



**Audi Communications**

Mark McCartney  
Spokesperson – Marketing  
Phone: +64 21 337 986  
E-mail: [mmccartney@audi.co.nz](mailto:mmccartney@audi.co.nz)  
[audi.co.nz/newsroom](http://audi.co.nz/newsroom)

## **Revamped new Audi Q5 arrives in New Zealand**

- **Sharper, more dynamic design**
- **Intuitive new MMI touch-sensitive controls and connectivity**
- **World first digital OLED lighting technology**
- **Mild hybrid technology across petrol and diesel**

**Auckland, January 15, 2021 – The latest version of New Zealand’s favourite premium midsize SUV from the last decade has just landed on Kiwi shores boasting a suite of new features and design elements to further strengthen its appeal. The new Audi Q5 brings a renewed sense of style, smarter infotainment and computing systems and drivetrains that are both powerful and economical.**

*“The Q5 has been a standard-bearer in the premium midsize SUV market in New Zealand for more than ten years,” said Dean Sheed, General Manager, Audi New Zealand. “Kiwis have shown that they are drawn to its combination of practicality, luxury, style, comfort and performance.”*

*“This new Q5 dials up those characteristics even further in a comprehensive package that is luxurious, intuitive, stylish, efficient and sporty. I am confident that it will continue to resonate here.”*

### **A stronger and more distinctive design language**

Audi’s designers have further enhanced the Q5’s expression of power, robustness and safety in a seamless blend of form and function.

The octagonal “Singleframe” grille is now shallower and appears wider than before. The side air intakes have grown in height and are now structured by trapezoidal insets. The upper section of the LED headlamps features new signature daytime running lights (DRL).

Viewed from the side, the Q5 now has a lighter, yet more muscular appearance with greater ground clearance thanks to a redesigned sill insert.

A new diffuser insert with a horizontal fin can be found at the rear, along with a new trim element between the light clusters.

The Q5 is now available in two new paint colours – District Green and Ultra Blue.



### **World first digital OLED technology for Q5**

For the first time, next-generation OLED lighting technology is available in the new Q5. OLEDs are extremely efficient Organic Light-Emitting Diodes that generate a homogenous light surface. The optional OLED rear light is split into three tiles of six segments each, which enables Audi designers to create different light designs and signatures.

When ordering their Q5, customers can choose from three rear-light signatures, whereby each signature has its own specific designs for coming and leaving home. On switching the Audi drive select mode to “dynamic”, the lights change to yet another signature.

The OLED rear-light cluster is also equipped with proximity detection. If a road user approaches a stationary Q5 from the rear to within less than two metres, all of the OLED segments light up. The full spectrum of the OLED rear lights is rounded off by dynamic turn indicators.

LED headlamps come as standard across the Q5 range. Matrix LED headlamps are available as an option, and provide an adaptable high beam that offers greater safety and convenience without dazzling other road users.

### **Intuitive, first class connectivity**

The focal point of the new Q5’s interior is the new freestanding MMI touch display with acoustic feedback – which sees the previous rotary/push control replaced by a storage compartment on the centre console.

The central 10.1-inch MMI touch display is standard in the Q5 – its menu structure with flat hierarchies is easy to use, searchable and allows inputs to be made manually or via voice control. Combined with the MMI navigation plus infotainment system including Audi Connect navigation & infotainment, the voice-control system can access the cloud for even greater flexibility.

Behind the new control setup is a new main unit – the third-generation Modular Infotainment Platform (MIB 3), which offers ten times the computing power of its predecessor.

S line variants of the new Q5 feature Audi virtual cockpit plus – a high-resolution 12.3-inch digital display within the dashboard with a variety of different graphic layouts. The driver controls the displays via the multifunction steering wheel. A head-up display is also available as an option.

The Audi Connect online services ensure that the Q5 is more connected to, and interactive with the world around it than ever. The Audi Connect navigation system offers high-resolution satellite images from Google Earth, lane-by-lane information on traffic flow and traffic forecasts.

A wide assortment of personal settings – from frequently used navigation destinations, to seating position, to preferred air-conditioning levels – can be saved in six user profiles. The data is stored in the myAudi customer portal in the cloud, where it is available for each authorised user in any suitably equipped Audi.



### **Mild hybrid technology for petrol and diesel**

Available as either a 2.0-litre turbo petrol or 2.0-litre turbo diesel, the new Audi Q5 arrives in New Zealand with a mild hybrid system (MHEV) that contributes to the low fuel consumption figures. The MHEV system enables the Audi Q5 to coast with the engine off, and allows for start-stop mode at speeds below 22 km/h. A belt-driven starter/generator (BSG) supplies the 12-volt electrical system, which incorporates a compact lithium-ion battery. The BSG recuperates braking energy and stores it in the battery.

The Q5 40 TDI has seen an increase in power to 150kW, while torque remains steady at 400Nm. The aluminum crankcase weighs approximately 20 kilograms less than that of the previous engine, while the crankshaft is around 2.5 kilograms lighter.

Overall, this results in improved acceleration, with 0-100km/h achieved in 7.6 seconds (0.3s less than the previous version). The new diesel engine achieves a combined fuel economy figure of 5.4 l/100km\*, while also meeting the requirements of the latest Euro 6d-ISC-FCM emissions standard and EU 6 AP. Nitrogen oxide emissions are reduced significantly thanks to a new twin-dosing SCR system with dual AdBlue injection. The urea solution is added upstream of two SCR catalytic converters arranged in series.

The Q5 45 TFSI sees of 183kW and 370Nm, with fuel economy of 7.5l/100km\*. All models come with a seven-speed S tronic transmission, sending engine power to Audi's quattro all-wheel drive system with ultra technology, which also contributes to efficiency. In normal operation, it sends all the power to the front wheels. If all-wheel drive becomes necessary e.g. in slippery conditions or during dynamic driving, two clutches connect the rear wheels to the driveline in fractions of a second – in many situations, this happens predictively.

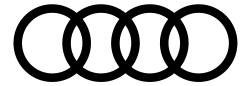
The Audi drive select handling system is standard on the Q5, and allows the driver to personalise their vehicle's set-up across several technical components. The driver can choose from up to seven profiles, including off-road and all-road (with air suspension), while hill descent assistant provides support on steep inclines.

The updated Q5 also comes with a comprehensive set of driver assistance systems. The Audi pre-sense city system comes as standard, and helps avoid collisions with road users in front of the vehicle. Turn assist, collision avoidance assist and exit warning systems are also standard, further enhancing the vehicle's commitment to overall safety, while adaptive cruise assist can largely relieve the driver of accelerating, braking and lane-keeping manoeuvres over long periods.

The revamped Audi Q5 launches in New Zealand with three models – the 40 TDI in Advanced and S line grades, and the 45 TFSI available in S line only. Prices begin at \$92,900 MRP (excluding on-road costs and optional extras) for the Q5 40 TDI Advanced model, and the range is available now at Audi dealers.

– End –

*\* As per global WLTP standard. Acceleration, fuel consumption and CO<sub>2</sub> emissions figures depend on the individual vehicle specifications.*



The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2017 fiscal year, AUDI AG achieved total revenue of €60.1 billion and an operating profit of €5.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.