

Third generation of the successful SUV: new Audi Q7 combines versatility and performance

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Audi CEO Gernot Döllner: “For more than 20 years, the Audi Q7 has represented the perfect premium SUV. With its new generation, we carry this mission forward.”

- Variable seating with up to seven seats offers generous space and maximum everyday usability
- As an interior highlight, the large panoramic sunroof with new features creates a spacious feel day and night
- Powerful V6 diesel engine with MHEV plus technology and EPC ensures spontaneous response and high efficiency – combined with even more dynamic, permanent quattro all-wheel drive as standard

With the new Q7, Audi is building on an extremely successful legacy in the SUV segment. The third generation of this successful model proves a versatile companion – equally at home in a packed business schedule, on relaxed weekend getaways, or on long road trips. The Q7 sets the benchmark in spaciousness, driving dynamics, comfort, and technology. The same applies to the unmistakable exterior design with its powerful silhouette and expressive digital lighting technology. Available with five, six, or seven seats, the Q7 delivers maximum versatility and everyday usability. Passengers will delight in its spacious interior, including an illuminated panoramic sunroof with switchable transparency. Power comes from a 3.0-liter V6 diesel engine producing either 220 kW (299 PS)¹ or 180 kW (245 PS)² with MHEV plus technology, including a powertrain generator that temporarily supplements the drivetrain with up to 18 kW (24 PS) of additional output. An electric-powered compressor also delivers strong starting performance. In Germany, prices for the Audi Q7 start at 87,900 euros.

“For more than 20 years, the Audi Q7 has represented the perfect premium SUV. With its new generation, we carry this mission forward. It combines a sporty, powerful design with a highly versatile interior, first-class materials, and a wide range of technologies,” says Audi CEO Gernot Döllner. “The flexible seating with up to seven seats, the large panoramic sunroof for a spacious feel, and high-quality, harmoniously coordinated materials underscore its premium status. Its confident performance, powered by a robust drivetrain featuring MHEV plus technology and quattro all-wheel drive, makes the new Q7 a versatile all-rounder for business, family, and leisure.”

No matter the terrain, the Audi Q7 has stood for the combination of unmistakable quattro performance and supreme everyday usability since 2005. Audi is building on these strengths with the new generation of the large premium SUV. Thanks to its commanding proportions, high shoulder line, and striking front end with the brand’s signature Singleframe, the new Q7 has a unique presence on the road.

Inside, passengers are greeted by ample **space**. The Q7 comes standard with five seats. For the first time, **two individual seats** are also available as an option in the **second row**. Together with two seats in the third row, they transform the Q7 into a **six-seater** – reinforcing the model’s **business-class feel and long-distance comfort**. The popular seven-seat layout also remains available as an option, allowing for the installation of three child seats. All seats are electrically adjustable. Another

highlight in the top trim level is the large, **illuminated panoramic sunroof with switchable transparency**.

Storage compartments in the doors and in the new **center console** add to the everyday **practicality** of the Audi Q7. The new center console features **expansive decorative trim** and provides space to wirelessly charge two smartphones to Qi2.2 standard, along with extra-large cup holders. The five-seater has a trunk capacity of up to 806 liters. Folding down the second-row seats expands the storage space to up to 2,075 liters. The seven-seater offers up to 722 liters of luggage space behind the second row and a maximum volume of 1,980 liters behind the first row.

Lighting plays a special role in the look of the new Q7. The optional **digital Matrix LED headlights** with **micro-LED modules** are built on technology that can directly project high-resolution light patterns, opening up numerous possibilities for adaptive light distribution and lighting assistance. At the rear, **third-generation digital OLED rear lights** feature **communication lighting** and an **active digital light signature**. The Audi Q7 offers up to eight digital **light signatures** for the rear lights and headlights. The **digital OLED panels**, with more segments than in previous generations, enable captivating **designs with three-dimensional effects** in the rear light signatures. The **projection light in the doors** is a new feature. When the driver's and front passenger's doors are opened, a white rhombus unfurls, welcoming the passengers and lighting the path to the vehicle.

