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## The new Audi A3 - Innovation with style

*Ingolstadt (ots) -*

In 1996, Audi launched the premium compact segment with the A3 - now the third generation of the successful model is ready at the starting line. The new A3, which will debut at the 2012 Geneva Motor Show, is a high-tech car full of innovations in all areas. Versions with hybrid and alternative drive systems such as natural gas and Audi e-gas are currently in development. A version with an exceptionally efficient 1.6 TDI engine will launch on the market in 2012; it consumes just 3.8 liters of diesel/100 km (61.90 US mpg), which is equivalent to 99 g/CO<sub>2</sub> (159.33 g/mile).

Audi ultra lightweight technology has helped to trim weight in the body of the appealing three-door car - compared to the previous model, the new A3 is now 80 kg (176.37 lb) lighter. The chassis is tuned for a sporty and agile driving style. The engines are powerful yet highly efficient, the interior offers an ambience of dynamic style. In driver assistance systems and infotainment, the new A3 offers a portfolio of technologies that redefines standards in the segment.

The car's styling visualizes the sporty character of the new A3; it gives the 4.24 meter (13.91 feet) long three-door model a powerful stance on the road. Sharp edges provide the outlines for dynamically curved sheet-metal surfaces. The overall vehicle length was kept identical to the previous model, while the wheelbase grew to 2.60 meters (8.53 feet), and the angle of the C-pillars was made low like that on a coupe. The single-frame radiator grille that is typical of Audi dominates the look of the front end.

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