Nations Programme on Reducing Emissions from Deforestation and forest Degradation) program, designed to protect highly threatened forests that are critical carbon sinks—natural absorption and storage systems of carbon dioxide. Focusing on the Kasigau Corridor of Kenya and its community, who previously destroyed the forest ecosystem for survival, and using a holistic, innovative approach, Wildlife Works targets the root cause of the problem and ties forest preservation to improved livelihoods. The positive impacts achieved so far are clear: about 300 permanent jobs created with an additional 200 temporary hires for special projects, more than 53,000 tree seedlings planted for reforestation and food security, and 3,000 children who have received educational scholarships.

### US Landfill Gas

Methane, a greenhouse gas 25 times more potent than carbon dioxide, is created as waste decomposes. Many landfills, however, are not required to limit or capture this gas, which is instead released into the atmosphere. Landfill Gas Capture projects either destroy the methane before it is released or use it to make electricity. Either of these steps helps reduce greenhouse gas emissions and preserves air quality for the health and benefit of surrounding communities.

## SUNPOWER®

### Solar panels on par with Audi sophistication and refinement.

We deliver excellence throughout your entire Audi experience, so it should come as no surprise that we have collaborated with a company that delivers the same level of excellence in solar power—SunPower. Now, qualified Audi owners can not only enhance the energy efficiency of their A3 e-tron, but also lower their home energy bills.<sup>1</sup> Qualified Audi owners can receive dedicated access to the most innovative of SunPower technology, like the 21.6% efficient X-Series Solar Panels (the highest-efficiency panels on the market<sup>3</sup>), which produce 55 percent more energy over 25 years than conventional panels,<sup>4</sup> while offering stunning aesthetics and unmatched reliability.<sup>5</sup> The Audi SunPower collaboration is just a small part of what we're doing to help ensure a healthier planet.

### SunPower leads the charge with:

- ▶ Record-setting solar efficiency<sup>6</sup>
- ▶ Over 30 years of solar expertise
- ▶ One-stop custom design and installation<sup>1</sup>
- ▶ Monthly electric bill savings
- ▶ Dedicated SunPower sales team for Audi owners
- ▶ Exclusive access to new battery storage solution

<sup>1</sup> Solar panel service and installation provided through SunPower and its network of dealers. See [www.sunpower.com](http://www.sunpower.com) for details. <sup>2</sup> The number of carbon offsets provided through the program is based on assumptions and estimates regarding emissions occurring from the manufacture, distribution and use of the Audi A3 e-tron through the first 50,000 miles. As such, the offsets provided may not fully account for actual carbon emissions of the vehicle due to variations in electrical grid, source of electricity, vehicle maintenance and condition, actual driving habits and behavior, and other variables. <sup>3</sup> Highest over 3,200 silicon solar panels, Photo Module Survey, Feb 2014. <sup>4</sup> SunPower 345W compared to a Conventional Panel (250W, 15.3% efficient, approx. 1.6 m<sup>2</sup>), 9% more energy per watt, 0.75%/yr slower degradation. BEW/DNV Engineering "SunPower Yield Report," Jan 2013, with CFV Solar Test Lab Report #12063, Jan 2013 temp. coef. calculation. Campeau, Z. et al. "SunPower Module Degradation Rate," SunPower white paper, Feb 2013. See [www.sunpowercorp.com/facts](http://www.sunpowercorp.com/facts) for details. <sup>5</sup> #1 rank in "Fraunhofer PV Durability Initiative for Solar Modules: Part 2." Photovoltaics International, 2014. Campeau, Z. et al. "SunPower Module Degradation Rate," SunPower white paper, 2013. See [www.sunpowercorp.com/facts](http://www.sunpowercorp.com/facts) for details. <sup>6</sup> Green, M. A., et. al. "Solar Cell Efficiency Tables (version 43)," Progress in Photovoltaics, 2014.



# Skimping is not in our DNA.

A salad can be just a bowl of tossed lettuce. Or a salad can be a delightful mixture of artisanal ingredients, intense flavors and a variety of textures that are both good for you and also satiate your palate. When it came to creating the A3 Sportback e-tron®, we didn't want to make just another hybrid vehicle. The e-tron blends the same compelling design, exquisite craftsmanship and premium materials of the Audi A3 with an advanced plug-in hybrid (PHEV) powertrain to create a vehicle that is not only beautiful, but also environmentally thoughtful. The e-tron doesn't cut corners in design or technology, giving you an Audi that will take you where you need to go in style—and make you feel good about doing so.

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Whole hazelnuts with  
Himalayan pink sea salt

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Locally sourced  
oak leaf lettuce

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Quadruple-washed,  
tender red leaf lettuce

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MSG-free, aged white  
wine shallot vinaigrette

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Farm fresh,  
organic baby kale

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Artisanal, rustic-grilled,  
herb-roasted focaccia crouton

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Non-GMO rosette bok choy









*Looking for the ultimate in style and efficiency?¹ The ultra® model offers striking 16" 15-spoke-Y design wheels and low rolling resistance tires, which helps give you miles of pure electric driving.¹*

¹ Efficiency claim based on comparison of 2016 A3 Sportback e-tron® and 2016 Audi A3 1.8T gasoline models. EPA estimates for 2016 A3 Sportback e-tron® not available at time of publication. See [www.fueleconomy.gov](http://www.fueleconomy.gov) for updated information. Actual mileage will vary and depend on several factors including driving and charging habits, weather and temperature, battery age, and vehicle condition. Battery capacity decreases with time and use. See owner's manual for details.



## A new approach to timeless design.

While the A3 Sportback e-tron® has aspirations to help change what people think a plug-in hybrid can do, it's still intended to communicate our design language. The Sportback body style is not only elegant, but functional. The distinctive Tornado line runs just under the side glass, from the headlights to the leading edge of the taillights, giving the impression of movement, even at a standstill. Along with these more traditional Audi design elements come other e-tron-specific features. One of the most unique is the battery charging port that is hidden behind the Audi rings within the Singleframe® grille. Not to be outdone, the carefully concealed exhaust outlet sits behind the artistically designed rear diffuser. The timeless appeal of the A3 e-tron is matched only by the technological achievement it represents.





## Presenting our obsession in detail.

We may seem obsessive at times but it's all for your benefit. We've already mentioned the Tornado line, the characteristic crease that lies below the window line, but what we haven't told you is the detail that went into where it begins and ends. From the distinctively designed LED daytime running lights to the highly contoured rear edge above the Audi rings to the iconic LED taillights, that show how much thought goes into every aspect of design. It's further proof we are passionate about what we do down to the smallest detail.



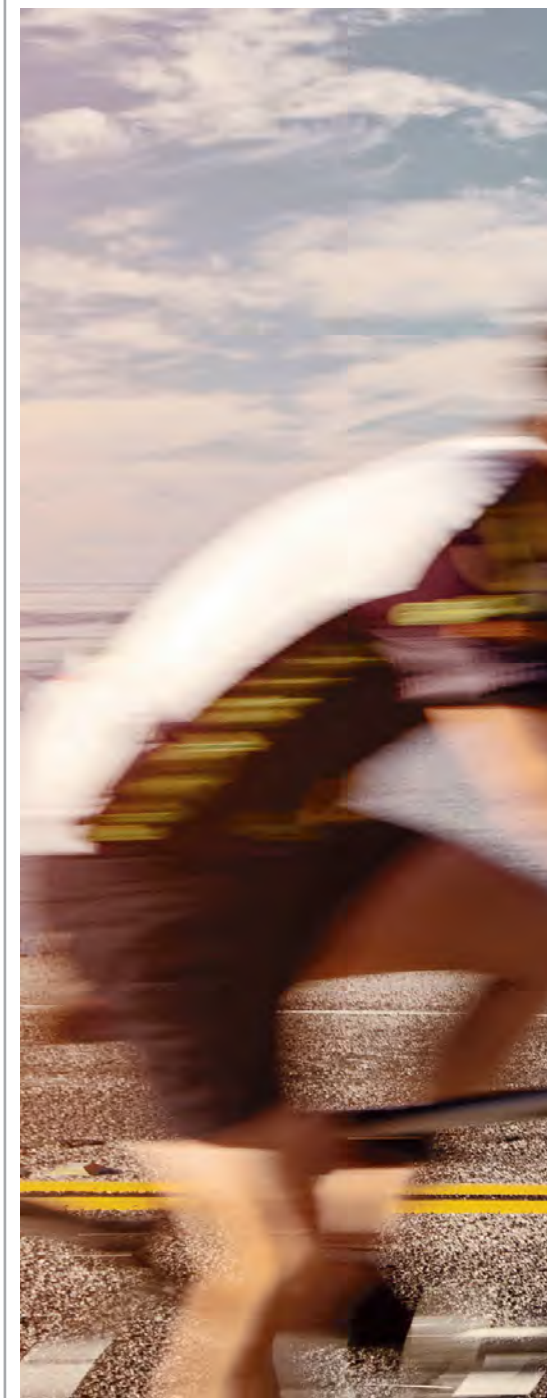
### Full LED headlights

Welcome to the future of lighting. Each brilliant square-millimeter diode within the available full LED headlights is arranged meticulously to create a sleek, wide shape that is distinctively Audi. This technology helps ensure a long life for our headlights and, with a near perfect re-creation of daylight, helps make for a brilliantly lit road ahead.



### LED taillights

Our signature LED taillights only add to the dramatic statement already made by this vehicle's many other compelling facets. Sleek and stylish, these rear light-emitting diodes are brighter, helping to increase visibility to other drivers while lasting longer than conventional bulbs.