Audi is now **integrating lighting functions** in the Q7 series much more closely with **driver assistance** features. With the lane guidance or orientation lights, for example, important information from the assistance systems is displayed directly in the driver's field of view ahead of the vehicle with a direct visual reference to the surroundings. These lighting features thus help to **increase driving safety**. The **advanced turn signals** are the first of their kind. At night, a stylized turn signal is projected onto the ground in sync with the dynamic signals at the front and rear. This quickly alerts other road users, such as cyclists, to a lane change or turn.

The model also offers various **driving assistance functions** – such as **adaptive driving assistant plus**, which supports the driver with acceleration, braking, speed and distance maintenance, and lane keeping. This makes driving more comfortable, especially on long journeys. The **trained parking** feature allows customers to teach the Audi Q7 individual parking maneuvers. The new **reverse assist** helps when backing out of a dead-end street, for example.

At **launch**, the new Q7 (combined fuel consumption in l/100 km: 8.0–7.1(provisional); combined CO₂ emissions in g/km: 209–186; CO₂ class: G) will be available from Audi partners with a **three-liter V6 diesel engine** delivering **220 kW (299 PS)** and **630 Nm of torque** or **180 kW (245 PS)** and **500 Nm**. The three-liter V6 diesel engine with MHEV plus technology features an **electric-powered compressor** for direct throttle response.

The MHEV plus technology, including a **next-generation powertrain generator**, supports the drivetrain with up to 18 kW (24 PS) of extra power. The three-liter V6 diesel engine thus offers **powerful starts** and **highly efficient driving**. As standard, the Q7 is equipped with an eight-speed tiptronic and **quattro permanent all-wheel drive** with the new **limited-slip center differential with preload**. Customers opting for the highest level of the classic quattro with a limited-slip center differential benefit from improved traction and effortless steering response, an even more agile yet stable driving feel, and particularly precise handling – such as during rapid and sudden load changes.

The standard steel spring suspension ensures a superior driving experience. Optionally, **adaptive air suspension** or **adaptive air suspension sport** with controlled damping make the Q7 even more agile and versatile.

The new Q7 is built in Bratislava – just like the two previous generations. It will be available to order in Germany from June 2026, with deliveries commencing in September. The Q7 with 220 kW is available from **90,500** euros from Audi partners, while the 180 kW model is available from **87,900 euros**.

The interior design continues the geometric integration of the dashboard and doors, underscoring a commitment to precision. Clean lines and clearly defined surfaces create order and focus. Details like the air vents deliberately recede into the background, but their electrically adjustable, dynamic control via the user interface makes them a practical highlight. The cabin appeals with its clean design and offers space for every occasion. Fully focused on its passengers, the Q7 combines these attributes down to the last detail.

For the first time, the Q7 is available in three seating variants. Five seats come standard, with six or seven seats available as an option. As standard, all seats are partially power-adjustable. In the five- and seven-seater, the second-row bench offers space for three child seats side by side – a highlight that underscores the Q7's family-friendliness. The second-row seats are power-adjustable fore and aft, while the seatbacks fold in a 65/35 split. In the 65-percent section, a 30-percent center portion can also be folded down manually, creating a 35/30/35 split. Child seats fitted in the second row do not block the third row thanks to the comfort entry feature. The seats in the middle row tilt forward in a 65/35 split without folding flat. Comfort entry can be activated via the MMI or buttons in the C-pillar and the trunk. In the five-seater, the trunk offers up to 806 liters of volume, or up to 2,075 liters with the back seats folded down. In the seven-seater, the luggage compartment offers up to 722 liters of volume, or up to 1,980 liters. Depending on the seat configuration, Audi optionally offers ventilation and massage functions in the front seats.

In the optional sports seats plus, lights below the headrests further underline the quality of the seating in the Q7. They light up when the car is locked or unlocked and are clearly visible from outside. The front doors are optionally illuminated by a light source integrated into the trim. The contour lighting in the dashboard and doors accentuates the width of the interior. Indirect lighting beneath the Audi MMI panoramic display and in the center console creates a floating effect. In addition, the standard dynamic interaction light (IAL) is an LED light strip that spans the full width of the dashboard and supports interaction between occupants and the vehicle. The IAL also serves to showcase the interior, provides a welcome function, and visually indicates when the vehicle is locked and unlocked. It also supports safety: for example, the turn signal is shown within the cabin, reinforcing the display in the Audi virtual cockpit but remaining supplementary.

