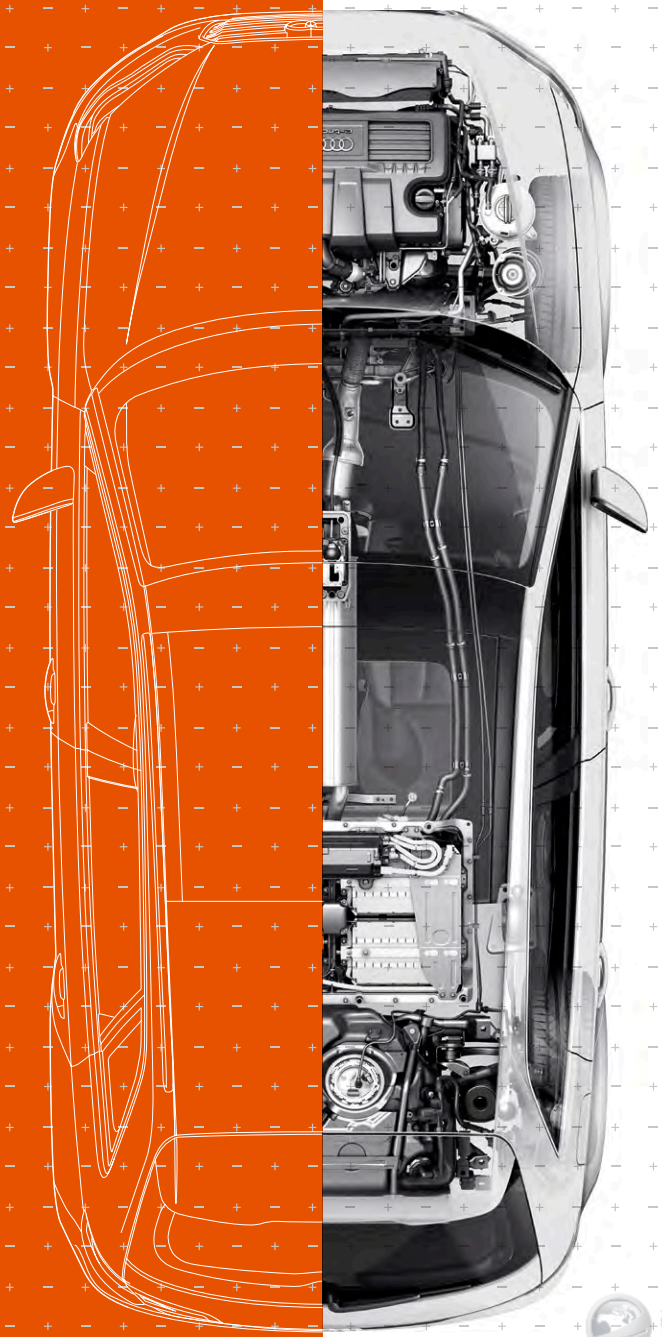


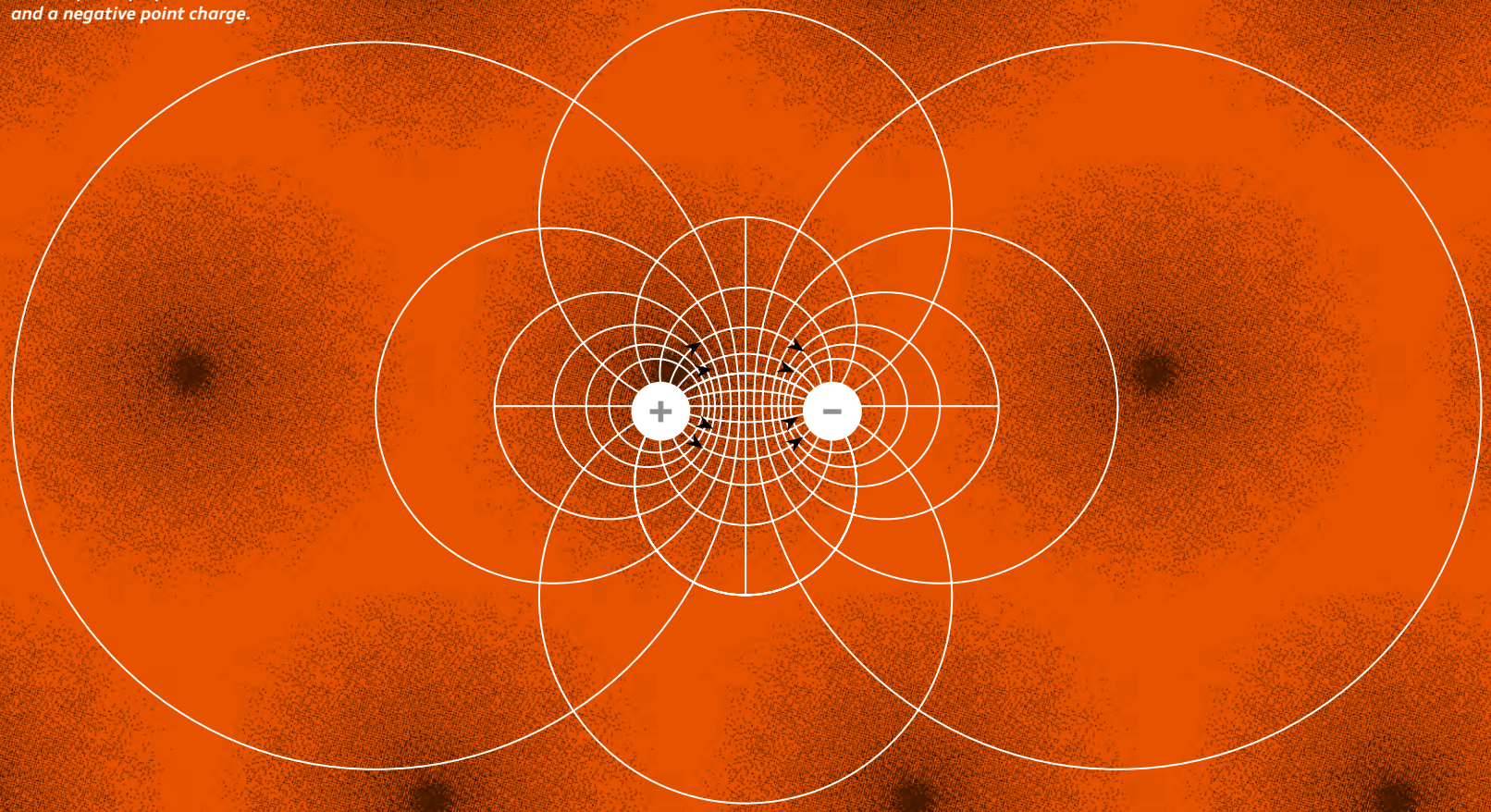
A3 e-tron

Audi A3 Sportback e-tron®

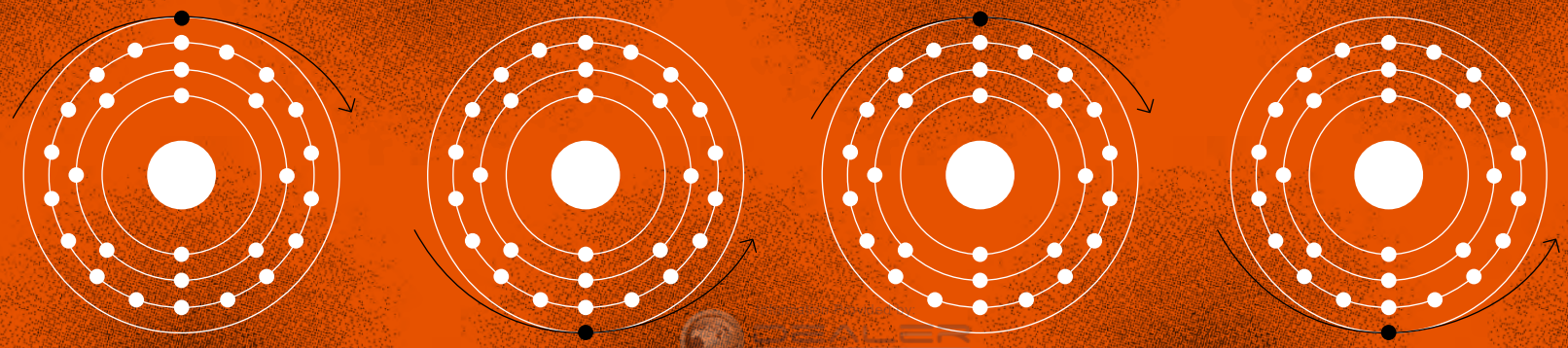
Audi
Truth in Engineering

Information Provided by:
DEALER E-PROCESS

Electric field of a positive and a negative point charge.

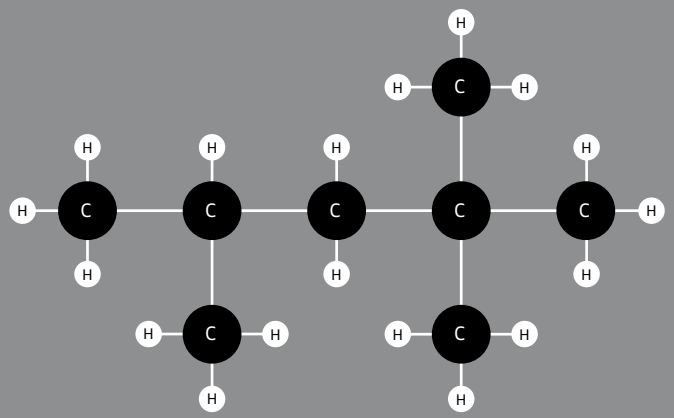


Flow of electricity.



Dramatization

Chemical composition of octane.



C_8H_{18}

Energy

Leadership. Not conformity.

There are those who happily accept the status quo, who are content with doing things as they've always been done. And then there's Audi. When our engineers were tasked with designing the ultimate plug-in hybrid electric vehicle for the moment, they made sure it wouldn't conform to the typical mainstream idea of a green vehicle, while shifting the transportation narrative in a definitive way. They started with an exceptional pairing—the unrivaled efficiency of electric propulsion and the incredible energy density of gasoline—then engineered the ideal electric motor and gasoline engine to harness the unique properties of both. Taken as a whole, they make the all-new Audi A3 Sportback e-tron® the electrifying exception to the old environmentally friendly vehicle rule: saving the world requires compromise.[2] This is an Audi, first and foremost. It just happens to do some things a little differently—including leading the way toward sustainable mobility.

Electric motors and gasoline engines excel in different ways. While an electric motor's extreme efficiency comes from its rotational motion and minimal heat production, a gasoline engine has the advantage of using an energy dense fuel, meaning a small amount can go a long way.[1]

1 EPA estimates not available at time of printing. See www.fueleconomy.gov for updated information. Actual mileage and range will vary and depend on several factors, including driving and charging habits, weather and temperature, battery age and vehicle condition. Battery capacity decreases with time and use. See owner's manual for details. 2 The Audi A3 Sportback e-tron will be available at participating dealers only.

