

## A feast for the senses: upgrade for the Audi RS 3

- **Sporty, dynamic design: expressive front and eye-catching diffuser, carbon details, RS bucket seats, and flat-top and flat-bottom steering wheel**
- **Enhanced vehicle dynamics: new standard tires and more precise tuning of chassis control systems for optimized cornering**
- **Fastest in its class: lap record on the Nürburgring-Nordschleife in 7:33.123 minutes**

Ingolstadt, August 20, 2024 – Audi Sport has heightened the senses of the RS 3\*. With the upgrade, the compact top model, which represents maximum performance, will become even sportier. This is visible at first glance: The strong lines at the front, the wheels in motorsport design, and the RS bucket seats visually enhance the dynamics, acoustically underscored by the deep-throated roar of the five-cylinder engine with its signature firing sequence. The 2.5 TFSI, combined with the optimized chassis setup and new tires, propels the RS 3\* around corners even more spirited. The new lap record on the Nürburgring-Nordschleife confirms this. Drivers can feel the increased driving dynamics and the high-quality materials, which exude the highest quality and make the Audi RS 3\* an experience for the senses.

### **SEEING: sporty, striking design visually evokes performance**

After its product upgrade, the Audi RS 3\* has a significantly sportier appearance. The dominant feature of the assertive front design is the hexagonal Singleframe with a striking border. Flatter and considerably broader than before, it emphasizes the dynamics of the compact sports car with its voluminous rhombus-pattern grille. The same goes for the two functional side air intakes – accentuated by vertical black blades – and the three apertures above the front splitter, which now spans the entire vehicle breadth and lets the RS 3\* sit even lower – reminiscent of the Audi Sport quattro S1 Pikes Peak from 1987. With redesigned daytime running lights, the headlights also accentuate the car's performance. The digital signature, which displays a checkered flag in the RS 3\*, comprises 24 elements. Furthermore, in combination with the matrix LED headlights, drivers can choose between three additional daytime running light designs in the MMI touch display for the first time.

The rear of the RS 3\* also features references to motorsport and has a much stronger presence than before. Vertical side reflectors continue the design theme of the air intakes at the front. The large functional RS-specific diffuser incorporates a red reflector in its center and, on its sides, the two oval tailpipe trims of the RS exhaust system, which look even larger in their black frames.

*The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.*

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

Like the headlights, the taillights also feature a new graphic: Arrows that dynamically light up from inside to out with the coming home/ leaving home function embody the progressive taillight design.

The expressive exterior is accentuated by the RS-specific exterior colors Kyalami Green and Kemora Gray, the new metallic paints Ascari Blue and Progressive Red, and, for the first time, Daytona Gray in a matt finish. The Singleframe and diffuser have a black finish, with a choice of high-gloss or matt. Continuing this theme, the RS 3\* comes with matt-black 19-inch aluminum cast wheels in a 5-Y-spoke design as standard. Optionally, the rims are available in the motorsport design familiar from the RS 3 performance edition, with ten striking cross spokes, either in matt dark gray or in glossy metallic black in bicolor design. Even more individuality is offered by the carbon and high-gloss black packages, which adorn the front air intakes, the side skirts, and the blade above the diffuser. These are complemented by wing mirror covers in body color, black, or carbon.

#### **Rich, dark interior with flat-top and flat-bottom steering wheel and RS bucket seats**

In the interior, too, which is dominated by dark color tones, everything is geared for performance, with the new steering wheel, RS sport or bucket seats, carbon features, and sporty displays. Flattened above and below, the steering wheel has a substantially sportier look. Whether in perforated leather as standard or optional Dinamica with 12 o'clock marker in accent color, it fits proper to the hand when cornering the RS 3\* around sharp bends. Meanwhile, the optional RS bucket seats give even better support. The seat center panel with RS honeycomb stitching is made of the microfiber fabric Dinamica, which is combined with Pearl Nappa leather on the side bolsters. Beneath the headrest, the black tapered insert features a large RS badge and, like the matt carbon rear of the seat backrest, emphasizes the sportiness of the RS 3\*.

#### **New light features, effect paint, and carbon**

The standard contour and ambient lighting illuminate the new design features: the storage box in front of the flatter-designed shifter, the center console with cup holders, and the doors. A delightful night-time feature is the so-called planar lighting, whereby a light source in the door panel back-lights hundreds of lasered rhombus shapes of various sizes, which dynamically light up when locking and unlocking the RS 3\*. This underscores the sporty-evocative design. The door handles, air vents as well as the cover clip of the steering wheel and the shift paddles are finished in an anthracite effect paint, which shimmers according to the light conditions. In addition to the standard two-piece version in palladium grey with carbon insert, there is also a one-piece RS-specific trim strip in matt carbon and a new variant in black Dinamica as decor inlays. Furthermore, the microfiber material is available to order for the door and center armrests.