*The Sportback design is sleek and well proportioned (not to mention practical, considering the useful cargo space it creates).*





2016 Audi Sportback e-tron® Premium Plus shown in Black leather with available equipment.





*With the three-spoke multifunction steering wheel controlling the vehicle's dynamic performance, you'll always want to keep your hands at nine and three.*

## Enjoy the details of distinction.

A vehicle this groundbreaking deserves to celebrate its achievements by bringing some friends along for the ride. Fortunately for them, they'll enjoy the exquisite details that make up the interior of the Audi A3 Sportback e-tron®. With its wraparound dash design, innovative, three-dimensional decorative inlays and horizontal design lines, the environment offers a sense of space that feels like a larger vehicle. Audi hallmark craftsmanship and design ingenuity are apparent, from the minimalist design of the center console to the intuitive, slim-line control buttons that were inspired by piano keys, giving the whole interior an elevated, uncluttered look. Just don't be surprised if you suddenly have a lot more friends needing a lift.



### Distinctive design

Available contoured front sport seats covered in leather seating surfaces, greet you as you climb inside. From there, you'll notice the elegantly designed decorative inlays and unique Aluminum-optic air vent surrounds give the interior a clean, modern look.

### Information displays

The power meter provides the overall power output, drive status and battery charge status, while the driver information display in the center shows the range and consumption figures for both electricity and gasoline.



## It's still a perfect fit.

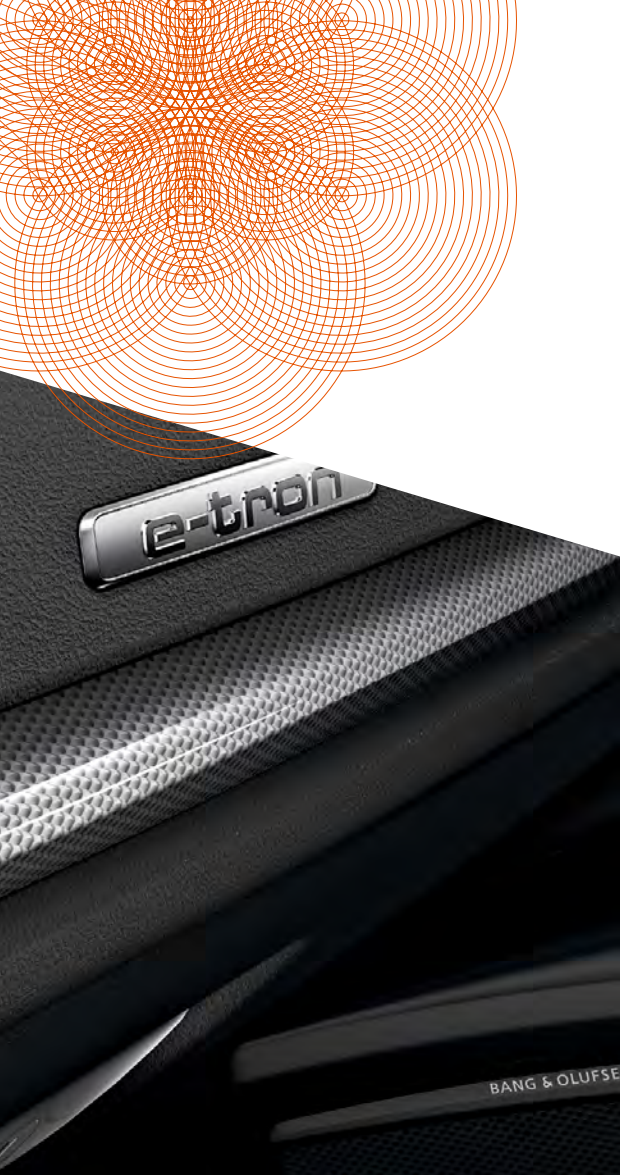
While some engineers of other hybrids may sacrifice cargo volume for the sake of battery placement, we took a more accommodating approach. Our engineers worked tirelessly to package the A3 Sportback e-tron® hybrid system technology in a way that would have a nearly imperceptible effect on interior space or comfort. This is particularly apparent in the rear cargo area, where the battery and fuel tank are positioned so that minimal space would be lost. But what's functionality without style? A question our designers answered with meticulously crafted decorative trim and intuitive controls. The result, as you can see, is an interior that is equal parts spacious and inviting.



### Cargo space

The clever positioning of the compact battery module underneath the rear seat ensures that rear cargo space is uncompromised. Which means the functionality of the Sportback design can be used to its full potential.





#### Decorative interior inlays

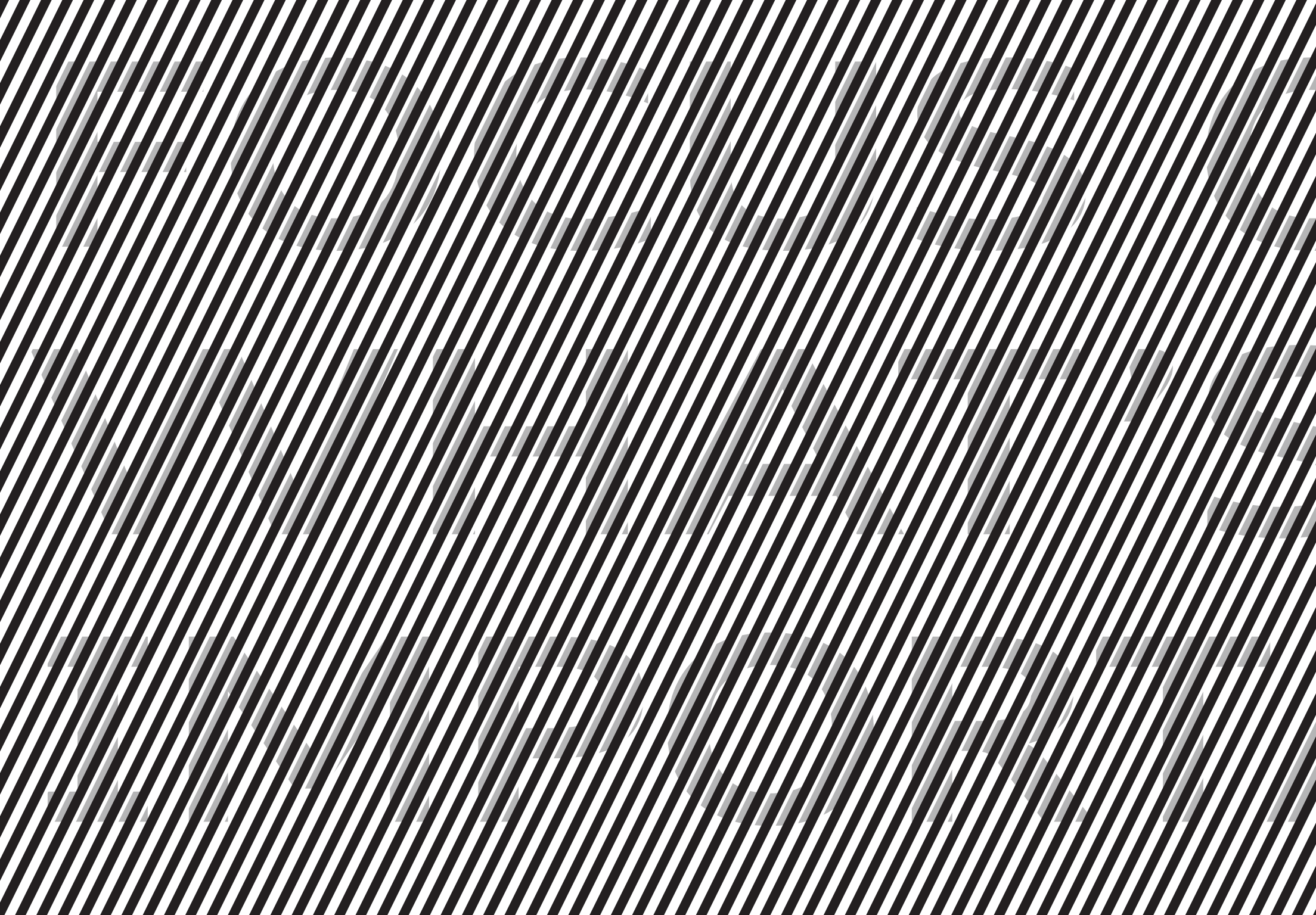
Adding a touch of warmth and sophistication to an already regal interior are beautifully crafted decorative inlays. Available in two finishes, they help create an interior space that speaks to your artistic sensibilities.



#### Aluminum-optic air vents

The Aluminum-optic air vent surrounds are almost as pleasing to look at as they are efficient at circulating the air in the cabin. The airflow is easily adjusted by turning the ring around the outside of the vent, an action as intuitive as the air vent is attractive.