Information Technology
E-PROCESS

Flexibility

Open to travel. Not limits.

By effectively harnessing the advantages of two energy sources, the A3 Sportback e-tron excels at both short commutes and long hauls.

Go ahead, make those weekend getaway plans. The A3 Sportback e-tron® affords you the freedom to drive gasoline-free during the week. How's this? With an expected electric range of between 16 and 19 miles (final technical adjustments are being tested and implemented) from a fully charged battery, a substantial amount of your daily driving needs can be met before your next recharge, while the gasoline engine lets you venture on longer journeys whenever it suits you.[1] That's because once the battery charge gets down to its reserve supply, the gasoline engine engages and helps the vehicle operate as a highly efficient hybrid (and one that provides pure Audi driving enjoyment, with a combined 204 hp and nearly instantaneous torque), letting you conquer some serious miles in any direction before needing to refuel.[2] The result? Your travel options are wide open.

1 Based on preliminary manufacturer's estimates. EPA range and fuel economy estimates not available at time of printing. See www.fueleconomy.gov for updated information. Actual mileage and range will vary and depend on several factors, including driving and charging habits, weather and temperature, battery age and vehicle condition. Battery capacity decreases with time and use. See owner's manual for details. 2 EPA estimates not available at time of printing. See wwwfueleconomy.gov for updated information. Actual mileage and range will vary and depend on several factors, including driving and charging habits, weather and temperature, battery age and vehicle condition. Battery capacity decreases with time and use. See owner's manual for details 3 Ideally, your e-tron must be traveling above 60 mph under load in order for the gasoline-powered engine to most efficiently recharge the battery in Charge Battery mode. 4 Always obey all speed and traffic laws.

