

Audi A3 model series – new Assets available

Ingolstadt, April 22, 2024 – Audi established the premium compact segment with the A3 in 1996. The fourth generation of the successful model is now receiving an update that – along with a sportier appearance – includes new design elements and numerous digital offers. Significantly expanded standard equipment increases comfort, selectable daytime running light signatures and flexible subscriptions for functions on demand ensure a high degree of individualization. The A3 allstreet, a distinctive crossover, is a new addition to the portfolio. With its characteristic off-road look, three centimeters more ground clearance than the A3 Sportback and the raised seating position, it offers an SUV-like driving experience and a high level of functionality. The Audi S3 is displaying a new level of driving dynamics: Its more powerful turbocharged four-cylinder engine with 333 PS and 420 Nm combines with the torque splitter, new steering knuckles, and optimized steering for strong performance and agile handling.

New images and more video material of the Audi A3 model series can now be found in our [press kit](#).

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. Audi and its partners are present in more than 100 markets worldwide.

In 2023, the Audi Group delivered 1.9 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. Worldwide, an annual average of more than 87,000 people worked for the Audi Group in 2023, more than 53,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.
