



Audi S3



New Model Launch Coverage Programme

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(Sample Content)

The New Audi S3

GET READY FOR A STEP INTO THE FUTURE

BY JONATHAN CROUCH

The New Audi S3 really is a step into the future for this rapidly growing brand. Its a car designed and developed to really push the barriers of technology, while at the same time offer a stylish alternative to those buyers who previously might not have considered a car from this marque.



Local dealers are excited about the new opportunities for conquest sales that this model will bring and have been gearing up to make sure that potential buyers are well looked after, both before and after purchase.

How Were Bringing The Car To Market

'This is one of the most significant cars weve seen from our franchise in many years says' ...[name]... , ...[position]... of ...[name of dealership]... 'It really enables us to tap into a whole new breed of buyer within its market segment'.

'Weve spent a great deal of time and care deciding on the best way to make people in this area aware of the car, something which clearly will be an ongoing process. In designing the format of the launch evening for example, we worked hard to create an opportunity in which potential customers would not only get a chance to see the car but also to get behind the wheel and drive it too.'.

'It was also important to us to have a complete range of demonstrators with a wide range of spec and trim options, rather than perhaps the normal approach of just having a single car on hand which might or might not be available and which might or might not match the customers particular specification wishes.'.

'Staff preparation has also been key. My experience is that people, by and large, dont want to buy cars over the internet. The want to talk to someone, not tap in questions and click on a mousepad. With that in mind, weve made sure that all our sales staff have been exhaustively trained on every aspect of this new car so that theyre ready for any conceivable question. Weve also come up with some pretty sharp finance package to go with it too, suiting both private and business buyers'.

'In terms of local publicity, weve looked at all kinds of things, the emphasis being to take the car to places where potential buyers are likely to be'.

The People Who Will Be Selling This Exciting New Model

The sales team behind this car have as much talent in depth as the car itself. ...[name of Dealership Principle]... presides over a team run by ...[name of Sales Manager]... including ...[names of Sales Executives]... Business and finance queries will be in the experienced hands of ...[name of Business & Finance Manager]...

...[background of individual sales team members qualifying them to sell this exciting new car]...

The Reaction Of Our Customers To The Car

'Already weve had a huge amount of positive reaction to this car,' says ...[name and position]... 'We found that owners of the old model were aware some time ago that this latest version was on its way and theyve been regularly asking us questions about it for the last six months.'

'Whats been most interesting however, is the number of enquiries weve had from owners of other marques. These are the kind of people wed never previously have expected to see in our showrooms. Clearly, the way our franchise is developing appeals to them'

The Opportunities That This New Launch Has Created For Used Car Customers

'This model launch is not only about having a new car to sell - it's also about a great used car opportunity,' observes ...[name and position]... 'We still have a few unregistered examples of the old shape models left, all with high specifications and temptingly low prices. Plus we have our ex-demonstrator cars to sell, models which have been impeccably looked after.'

'On top of that, we always carried a lot of these models in our used stock - in fact, for some time, weve had the widest choice available in the whole area of this particular type of car. In addition of course, were starting to get plenty of examples of this car in part exchange as existing owners trade up to the new model.'

'All this means that there really has never been a better time to trade up to one of these cars. So wide is our access to stock that we can match nearly every request for engine and specification that a used car customer is likely to make. When you add that to our long renown standards of preparation, sales and service, the whole experience will be just like buying a new car - for of course a fraction of the overall price.'

Our Dealer History

'Our dealership is one of the best respected in the area,' observes '...[name & position]... 'and for good reason. We have outstanding facilities both in sales, service and all aspects of after sales. Over the years, weve also established an enviable reputation for looking after our customers and attention to detail. Perhaps, if you searched around long enough, you might be able to buy one of the cars we sell for just a few pounds cheaper - but thats not the point is it? A car is the second biggest purchase you make in your whole life as we all know. In buying one, you need to know that youre buying more than just a hunk of metal: you need to be buying a whole package of people and service. And thats just what were set up to provide.'

Facts At A Glance

The Car: xxxxxxxxxxxxxxxxxxxx, The Dealership: xxxxxxxxxxxxxxxx, The Number to Call To Get Behind The Wheel: xxxxxxxxxxxxxxxxxxxx, Where You Can Go For A Test Drive: xxxxxxxx, Who Are The Key People To Talk To: xxxxxxxxx

New Car Road Test

S3 IS THE MAGIC NUMBER

There's something very right about the Audi S3. Always has been, always will be. Jonathan Crouch drives the fourth generation model.