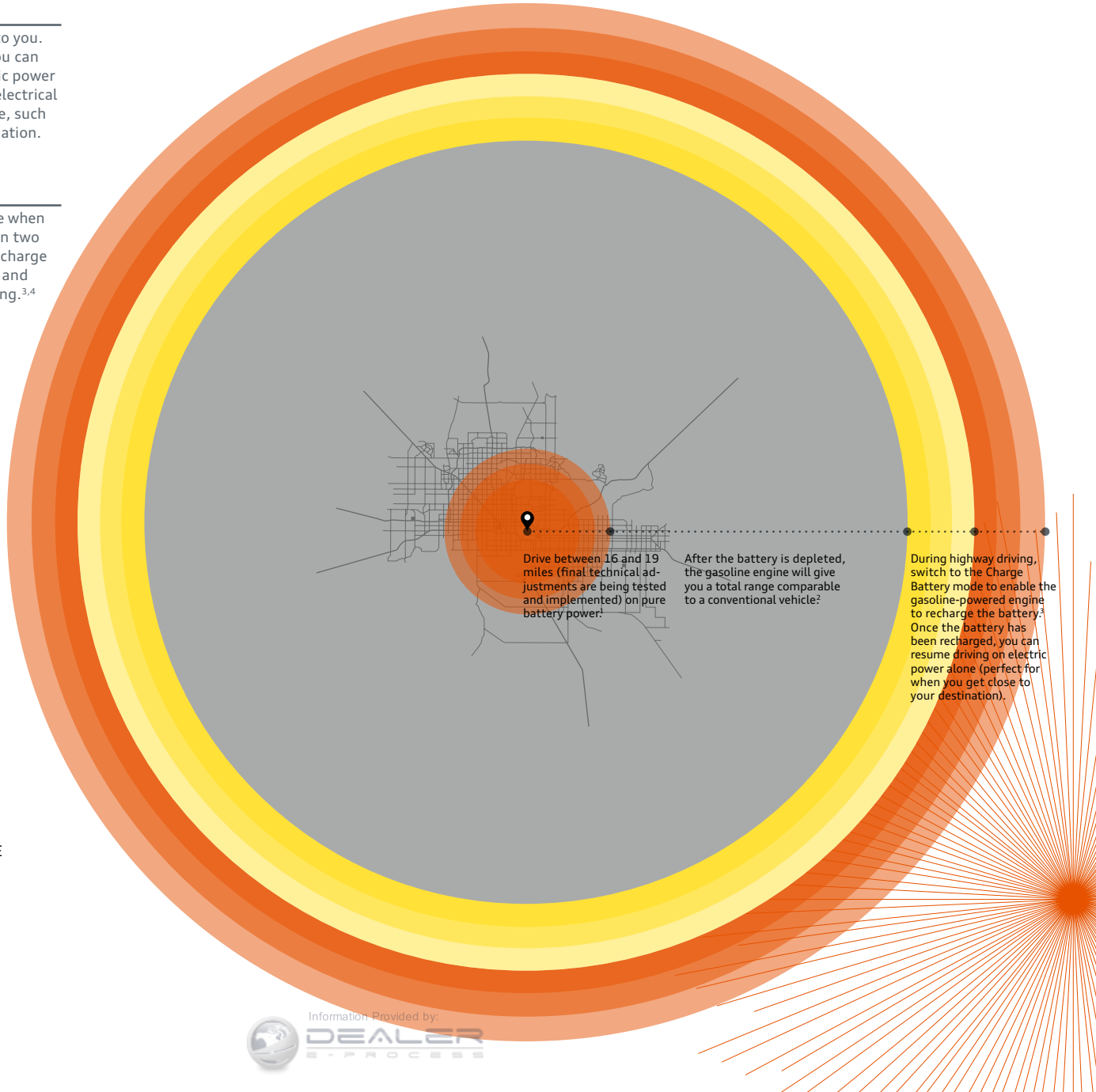
Information Provided by

The energy source is your call

Electric power now or later? That's up to you. With the unique Hold Battery mode, you can choose exactly when you drive on electric power alone. So if you want, you can save the electrical energy stored in the battery for later use, such as a city drive upon reaching your destination.

No plug? Recharge on the go

Charge Battery mode is the perfect mode when you have longer highway drives between two cities. You can start driving in EV mode, charge on the highway (ideally above 60 mph) and then switch back to EV mode upon exiting.[3,4]



