



Product and Technology Communications

Stefanie Höcker

Tel: +49 841 89-38053

e-mail: stefanie.hoecker@audi.de

www.audi-mediaservices.com

Winter sports and functionality – the Audi Q3 red track

- **Compact SUV as the themed vehicle at the Wörthersee**
- **New, practical solutions and many individual design highlights**
- **2.5-liter five-cylinder turbocharged engine developing 250 kW (340 hp) and 450 Nm (*331.90 lb-ft*)**

Reifnitz/Ingolstadt, May 11, 2012 – Audi will present a special themed vehicle at the Wörthersee Tour from May 16th– the Audi Q3 red track with an output of 250 kW (340 hp). This compact SUV couples its powerful nature with a sporty lifestyle. The Q3 red track is a highlight of the young model series that launched in 2011.

The Audi Q3 red track themed vehicle represents a new, potential variation on the SUV concept. It has been designed for young, sporty people. The Audi Q3 red track is a sporty and robust compact SUV offering many practical attributes, an elegant appearance and individual design highlights.

The vehicle is painted in the color developed specially for it – Energy Red, with the red paint containing golden pearlescent particles. Its add-on body parts are in matt gray quartz-based paint, and underline the vehicle's robust and rugged appearance. The high-gloss package, a characteristic feature of the model line, enhances the area around the windows with eye-catching elements in aluminum and high-gloss black.

Vertical struts made from aluminum are integrated in the single-frame grille. They extend across the full height of the grille. In the area of the horizontal panel, which carries the license plate on series-built vehicles, they are pulled outwards to striking effect. The struts present the two-tone theme which the Audi designers have developed for the Q3 red track. Their side edges are painted in a matt quartz-based paint, while the slim front faces have a high-gloss finish.

In the headlights, the zones in the lower area of the light-guide elements, which generate the daytime running lights, are painted in the body color.



Eyecatching features on the sides of the Q3 red track are the flared wheel arches and the running boards, which Audi is to incorporate into the extensive range of Q3 accessories. The newly styled aluminum roof rails are specially designed for transporting skis – made of carbon. The front roof-rail support integrates compact, energy-efficient, wide-angled LED lights that illuminate the area around the Audi Q3 red track. They are controlled via buttons in the roof module.

The Audi Q3 red track features five-arm wheels in 8.5 J x 20 format. Mirroring the single-frame grille, their visible edges have a light-colored, high-gloss finish, while the inside areas feature the same matt quartz-based paint. The off-road tires are size 255/45. Track width has increased by 40 millimeters (*1.57 inches*) at the front and rear compared to series-built models, and the body is 30 millimeters (*1.18 inches*) higher. The themed vehicle also features unique solutions at the back – the two tailpipes of the dual-branch exhaust system are integrated in the diffuser and underbody guard area.

In the interior of the Audi Q3 red track, three colors offer an ambience of sophistication and sporty elegance – black, gray and red. The headlining is made from titanium gray Alcantara; large parts of the interior, including the carpet, are black. The black, ribbed floor mats are edged with narrow strips of red Velvet leather.

An innovative leather/fabric material is used for the upholstery – thin strips of leather just a few tenths of a millimeter wide are interwoven with yarn. The upholstery features piping with double seams; like the contrasting stitching, the piping is red. Small sections of the upholstery are made from red Velvet leather – a hardwearing material that looks similar to nubuck leather at first glance, but in fact has a finer structure. The segments integrated in the door trims are also in red Velvet leather, trimmed in steel gray Fine Nappa leather.

The entire instrument panel in the themed vehicle is trimmed in black Fine Nappa leather. Contrasting stitching in titanium gray is an elegant highlight. The leather across the hood of the instrument cluster is steel gray with red contrasting stitching. This color scheme is replicated on the door armrests at the front and rear. The front section of the center tunnel also features leather trim.

The inlays around the S tronic selector lever, at the front of the cockpit and in the doors comprise a three-dimensional stainless steel mesh that requires a complex manufacturing process. The selector lever features a high-gloss black ring and an



aluminum badge with a milled “Q3” logo. The selector lever gaiter is enhanced by red stitching.

Aluminum takes center stage in the instrument cluster. The most striking elements are the metal dials around the speedometer and rev counter. They were made using a rotary-grinding process. Metal is also used on their rings and around the edges of the control lights. Horizontal bars and small fins give the dials and needle centers a sporty, three-dimensional look.

