Audi A3 Sportback – Lighting technology

Distinctive: design and lighting

The new Audi A3 Sportback features compact proportions and a sporty design.

The wide Singleframe and large air inlets at the front end accentuate the dynamic character of the premium compact car. The shoulder of the body extends in a smooth line from the headlights to the rear lights. The surface below is curved inward – a new element of Audi's design that puts a stronger emphasis on the wheel arches. The digital daytime running lights of the Matrix LED headlights are a further innovation. They consist of a pixel array made up of LED segments in a three by five arrangement that create special light signatures and make the A3 immediately recognizable. The sporty and sophisticated design is continued in the interior with the new shifter, aluminum or carbon inlays, striking door openers and an instrument panel with a black-panel look. Seat upholstery made of recycled PET bottles and adorned with stylish contrasting stitching are being used for the first time.

Stand 03/2020

Source: www.audi-technology-portal.com
AUDI AG 2026