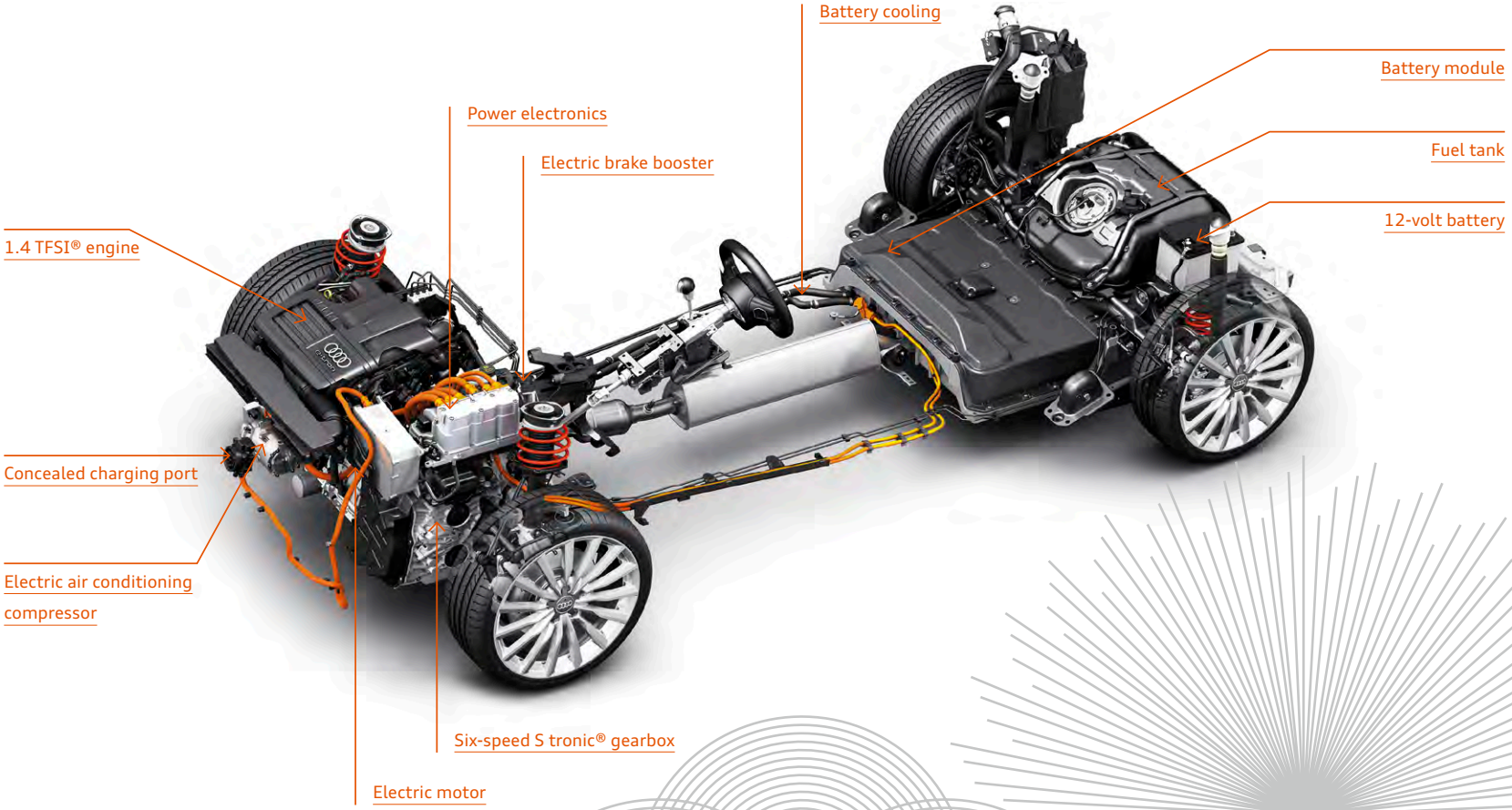
ELECTRIC RANGE

GASOLINE RANGE

CHARGE BATTERY MODE

Information Provided by:
DEALER E-PROCESS

The inner workings of an electrifying reality.



European model shown. 1 EPA estimates not available at time of printing. See www.fueleconomy.gov for updated information. Actual mileage and range will vary and depend on several factors, including driving and charging habits, weather and temperature, battery age and vehicle condition. Battery capacity decreases with time and use. See owner's manual for details. 2 Battery capacity decreases with time and use. Not using the vehicle for long periods can cause damage to the high-voltage battery. See owner's manual for details. 3 Based on preliminary manufacturer's estimates. EPA range and fuel economy estimates not available at time of printing. See www.fueleconomy.gov for updated information. Actual mileage and range will vary and depend on several factors, including driving and charging habits, weather and temperature, battery age and vehicle condition. Battery capacity decreases with time and use. See owner's manual for details.

A PHEV vehicle like the A3 Sportback e-tron® features cutting-edge engineering, but that doesn't mean how it all works is too difficult to understand. Here are the basics.

__ PHEV

The combination of a battery-powered electric motor and a gasoline engine (both designed to propel the vehicle together or independently) provides an effective way to cut down on fuel consumption and CO_2 emissions, while creating a potent blend of low-end torque and high-end power.[1]

__ Charging

Using a 240-volt power supply like the home Audi charging system (included with vehicle lease or purchase), the A3 e-tron can be recharged from its reserve supply state in about two hours and fifteen minutes.[2]

__ Lithium-ion battery

Perfectly packaged beneath the rear seat, the 8.8-kWh liquid-cooled lithium-ion battery pack provides remarkable electrical energy storage, enough to cover many daily trips on electric power alone.[2]

__ EV driving

With between 16 and 19 miles (final technical adjustments are being tested and implemented) of pure electric range available from a fully charged battery, a substantial amount of your daily commute can be driven without using a drop of gasoline.[3]

__ 1.4-liter TFSI® engine

The 1.4-liter TFSI engine delivers 150 hp—a significant performance boost when called upon—and provides the capability to travel many more miles once the initial battery charge has fallen to its reserve supply.[1]

__ Electric motor

With 102 hp and nearly instantaneous torque, the liquid-cooled, permanent-magnet-driven electric motor delivers the kind of impressive off-the-line acceleration that other city drivers will envy.

__ Range

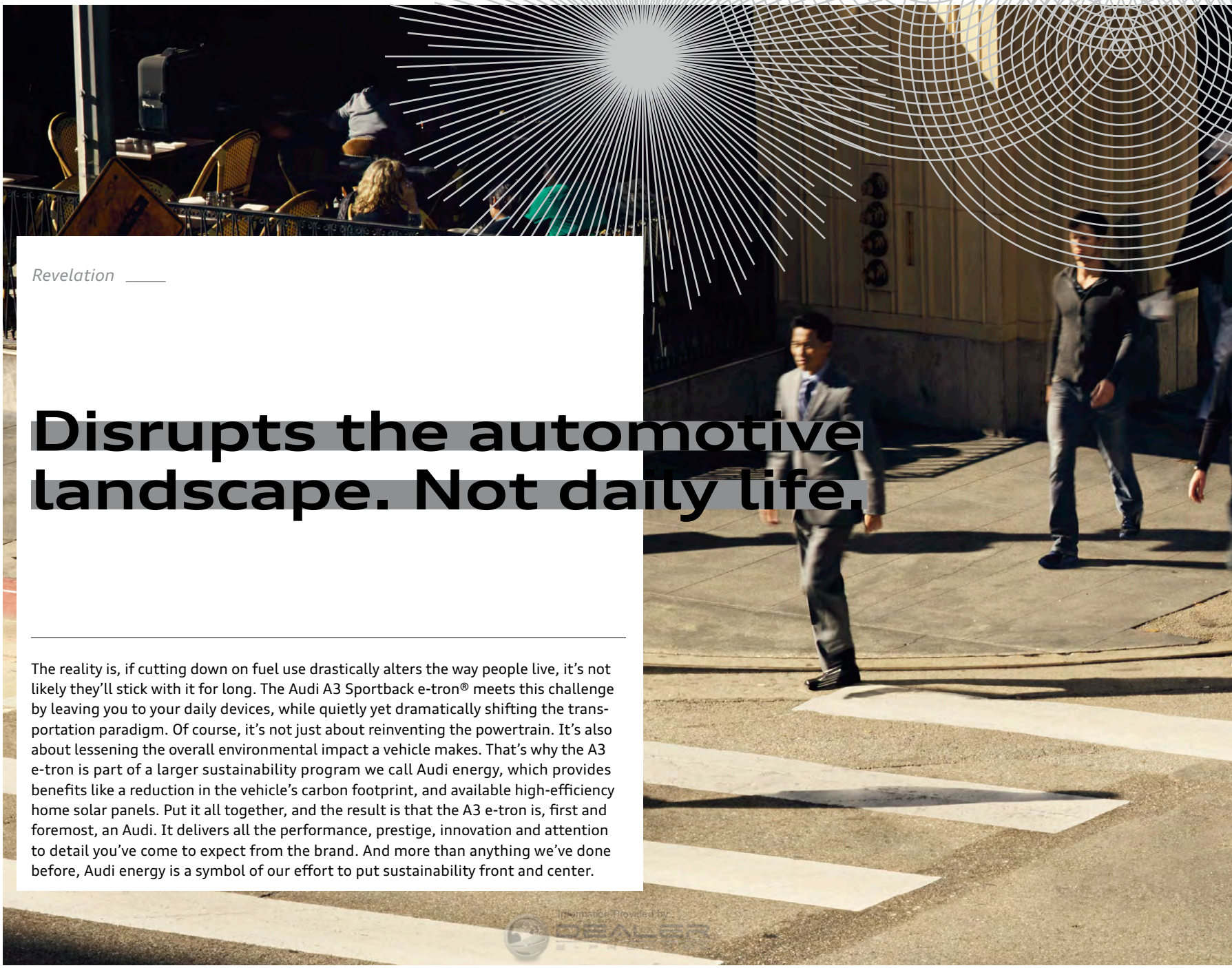
Range anxiety? That's not a term you'll ever hear associated with the A3 e-tron. That's because, with a range comparable to a conventional vehicle (when both the electric motor and gasoline engine are used), you'll rarely have to think twice about where you want to go.[1]