Ten Second Review

Audi's S3 has always championed subtlety, but over the years, some have seen this car's driving dynamics as being perhaps a touch too subtle. Those people might like this fourth generation version, with offers sharper looks, improved Quattro traction and enhanced adaptive damping, along with an even more appealing cabin. All without delivering the kind of showy exuberance of some of its rivals. There's a choice of five-door Sportback or Saloon body styles and either way, you get a very complete 310PS performance package that's cool, understated and very Audi.



Background

Once upon a time, a hot hatch didn't have to be a mature, sensible thing. That wasn't the point of buying one. You got a shopping rocket because it was fun - with just enough practicality to enable you to justify the purchase to your other half. With the S3 though, it was different. Here was an aspirational premium GTi with a price tag to match. A hot hatch for people who ordinarily, would have grown out of hot hatches

We first saw it way back in 1999 at a launch over-shadowed by an Audi TT sportscar that shared the S3's quattro 4WD system and got a slightly pokier version of its 2.0-litre turbocharged unit. That's a basic mechanical configuration the German brand has stuck to ever since - but of course power has spiralled since then. The early 210PS output figure was quickly upgraded to 225PS in the first generation version, then boosted again to 265PS for the MK2 model introduced in 2006. By 2013 though, it was clear that even that kind of power was going to be insufficient for admission into the premier league of hot hatches, so the 2.0-litre turbo engine was redeveloped from the ground up to make 300PS and plumbed into the lighter, stiffer MQB platform that had offered so much extra agility and efficiency to more mundane third generation A3 models.

A lot's changed though, since 2013 in the super hatch segment. Cars like the Mercedes-AMG A 35 and latest versions of the BMW M135i and Honda Civic Type R now offer buyers arguably more exciting ways to own a practical 4WD sporting car with around 300PS at this price point. So Audi has done what it can to make Sportback and Saloon versions of this S3 a lot smarter and a little more engaging to drive.

Driving Experience

At first glance, you might wonder what's really changed here. The EA888 2.0-litre TFSI petrol turbo powerplant is the same as that used in final versions of the previous generation model and offers the same 310PS output, with 400NM of pulling power. You'll find basically the same engine used right across the VW Group in products as diverse as the Skoda Octavia vRS, the Volkswagen T-Roc R and the CUPRA Ateca, usually allied to 4WD. That quattro system has now been lightly revised, along with a switch in functionality for the optional adaptive damping system.

That suspension change is probably the most significant alteration here. The previous 'Magnetic Ride' set-up, Audi now says, was 'a bit too sporty' and has been replaced by hydraulic adaptive damping governed by a central control unit that also oversees the 4WD and torque-vectoring-by-braking systems. All of which should continue to make this car superbly

easy to drive quickly and precisely. 62mph from rest occupies just 4.8 seconds on the way to a top speed that has to be limited to 155mph. And the engine note changes with the mode you choose from the standard Audi drive select system - relatively hushed for everyday journeys and long distance cruising; and crisper and more bass-heavy for more challenging drives.

Design and Build

To start with, there's a choice of two S3 body styles - 5-door Sportback and 4-door Saloon. Either way, the front is dominated by the usual Audi Singleframe grille with its large rhombus-patterned grille and purposeful air inlets, this adornment flanked by LED headlights with LED daytime running lights. The pronounced shoulder line extends from the headlights to the rear lights, below which the body curves inwards - a fresh element of Audi design that places a stronger emphasis on the wheel arches. Aluminium door mirror surrounds confirm membership of the S Series. And at the rear, there's a large diffuser and four trademark exhaust tailpipes.

Compared to its predecessor, the S3 Sportback is 3cms longer and wider than before; the Saloon version is 4cms longer and 2cms wider. That's allowed for slightly greater interior shoulder room and elbow room than the previous models. Other changes inside include the provision of re-designed nappa leather-upholstered sports seats. And a revised 10.1-inch MMI Navigation Plus centre-dash infotainment screen, with connectivity features delivered at LTE Advanced speed. The 10.25-inch Audi Virtual Cockpit digital instrument binnacle screen is now standard. The rear seat is comfortable for two adults but can't slide as it would in Audi's alternative RS Q3. Boot space is compromised by the 4WD system and is rated at 370-litres for the saloon or 325-litres for the Sportback, the latter offering a seats-down total of 1,145-litres.

Market and Model

Let's get to the pricing, pitched from around **£41,500** for the S3 Sportback, with a further **£500** premium for the alternative Saloon variant. There are two trim levels - 'Black Edition' and 'Vorsprung'. To give you some class perspective, a competing BMW M135i xDrive would cost a fraction more, while a Mercedes-AMG A 35 4MATIC or a Honda Civic Type R would cost around **£7,000-£8,000** more. We'd hoped that the asking figures this time round might have included the adaptive damping system that most S3 customers want, but that variable set-up - Audi calls it 'S suspension with damper control' - is standard only on the priciest 'Vorsprung' trim level. Otherwise you'll have to stay with standard S-specific passive suspension, unless you pay more.