With a wide range of color and material combinations to choose from for the Q7, customers have plenty of options for personalization. The expansive surfaces are ideal for showcasing materials to their full effect, and the high quality standards are evident down to the finest stitch. New for the seats is the stone beige color combination, for example. Tamarind brown and pastel silver are also available. The optional premium textile package includes a unique combination of alpaca fiber and leather in natural and stone beige. The door panel trim and the underside of the dashboard are also finished in alpaca fiber. Wraparound decorative accents give the Q7 an exclusively inviting atmosphere. New inlay options include fine grain ash natural, silk beige; lime structure natural, gray brown; and carbon fiber weave with basalt gray accents. The Audi exclusive program also offers extensive options to customize the Q7. Ten additional colors with extra stitch color options and curated design packages complete the range.

The steering wheel also adds a fresh touch with a standard upgrade of the airbag cover in leather and color-matched contrast stitching.

The architecture is completed by the standard passenger display and the newly designed, electrically adjustable air vents. The new center console is just as rich in features as the rest of the cabin. A slim, black-accented strip consolidates the most important controls. Underneath, there are Qi2.2 charging points at 25 watts each to charge two smartphones. Targeted air flow dissipates the heat generated, ensuring optimum charging speeds. Compatible phones are also magnetically secured to prevent slippage. Alternatively, the front seat backrest covers offer wired, USB-C fast-charging with an output of up to 60 watts in the second row and 100 watts in the third row. Cup holders directly in front of the armrest accommodate larger bottles or flasks. The tailgate is electrically powered as standard and can be triggered by a foot gesture. For added convenience, a light projected below the rear bumper indicates the necessary foot position. An optional aluminum rail system integrated into the sides of the trunk allows cargo to be secured with sliding adapters and adjustable anchors and the cargo net to be positioned horizontally or vertically for maximum flexibility. This setup makes it easy to stow smaller items and frees up space on the trunk floor for larger objects. When the third row of seats is in use, the luggage compartment cover can be stowed under the cargo floor to save space.

In the third-generation Q7, Audi has placed special emphasis on the large panoramic sunroof. The impressive light flooding into the cabin enhances the airy sense of space across all three rows and boosts passenger well-being. A newly developed mechanism allows a slimmer roof structure, providing more headroom in both the front and rear. Optional features include switchable transparency and, for the first time, illumination of the glass roof whose color adapts to the personalized ambient lighting. The roof can be switched from transparent to opaque in nine segments. When the Q7 is parked, the roof automatically turns opaque to prevent people looking in from outside. When the car is started again, the most recent setting is restored.

A pattern in the glass panels, combined with 78 LEDs, provides for pleasant lighting in the vehicle interior. The adjustable transparency allows for a quick transition, zone by zone, between a light-filled interior and effective glare protection. The standard coated laminated glass reflects infrared light and blocks more than 99.5 percent of UV radiation. A conventional blind is no longer necessary. An integrated wind deflector reduces wind noise when the roof is open. The panoramic sunroof is operated via a button in the roof module or via the MMI.

Audi is enhancing the in-car experience with the updated Bang & Olufsen premium sound system with 4D sound. It builds on the previous 3D sound system with headrest speakers and adds innovative seat actuators in the front seats. The goal is an immersive, personalized sound experience that makes music not only something you hear, but something you can physically feel. This puts Audi ahead of the curve in multisensory in-car entertainment systems. A total of 22 speakers deliver musical enjoyment with up to 1,360 watts. The interaction light syncs to the rhythm of the track.

The headrest speakers also enable personal phone calls, navigation prompts, and surround sound. Compared with conventional surround sound, the 4D system delivers an authentic aural atmosphere that dissolves the boundaries within the cabin. The integration of Fraunhofer Symphoria® enables adaptive sound distribution and optimum audio quality.

The seat actuators generate finely tuned vibrations that sync with the music and intensify the bass sensation – the experience is like being at a live concert. Listeners always retain control over the degree of immersion, both through individual controls and presets – and can also turn off the feature entirely.

The enhanced infotainment system in the new Q7 is even more streamlined and user-centric. The Audi MMI panoramic display – with a curved design and OLED technology – comprises the Audi virtual cockpit and the MMI touch display. The passenger display with distraction-free dynamic privacy mode is included as standard. An optional head-up display projects key information such as speed, speed limits, and navigation arrows directly into the driver's field of view.