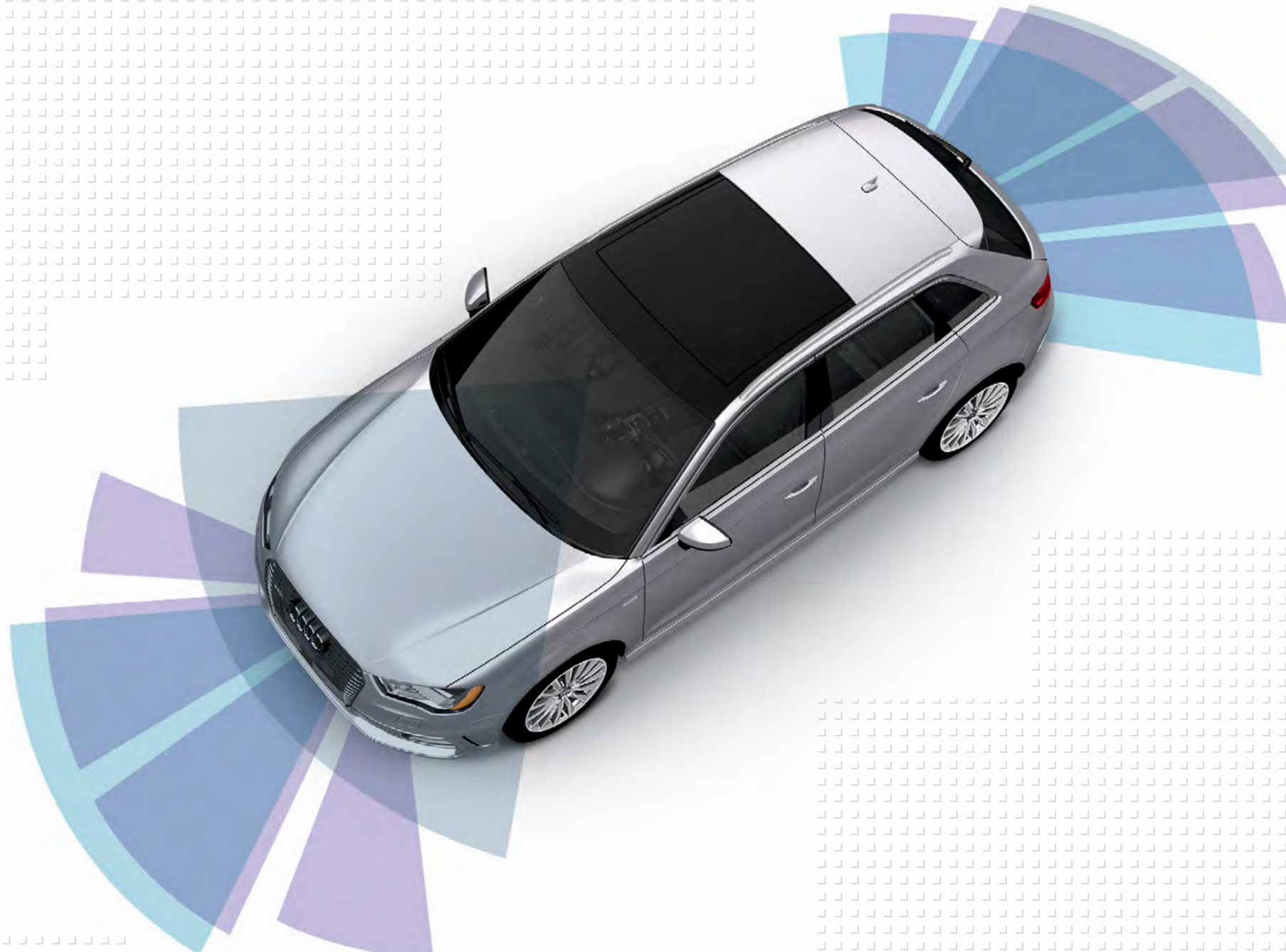




**You might be missing something, but we won't.**

With everything that's out there, we thought it was time to focus on what you really need to see — like that car in your blind spot, for example. Fortunately, there's a full suite of available Audi technologies that help take into account other vehicles as well as yours via intelligent driver assistance systems. These can help you focus on what's most important — the road.





- Radar sensors
- Ultrasonic sensors
- Cameras

Image featured is just a pictorial and not an exact representation of the trajectory of the camera and sensors.



## Senses working overtime.

There's only so much our nervous system can process at one time. Too much, and you'll feel the debilitating effects of sensory overload. We set out to combat this effect with driver assistance features designed to help lighten the sensory load. There are available advanced technologies like Audi adaptive cruise control with stop & go that help monitor the distance between you and the vehicle ahead and adjusts your speed appropriately, or Audi side assist, which utilizes radar sensors to help inform you of vehicles approaching from the side and rear. You'll find that we've developed them to work together to help keep you aware of your surroundings.<sup>1</sup> It's just another way we like to say, "We're looking out for you."

LANE AWARENESS  
→  
→

### Audi active lane assist

Operating at speeds above 38 mph, this available system helps detect when the vehicle begins to leave the lane without signaling. Then, through gentle, corrective steering efforts, it helps the vehicle remain in the lane and vibrates the steering wheel as an additional warning. This way, Audi active lane assist complements the driver's decision-making process and helps to further solidify the bond between driver and machine.<sup>1</sup>

### Audi side assist

The available Audi side assist uses radar sensors and two different optical warnings to help keep the driver informed of other vehicles approaching from hard-to-see angles behind and to the side of the vehicle.<sup>1</sup>

SEMI-AUTOMATION  
→  
→

### Audi adaptive cruise control with stop & go

Using long-range radar and a camera, the available Audi adaptive cruise control with stop & go helps read the traffic conditions and adjusts the speed, helping to bring the vehicle to a full stop before accelerating when traffic flow resumes.



DRIVER AWARENESS  
→  
→

### Parking system plus with rear view camera

Helping to make parking an easier task, the parking system features front and rear acoustic parking sensors. For added benefit, the standard rear view camera offers selectable guidelines for parking in parallel or perpendicular spaces.



## A design that helps diminish an impact is no accident.

Driving—like life—isn't without a little risk. But to help minimize these risks on the road, our engineers were tasked with making safety a top priority. We decided that, regardless of size, strength should be a flexible concept. High-strength steel helps add a measure of security while helping enhance overall handling and performance. Sophisticated airbag technology is designed to respond differently based on seat position,<sup>1</sup> and specially constructed crumple zones give way upon impact to help mitigate potential injury in a collision. When you add all of this to the rigidity of laser seam-welded joints that help enhance the strength of every Audi we make, it becomes pretty clear: helping diminish the impact of an unavoidable event doesn't happen by accident.

### Airbags

Sensors mounted in the front seats monitor your seating position to help ensure that the advanced front airbags will deploy in the event of a collision.<sup>1</sup> Driver and passenger front and rear seat-mounted thorax side airbags help keep your upper body protected, while knee-level airbags help keep tabs down below. The A3 Sportback e-tron<sup>®</sup> even has two rows of Sideguard<sup>®</sup> head curtain airbags, and for added protection, our airbags are designed to work in concert with our safety belts and properly adjusted head restraints.<sup>1</sup>

### ABS and ESC

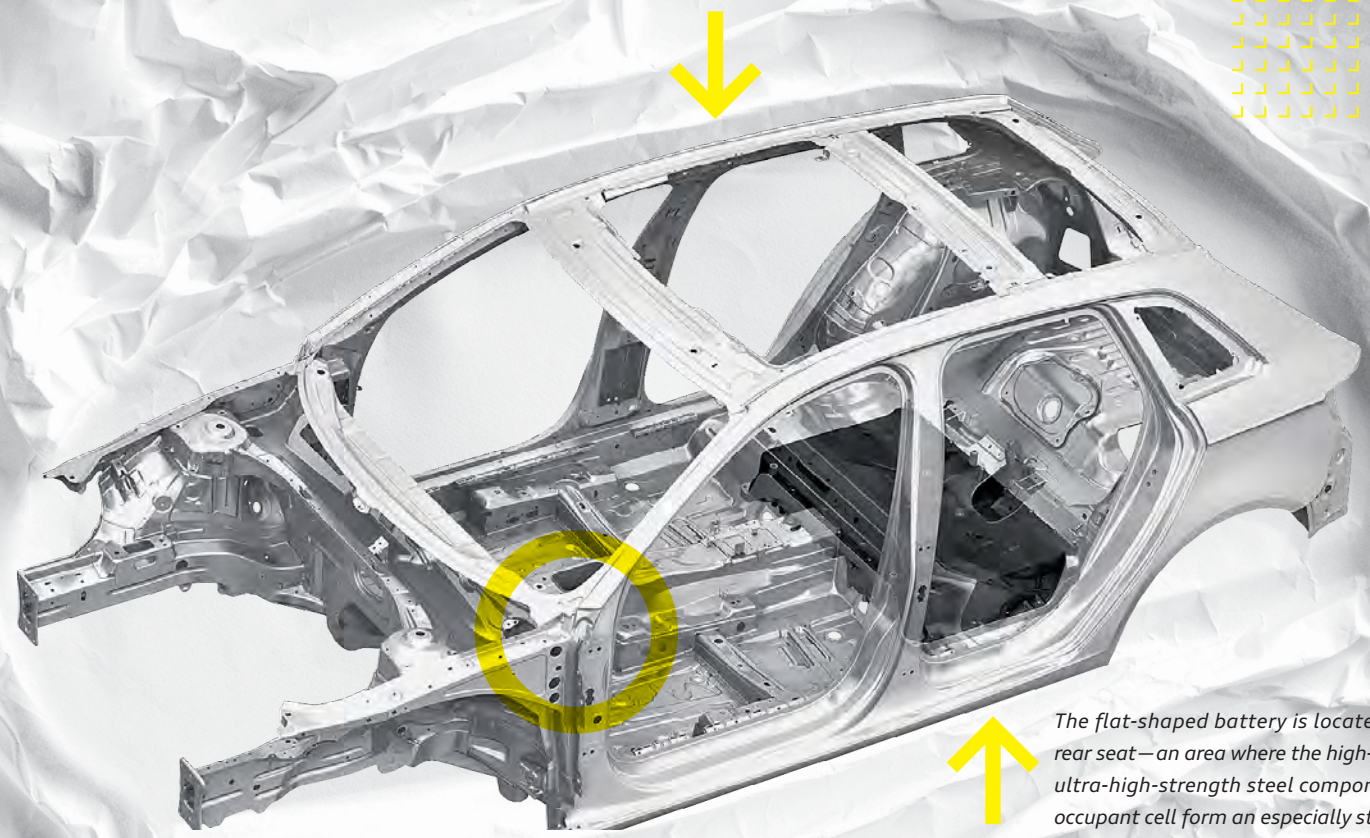
Computerized technology that works in sync with the Anti-lock Brake System (ABS), Electronic Stability Control (ESC) helps minimize loss of stability by applying brake pressure to individual wheels and reducing throttle input to help counter oversteer or understeer when the vehicle needs it.

1. Airbags are supplemental restraints only and will not deploy in all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.