The leather steering wheel features red contrasting stitching and aluminum trim. Behind it are two large shift paddles for manually controlling the seven-speed S tronic. The footrest and the pedals have thin pads made from rubber. Slits offer a glimpse of the stainless steel beneath the pads.

In some parts of the interior the trims are in high-gloss black – the display and control elements on top of them appear to float. This applies to the area surrounding the driver information system, the zone around the air vents, the periphery of the MMI terminal and the row of switches on the center console. Aluminum inserts give the black switches an air of sophistication. Chrome trims adorn the controls of the air conditioning system; the air vents have black ribs and chrome-trimmed rotary knobs.

The soft keys for the MMI navigation plus system are made from aluminum, while the control terminal benefits visually from narrow strips of the same material. The monitor, which can be folded out manually, features trim that matches the surface of the instrument panel. The system includes an animation showing the longitudinal and latitudinal tilt angle of the Audi Q3 red track. In regions that are not included in the map data, the MMI navigation plus system logs the GPS coordinates of the route – for assistance during the return journey.

The interior of the Audi Q3 red track includes two practical devices for winter sports fans. The side wall of the luggage compartment houses a charging station. It can be used for storing flashlights and charging them inductively at the same time. The same technology is used for the Thermos canister. It is located in the cup holder between the front seats and is able to chill or warm drinks. Both devices have LEDs that show the current charge level. One attractive extra is that, in addition to LED lighting, the flashlights incorporate an infra-red heating element that can be used for warming your hands or a pair of ski boots.



Another intelligent solution in the themed vehicle is the luggage compartment mat, which has integrated heated seat cushions. The mat can be folded out and laid over the loading lip. This protects the edge of the luggage compartment while the vehicle is being loaded or unloaded, and also provides a warm area to sit on when putting on or taking off your ski boots. Small LED spotlights on the inside of the tailgate provide light.

The Audi Q3 red track features a 2.5-liter five-cylinder TFSI engine with direct injection and turbocharging that generates an output of 250 kW (340 hp) and 450 Nm (*331.90 lb-ft*) of torque from a displacement of 2,480 cc.

The engine's five cylinders are consecutively numbered; red wrinkled-finish paint has been applied to the cylinder head cover. A panel made from carbon fiber-reinforced polymer (CFRP) partially covers the engine, and the air filter is also protected against dirt. There is a decorative trim made from plastic around the engine compartment.

The power of the turbocharged five-cylinder unit is transferred to the quattro permanent all-wheel drive system via a seven-speed S tronic transmission. The Audi Q3 red track accelerates from zero to 100 km/h (*62.14 mph*) in 5.4 seconds and continues to a top speed of 263 km/h (*163.42 mph*).

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The Audi Group delivered 1,302,659 cars of the Audi brand to customers in 2011. In 2011 the Company posted revenue of €44.1 billion and an operating profit of €5.3 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). The Audi Q7 is built in Bratislava (Slovakia). In July 2010, CKD production of the Audi Q5 was added to the existing Audi A4 and A6 manufacturing operations in Aurangabad (India). At the Brussels plant, production of the Audi A1 has been running since May 2010, while production of the new A1 Sportback began in 2012. The Audi Q3 has been built in Martorell (Spain) since June 2011. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include AUDI HUNGARIA MOTOR Kft., Automobili Lamborghini S.p.A. in Sant'Agata Bolognese (Italy), AUDI BRUSSELS S.A./N.V. in Brussels (Belgium) and quattro GmbH in Neckarsulm. Subject to a positive decision by the responsible competition authorities, the Italian sports motorcycle manufacturer Ducati Motor Holding S.p.A. will also belong to the Audi Group. Audi currently employs around 64,000 people worldwide, including around 48,000 in Germany. Between 2012 and 2016 the brand with the four rings is planning to invest a total of €13 billion – mainly in new products and the extension of production capacities – in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. Audi is currently expanding its site in Győr (Hungary) and will start production in Foshan (China) in late 2013 and in Mexico in 2016.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the Audi Environmental Foundation. Within the context of "Vorsprung durch Technik," which extends far beyond its products, the Company is directing its activities toward a major goal – comprehensive CO₂-neutral mobility.