The design packages in red and green add touches of color to the seat belts, seat shoulders, and air vents. Additionally, the contrast stitching on the seats, center armrest, door armrests, steering wheel, and the 12 o'clock marker is done in the respective color. The same goes for the floor mats in black velour, which are also adorned by RS lettering.

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### **RS displays with focus on performance**

The 12.3-inch Audi virtual cockpit plus with Sport, Performance, and Runway views was already standard. In Runway mode, speed is visualized in reverse order, with the highest revs in the foreground and idling speed in the background. These features are now joined by the new rev counter, which prominently displays the revolutions per minute in the center of the instrument cluster. In addition, there are displays for power output, torque, g-forces, acceleration, and lap times. In manual transmission mode, the RS-specific blinking shift indicator changes the rpm display from green to yellow to red, motorsports-style, to indicate the ideal time to change gears. On top of this, the temperature ranges of coolant, torque splitter, brakes, engine oil and transmission oil are shown in color on the 10.1-inch touch display in the instrument panel. Optionally, tire pressures can also be displayed. Furthermore, the RS 3\* now features an app store with many applications that can be used directly on the vehicle display. The selected contents are installed on the RS 3\* infotainment system – independently of the smartphone.

### **HEARING: five-cylinder engine with more distinctive sound**

The Audi RS 3 (Combined fuel consumption in l/100 km: 9.5–9.1 (24.8– 25.8 US mpg); combined CO<sub>2</sub> emissions in g/km: 217–207 (349.2–333.1 g/mi); CO<sub>2</sub>-class: G) is powered by the legendary 2.5 TFSI engine from Audi Sport with 294 kW (400 PS) and maximum torque of 500 Newton meters. This means the RS 3 (Combined fuel consumption in l/100 km: 9.5–9.1 (24.8– 25.8 US mpg); combined CO<sub>2</sub> emissions in g/km: 217–207 (349.2–333.1 g/mi); CO<sub>2</sub>-class: G) accelerates from 0 to 100 km/h in 3.8 seconds and can reach a top speed of 290 km/h. Numerous motorsport successes make the award-winning five-cylinder engine one of the most evocative at Audi and make driving the RS 3\* an incomparable experience. In particular this is due to its unique sound, which is based on the signature 1-2-4-5-3 firing sequence. Adjacent and non-adjacent cylinders fire alternately providing a forceful rhythm and character, suitably orchestrated by the twin RS exhaust system with variable flap control. Press the red-ringed engine start/stop button, and the throaty sound of the five-cylinder engine rings out – more voluminous and even more distinctive in the Audi drive select modes dynamic, RS Performance, and RS Torque Rear. In addition, the exhaust flap control was optimized in the rpm range between 2,200 and 3,500 revolutions. In this way, the five-cylinder generates a consistent and fuller-bodied sound no matter which mode is selected. Audi Sport thus enhances the emotional driving experience in the top model of the A3 family – especially in conjunction with the optional RS Sport exhaust system.

### **FEELING: Enhanced vehicle dynamics through optimized cornering**

For proof that the RS 3\* is fast on straights, we need only look at its acceleration stats, which continue to outstrip those of its core competitors. Cornering, by contrast, is difficult to express in numbers. The driving feel is much more important here. So much so, in fact, that Frank Stippler set a new lap record on the Nürburgring-Nordschleife.

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The Audi Sport racing and development driver set a time of 7:33.123 minutes, beating the previous record in this class by more than five seconds. His success means the RS 3\* is once again the fastest compact car on the 20.832-kilometer race track in the Eifel.

The basis for the impressively high driving dynamics is the interaction of the torque splitter with its fully variable torque distribution between the rear wheels, electronic stability control, wheel-selective torque control (brake torque vectoring), and the adaptive dampers of the RS sport suspension. These components are relevant to lateral dynamics and are networked in the modular driving dynamics controller, where data synchronization occurs. Thanks to a further developed algorithm, they react even more acutely to the respective driving situations. Depending on the Audi drive select mode chosen, the driver can make the RS 3\* more agile earlier and in a more controlled manner. When the coefficient of friction is low, the interaction of these systems also ensures increased stability.

### **Higher cornering speeds**

The RS 3\* now performs even better in bends, avoids understeer at the entrance to the corner, and turns in more willingly thanks to fine-tuning - including to brake torque vectoring. Thanks to the finely dosed brake interventions on the inside wheels, the compact sports car follows the corner's radius more precisely than before, both in under partial load and on overrun, and it can be positioned earlier and better for exiting the curve from the apex. In other words, the driver can accelerate the RS 3\* sooner and steer it through the bend at higher speeds. The increased lateral dynamics are particularly impressive on the racetrack - in full intensity with ESC deactivated.

### **Evolved oversteer**

The improved algorithm is also driving an evolution in oversteer. Previously, oversteer was generated primarily by increasing the load requirement - in other words, stepping on the throttle. Now, oversteer is easier to initiate in the RS 3\* via the steering angle. This allows the driver to obtain the same drift angle faster.