*High-strength steel in the chassis rail side-member and B-pillars helps protect the driver and passengers in the event of a collision.*




*The flat-shaped battery is located under the rear seat—an area where the high-strength and ultra-high-strength steel components of the occupant cell form an especially strong structure.*

*The frame of the A3 e-tron features reinforced A-pillars to account for the mass of the battery module underneath the rear seat.*





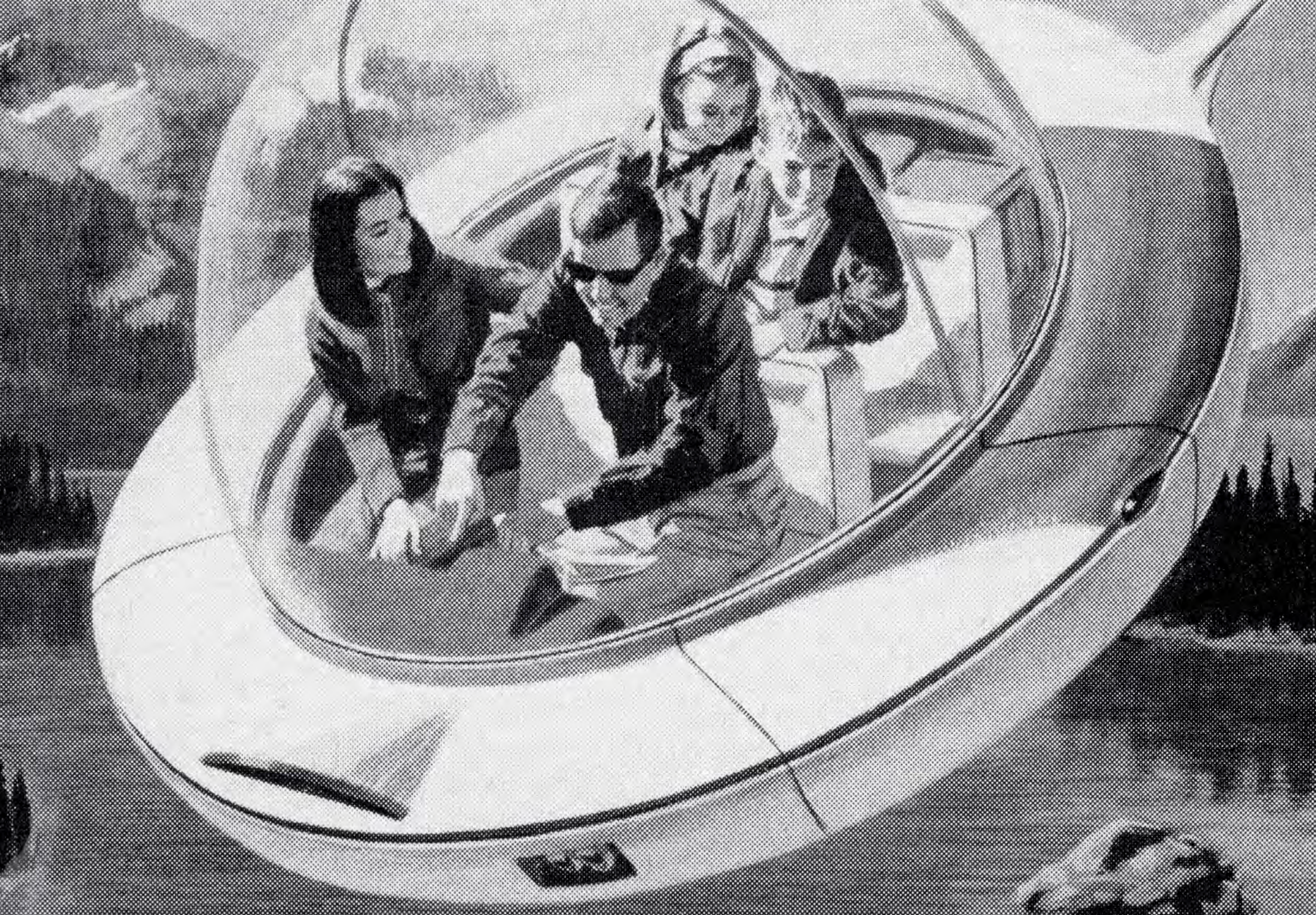


# It turns out, science fiction has nothing on reality.

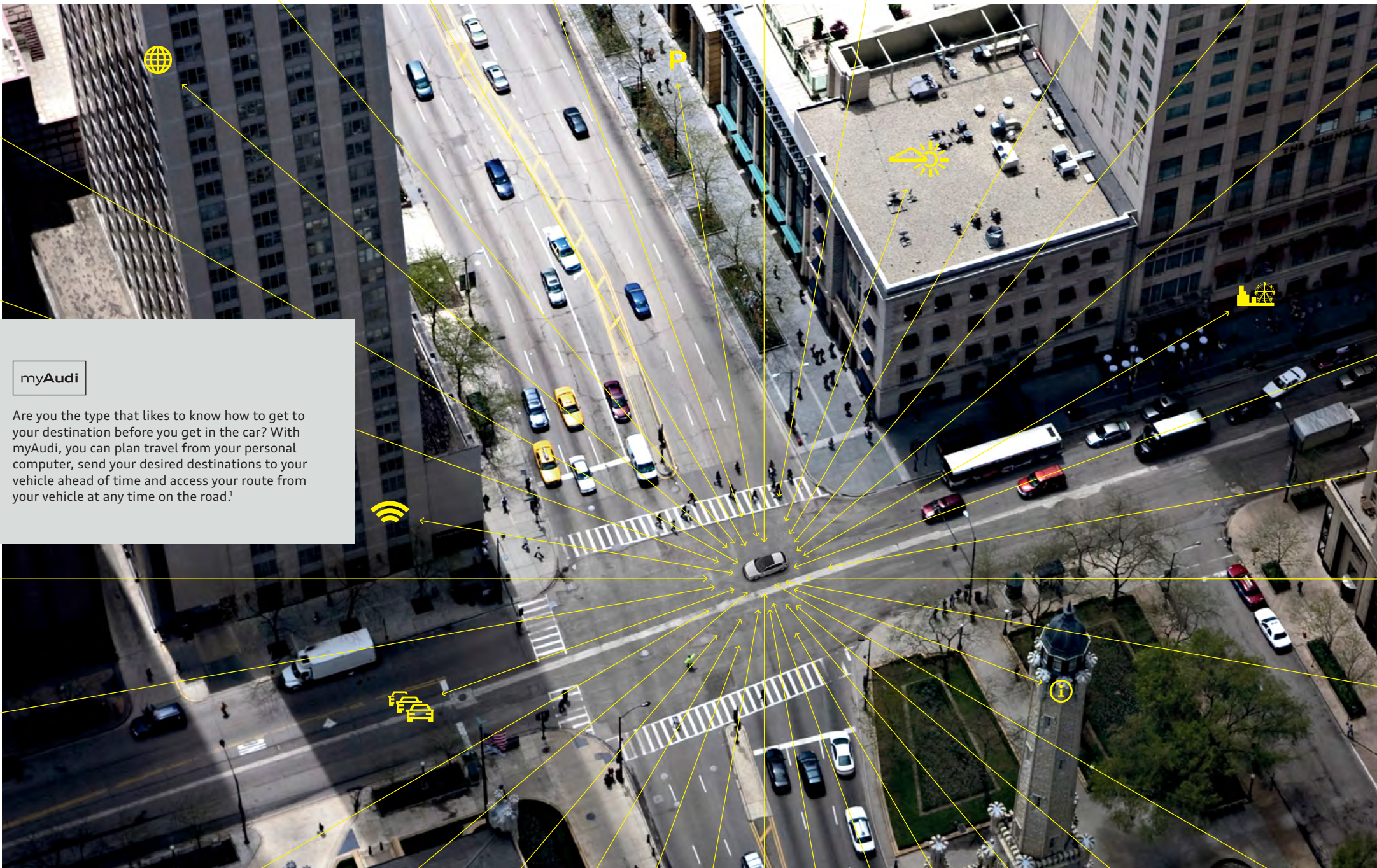
Remember what we used to think was going to happen in the future? Flying cars, moving sidewalks and folding suitcases? While flying cars may never happen, science fiction still seems quaint compared to what reality offers. At Audi, our engineers and technicians are putting innovations in vehicles right now that would have seemed unimaginable 25 years ago. From the evolution of LED lighting technology and the introduction of dynamic steering in some models to the sheer processing power of our vehicles that allows for the seemingly infinite capabilities of Audi connect® and our MMI® with Google Voice™ integration<sup>1</sup>, we aren't in the business of imagining what the future will bring. We're committed to bringing it.

1 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.







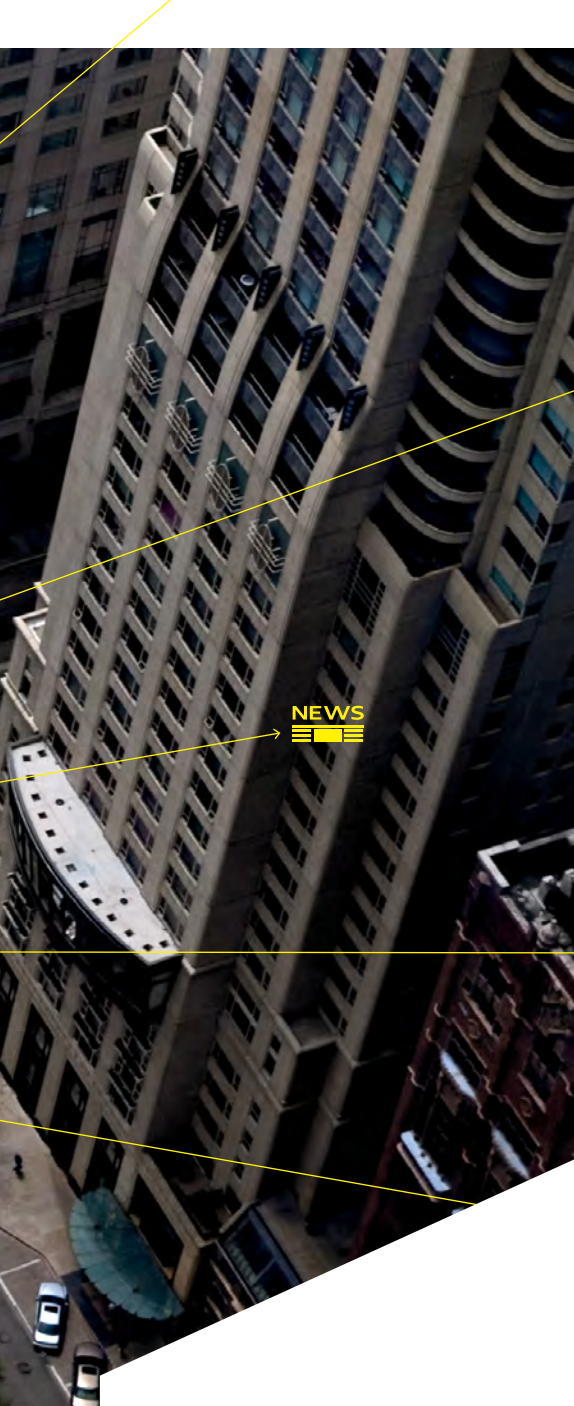


myAudi

Are you the type that likes to know how to get to your destination before you get in the car? With myAudi, you can plan travel from your personal computer, send your desired destinations to your vehicle ahead of time and access your route from your vehicle at any time on the road!