Standard equipment includes the sports styling and interior features described in our 'Design' section. And all S3 models get a complete portfolio of standard camera safety kit. Audi pre sense front, swerve assist with turn assist and lane departure warning all have the potential to prevent accidents. S3 'Vorsprung' models expand on this list with features such as lane change and exit warnings, the rear cross-traffic and park assist systems and adaptive cruise assist, which maintains the speed and distance to the vehicle in front and assists with lane guidance by means of gentle interventions in the steering.

Cost of Ownership

The Audi S3 is never going to be a notably cheap car to run. You don't buy a 310PS all-wheel drive petrol-powered sports car that wears a ritzy badge if counting the pennies is your prime motivation, but the S3 shouldn't be a ruinously expensive ownership experience either. The outgoing model was always a low depreciator, used buyers attracted to the smart image and surprisingly modest fuel thirst.

The latest S3 certainly prioritises efficiency in its engineering. High-tech features like the Audi valvelift system (which adjusts the lift of the intake valves as required to ensure optimum combustion chamber filling) and comprehensive thermal management measures, help to strike this impressive balance between ebullience and efficiency. As does the seven-speed S tronic paddleshift auto gearbox, with its lightning-fast gear shifts and economy-conscious freewheeling function. As a result, this car in both its forms is capable of a pretty impressive set of WLTP-rated efficiency figures; 34.9mpg on the combined cycle, with a CO2 reading of up to 183g/km.

Summary

No one actually needs an S3 - but then no one actually needs a hot hatch either - so if you can afford to get yourself a shopping rocket, why not buy one that makes you feel the way this car does? It's certainly the sort of sports hatch that might well appeal if you owned all the loudest and fastest GTIs in the Nineties and Noughties and now just want something that can do it all without drawing attention to itself.

This fourth generation version delivers this subtlety with a little more driving involvement, but there are still critics who'll point out that it could be more engaging - that it could grab you a little more by the scruff of the neck. In some ways though, pointing that out probably says more about the tester than the S3. To be frank, it never has been that sort of ride.

Where this car still scores is in its massive capability and its beautifully engineered feel-good factor. The joy of ownership here doesn't necessarily come from clipping apexes at the limit of grip, although the S3 will indulge you in that way if you want. Instead, it comes from owning something jewel-like and exclusive, a very, very quick car that doesn't overly-immense you in the business of going... well... very, very quickly. The thinking person's superhatch? You're looking at it right here.

Statistics

	Min	Max
Price	£37,900 [???	£28,465 [???
CO2 (g/km)		178
Max Speed (mph)		155
0-62 mph (s)		4.8
Combined Mpg		39.2
Length (mm)		4,237
Width (mm)		1,777
Height (mm)		1,410
Boot capacity (l)		325
Power (ps)		310
Torque (lb ft)		295
Insurance Group 1-50		34

Scoring

Family Hatch - GTi Hatchbacks	
Performance	80%
Handling	80%
Comfort	70%
Space	70%
Styling	70%
Build	80%
Value	60%
Equipment	70%
Economy	70%
Depreciation	70%
Insurance	60%
Total	71%

A Woman's View

(Sample Content)

The New Audi S3

FAMILY FAVOURITE

A Woman's View - Will It Suit Me?

The arrival of any new car is always an event in our household. The kids crawl all over the back seats looking for new gadgets. My husband pops the bonnet and scans the cam covers. And me? I just take a step back and take it all in.



With the new Audi S3, doing just that was an enjoyable experience. And an enlightening one. I hadn't expected much interest from my neighbours in this model but I was wrong. Words were exchanged over the garden fence. Cups of sugar were borrowed. It created a stir.

Would it suit me? Well, if the family are happy, then so am I.

The Practicalities

First and foremost, I'd say that in my view after having completed a few hundred miles in this car, I think it would be an easy one to own. You slip in behind the wheel and everything feels just right, the major controls falling to hand easily. Too many of the cars I test require you to get out and study the handbook before you can explore all the functions available but with this one, I was up and running almost immediately. If you can operate a payphone, you shouldn't have much trouble with this car.

There were lots of little touches around the cabin which showed just how much care the designers had taken to get things just right. We lost count of what car marketers call surprise and delight features - basically, clever little additions you simply wouldn't expect on a car like this.

