

All-new Audi A3 Cabriolet Arrives in Australia

Written by Jason (Neutral)
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The stunning new Audi A3 Cabriolet has arrived in Australia, boasting an all-new design, powerful and efficient new engines, the dynamic quattro drivetrain and a new electrically folding roof that retracts in just 18 seconds, at speeds of up to 50km/h.

A clear departure from the previous hatch-based A3 Cabriolet body style, the stylish new coupe-like design has been specifically modeled from the ground-up to take advantage of Audi's coupe-inspired design language.

It features sporty proportions and strong lines, like the prominent shoulder line that extends along the entire length of the car. The new model is longer, lower and wider than its predecessor.

"The new A3 Cabriolet's striking design makes it a ground-breaking car for Audi in this segment," said Andrew Doyle, Managing Director of Audi Australia.

"This type of car is an emotional purchase. With its coupe-like silhouette, the new A3 Cabriolet offers customers an entirely new design experience and we expect that it will attract new buyers to the Audi brand, as well as existing customers who are drawn to the new styling."

"The great news for customers is that we have been able to position the new model extremely well. It'll offer better value than its nearest competitors, and ahead of launch, we've secured 500 orders," Mr Doyle added.

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The A3 Cabriolet 1.4 TFSI Attraction with advanced Cylinder on Demand fuel-saving technology is the entry-level model in the range, with an MLP of \$47,300. It boasts sporty performance, endowed with 103kW/250Nm, yet sips a miserly 4.9 litres per 100km.

Alongside the 'Attraction' entry model are the three 'Ambition' models. The 2.0 TDI offers strong performance, with 110kW/320Nm, and it offers outstanding fuel economy for buyers most concerned with class-leading efficiency and low emissions.

The 1.8 TFSI engine is also offered with quattro all-wheel drive, offering drivers even more sporty, confident road-holding. It is the first time that the A3 Cabriolet has been offered with quattro.

The sporty S tronic dual-clutch transmission is standard on all models.

In the A3 Cabriolet, a new active rollover protection system protects occupants in the event of a rollover.

Like its A3 Sportback and A3 Sedan siblings, the new A3 Cabriolet features a generous list of standard equipment.

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