1. 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. 4G LTE coverage not available in all areas. The Wi-Fi® hotspot feature is intended for passenger use only. 2. SiriusXM® Satellite Radio and SiriusXM® Traffic subscriptions are sold separately or as a package after trial period and are continuous until you call SiriusXM® to cancel. See Customer Agreement for complete terms and more information at [www.siriusxm.com](http://www.siriusxm.com). SiriusXM® Traffic service available in select markets. SiriusXM® U.S. Satellite Service available only to those in the 48 contiguous U.S.A., D.C. and Puerto Rico (with coverage limitations). 3. MMI® navigation plus depends on 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 and other road system changes are beyond the control of Audi of America, Inc. 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 MMI® navigation plus route. For mapping updates please see your Audi dealer or call 1-800-FOR-AUDI for details. 4. Parking feature is not available in all areas and requires participation by parking provider.





# Your central command for the information age.

Sure, the handheld power of smartphones is impressive, but they don't handle like your Audi. Luckily, with available Audi connect® you can get nearly all of the functionality of your phone, with the means to get you where you want to go.<sup>1</sup> Need to find a new, highly acclaimed restaurant? Pull over, and with the help of Google Voice Search™, Audi connect allows you to quickly search Google™ by simple voice commands. Looking for something to do in a new city? Get information about current events and directions to their locations. With a crisp display, a lightning-quick 4G LTE connection and easy access to steering wheel toggle controls, you have a smartcar, which can do even more than the computer in your pocket.<sup>1</sup>

→ MOBILITY



Get SiriusXM® Traffic information overlaid onto available 3D satellite imagery to visualize a true aerial view of your route, and let the MMI® navigation plus system reconfigure your route to help avoid traffic.<sup>1,2,3</sup>



With Google Earth™ integration, you'll enjoy 3D satellite imagery, including Google Street View™, displayed right on the MMI display.<sup>1</sup>



With Google Street View™, your Audi can show you a driver's-eye view of your destination right before you arrive so it's easy to recognize.<sup>1</sup>



Search for parking in your area of interest, check space availability and set your selection as a destination to help navigate directly to the garage entrance.<sup>1,4</sup>

→ TECHNOLOGY



It's simple. Tell your Audi what you are in the mood for, then let the cloud-processing power of Google™ speech recognition interpret your request and bring up a list of destinations in the area of your choice.<sup>1</sup>



Staying connected in your Audi has never been easier, with in-vehicle high-speed 4G LTE connectivity. Access is provided for up to eight passenger devices through an onboard wireless hub.<sup>1</sup>



The point-of-interest search with voice control means that you can get the most out of every journey.<sup>1</sup>



With streaming audio, it's easier than ever to stream music from your phone or digital music player right to the vehicle's audio system.<sup>1</sup>



With access to Twitter®, your passengers will know what's going on with their friends, family and the world.<sup>1</sup>

→ INFORMATION



Get information about current events, exciting locations and places of interest at your travel destination, current location or other chosen location instantly.<sup>1</sup>



Stay on top of the news by having headlines and stories delivered right to your MMI display.<sup>1</sup>



With current local conditions and forecasts for your destination, you'll be prepared for your trip.<sup>1</sup>



Discover travel information for local landmarks in your area of interest, set them as your destinations and let your vehicle lead the way as you explore the world around you.<sup>1</sup>



With up-to-the-minute flight information available on your MMI screen, you'll know if your flight is on time.<sup>1</sup>



## Redefining the all-access pass.

Going backstage just got a lot more immersive—and intuitive. The available intelligent MMI® system offers a wealth of easily accessible information with a unique twist, or, technically, a touch. Considered a revolution in intelligent simplicity, MMI touch with handwriting recognition is a technology that helps give you the ability to give commands and retrieve media with just a few simple strokes on the pad. You'll quickly have access to information such as music files, contact information and destinations. The possibilities are even bigger when you input to Audi connect®, an innovative infotainment system infused with the power of Google™ technology.<sup>1</sup> With this kind of access, you could say there is no greater stage.



### MMI touch

Developed by the Audi Human Machine Interface (HMI) team, MMI touch illustrates why making something simple to use can be so complex. The HMI team designed a system so advanced, it can read almost anyone's handwriting—even if you choose to write with your non-dominant hand.

### MMI navigation plus

Count on the advanced navigation system to help home in on your destination with stunning precision while putting a little more depth in your journey with help from Google Earth™.<sup>2</sup>

### Audi media

The media function opens up a world of options with the MMI navigation plus, allowing you to control the Audi music interface through a USB or AMI port, Secure Digital (SD) card slots, hard disk drive (HDD) audio jukebox or DVD, and BLUETOOTH® streaming audio from a compatible device.

### BLUETOOTH® wireless technology

Unlock your compatible mobile phone's potential through the MMI system. Simply pair them up and start enjoying near-complete control at the touch of a button.

### SiriusXM® Satellite Radio

Go ahead. Crisscross the country. We assure you: You'll never run out of entertainment options, with over 150 channels of music, talk, sports and news.<sup>2</sup>

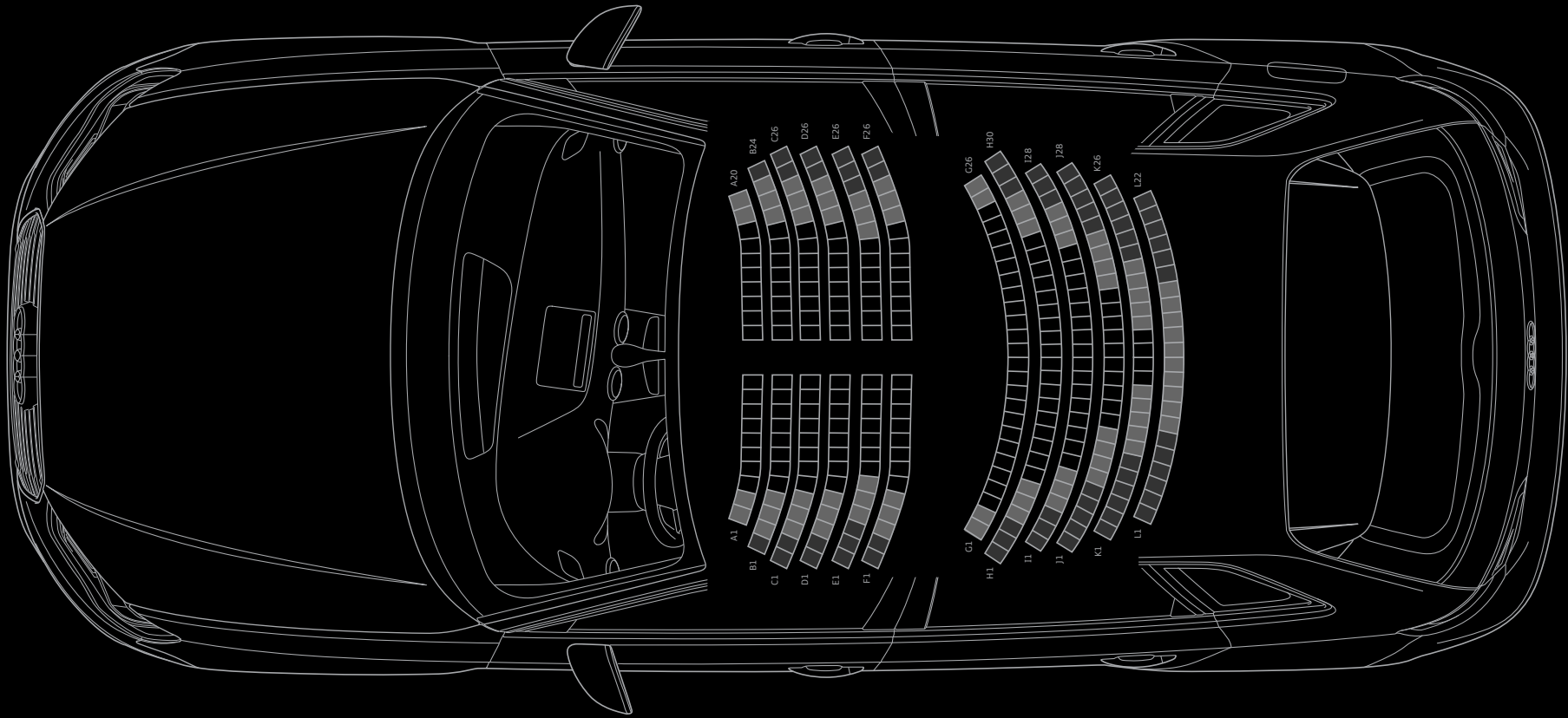




2016 Audi Sportback e-tron® Premium Plus shown in Scuba Blue metallic with available equipment.



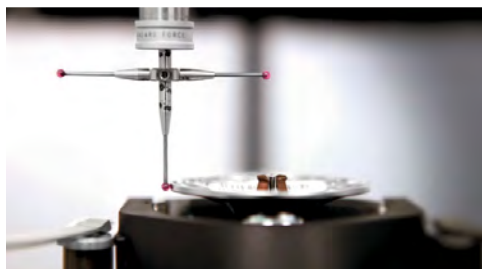
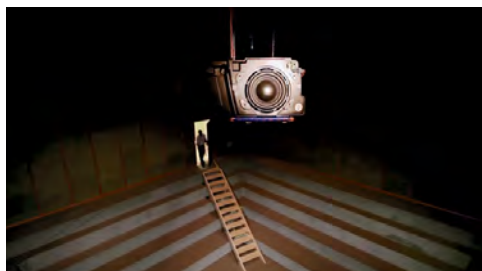
Orchestrate a more thrilling drive.







