



Audi Communications

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Experience Vorsprung durch Technik; the new Audi Q6 e-tron

- **The new Audi Q6 e-tron sets standards in terms of performance, range, charging, driving dynamics and design**
- **Built on the new PPE platform, the Audi Q6 e-tron is the next technological leap in premium electric mobility**
- **The new model takes the digital experience at Audi to a new level**

New Zealand, March 19, 2024 – The Audi Q6 e-tron is the first production model on the Premium Platform Electric (PPE), marking Audi's next step as a provider of premium electric mobility. The model is defined not only by impressive driving and charging performance but also by increased efficiency and long range. The new interior design philosophy and pioneering technologies debuting in the new model also mark an exciting new chapter for the Four Rings. The Audi Q6 e-tron and SQ6 e-tron are planned to launch in New Zealand from mid 2025.

Built on the new PPE platform, the Audi Q6 e-tron is the next technological leap in premium electric mobility for our customers" says Greg Leet, General Manager of Audi New Zealand. "Setting new standards in performance, design, and technology, this electric SUV is the essence of Vorsprung durch Technik – progress through technology.

The PPE developed jointly with Porsche, and the E³ 1.2 electronic architecture are important milestones in the expansion of Audi's global range of electrically powered models. They mark the start of a comprehensive strengthening and rejuvenation of the model portfolio. The Q6 e-tron underpins Audi's promise to offer electric vehicles in all core segments by 2027. "The PPE shows how we are pooling expertise within the Volkswagen Group and thus making electric mobility scalable. Thanks to the PPE, we can launch high-volume models with high technical standards in different segments and thus further electrify our portfolio," Gernot Döllner, Chairman of the Board of Management of AUDI AG, at the world premiere at the main plant in Ingolstadt. The flexibility of the PPE helps in giving the future models their independent character and the typical Audi DNA, despite shared technical underpinnings.

The Q6 e-tron sets standards in terms of e-performance, range, and charging. It embodies typical Audi SUV styling with a further refined e-tron design language and a high level of everyday usability. Thanks to the new E³ 1.2 electronic architecture, the Q6 e-tron model series represents the technological spearhead of the Audi portfolio.

Impressive range and charging performance



Powerful, compact, and highly efficient electric motors, as well as a newly developed lithium-ion battery consisting of twelve modules and 180 prismatic cells with a total gross capacity of 100 kWh (94.9 net) ensure a range of up to 625 km*. The new Audi Q6 e-tron ensures the sporty performance Audi is known for with a system output of 285 kW and the SQ6 e-tron with a system output of up to 380 kW when the extra function is engaged, sets standards in terms of performance, range, charging, driving dynamics, and design. The Q6 e-tron quattro accelerates from 0 to 100 km/h in 5.9 seconds. Two models with rear-wheel drive will follow depending on the market. While one model will be designed for efficiency and range, the other will mark the entry into the Q6 e-tron series.

Thanks to 800-volt technology and a maximum charging capacity of 270 kW as standard, short charging stops are possible with the Audi Q6 e-tron. Up to 255 km* can be recharged in just ten minutes at an appropriate charging station (High Power Charging, HPC). The state-of-charge (SoC) increases from ten to 80 percent in around 21 minutes. Intelligent, high-performance and predictive thermal management is a key component of this impressive charging performance.

An important component in increasing the efficiency and therefore the range of the Audi Q6 e-tron is the advanced recuperation system. Around 95 percent of all everyday braking processes can be handled by this system. The Audi Q6 e-tron recuperates at up to 220 kW.

Typical Audi SUV design: the exterior

The Audi Q6 e-tron is positioned in the premium mid-size segment and, with a length of 4,771 mm, a width of 1,993 mm, and a height of 1,648 mm, the SUV offers maximum space and comfort for everyday use. The wheelbase of 2,899 mm allows plenty of legroom in the second row of seats. With these dimensions, the Audi Q6 e-tron offers sufficient space for five passengers and luggage.

The Audi Q6 e-tron comes with perfect proportions thanks to the Premium Platform Electric. The ratio of a long wheelbase to very short overhangs form the basis for the powerful dynamic package seen in the exterior of Audi's Q models. The Audi Q6 e-tron also embodies the further developed e-tron-specific design language.

Its striking SUV look makes for an impressive and sporty appearance. In the car's bodywork, soft shapes are in constant interplay with the creases and edges, lending dynamism to the shadows even when stationary. The upright front features a completely closed Singleframe and a mask in selenite silver or gloss black, which surrounds the three-dimensionally shaped Singleframe and the side air intakes. The high-positioned digital daytime running lights give the Q6 e-tron a very distinctive and independent appearance.

The opening between the D pillar and the roof gives the vehicle a more dynamic appearance and makes the cabin appear more stretched and longer. A prominent line running from the rear lights to the rear doors emphasises the upper section of the "quattro blisters" - the contours of the body on which the gently sloping D pillars are supported. The blisters are a core element of Audi's design DNA. Audi calls this central design principle "making technology visible". The dynamically tightened rear creates a mixture of sporty elegance and masculine power.

World first in lighting technology

With the Q6 e-tron, Audi is not only starting a new chapter in electric mobility, but also in an important part of Audi's DNA: lighting technology. With the world's first active digital light signature, the electric SUV is ushering in a new era characterized by design and aesthetics that are unique to Audi. In the case of the second-generation digital OLED rear lights, the six OLED panels with a total of 360 segments generate a new image every ten milliseconds using a specially developed algorithm.



With the second generation of digital OLED rear lights, the Audi Q6 e-tron takes lighting design, functionality and therefore road safety to a new level. For the first time, the digital OLED rear lights can communicate with the vehicle's surroundings in a targeted manner. Audi has also taken the safety functions to a new level. The proximity detection system already known from other Audi models has been extended in the new Q6 e-tron to include the communication light. It warns other road users of accidents and breakdown sites. In addition to the regular taillight graphics, the communication light displays a specific static taillight signature with integrated warning symbols in the digital OLED combination rear light in critical driving or traffic situations.