PHEV

Offers a solution. Not less excitement.

The plug-in hybrid electric vehicle (PHEV) offers the ideal blend of efficiency and range without sacrificing the performance characteristics Audi is known for.[1]

We didn't come to this answer overnight. Over the years, Audi has tested numerous types of alternative powertrains, going back to our first hybrid concept vehicle in 1989. As our testing advanced, it became clear that one solution stood apart in offering uncompromising performance and versatility for today's drivers. The plug-in hybrid electric vehicle (PHEV) offers the cleaner, lower-cost operation of an electric vehicle coupled with the long-distance-cruising convenience of a gasoline drivetrain. Essentially, you'll enjoy the best of both worlds in one beautifully designed automobile.



Revelation

Disrupts the automotive landscape. Not daily life.

The reality is, if cutting down on fuel use drastically alters the way people live, it's not likely they'll stick with it for long. The Audi A3 Sportback e-tron® meets this challenge by leaving you to your daily devices, while quietly yet dramatically shifting the transportation paradigm. Of course, it's not just about reinventing the powertrain. It's also about lessening the overall environmental impact a vehicle makes. That's why the A3 e-tron is part of a larger sustainability program we call Audi energy, which provides benefits like a reduction in the vehicle's carbon footprint, and available high-efficiency home solar panels. Put it all together, and the result is that the A3 e-tron is, first and foremost, an Audi. It delivers all the performance, prestige, innovation and attention to detail you've come to expect from the brand. And more than anything we've done before, Audi energy is a symbol of our effort to put sustainability front and center.

Information Provided by:
DEALER

Hybrid mode

Ideal for long-distance driving, Hybrid mode automatically chooses the most efficient power source based on speed, throttle position and other factors.

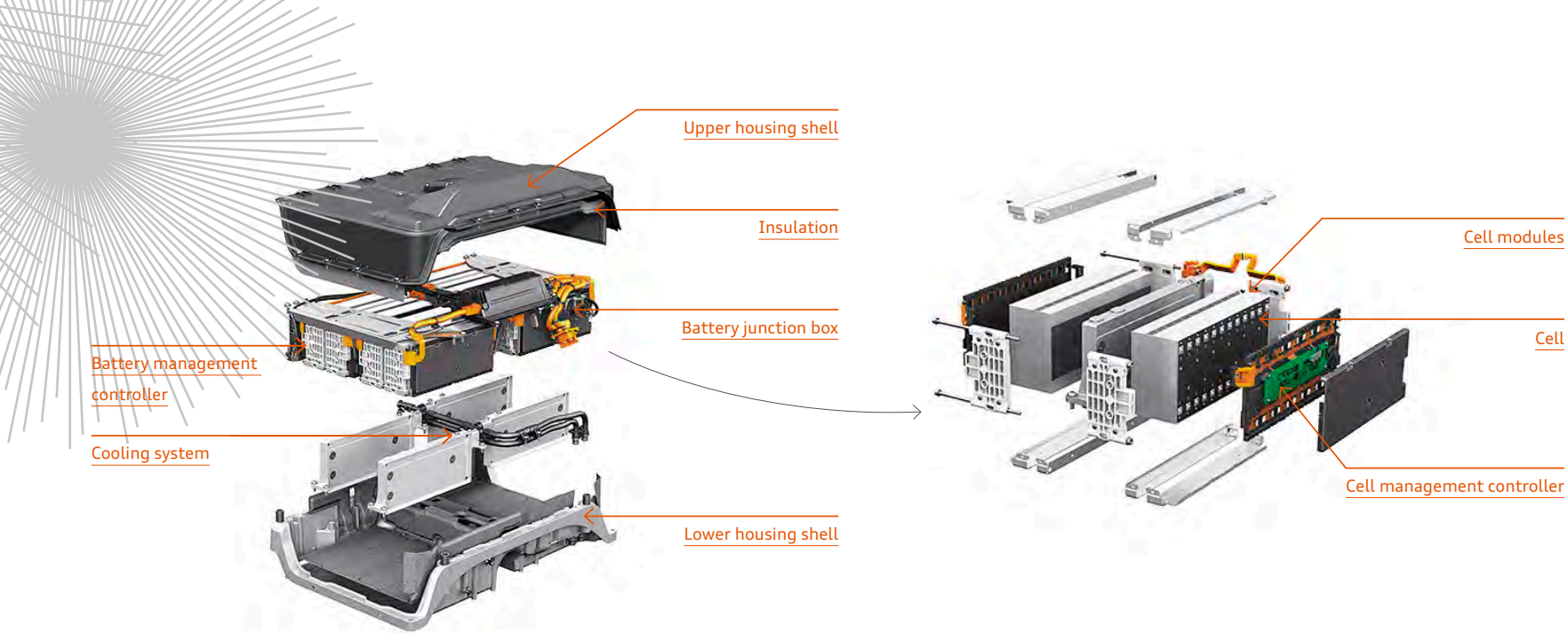
European model shown.

Information Provided by:
DEALER

EV mode

Want to drive under electric power only? As the default mode, EV mode allows you to drive between 16 and 19 miles (final technical adjustments are being tested and implemented).[1] Because of this, you may find that this is the mode you drive in most.

European model shown. 1 Based on preliminary manufacturer's estimates. EPA range and fuel economy estimates not available at time of printing. See www.fueleconomy.gov for updated information. Actual mileage and range will vary and depend on several factors, including driving and charging habits, weather and temperature, battery age and vehicle condition. Battery capacity decreases with time and use. See owner's manual for details. 2 Battery capacity decreases with time and use. Not using the vehicle for long periods can cause damage to the high-voltage battery. See owner's manual for details.