The Audi Application Store gives customers access to a wide range of apps that do not require a smartphone. At the launch of the Q7, apps are available in the following categories: music, video, gaming, navigation, parking and charging, productivity, weather, and news. The store is constantly being expanded, and the app portfolio is tailored to each market.

The Audi assistant, a self-learning voice assistant, can be used to control numerous vehicle functions. It automatically recognizes whether to execute a vehicle function, search for a destination, or provide a weather forecast, for example. Only if the Audi system cannot answer a general question will it be forwarded to ChatGPT. Users enjoy a seamless experience, as all functions are integrated into the Audi assistant. An optional factory-integrated dashcam system records the view through the windshield, providing documentation in the event of an incident.

The third-generation Audi Q7 retains its muscular design. Audi's trademark four rings – along with the hood – sit noticeably higher, making the SUV's front end appear larger. Confidence and sportiness define the striking front with its large Singleframe, stylishly contrasted by redesigned, functional air intakes. The new Q7 gains additional width through muscular emphasis on the wheel arches. The digital daytime running lights and the digital Matrix LED headlights below increase visibility and – together with the optionally illuminated Singleframe – make the vehicle uniquely recognizable.

The new Q7 exterior makes a further statement with its upswept shoulder line, giving the sporty all-rounder a commanding silhouette. Signature Audi quattro blisters emerge from the shoulder, tapering into a distinctive D-pillar at the rear. The D-pillar is now more upright overall, resulting in a nearly horizontal roofline and offering more headroom and space inside.

The Audi Q7 is offered in different versions depending on the market. The premium advanced line comes standard. The S line is available as a sporty exterior option.

The optional third-generation digital OLED rear lights and a continuous light strip stand out day and night. The light strip visually divides the rear section and spans the full width of the vehicle. In combination with the tailgate, it lends the Q7 a sporty elegance. The raised bumper with an integrated diffuser and distinctive, matching tailpipes complete the picture.

For the first time, optional automatic doors offer increased comfort when entering and exiting the vehicle. Extensive surround sensors protect against collisions: an obstacle detection system stops the door if it cannot be opened fully. An electric soft-close mechanism ensures the doors shut gently. The power doors can be conveniently opened and closed from multiple control points and remotely via the myAudi app.

In the new Q7, Audi is fully committed to pioneering lighting technology. This increases road safety and enables a wide range of lighting functions. Digital Matrix LED headlights with micro-LED technology ensure visibility and safety in the dark.

The lighting technology in the new Q7 also actively supports drivers on the road. The digital Matrix LED headlights' light guidance functions, known as the lane light and orientation light, are now even

more closely integrated with the assistance systems. The Q7 displays supporting information from the assistance systems directly in the driver's field of view, significantly improving road safety.

If another vehicle is in the blind spot while changing lanes, the lane light indicates this in the driver's field of view. The lane departure warning display in the orientation light also provides support on highways and non-urban roads. It is activated in the same way as the familiar display in the instrument cluster as soon as the lane boundary is crossed unintentionally. When driving on potentially icy roads outside built-up areas, the Q7 briefly projects an ice crystal onto the road surface as a warning for the driver.

Another example of the sophisticated light guidance: to make it easier to navigate confusing construction zones, the digital Matrix LED headlights automatically adjust the light guidance by switching off the lane light in favor of the orientation light. The digital Matrix LED headlights also feature a marking light that helps identify pedestrians. In the dark, it highlights people near the roadway by illuminating them directly. The functions of the digital Matrix LED headlights can be enabled or disabled via the MMI.

World-first, advanced turn signals

Both front and rear turn signals are an essential piece of lighting equipment. To augment the dynamic turn signals, Audi is introducing a world-first innovation that joins the digital OLED rear lights and the digital Matrix LED headlights in making the roads much safer for pedestrians and cyclists in particular. At night, the advanced turn signal is projected onto the ground in sync with the dynamic signals at the front and rear. It is activated automatically when the low beams are on and the turn signal or the hazard lights are activated.