### **Quick access via steering wheel button**

If you want to activate the Performance mode, which is specially designed for the racetrack, you can do so by pressing the left satellite button. The button with the checkered flag icon is new, as is the red RS button on the right steering wheel spoke, which offers quick access to RS Individual mode.

### **New standard tire with high grip**

A new standard C-rated tire provides enhanced everyday comfort with higher lateral support. Specially tuned for the RS 3\*, it offers excellent grip on both dry and wet surfaces and precise handling over the entire speed range. The Pirelli P Zero Trofeo R semi-slick tires are still available as an option.

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### **SMELLING: The unmistakable smell of excellence**

The RS 3\* meets premium standards not only when it comes to its visual and tactile qualities: One of the most subtle yet most immediate experiences when buying a car is the aroma that greets your nose when you open the doors of your new Audi for the first time. Quality you cannot see but which is a constant companion.

So that the driving experience in the sporty compact model becomes an experience for all the senses, Audi also has exceptional standards for smell in the interior. The aroma comprises natural smells of high-grade materials, such as the high-quality leather and the pleasant inherent odor of selected polymers.

RS sports seats of Fine Nappa leather or the new RS bucket seats with high Pearl Nappa leather content and the standard leather steering wheel diffuse an odor of nature and authenticity in the RS 3\*. To this end, various quality measures must be implemented in the manufacturing process – from the selection of the leather to the tanning agents to the finish. All interior components – some 200 per vehicle – are chemically analyzed and evaluated. They are heated in a special chamber, then the air is analyzed. This lasts two to three hours per component. Once the testing of all individual components has been completed, the interplay of the various materials is tested in the Audi itself. After all, this is where all the materials come together, and they should smell nice in combination – under all climatic conditions. For example, heaters fitted to the outside simulate temperatures on hot summer days. The resulting odors are evaluated by a team of five chemists in relation to their type and intensity, ensuring that the characteristic new car smell of an Audi meets its customers' high standards.

### **TASTING: a recipe for success for over ten years**

Audi Sport gives the RS 3\* many ingredients for full enjoyment, such as the five-cylinder turbo engine, torque splitter, new standard tires, and semi-slicks. As all good chefs know, we eat with our eyes first. The RS 3\* has been garnished with wheels in motorsport design, carbon and black packages, RS bucket seats, and a steering wheel flattened at the top and bottom. The RS 3\* is a recipe for success.

From the beginning, the compact sports car has stood for innovation and excitement at the highest level. When the first generation went out to dealers in the spring of 2011, the RS 3, with its powerful 340 PS five-cylinder engine, had no competitors. The bumpers, sills, and wheels clearly distinguished the first RS 3, which at the time was available only as a five-door hatchback, from the A3. Moreover, it was impressively fast and offered driving dynamics with maximum precision and assurance.

The second generation, which rolled off the production lines from 2015 to 2020, saw a sedan added to the portfolio in 2017. With its signature 1-2-4-5-3 firing sequence, the 2.5 TFSI matured into an RS 3 perennial – initially with 367 PS and then with 400 PS after the product upgrade in 2017. The faster-shifting seven-gear dual-clutch transmission, in conjunction with quattro all-wheel drive, ensured maximum driving enjoyment.

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The third generation of the RS 3 Sportback\* and the second generation of the RS 3 Sedan\* were launched in 2021. With 400 PS and an increase in torque to 500 Nm, the five-cylinder engine was more powerful than ever before and beat all competitors for acceleration. Thanks to the first-ever torque splitter used in an Audi, which replaced the previous rear axle differential with the upstream multi-plate clutch package, it also attained a new level of lateral dynamics.

This garnered the RS 3\* various international awards, including Car of the Year 2022 from Top Gear in Italy, Best Performance Car 2022 from Motor1 in the United States, and back-to-back victories in 2022 and 2023 in the sport auto readers' choice award in Germany.

The popularity of the model is also clearly reflected in its numbers. Since its market launch in 2011, almost 80,000 units of the compact sports car have come off the production lines, most of them last year. And the success story continues. The new RS 3 Sportback\* and Sedan\* models, manufactured at the Audi plant in Ingolstadt, will be at dealers from October and available to order from the end of August. Prices for the RS 3 Sportback\* start at 66,000 euros in Germany. The additional charge for the sedan\* version is 2,000 euros.

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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.

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**Fuel consumption and emissions values of the models named above:**

**Audi RS 3 Sportback**

Combined fuel consumption in l/100 km: 9.5–9.3 (24.8– 25.3 US mpg);  
combined CO<sub>2</sub> emissions in g/km: 217–211 (349.2–339.6 g/mi); CO<sub>2</sub> class: G

**Audi RS 3 Sedan**

Combined fuel consumption in l/100 km: 9.4–9.1 (25.0– 25.8 US mpg);  
combined CO<sub>2</sub> emissions in g/km: 213–207 (342.8–333.1 g/mi); CO<sub>2</sub> class: G