Electric performance

Generates possibilities. Not lag time.

With its extensive cooling and shielding components, the A3 e-tron battery pack provides peak electric performance with very little loss of battery life over time.[2]

Consider it a quiet strength. With an impressive power-to-weight ratio, the 102-hp electric motor in the A3 Sportback e-tron® delivers nearly instantaneous torque, and plenty of it. And that makes for an exhilarating driving experience, especially when navigating a busy city street. Of course, all that punchy power wouldn't be possible without the amazingly energy-dense and compact lithium-ion battery pack. What does all this mean for drivers of other cars? That the smooth, nearly inaudible EV operation is powerful enough to give them a special kind of silent treatment as you leave them in the rearview mirror.

Information Provided by:
DEALER E-PROCESS

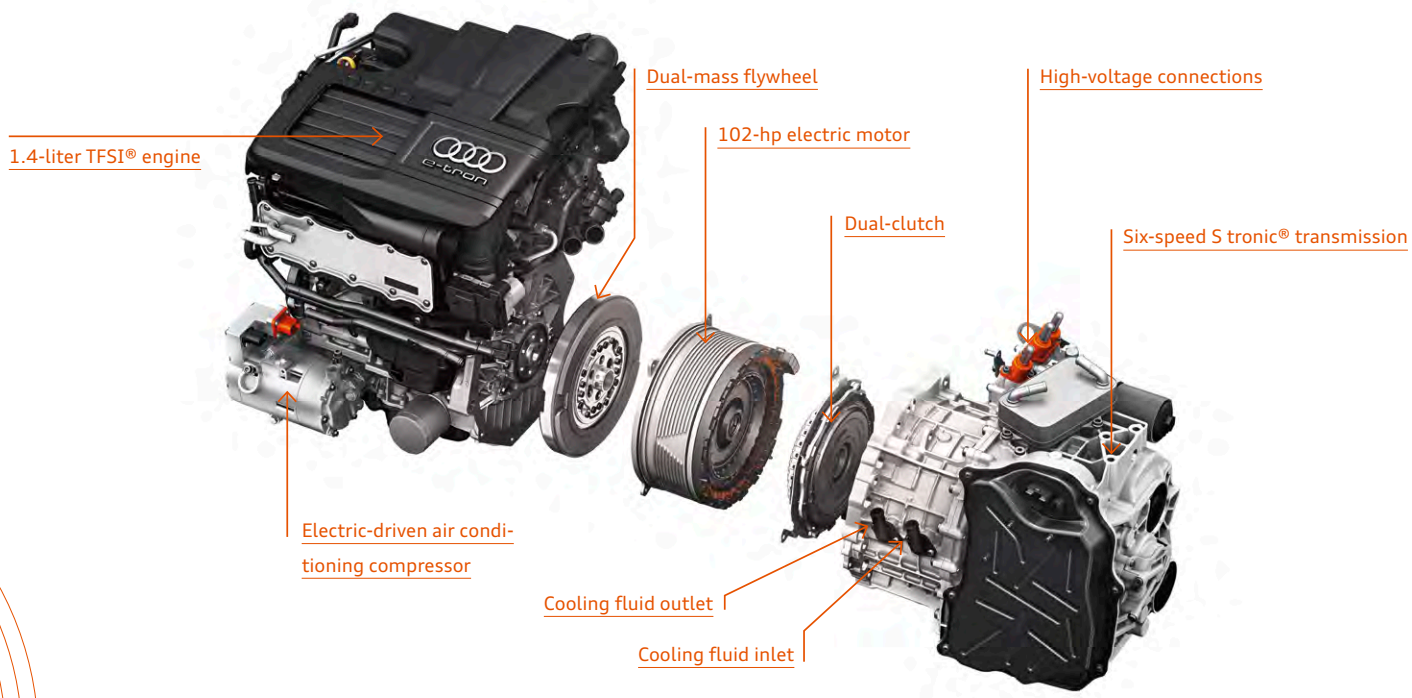
Sport mode

Using all available power from both the combustion engine and electric motor, Sport mode helps deliver the sportiest driving characteristics. Selected by shifting to S, its unique boosting feature uses the combined powertrain's maximum torque output for all-out performance.

Information Provided by:
DEALER

European model shown. 1 Manufacturer's data based on conversion of a 0- to 100-km/h time of 7.6 seconds. Always obey all speed and traffic laws.

Eliminates anxiety. Not driving fun.



The electric motor and clutch unit are integrated into the innovative S tronic transmission, offering seamless power delivery in any mode.

Above all else, this is an Audi. As such, it should embody the thrilling driving experience the brand is known for. That's where the 1.4-liter TFSI engine comes into play. A perfect companion for the electric motor, it provides a significant boost in performance when called upon (shift into Sport mode, and you'll undoubtedly agree). Combined, they make for a compelling 204 hp and 258 lb-ft of torque, and a 0- to 62-mph[1] time of 7.6 seconds, all more than enough to ensure that the fun factor is not diminished in the least.

Information Only Copy

European model shown.

THE SPORTBACK DESIGN IS SLEEK AND WELL PROPORTIONED (NOT TO MENTION PRACTICAL, CONSIDERING THE USEFUL CARGO SPACE IT CREATES).
THE CLEAN DESIGN OF THE REAR DIFFUSER CLEVERLY HIDES THE EXHAUST OUTLET, A FEATURE EXCLUSIVE TO THE A3 e-tron. AND A DISTINCT SYMBOL OF ITS ULTRALOW CARBON FOOTPRINT.

Exterior design

Changes perception. Not appeal.

While the A3 Sportback e-tron® has aspirations to help change what people think a plug-in hybrid can do, it's still intended to communicate our design language. The Sportback body style is not only elegant, but functional. The distinctive Tornado line runs just under the side glass, from the headlights to the leading edge of the taillights, giving the impression of movement, even at a standstill. Along with these more traditional Audi design elements come other e-tron-specific features. One of the most unique is the battery charging port that is hidden behind the Audi rings within the Singleframe® grille. Not to be outdone, the carefully concealed exhaust outlet sits behind the artistically designed rear diffuser. The comprehensive appeal of the A3 e-tron is matched only by the technological achievement it represents.

mation Provided by:
EALER

Information displays

The power meter provides the overall power output, drive status and battery charge status, while the driver information display in the center shows the range and consumption figures for both electricity and gasoline.

Cargo space

The clever positioning of the compact battery module underneath the rear seat ensures that rear cargo space is uncompromised. Which means the functionality of the Sportback design can be used to its full potential.

