



World premiere of the new Audi RS 3 LMS

- **Second generation of the entry-level model from Audi Sport customer racing**
- **Customer benefits significantly increased in many areas**
- **Managing Director Julius Seebach: “The Audi RS 3 LMS stands for records”**

Neuburg a. d. Donau, February 5, 2021 – Audi Sport customer racing continues its model offensive. The second generation of the Audi RS 3 LMS follows in the footsteps of one of the brand’s successful touring cars. Improved in many areas, the new model for global TCR racing had its virtual premiere at Audi Sport in Neuburg an der Donau on February 5.

>> [Video of the premiere](#)

“We are underlining the importance of motorsport for our road-going products and presenting a race car still in disguise before the spearhead of the corresponding production model is on the market,” says Julius Seebach, Managing Director Audi Sport GmbH and responsible for Audi Motorsport. “The Audi RS 3 LMS is a clear commitment to customer racing and stands for records in our program. We want to continue the remarkable series of successes of the first generation with the new model.” No other customer racing car with the four rings has been produced as often in a single generation as the first-generation RS 3 LMS, of which 180 units have been built. The compact race car is not only a top performer commercially, but also in sporting terms: In just four years, the entry-level touring car achieved 764 podium places in 1,051 races worldwide, including 279 victories. 16 titles in drivers’ championships and 38 championship successes in other categories round off its record, including the title of TCR Model of the Year 2018.

“The development goals for our latest model focused on the customers,” says Chris Reinke, Head of Audi Sport customer racing. “Whether it’s about running times or setup options, safety or ergonomics: we want to offer the teams a car that is even more of a race car than before.” The second-generation Audi RS 3 LMS presents itself with new developments in all areas that serve two goals: To make the production-based entry-level model an even better race car and to optimize customer benefits in all areas. Despite this, the model remains affordable in purchase and maintenance, offers an even higher level of safety and provides plenty of driving pleasure with up to 250 kW (340 hp).

The Audi RS 3 LMS at a glance

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In 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of € 55.7 billion and an operating profit of € 4.5 billion. At present, about 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.
