



Audi Communications

Mark McCartney
Spokesperson – Marketing
Phone: +64 21 337 986
E-mail: mmccartney@audi.co.nz
audi.co.nz/newsroom

Audi launches the new SQ5 TDI in New Zealand

- **Three-litre turbo diesel V6 engine generating 251kW and 700Nm**
- **Twin-dosing technology with two NO_x catalytic converters**
- **Powerful and rugged new exterior design**
- **Standard Matrix LED headlights and optional digital OLED technology at the rear**

Auckland, May 27, 2021 – The new Audi SQ5 TDI has arrived in New Zealand, boasting a three-litre V6 diesel engine with an output of 251 kW, and a sharper, more dynamic design that amplifies the SUVs sporting character.

“The SQ5 has been a huge success story in New Zealand and has been a real favourite of Kiwis since its initial arrival in 2013,” said Dean Sheed, General Manager, Audi New Zealand. *“Remarkably, the current generation has sold in equal numbers to the Q5 model through to the end of 2020 – demonstrating its huge likeability in this country.*

“The SQ5 was our first step into the world of performance SUVs, and its success has helped to cultivate Kiwis’ love for this type of vehicle, leading to a range that includes SQ2, SQ7, SQ8, RS Q3, RS Q8 and even the e-tron S arriving later this year. It’s clear that performance SUVs are particularly suited to this country”

Three-litre TDI now even more powerful and efficient

The SQ5’s 3.0 TDI develops its power earlier and more forcefully than before. It pushes the SQ5 from 0 to 100 km/h in 5.1 seconds and on to an electronically limited top speed of 250 km/h.

Many details of the engine have been revised. The pistons are no longer made of aluminium but of forged steel – the new material reduces heat loss. Due to the higher strength, they do not incur a weight penalty compared with the aluminium pistons. A stepped recess in the piston makes combustion faster and more efficient. The solenoid injectors used to inject the fuel operate with consistently high precision thanks to a new piezo sensor that monitors the closing of the needle.

The intercooler has been changed from an air/air cooler in the bumper to an indirect water/air cooler in the inside V of the engine. The shortened intake air paths help to build up boost pressure quickly. The indirect intercooler is more effective and can even heat the intake air shortly after the engine is started in cold ambient conditions in order to reach the ideal combustion temperatures more quickly.



The turbocharger now features a smaller and lighter compressor wheel that gets into gear with exceptional speed – a key factor in the engine’s spontaneous and high torque build-up. The exhaust manifold benefits from improved insulation, which results in exhaust gas reaching the optimum temperature more quickly after a cold start.

MHEV and EPC offer greater efficiency and responsiveness

The 3.0 TDI features two technologies that reduce consumption and improve the engine response. The 48-volt mild hybrid system (MHEV) integrates a belt alternator starter (BAS), a lithium-ion battery that provides buffer storage, and a 48/12-volt voltage converter. When the car decelerates, the MHEV system recovers up to 8 kW of power. The sport SUV can coast for up to 40 seconds with the engine switched off – after which time the powerful BAS restarts the engine. The MHEV system has the potential to reduce customer fuel consumption by up to 0.7 litres per 100 kilometres.

The second technology component is the electric powered compressor (EPC), which helps out whenever the exhaust gas flow provides too little energy to drive the turbocharger. A compact electric motor, which also uses the 48-volt system, accelerates the compressor wheel of the EPC to 65,000 rpm in roughly 300 milliseconds. The EPC is now used more frequently and across a broader engine map. A more instantaneous engine response is delivered as a result of the optimised interaction between the EPC, MHEV, turbocharger, the engine, and the tiptronic transmission.

Two SCR catalytic converters interact

For exhaust gas aftertreatment, Audi uses twin-dosing technology – with two SCR catalytic converters working together. The first of these is located directly behind the manifold in the exhaust gas system, where it also functions as a particulate filter. The second is located further away from the engine under the vehicle floor. Both catalytic converters complement each other’s effects because they cover different operating situations and exhaust gas temperature windows. Thanks to twin-dosing technology, the SQ5 TDI comes in substantially below the limits of the new “Euro 6d ISC-FCM AP” emissions standard, which stipulates a dramatic reduction in NO_x emissions.

Shifting gear quickly and conveniently

Power is transmitted by an eight-speed tiptronic featuring fast and convenient shifting and a gearshift pattern that has been adapted to suit the modified engine. When the SQ5 TDI is in coasting mode with the engine switched off, a clutch in the central transmission opens and interrupts the power flow.