Over 400 hours of sound tuning  
Tested 54,000 times  
at speeds up to 155 mph



When we set out to compose the most advanced sound system we've ever assembled, we didn't want you to just *hear* every note. We wanted you to *experience* them. From perfectly sculpted high notes to a crystal clear mid-range to deep-diving lows, the available Bang & Olufsen® Sound System delivers a stunning re-creation of sound that you can feel as much as hear. So whether you're in the mood to be soothed, engaged or inspired, you can expect an immersive experience that can only be matched by the exhilaration of driving your Audi.

#### **Bang & Olufsen® Sound System**

Dedicated to the idea of "honest music reproduction," Bang & Olufsen® is a sound engineer's dream. Through an available 705-watt, 14-speaker system perfectly integrated within your Audi A3 Sportback e-tron®, Bang & Olufsen® is set on transcending the limits of audio technology. By automatically adjusting volume and timbre balance to changing ambient noise levels, and offering richly tuned acoustics, you'll hear the truth about how good life can sound in your Audi.

#### **Illuminated speaker accents**

Carrying the signature LED light technology over to the interior, the available Bang & Olufsen® Sound System features LED light guides around the speakers in the front doors. All the better to remind you of how stylish your LED daytime running lights look to others.





2016 Audi Sportback e-tron® Premium Plus shown in Misano Red pearl with available equipment.





*The Audi A3 Sportback e-tron® ushers in a new automotive age, one where efficiency, performance and style coexist in one beautifully designed vehicle.<sup>1</sup>*

<sup>1</sup> Efficiency claim based on comparison of 2016 A3 Sportback e-tron® and 2016 Audi A3 1.8T gasoline models. EPA estimates for 2016 A3 Sportback e-tron® not available at time of publication. See [www.fueleconomy.gov](http://www.fueleconomy.gov) for updated information. Actual mileage will vary and depend on several factors including driving and charging habits, weather and temperature, battery age, and vehicle condition. Battery capacity decreases with time and use. See owner's manual for details.



## A3 Sportback e-tron<sup>®</sup> Premium



### A3 Sportback e-tron<sup>®</sup> Premium Featured highlights

#### Infotainment/Technology

- > Color driver information system
- > Audi concert radio with ten speakers and single CD player with MP3 playback capability
- > HD Radio™ Technology
- > SiriusXM® Satellite Radio with 90-day trial subscription<sup>1</sup>
- > SD card slot with 32GB operating capacity (dual slots if equipped with MMI® navigation plus<sup>2</sup>)
- > BLUETOOTH® streaming audio for compatible devices
- > BLUETOOTH® wireless technology preparation for compatible mobile phones
- > Audi advanced key—keyless start, stop and entry<sup>3</sup>
- > 12-volt power outlet
- > Audi drive select
- > Cruise control with coast, resume and accelerate features
- > Audi pre sense® basic<sup>4</sup>
- > Parking system plus with rear view camera (front and rear acoustic parking sensors)
- > Rain/light sensor for automatic windshield wipers and headlights

#### Exterior

- > 16" 15-spoke-Y design wheels with low rolling resistance 205/55 summer tires<sup>5</sup> (ultra® badge on tailgate)
- > Singleframe® grille
- > Xenon plus headlights with LED daytime running lights
- > LED taillights
- > Power-adjustable heated exterior side mirrors
- > Integrated roof spoiler

#### Interior/Seating

- > Dual-zone automatic climate control
- > Micrometallic Silver decorative inlays
- > Three-spoke multifunction steering wheel
- > Tilt and telescopic manually adjustable steering column
- > Ambient LED interior lighting
- > Panoramic sunroof
- > Aluminum door sills with e-tron® logo
- > Leather seating surfaces
- > Twelve-way power front seats, including four-way power lumbar adjustment
- > Split folding rear seat back with armrest and cup holders

#### Safety

- > Driver and front passenger advanced airbags, knee airbags, front and rear thorax side airbags and Sideguard® head curtain airbags<sup>5</sup>
- > Front passenger occupant detection for airbags<sup>6</sup>
- > Safety belt reminder for driver and front passenger
- > Lower Anchors and Tethers for Children (LATCH) in rear seats
- > Power central locking system with safety unlock feature if airbags deploy
- > Electronic Stability Control (ESC) with secondary collision brake assist and traction control (ASR)
- > Anti-lock Brake System (ABS) with Electronic Brake-pressure Distribution (EBD) and brake assist
- > Tire-pressure monitoring system
- > Electromechanical parking brake
- > Anti-theft alarm system with immobilizer

### A3 Sportback e-tron<sup>®</sup> Premium Stand-alone options

- > 17" 15-spoke-turbine design wheels with 225/45 all-season tires<sup>5</sup> (ultra® tailgate badge removed)
- > Black cloth headliner
- > Heated front seats
- > Audi music interface with iPod® integration
- > Aluminum roof rails

### A3 Sportback e-tron<sup>®</sup> Premium Available package

#### MMI® navigation plus package

- > MMI® navigation plus with voice control system<sup>2</sup>
- > MMI® touch with handwriting-recognition technology
- > Audi connect® with six-month trial subscription<sup>7</sup>
- > SiriusXM® Traffic with four-year subscription<sup>1</sup>



# A3 Sportback e-tron<sup>®</sup>

## Premium Plus



### A3 Sportback e-tron<sup>®</sup> Premium Plus Featured highlights



In addition to highlighted features of A3 Sportback e-tron<sup>®</sup> Premium

#### Infotainment /Technology

- > Audi music interface with iPod<sup>®</sup> integration

#### Interior/Seating

- > Auto-dimming interior rear view mirror with digital compass
- > 3D optic decorative inlays
- > Heated front seats

#### Exterior

- > 17" 15-spoke-turbine design wheels with 225/45 all-season tires<sup>5</sup> (ultra<sup>®</sup> tailgate badge removed)
- > Full LED headlights
- > Aluminum trim around exterior windows

### A3 Sportback e-tron<sup>®</sup> Premium Plus Stand-alone options

- > 16" 15-spoke-Y design wheels with low rolling resistance 205/55 summer tires<sup>5</sup> (ultra<sup>®</sup> badge on tailgate)
- > Bang & Olufsen<sup>®</sup> Sound System with 14 speakers and 705 watts
- > Black cloth headliner
- > Aluminum roof rails

### A3 Sportback e-tron<sup>®</sup> Premium Plus Available packages

#### Technology package

- > MMI<sup>®</sup> navigation plus with voice control system<sup>2</sup>
- > MMI<sup>®</sup> touch with handwriting-recognition technology
- > Audi connect<sup>®</sup> with six-month trial subscription<sup>7</sup>
- > SiriusXM<sup>®</sup> Traffic with four-year subscription<sup>1</sup>
- > Audi side assist<sup>4</sup>

#### Sport package

- > Sport front seats
- > Three-spoke multifunction steering wheel with shift paddles
- > 18" 15-spoke-turbine design wheels with 225/40 all-season tires<sup>5</sup>

1 SiriusXM<sup>®</sup> Satellite Radio and SiriusXM<sup>®</sup> Traffic subscriptions are sold separately or as a package after trial period and are continuous until you call SiriusXM<sup>®</sup> to cancel. See Customer Agreement for complete terms and more information at [www.siriusxm.com](http://www.siriusxm.com). SiriusXM<sup>®</sup> Traffic service available in select markets. SiriusXM<sup>®</sup> U.S. Satellite Service available only to those in the 48 contiguous U.S.A., D.C. and Puerto Rico (with coverage limitations). 2 MMI<sup>®</sup> navigation plus depends on 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 and other road system changes are beyond the control of Audi of America, Inc. 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 MMI<sup>®</sup> navigation plus route. Mapping updates are available at no charge for the first five map updates and are subsequently available on a subscription basis. 3 Some Audi models are equipped with a keyless ignition feature. The details as to how the system works can vary, and Audi owners should consult their owner's literature or an authorized Audi dealer if they have further questions about the operation of this feature. Please note that Audi warns against leaving the vehicle unattended with the engine running, particularly in enclosed spaces. 4 The features discussed are not substitutes for attentive driving. Always check surrounding traffic, and use turn signals. Please see your owner's manual for further details and important limitations. 5 High-performance tires are designed for better performance and handling in warm climates. When driving in cold, snowy or icy weather, you should equip your vehicle with four all-season or winter tires, which offer better traction under those conditions. We suggest you use the Audi-recommended winter or all-season tires specified for your Audi. High-performance tires also have a lower aspect ratio that aids performance and handling. Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires, vehicle body and suspension parts. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Please also remember when making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than others. Finally, these tires may wear more quickly than other choices. It is important that the inflation pressure is regularly checked and maintained at recommended levels. 6 Airbags are supplemental restraints only and will not deploy in all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. 7 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<sup>®</sup> hotspot feature is intended for passenger use only.