The rear of the Q7 is also designed with visibility and safety in mind. With its third-generation digital OLED rear lights, the Q7 not only offers much more scope for personalization than the first generation but also alerts other road users to accidents and breakdowns ahead. In critical driving or traffic situations, the digital OLED panels display a special static signature with warning symbols instead of the regular rear light graphics. In addition, the communication light uses a specific light signature at the front and rear when the car is in an automated parking maneuver. If another vehicle gets too close to the stationary Q7, for example in congested traffic, the digital OLED panels light up fully to warn the driver behind.

The projection light in the doors is a new feature that helps to set the scene. With an LED module in the door sills, it projects a solid white rhombus onto the ground beneath the driver's and front passenger's doors and a dashed rhombus beneath the rear doors. The rhombus unfurls when the doors are opened, welcoming the passengers and lighting the path to the vehicle. Combining this feature with the exit warning adds another dimension: if cyclists or cars approach when a passenger is about to exit the Q7, the car projects the rhombus onto the ground next to the door. The communication light in the rear lights is also activated, alerting other road users.

To mark the launch of the new Q7, Audi is offering a powerful and highly efficient three-liter V6 diesel engine in two power levels: 220 kW (299 PS) with 630 Nm (VUE) and 180 kW (245 PS) with 500 Nm of torque (VUE). The powertrain combines MHEV plus technology with an electric-powered compressor, delivering powerful starts while maintaining high efficiency.

The MHEV plus architecture is based on three core components: the belt alternator starter, the powertrain generator – which has been refined for the Q7 – and the lithium iron phosphate battery. It not only enhances performance and the driving experience but also reduces fuel consumption and

CO₂ emissions. The powertrain generator enables short periods of partially electric driving, such as when maneuvering, parking, or driving in city traffic, and supports starting off and overtaking with up to 18 kW (24 PS) and 370 Nm.

An electric-powered compressor operates across the entire engine speed range. It ensures a linear and fast response, impressive mid-range acceleration with even more direct pedal feel, increased efficiency, and improved long-term durability. The powertrain generator already provides electric torque, while the electric-powered compressor builds up the boost pressure of 3.4 bar (absolute) extremely quickly. Together, they ensure a smooth build-up of torque in the drive, which closely resembles the feel of an electric drive with similar power. During acceleration, the compressor wheel spins up to 90,000 revolutions per minute in just 250 milliseconds. Combining electric boost with the diesel engine's impressive power delivery, the V6 TDI puts its power to the road with authority.

In addition, customers can choose to fill up their new Q7 with HVO fuel. HVO (hydrotreated vegetable oil) is produced from residual and waste materials such as used cooking oil and can reduce CO₂ emissions by up to 70 to 95 percent compared with petroleum-derived diesel. It can be used as an admixture or as pure fuel.

The new Q7 delivers outstanding ride comfort and handles any terrain with ease – a striking embodiment of Audi DNA. The optional adaptive air suspension plays a key role here. Paired with all-wheel steering, which significantly improves maneuverability at low speeds, it noticeably increases precision and stability at high speeds.

Customers can choose between three available suspension systems for the Q7. The standard suspension with steel springs provides an even more comfortable ride than its predecessor. Adaptive air suspension with electronically controlled damping gives the Q7 a wide range of driving characteristics, from a smooth ride to sporty handling. Adaptive air suspension sport, which lowers the base model by 30 millimeters, makes the Q7 even sportier. Both air suspension options automatically balance out the vehicle load, ensuring the car stays level. When the lift function is enabled, geodata is used to adapt to the route. For example, if the route includes a railroad crossing, the Q7 adjusts the suspension accordingly to ensure a smooth crossing. The new exit function makes the adaptive air suspension even more convenient by lowering the Q7 by 62 millimeters in balanced driving mode to make it easier for passengers to get in and out.

Audi offers its customers a comprehensive range of alloy wheels to enhance the driving experience and perfectly complement the look of the new Q7. The base model is a 20-inch version, followed by three 21-inch options. Four 22-inch wheels from Audi Sport GmbH, including the particularly sporty 5-V design, give the Q7 an even sportier look. For the first time, customers can order their Q7 with 23-inch alloy wheels straight from the factory, also from Audi Sport. Highlights include the 5-Y-design wheel in platinum gray and a multi-spoke wheel finished entirely in black.