In normal driving conditions, the quattro permanent all-wheel-drive system distributes torque between the front and rear axle in a 40:60 ratio. In the event of slip, most of the drive torque goes to the axle with the better traction. Up to 70 percent can flow to the front wheels and a maximum of 85 percent to the rear wheels. During fast cornering, the wheel-selective torque control rounds off the handling with minor brake interventions at the relieved wheels on the inside of the curve.



More torque, no understeer, greater dynamism with optional sport differential

A sport differential for the rear axle is available as an option, which actively controls the distribution of torque between the wheels when the driver adopts a sporty driving style. It sends more torque to the outside rear wheel that has better grip – literally pressing the car into the curve and reducing understeer considerably. The outside rear wheel also receives more torque when the car is accelerating out of tight-radius curves to further improve driving dynamics.

Supreme precision: the suspension

The S sport suspension with damper control lowers the body by 30 mm compared with the Q5 and impresses with an exceptionally wide spread between comfort and dynamism.

Together with the optional sport differential, engine, steering and tiptronic, the controlled dampers are integrated into the standard Audi drive select system. As a result, the driver can control the character of the vehicle in seven profiles: auto, comfort, efficiency, dynamic, offroad, allroad and individual. Air suspension adjusts the ride height of the body through five levels depending on the driving situation.

The updated Audi SQ5 TDI is fitted with 20-inch aluminium wheels with tires in the size 255/45 as standard. Alternatively, 21-inch wheels are available from Audi or Audi Sport GmbH. Six-piston aluminium brake calipers on the front axle grip discs with a diameter of 375 millimetres.

A more rugged and dynamic look

The modified Audi SQ5 TDI has a powerful stance, with striking details that give it an even more rugged appearance. Vertical fins provide structure to the large side air inlets on the front bumpers. In the octagonal “Singleframe” grille that is specific to S models, large octagonal honeycomb sections are linked by narrow bars.

At the rear, a matte aluminium strip is integrated in the lower bumpers, below which are the diffuser insert and four chromium-plated oval tailpipe trims.

Continuing the light revolution

Audi offers the new digital OLED technology as an option for the rear lights. The OLED rear light is split into three tiles of six segments each. When ordering their vehicle, customers can choose from three rear-light signatures, each with its own specific designs for coming and leaving home. When the Audi drive select mode “dynamic” is activated, the lights change to yet another signature. The OLED rear light also has a proximity detection function that activates all the OLED segments if a road user approaches a stationary SQ5 from the rear to within less than two meters. Dynamic turn signals round out the spectrum of digital OLED rear lights.

Matrix LED headlights are included as standard.



Interior options and space

The SQ5 TDI features a black or dark grey interior with illuminated aluminium door sill trims bearing S logos. The electrically adjustable sport seats featuring embossed S logos are available in a choice of three upholstery variants. The inlays are brushed aluminium as standard, with carbon and black piano finishes also available as options.

The luggage compartment has a basic capacity of 520 litres, increasing to 1,520 litres with the rear seat backs folded down. The electrically operated tailgate, a stainless steel loading sill protector as well as aluminium roof rails are fitted as standard, while the SQ5 can pull trailers weighing up to 2.4 metric tons (braked, on a 12 percent incline).

Operating systems and infotainment

The MMI touch display with a 10.1-inch diagonal, a central element of the MIB 3 modular infotainment platform, serves as a combined input and display device in the centre of the instrument panel. The 12.3-inch display provides three different graphic layouts: Dynamic, Sport and Classic. Audi offers a head-up display as a further option.

If several drivers use the car, they can store their personal settings in up to six individual profiles. The myAudi app connects the car with the user's smartphone, while the Audi phone box connects smartphones with the vehicle's antenna and can charge them inductively. The optional Bang & Olufsen 3D Premium Sound System with 3D sound provides an extraordinary sound experience.

Convenient and precise driver assist systems

The SQ5 incorporates all of the assistance systems from the Q5. The turn assist, collision avoidance assist, and exit warning help improve safety. The adaptive cruise assist can take over accelerating, decelerating and keeping in lane for drivers over long distances. The predictive efficiency assist helps them maintain a predictive driving style with the goal of lowering fuel consumption.

The updated Audi SQ5 TDI is available in New Zealand now, and begins with a MRP of \$134,900.

– End –

**Audi SQ5 TDI: combined fuel consumption in l/100 km: 7.0–7.0;*

Combined CO₂ emissions in g/km: 185–185

Data as per WLTP testing procedure

Information on fuel consumption and CO₂ emissions in ranges depending on the chosen equipment level of the car.

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.