# A3 Sportback e-tron<sup>®</sup>

## Prestige



### A3 Sportback e-tron<sup>®</sup> Prestige

#### Featured highlights



In addition to highlighted features of A3 Sportback e-tron<sup>®</sup> Premium Plus

#### Infotainment /Technology

- > MMI<sup>®</sup> navigation plus with voice control system<sup>1</sup>
- > SiriusXM<sup>®</sup> Traffic with four-year subscription<sup>2</sup>
- > MMI<sup>®</sup> touch with handwriting-recognition technology
- > Audi connect<sup>®</sup> with six-month trial subscription<sup>3</sup>
- > Bang & Olufsen<sup>®</sup> Sound System with 14 speakers and 705 watts
- > Audi active lane assist<sup>4</sup>
- > Audi adaptive cruise control with stop & go<sup>4</sup>
- > Audi side assist<sup>4</sup>
- > Audi pre sense<sup>®</sup> front<sup>4</sup>

#### Interior/Seating

- > Interior Storage package

#### Exterior

- > Power-adjustable, power-folding, heated exterior side mirrors (auto-dimming driver's side)

### A3 Sportback e-tron<sup>®</sup> Prestige

#### Stand-alone options

- > 16" 15-spoke-Y design wheels with low rolling resistance 205/55 summer tires<sup>5</sup> (ultra<sup>®</sup> badge on tailgate)
- > Black cloth headliner
- > Aluminum roof rails

### A3 Sportback e-tron<sup>®</sup> Prestige

#### Available package

#### Sport package

- > Sport front seats
- > Three-spoke multifunction steering wheel with shift paddles
- > 18" 15-spoke-turbine design wheels with 225/40 all-season tires<sup>5</sup>

<sup>1</sup> MMI<sup>®</sup> navigation plus depends on 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 and other road system changes are beyond the control of Audi of America, Inc. 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 MMI<sup>®</sup> navigation plus route. Mapping updates are available at no charge for the first five map updates and are subsequently available on a subscription basis. <sup>2</sup> SiriusXM<sup>®</sup> Satellite Radio and SiriusXM<sup>®</sup> Traffic subscriptions are sold separately or as a package after trial period and are continuous until you call SiriusXM<sup>®</sup> to cancel. See Customer Agreement for complete terms and more information at [www.siriusxm.com](http://www.siriusxm.com). SiriusXM<sup>®</sup> Traffic service available in select markets. SiriusXM<sup>®</sup> U.S. Satellite Service available only to those in the 48 contiguous U.S.A., D.C. and Puerto Rico (with coverage limitations). <sup>3</sup> 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<sup>®</sup> hotspot feature is intended for passenger use only. <sup>4</sup> The features discussed are not substitutes for attentive driving. Always check surrounding traffic, and use turn signals. Please see your owner's manual for further



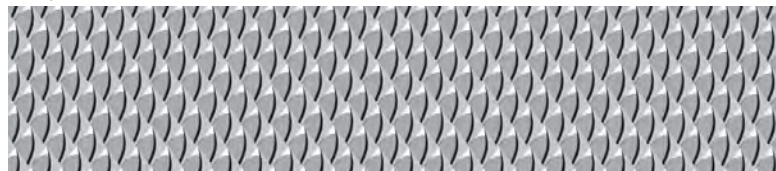
## Decorative Inlays and Wheels

### Micrometallic Silver



Standard on Premium

### 3D optic



Standard on Premium Plus and Prestige

### 16" 15-spoke-Y-design wheels



Standard on Premium,  
optional on Premium Plus and Prestige

### 18" 15-spoke-turbine design wheels



Optional on Premium Plus and Prestige

### 17" 15-spoke-turbine design wheels



Standard on Premium Plus and Prestige,  
optional on Premium

details and important limitations. 5 High-performance tires are designed for better performance and handling in warm climates. When driving in cold, snowy or icy weather, you should equip your vehicle with four all-season or winter tires, which offer better traction under those conditions. We suggest you use the Audi-recommended winter or all-season tires specified for your Audi. High-performance tires also have a lower aspect ratio that aids performance and handling. Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires, vehicle body and suspension parts. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Please also remember when making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than others. Finally, these tires may wear more quickly than other choices. It is important that the inflation pressure is regularly checked and maintained at recommended levels.