Distinctive design

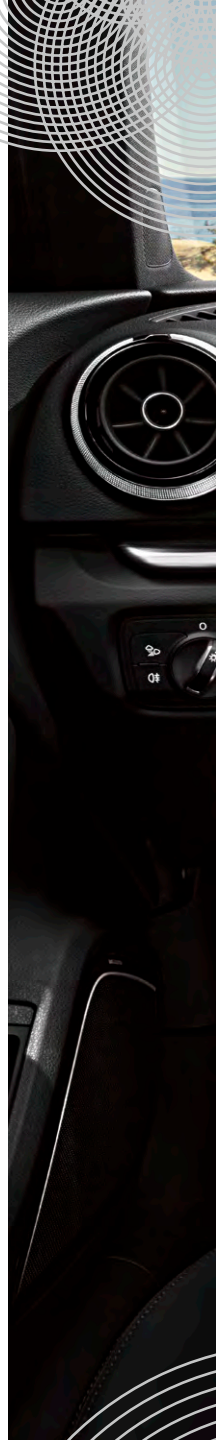
A three-spoke multifunction steering wheel and leather seating surfaces greet you as you climb inside. From there, you'll notice how the minimalist design of the center console, elegantly placed inlays and unique aluminum-optic air vent surrounds give the interior a clean, modern look.

Interior space

Offers space. Not compromise.

A special effort was made to place the advanced energy storage components so they would have minimal effect on interior comfort or functionality.

A sense of space with room to back it up. While some engineers of PHEVs may sacrifice cargo volume for the sake of battery placement, we took a different approach. Our engineers worked tirelessly to package the A3 Sportback e-tron® hybrid system technology in a way that would have a nearly imperceptible effect on interior space or comfort. This is particularly apparent in the rear cargo area, where the battery and fuel tank are positioned so that minimal space would be lost. The result, as you can see, is an interior that is equal parts spacious and inviting.



European model shown.

Information Provided by
DEALER PROCESS

European model shown. 1 240-volt wall-mounted charging hardware and cabinet included with the vehicle. Installation and wiring costs are extra, and will vary. See your participating dealer for details. 2 Frequent and consecutive high-voltage charging (including DC charging) can permanently decrease the capacity of the high-voltage battery. See owner's manual for details. 3 Requires compatible device. Data and phone charges may apply. See your local Audi dealer for more details or visit www.audiusa.com.

BOSCH
Invented for life

We found the perfect partner.

A car this revolutionary requires a total rethink of everything around it. In this case, we partnered with Bosch® (one of the most innovative automotive suppliers in the world) to provide a seamless charger installation experience. The process, which was codeveloped by Audi and Bosch®, makes installation of the Audi charging system as enjoyable as the driving experience itself.

240-volt charging

Charging the A3 e-tron from a 240-volt outlet replenishes the battery faster than using a 120-volt source, taking around 2 hours and 15 minutes to fully recharge a depleted battery. This will be the typical charging voltage used in most cases.[1]

120-volt charging

Found in all homes and businesses, this is the most common type of power outlet. Recharging the A3 e-tron from this source takes approximately 8 hours and is ideal for occasional or emergency charging if 240-volt charging is not available.

Smartphone app

Conveniently manage a host of functions, from remote start (a first for Audi), to charge timing, to battery status and range, all with a few taps on your compatible smartphone.[3]

Charging

If only humans could recharge as fast.

The unique Audi charging system, including removable mobile charger, is housed in an attractive, lockable wall cabinet. And with the centered position of the charging port hidden behind the Audi four rings emblem, charging the A3 e-tron is easy from almost anywhere you choose to install your charging system.

Audi engineering doesn't stop with the A3 Sportback e-tron®. It continues its innovative ways with the Audi e-tron charging system, which is included with the vehicle.[1] This elegantly designed charging station fully charges your battery at home in as little as 2 hours and 15 minutes using a 240-volt source.[2] Taking a road trip? Just remove the mobile portion of the charger and recharge wherever there's an available outlet. You'll also have the advantage of a dedicated smartphone app that can check charging levels, precondition the battery for optimum performance based on climate and even start the vehicle remotely, which turns on the climate control to heat or cool the cabin, for the ultimate in convenience.

Information Provided by:
DEALER E-PROCESS

Diminishes the footprint. Not the range.[1]

We didn't set out to just revolutionize transportation—we are also pioneering a range of services for the e-tron® that defines automotive leadership for drivers who understand a car is more than just that. Through a lower carbon footprint and a new solar partnership, these programs usher in practicality and design with a purpose.

There's more to the evolution of the automotive landscape than just a lot of advanced engineering. It takes a holistic approach that is bold and effective. That means things like helping offset carbon output, from the manufacturing and assembly of the A3 Sportback e-tron at the plant to the solar partnerships that help qualified owners realize the benefits of generating their own, clean, renewable energy.[2] It's all meant to help make a large impact from your rooftop to halfway around the world.

1 EPA estimates not available at time of printing. See www.fueleconomy.gov for updated information. Actual mileage and range will vary and depend on several factors, including driving and charging habits, weather and temperature, battery age and vehicle condition. Battery capacity decreases with time and use. See owner's manual for details. 2 SunPower products available for purchase for qualified customers. A qualified owner is someone with an Audi vehicle registered in their name. See participating dealer for details. 3 The number of carbon offsets provided through the program is based on assumptions and estimates regarding emissions occurring from the manufacture, distribution and use of the Audi A3 e-tron through the first 50,000 miles. As such, the offsets provided may not fully account for actual carbon emissions of the vehicle due to variations in electrical grid, source of electricity, vehicle maintenance and condition, actual driving habits and behavior, and other variables. 4 Highest over 3,200 silicon solar panels, Photo Module Survey, Feb 2014. 5 SunPower 345W compared to a Conventional Panel (250W, 15.3% efficient, approx. 1.6 m^2), 9% more energy per watt, 0.75%/yr slower degradation. BEW/DNV Engineering "SunPower Yield Report," Jan 2013, with CFV Solar Test Lab Report #12063, Jan 2013 temp. coef. calculation. Campeau, Z. et al. "SunPower Module Degradation Rate," SunPower white paper, Feb 2013. See www.sunpowercorp.com/facts for details. 6 Same as E-Series, which was #1 rank in "PV Module Durability Initiative Public Report," Fraunhofer CSE, Feb 2013. Five out of the top eight largest manufacturers were tested. Campeau, Z. et al. "SunPower Module Degradation Rate," SunPower white paper, Feb 2013. See www.sunpowercorp.com/facts for details.

