

Audi RS3 Sportback UK price and specification

- ▶ **RS3 Sportback in the UK will offer above S3:**
 - ▶ LED Headlights
 - ▶ Light And Rain Sensors
 - ▶ 19" RS3 specific Alloy wheels
 - ▶ Audi Parking System Plus
 - ▶ RS3 exterior styling including specific rear bumper and flared wheel arches
 - ▶ RS specific dynamic steering
 - ▶ quattro with RS3 specific set up
 - ▶ RS brake system with wave brake discs

RS3 Sportback OTR: £39,950

Key Messages

- ▶ More power, less weight
- ▶ Superior performance and dynamics
- ▶ Five-cylinder engine returns- has the uniqueness and heritage that belongs in an RS model- Differentiates from competitors
- ▶ RS specific quattro set up- (as first seen in new TT)
- ▶ Emotional purchase and strong desirability
- ▶ RS3 will appeal to new customers and also likely to be first RS purchase for existing Audi owners

“long distance comfort with one eye on the race track”

Stephan Reil, Quattro GmbH



Thank you