## Exterior Colors

Brilliant Black



Ibis White



Dakota Gray metallic



Florett Silver metallic



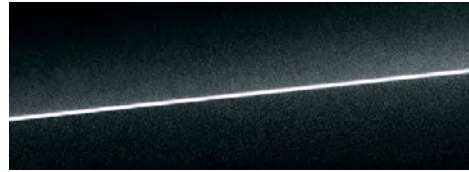
Glacier White metallic



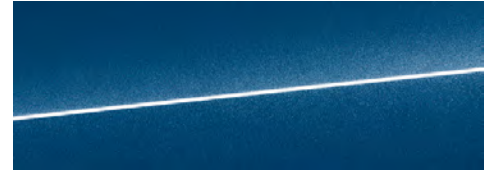
Monsoon Gray metallic



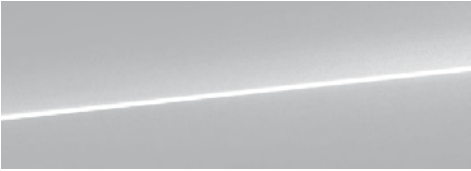
Mythos Black metallic



Scuba Blue metallic



Misano Red pearl



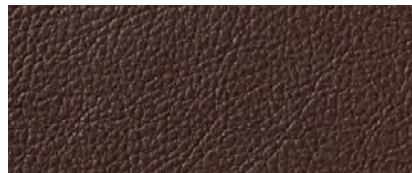


# Interior Colors and Seat Selections

Black leather



Chestnut Brown leather

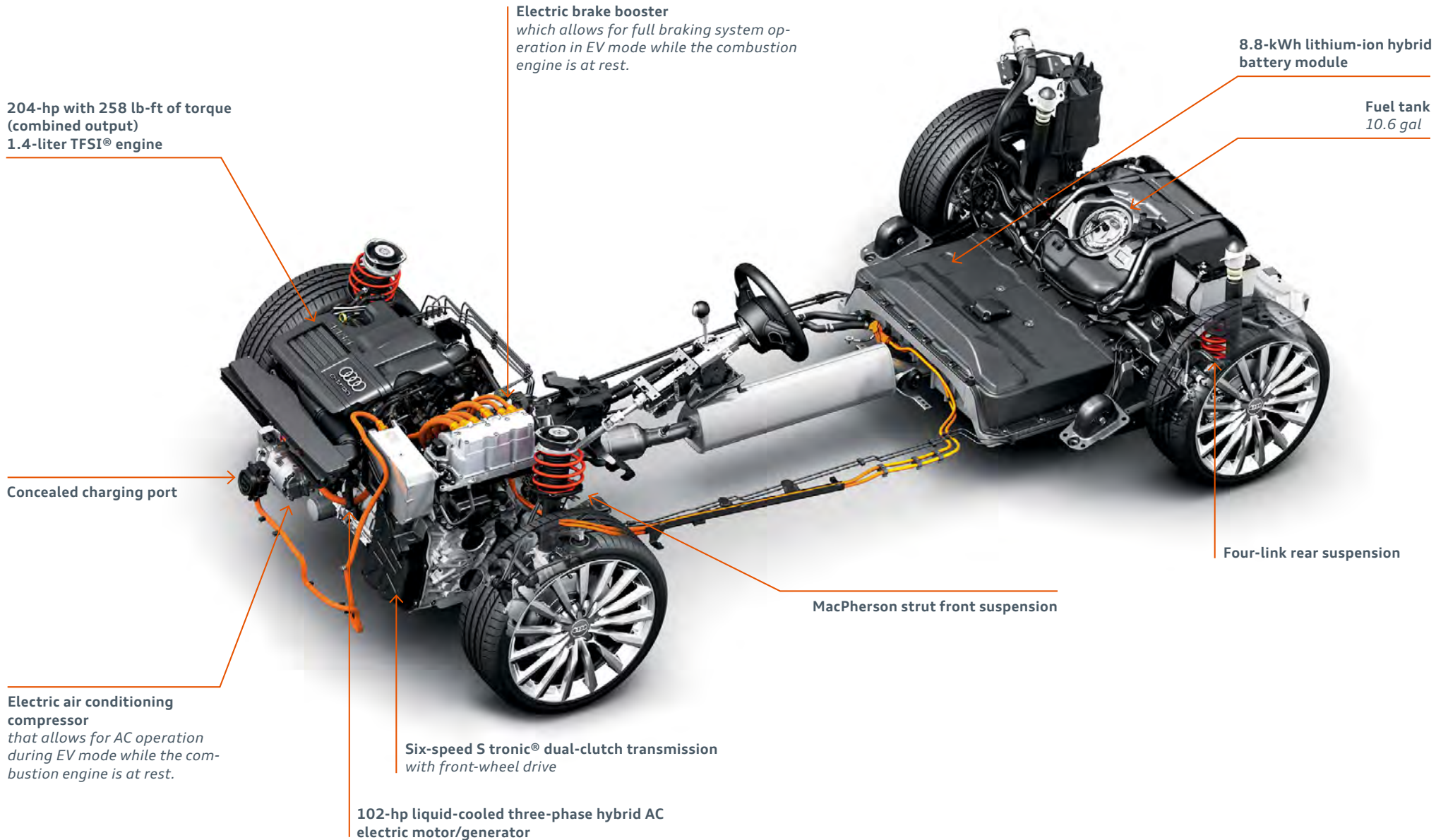


Titanium Gray leather



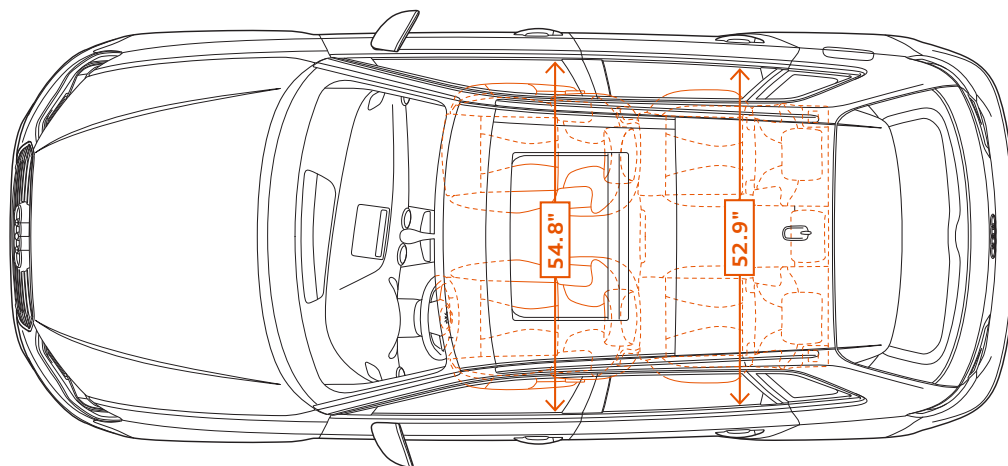
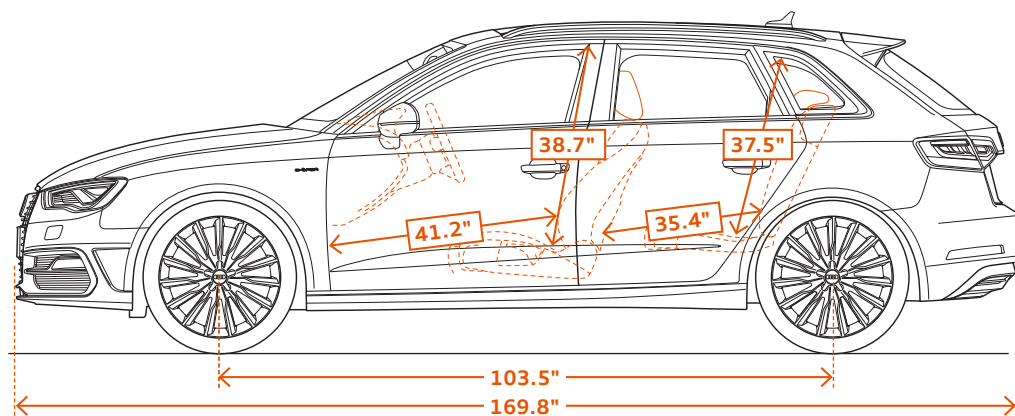
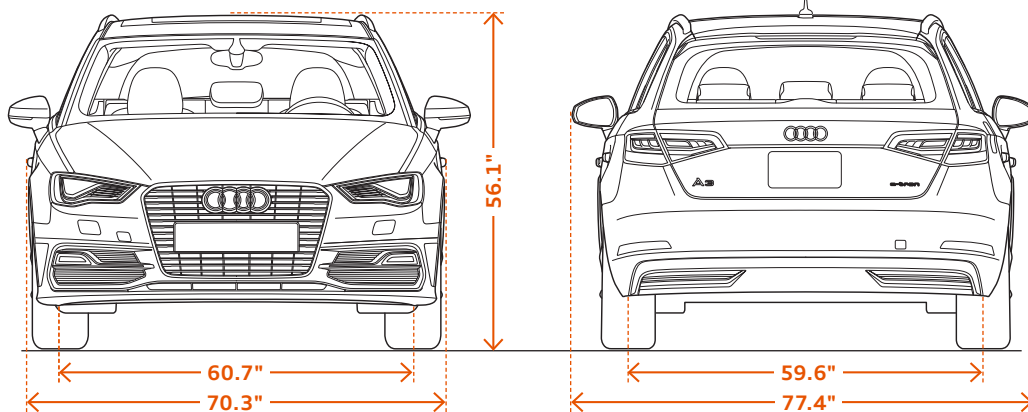


## Technical Specifications



1. High-performance tires are designed for better performance and handling in warm climates. When driving in cold, snowy or icy weather, you should equip your vehicle with four all-season or winter tires, which offer better traction under those conditions. We suggest you use the Audi-recommended winter or all-season tires specified for your Audi. High-performance tires also have a lower aspect ratio that aids performance and handling. Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires, vehicle body and suspension parts. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Please also remember when making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than others. Finally, these tires may wear more quickly than other choices. It is important that the inflation pressure is regularly checked and maintained at recommended levels. 2. EPA estimates not available at time of printing. See [www.fueleconomy.gov](http://www.fueleconomy.gov) for updated information. Actual mileage and range will vary and depend on several factors, including driving and charging habits, weather and temperature, battery age and vehicle condition. Battery capacity decreases with time and use. See owner's manual for details.





### Wheels | Brakes | Suspension

16" 15-spoke-Y design wheels with low rolling resistance 205/55 summer tires<sup>1</sup> (ultra<sup>®</sup> badge on tailgate)

A3 Sportback e-tron<sup>®</sup> ultra<sup>®</sup>

A3 Sportback e-tron<sup>®</sup>

17" 15-spoke-turbine design wheels with 225/45 all-season tires<sup>1</sup> (ultra<sup>®</sup> tailgate badge removed)

Available

Available

18" 15-spoke-turbine design wheels with 225/40 all-season tires<sup>1</sup>

—

Available

Ventilated front disc/Solid rear disc brakes (in)

12.3/10.7

12.3/10.7

MacPherson strut front suspension

■

■

Four-link rear suspension

■

■

### Weights | Dimensions | Capacities

Headroom sunshade (in, front/rear)

38.7/37.5

38.7/37.5

Leg room (in, front/rear)

41.2/35.4

41.2/35.4

Curb weight (lb)

3616

3616

Cargo volume (cu ft, rear seatbacks up)

13.6

13.6

Seating capacity

5

5

### EPA mileage estimates | Capacities | Emissions

S tronic<sup>®</sup> dual-clutch transmission (city/highway/combined mpg-e)<sup>2</sup>

NA

NA

Engine oil (qt)

4.2

4.2

Fuel (gal)

10.6

10.6

Recommended fuel

Premium Unleaded

Premium Unleaded

Emissions rating

SULEV

SULEV

■ Standard

— Not applicable

NA Information not available at time of printing



## Audi Genuine Accessories

Add distinction, versatility and the ultimate in self-expression with Audi Genuine Accessories. Whether you load the cargo carrier with climbing gear or add a set of stylish new wheels, we offer accessories to help enhance your lifestyle. When purchased from an authorized dealer, all pieces are backed by your vehicle's 4-year/50,000-mile limited warranty, or for 12 months/12,000 miles from the accessory purchase date, whichever is greater.<sup>1</sup> If you're looking to personalize or help protect the vehicle you love, we have a solution designed by Audi that works for you.

### Audi Genuine Sport and Design Accessories

For a bolder appearance or a finishing touch, we have a solution that helps make every mile more enjoyable—and more yours.

- ▶ Stylish wheel designs
- ▶ License plate frames

### Audi Guard Car Care Products

Your e-tron® deserves the very best, and this is it: the only car care line designed specifically for Audi.

- ▶ Leather care
- ▶ Insect remover
- ▶ Detailing tools
- ▶ Winter protection

Visit [parts.audiusa.com](https://parts.audiusa.com) to view the full line of Audi Genuine Accessories.



01



02



03

### 01 Aluminum bike rack<sup>2,3</sup>

This premium locking rack transports bikes with both wheels attached and helps keep them upright during loading. Simple and secure. One bike per rack, up to three racks.

### 02 Carbon fiber mirror caps<sup>3</sup>

These premium carbon-fiber mirror caps add a distinctive, custom flair to the e-tron® exterior. An exquisitely personal statement of style.

### 03 Compact cargo carrier<sup>2,3</sup>

Redesigned for improved aerodynamics and aesthetics. Can be opened from both sides for easy loading and unloading. Lockable.

### 04 Premium textile floor mats<sup>3</sup>

Red accents on black mats add a distinctive splash of color to the e-tron® interior. Skid-resistant, precision-fit, and crafted from durable premium fabric.

### 05 All-weather floor mats<sup>3</sup>

Deep-ribbed design helps protect your e-tron® from water, mud, sand and snow. Black mats are available in sets of two, with the A3 logo.

### 06 Illuminated door sill<sup>3</sup>

Lighted door sill trims add a touch of high-end elegance. Available in sets of two, with illuminated A3 logos. A subtle yet distinctive expression.



04



05



06

<sup>1</sup> Audi Genuine Accessories purchased from an authorized Audi dealer are covered for the greater of: (1) the accessory limited warranty period (12 months or 12,000 miles, whichever occurs first) from the time of purchase; or (2) the remainder of the New Vehicle Limited Warranty period (48 months or 50,000 miles, whichever occurs first). See your authorized Audi dealer for details. <sup>2</sup> All roof-rack system attachments require the base carrier bars. All attachments sold separately. Recreational equipment, sporting equipment and luggage not included. <sup>3</sup> All accessories shown are available for and compatible with the A3 Sportback e-tron®.



# There's always another story.

Our story doesn't end with this brochure. In fact, we have many more stories to tell at Audi library. Simply download Audi library from the Apple® App Store<sup>SM</sup> or Google Play<sup>TM</sup> store, and you can read everything, from other model and accessory brochures to special-edition pieces to the award-winning *Audi Magazine*. Dive into a massive trove of Audi specs, interactive content, videos, stories and technologies, just by downloading them onto your tablet!

## To download the Audi library app onto your device, just follow these steps:

- > Go to the Apple® App Store<sup>SM</sup> or Google Play<sup>TM</sup> store
- > Search for "Audi library"
- > Download the app onto your compatible device<sup>1</sup>



<sup>1</sup> Standard text and data usage rates apply. Always pay careful attention to the road, and do not drive while distracted.





e-tron®  
> 2016

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A3 e-tron door decal is not currently available for purchase and is shown for promotional purposes only.