

# 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