Provided by:
DEALER

Audi energy — sustainable power sources and a lower carbon footprint

Audi is getting serious about sustainability. Case in point: Audi energy.[3] It starts with what the car stands for, then goes further on your behalf, so you don't have to. We teamed with 3Degrees®, the leading carbon offset provider, to select and support meaningful projects that reduce emissions and improve air quality for everyone.

We chose two types and locations of projects that together maximize the positive impact Audi energy and your e-tron can make. Because Audi is a global car company and greenhouse gas emissions are not constrained by borders, the carbon offset projects Audi energy supports reflect both a local and global focus. Audi energy includes carbon offsets to cover the vehicle's production, including the battery, distribution to dealers, and driving through the warranty period of 50,000 miles.[3]

3Degrees

Wildlife Works

This project is a part of the UN-REDD (United Nations Programme on Reducing Emissions from Deforestation and Forest Degradation) program, designed to protect highly threatened forests that are critical carbon sinks—natural absorption and storage systems of carbon dioxide. Focusing on the Kasigau community in Kenya, who previously destroyed the forest ecosystem for survival, and using a holistic, innovative approach, Wildlife Works targets the root cause of the problem and ties forest preservation to improved livelihoods.

Positive impacts achieved by Wildlife Works

- 500 sustainable jobs created
- Protects wildlife migration corridor between Tsavo East and Tsavo West National Parks, habitat for multiple populations of IUCN Red List species, including the African elephant, cheetah, lion, Grévy's zebra and more
- More than 11,000 tree seedlings propagated and planted for reforestation and food security
- 2,500 children received school scholarships, and 20 schools have been built or renovated

US Landfill Gas

Methane, a greenhouse gas 25 times more potent than carbon dioxide, is created as waste decomposes. Many landfills, however, are not required to limit or capture this gas, which is instead released into the atmosphere. Landfill Gas Capture projects either destroy the methane before it is released or use it to make electricity. Either of these steps reduces greenhouse gas emissions and preserves air quality for the health and benefit of surrounding communities.

The result: near-zero carbon emissions, from the factory floor up to the first 50,000 miles you drive your e-tron vehicle[3]

SUNPOWER

Solar panels on par with Audi sophistication and refinement.

We deliver excellence throughout your entire Audi experience, so it should come as no surprise that we have collaborated with a company that delivers the same level of excellence in solar power—SunPower. Now, qualified[2] Audi owners can not only enhance the energy efficiency of their A3 e-tron, but also dramatically lower their home energy bills. Of course, fueling your A3 e-tron straight from the sun is just the start. All qualified[2] Audi owners can receive dedicated access to the most innovative of SunPower technology, like the 21.5% efficient X-Series Solar Panels (the highest-efficiency panels on the market[4]), which produce 70 percent more energy than conventional panels,[5] while offering stunning aesthetics and unmatched reliability.[6] The Audi SunPower partnership is a rare opportunity to help secure a healthier planet.

SunPower leads the charge with:

- Record-setting solar efficiency
- Industry-leading longevity
- One-stop custom design and installation
- Monthly electric bill savings
- Dedicated SunPower/Audi sales team
- Exclusive access to new battery storage solution

Information Provided by:
DEALER

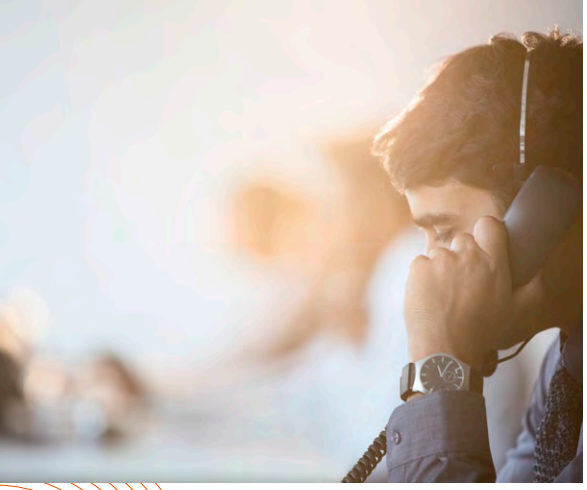
Exclusive sales and service

In a vehicle with this much advanced technology, you might expect a sales or service visit to be a little more complicated. In reality, your experience couldn't be any simpler and straightforward. That's because our engineers made the e-tron as easy to service as possible, and our innovative e-tron sales and service program, which will be available at select dealerships nationwide (to be announced in the summer of 2015), is designed to help simplify every aspect of the purchase process and service visit.

Custom charger installation

We wanted to make the installation of the included Audi e-tron® charging system as simple as possible for eligible A3 e-tron owners, so we teamed with Bosch®, who will handle the installation process (including sending a certified electrician to your home), to deliver exactly the kind of white glove service you'd expect from Audi and the people we work with.[1]

1 240-volt charging wall-mounted hardware and cabinet included with the vehicle. Installation and wiring costs are extra, and will vary. See your participating dealer for details.



Information at your fingertips

Have a question about your A3 e-tron or the additional offerings discussed on the previous page? We know PHEV technology is new to many people, so the Audi Customer Experience Center, where you'll be able to have all your questions about your e-tron vehicle or systems answered, will be there when you need it.

Experience

Changes the scope. Not personal attention.

We want to make owning an A3 Sportback e-tron as enjoyable as driving one, and our wealth of services proves it.

While the range of services available to A3 e-tron owners has widened, it doesn't mean that our level of commitment is spread any thinner. If anything, you'll feel even more catered to as an early pioneer of such an advanced vehicle. That means white glove service, from the installation at your home of the included Audi e-tron charging system[1] to the e-tron experts at the Audi Customer Experience Center who can answer any questions you may have, to the innovative e-tron sales and service support provided by participating Audi dealerships. It's all-encompassing, and all about you.

Vision

Transforming the way we drive. Not our passion for it.

With more e-tron models coming down the road, the A3 Sportback e-tron is blazing the trail into an electrifying new automotive world.

The A3 Sportback e-tron® is a pioneer within the Audi lineup, but others will follow in its footsteps. In fact, over the next few years, that statement will manifest itself with the introduction of more e-tron models. While some may consider this plan challenging, we know it's a worthwhile endeavor, particularly when you consider the increasing importance placed on energy independence and sustainability. It goes without saying that this will be a momentous shift in the traditional transportation narrative, but some things will never change: our dedication, passion and drive to build the most inspiring vehicles on the road.

For more information about the A3 Sportback e-tron, including expected date of availability, or Audi energy and our carefully selected partners, please visit our website: audiusa.com

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Audi A3 Sportback e-tron®

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