The Q7 comes to a stop thanks to an integrated brake control system and ventilated brake discs. The lightweight composite brake discs at the front measure up to 400 millimeters. The rear brake discs have a diameter of 350 millimeters. The six-piston fixed caliper comes standard in gray and is available in red as an option. The brake and accelerator pedals can optionally be fitted with stainless steel pedal caps.

The new Audi Q7 features a comprehensive suite of active and passive safety technologies. These include:

- **Automatic emergency brake system:** forward and rearward collision avoidance with pedestrian and cyclist detection
- **Blind spot monitoring:** visual and haptic alerts when vehicles are in adjacent lanes
- **Rear cross-traffic alert:** warns of approaching vehicles when backing out of parking spaces
- **360-degree camera system:** surround-view cameras with multiple viewing angles for parking and maneuvering
- **Park assist:** automated parallel and perpendicular parking with control of steering, acceleration, and braking
- **Trailer maneuvering assist:** takes over steering when reversing with a trailer attached; the driver controls the direction via the MMI display
- **Trailer stability control:** detects trailer sway and stabilizes it by applying targeted braking to individual wheels
- **Integrated trailer brake control:** factory-installed for seamless control of trailer brakes

Exit warning is a feature of the Audi Q7 that can enhance safety in city traffic involving various road users. Radar sensors in the rear bumper monitor the area around the stationary Q7 and detect approaching vehicles, cyclists, and pedestrians. If the system detects a potential collision, it prevents the doors from opening or stops a door that is already opening, displaying warnings on the inside of the door. This feature is also designed to protect passengers in the back seats – especially children – who are unable to use the rearview mirror.

The Q7 features a new emergency assist function for the first time: steering to the shoulder. Emergency assist detects when the driver is inactive within the system limits. They are prompted to take control of the vehicle through visual, audible, and haptic cues. If they still do not respond, the system takes control of the vehicle. This can be achieved by lane guidance and a gradual reduction in vehicle speed. Additional measures, such as activating the hazard warning lights, seatbelt jerks, and brake jolts, can also be initiated.

On the highway, emergency assist can steer the Q7 onto the unoccupied shoulder at speeds between 50 and 30 km/h and bring it to a stop – provided the shoulder is adjacent to the vehicle's lane. This is indicated to the driver via a message in the Audi virtual cockpit and the turn signal. Next, the system initiates the move to the shoulder. If a move to the shoulder is not possible, the Q7 comes to a controlled stop in the current lane. After a few seconds of inactivity, an emergency call is triggered.

Another new feature is the lane departure warning with two different modes – reduced and normal. If the road is clear, the system will, in reduced mode, simply alert the driver to a deviation from the lane with a slight vibration in the steering wheel and a red line on the display. In this mode, corrective steering inputs are applied depending on traffic conditions. In normal mode, however, leaving the lane triggers automatic steering corrections, visual warnings, and steering wheel vibrations, regardless of the traffic situation.

Trained parking allows customers to teach the Audi Q7 individual parking maneuvers. If a carport or garage is difficult to access, the Audi Q7 only needs to be trained once and will then handle parking on its own, provided the driver is present to supervise. The same applies to exiting a parking space. The new Audi Q7 can remember up to five parking maneuvers, up to 200 meters in length. Each maneuver can be given its own name. The new reverse assist provides reliable support when backing up in narrow streets or parking garages. The Audi Q7 can memorize a route of around 50 meters and reverse independently at a speed of up to 10 km/h. In city traffic, park assist plus with parking system helps the driver with targeted steering maneuvers when parking as soon as the ultrasonic sensors have detected a suitable perpendicular or parallel parking space. Park assist also helps when backing out of a parking space. It can be activated while manual parking is in progress. The driver must follow the instructions on the display and accelerate and brake accordingly. The

four wide-angle surround-view cameras cover the entire area directly around the vehicle and enable a variety of different views for even more convenient maneuvering. Various views on the MMI display make it easier to position the vehicle in the parking space.

Just like its predecessors, the third-generation Audi Q7 is manufactured in Bratislava. The models will be available to order from June 2026, with deliveries to commence in September. The Q7 TDI with 220 kW will be available from 90,500 euros; the variant with 180 kW starts at 87,900 euros.

<https://www.audi-mediacyber.com/en/press-releases/third-generation-of-the-successful-suv-new-audi-q7-combines-versatility-and-performance-18004>