The Reaction Of Our Customers To The Car

'Already we've had a huge amount of positive reaction to this car,' says ...[name and position]... 'We found that owners of the old model were aware some time ago that this latest version was on its way and they've been regularly asking us questions about it for the last six months.'

'What's been most interesting however, is the number of enquiries we've had from owners of other marques. These are the kind of people we'd never previously have expected to see in our showrooms. Clearly, the way our franchise is developing appeals to them'

Behind the Wheel

It's great to drive - I'd certainly say that. In the time I had the car, I was forever looking round to find that my husband had snaffled the keys to roar off round to the pub and impress his friends. Men are so shallow...

The engine responsiveness is more direct than I had expected from this class of car - a boon when overtaking slow moving traffic. Its a very torquey powerplant too - in other words, theres plenty of pulling power. And thats a help not only when overtaking but in urban traffic as well. Unlike other cars in this class, I didnt find myself constantly having to change gear to keep the engine on song. No matter how characterful an engine is, if youre constantly having to row it along with the gearlever, it quickly becomes an irritation.

All-round visibility is great, again, a boon when youre manoeuvring around crowded city streets. You also feel very safe behind the wheel: its one of those cars you could trust to your eighteen year old daughter (if you absolutely had to), knowing that she would be as safe as it was possible to be. Finally, its secure. Tests have shown that its one of those cars that crooks just walk away from.

Value for Money

No, this car isnt cheap - but then you wouldnt expect quality to come without a price. When you sit down and compare it to other cars in the sector, it actually stacks up extremely well. Especially when you take account of the high level of specification included. Another factor to consider within the value equation is the long warranty on offer and the useful amount of breakdown cover included in the deal. I also took the time to research the insurance side and found that the grouping attached to this car is much lower than I had expected. Apparently, thats to do with the trouble the designers have taken to achieve a high level of vehicle security.

Finally, the research Ive done on dealer networks suggests that dealers from this franchise are amongst the friendliest and most helpful in the industry. They also, Id add, offer the widest range of finance deals. My local showroom is always keen to invite me in for a coffee and shoot the breeze - and they dont even know Im a motoring journalist! Its all part of a more relaxed attitude to selling that really appeals to me.

Could I Live With One?

Id say so, yes. This car looks good, the family like it and, when you add everything up, its also very good value for money. Thats a pretty difficult combination to beat.

Auto Response

(Sample Content)

Comments from Motorists

Natalie Lewis purchased a new Audi S3

What made me buy the car?

I bought it a couple of weeks ago after seeing it on the dealerships showroom. I liked the car but I wasn't sure if I wanted to splash out on one. The salesman threw in a nice stereo and some alloy wheels though, and the car was sold.



My husband takes our other car to work and I needed something to get around in during the day. I think that this is an extremely stylish looking car. I like the exterior design details and the interior is nice and lively. It looks like nothing else on the road and when I came to get a new car I didn't really consider anything else, it was this one all the way.

What do I think of it now?

It's a reliable, stylish car. The model I've got has electric windows and a sunroof which is good. It's a brilliantly fun, enjoyable, lively, exactly what I was looking for. I bought it on HP and sometimes the payments can be a bit of a problem but the car is worth the aggro.

The advertising on the TV is trying to give the car a sportier image, and even though I haven't got a top of the range engine in mine, I think the marketing strategy could get the image to stick because the car handles really well. The car is very comfortable to drive, the seats are good and there is a nice sized boot. Lack of space in the back can be a bit of a problem but I don't normally have more than two people in the car, or if I do it's not for long distances.

The Reaction Of Our Customers To The Car

'Already we've had a huge amount of positive reaction to this car,' says ...[name and position]... 'We found that owners of the old model were aware some time ago that this latest version was on its way and they've been regularly asking us questions about it for the last six months.'

'What's been most interesting however, is the number of enquiries we've had from owners of other marques. These are the kind of people we'd never previously have expected to see in our showrooms. Clearly, the way our franchise is developing appeals to them'

What's gone wrong with it?

There were a few little minor niggles at first but I was impressed by how rapidly and effectively the friendly dealer staff sorted them out. Since then, it's been fine.

What's it like to drive?

It serves its purpose well. I only use it for short journeys and would use my husbands car, which is larger and even more comfortable, if were going further afield. I love the fact that I got loads of extras with the car. Theres air-conditioning, electric sunroof, alloy wheels and it was still quite well priced.

The car has been good mechanically so I havent had much contact with the dealers except for one service, and my MOTs, they seem to be generally good. Most of my driving is done around town so the good economy of the car is also a bonus.

Would I buy another?

Without doubt. This car gives me a good feeling every time I open the bedroom curtains and look down on it sitting in the drive.

All Images

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