Audi A3 Sportback – Operating experience

Digitalized: controls and displays

The cockpit of the A3 Sportback is wholly focused on the driver. It uses familiar elements from the brand's full-size models and is equipped with a 10.1-inch touch display as standard, which is integrated into the center of the instrument panel.

This recognizes letters entered by hand, provides acoustic feedback and can be controlled using natural language. The instrument cluster, which the driver operates via the multifunction steering wheel, is also digital as standard. The Audi virtual cockpit offers additional functions such as a large display of the navigation map. The plus version measures 12.3 inches and offers three different views, including graphics with a sporty look. A head-up display that projects important information onto the windshield in color can be installed upon request.

Intensified: the infotainment

The MMI operating concept is powered by the new third generation modular infotainment platform. Its computing power is ten times higher than that of its predecessor, it performs all tasks relating to connectivity, including telephony and the Audi connect services with LTE Advanced speed, and also has an integrated Wi-Fi hotspot.

Individual settings can be stored in up to six user profiles – from climate control and the seat position to frequently selected navigation destinations and frequently used media. The DAB+ digital radio is included as standard and the online or hybrid radio is available as an option. Route guidance is even easier and more flexible. For example, the navigation offers predictions on the development of the traffic situation, high-resolution satellite images from Google Earth and detailed 3D models of many major European cities. Audi connect enriches points of interest with photos, opening hours and user reviews. The connect services also include the car-to-X services. They help with finding free parking spots on the roadside or allow the driver to surf the green wave by communicating with traffic lights. The A3 Sportback is connected to the smartphone via the myAudi app, Apple CarPlay or Android Auto, as well as via the Audi phone box. The latter connects the device to the car antenna and charges it inductively. The Audi connect key, which authorizes the customer to lock and unlock the car and start the engine via their Android smartphone, and Amazon Alexa will follow shortly after the market launch.

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