The technology, which is debuting in the Audi Q6 e-tron, also sets new standards in terms of individualisation. With a total of up to eight digital light signatures, owners can individualise their Q6 e-tron in a completely new way.

A new design philosophy goes into series production with the Q6 e-tron

The interior of the Audi Q6 e-tron is orientated towards the needs of the user more than ever. The Audi MMI panoramic display and the MMI passenger display form a visually clear digital stage. The interior emphasises a homely ambience. The "Softwrap" extends from the doors across the entire cockpit to the center console, creating a homogeneous and enveloping feeling of space. The same colors and high-quality materials, some of which are recycled, can also be found in the seats. The materials used were selected from a functional point of view and to ensure a clear design differentiation between the other areas in the interior. Comfort-oriented areas are designed with generous surfaces and soft materials.

Thanks to the new PPE, which was developed specifically for e-mobility, the vehicle has a generous feeling of space and roominess as well as a high level of everyday practicality. The interior offers plenty of storage space and compartments. The increased comfort of the middle seat in the rear is typical of an electric car with a long wheelbase. The trunk offers 526 liters of storage space. If the rear seat bench is folded down, the storage space increases to up to 1,529 liters. The rear seats can be folded down separately (40:20:40). A further 64 liters of storage are available under the front hood. As a result, the Audi Q6 e-tron offers sufficient space for five passengers and their luggage.

E³ 1.2 - high-performance and future-oriented electronic architecture

With the newly developed electronic architecture E³ 1.2, customers experience digitalisation in the vehicle more directly than ever before. The name E³ stands for End-to-End Electronic Architecture. The function-oriented architecture is based on a new domain computer structure with five high-performance computers which control all vehicle functions - from infotainment and driving functions through to semi-automated driving in later evolutionary stages. One focus of development was on high-performance and secure networking of domain computers, control units, sensors, and actuators in order to master more complex systems and maintain modularity. In addition, the E³ 1.2 is characterized by a high-performance and seamless backend connection for Car-to-X swarm data applications and computationally intensive offboard functions. It is debuting in the Audi Q6 e-tron, designed to be used across models, and forms the basis for future innovations.

Digital Stage: new display and operating concept

The Audi Q6 e-tron model series has a fully connected and digital interior based on the new electronic architecture. Made up by the Audi MMI panoramic display and the MMI passenger display, the so-called Digital Stage is a key feature of the interior. The clearly grouped displays are perfectly integrated into the design concept and give the interior a generous and airy feeling of space. The slim, free-standing Audi MMI panoramic display has a curved design and OLED



technology which consists of an 11.9-inch Audi virtual cockpit and 14.5-inch MMI touch display. The driver's area is designed as a curve and the display with its concave shape is oriented towards the driver. The ambient lighting makes the Curved Display seem to float at night and creates a suitable setting. Especially for the front passengers, Audi complements the digital stage with the 10.9-inch MMI front passenger display with Active Privacy Mode, which prevents it from distracting the driver while on the move. This allows the front passenger to stream films/video content, assist with navigation, or even find a charging station for example.

With the optional Augmented Reality Head-Up Display, another central element of the digital stage, Audi is taking a major step forward in display technology. It reflects a large-tilted image plane across the windshield towards the driver and shows relevant information such as speed, traffic signs, assistance, and navigation symbols. The image plane is tilted forward to enhance the augmented reality impression. The focus of the human eye moves with it. This process and the far virtual distance of the image create the impression that the elements shown are floating up to 200 meters (656 ft) away. Virtual content is thus seamlessly integrated into reality. The information can be understood quickly without irritating or distracting the person driving. The field of view of the augmented reality function corresponds to a diagonal of around 88 inches viewed from the driver's position.

Audi's self-learning voice assistant, the Audi Assistant, can be used to control numerous vehicle functions. The digital assistant with AI support is deeply integrated into the vehicle and, for the first time, is displayed using an avatar in the central touch display of the MMI and in the augmented reality head-up display. The new voice assistant understands more than 800 voice commands. It can also be activated via various touchpoints such as the myAudi app. The voice assistant learns continuously based on user behaviour. This support can be grouped into three categories: proactive suggestions, smart routines, and intelligent lists. The spoken commands are also shown on the display.

Precisely tuned driving dynamics thanks to new steering and torque distribution

Most of the systems and components making up the chassis are newly developed. Typical for Audi is the superior and easily controllable acceleration and deceleration in all driving situations. There is a precisely defined set-up philosophy concerning the chassis. The suspension control systems involved are precisely coordinated with each other. The driving dynamics of the Q6 e-tron are significantly influenced by the partially redesigned front axle. For the first time in an Audi model, the control arms are positioned in front of the suspension arms. This results above all in package advantages for the positioning of the high-voltage battery. The newly developed components lead to improved kinematic properties.

The steering rack is now fixed to a subframe. The refined axle kinematics provide noticeably increased driving dynamics. The new front axle also improves the steering behaviour. This makes the vehicle feel significantly more agile.

The rear-biased torque distribution as part of a highly variable all-wheel drive system also enhances the dynamic driving characteristics of the Q6 e-tron. The different dimensions of the electric motors on the rear and front axles enable rear-biased torque distribution even under full load. In order to complement the rear-biased weight distribution as well as to ensure even more grip and driving dynamics, the rear tyres of the Q6 e-tron are wider than those at the front.

Always ready to assist - the driver assistance systems

A new feature for the Q6 e-tron is the adaptive driving assistant plus. It not only helps with acceleration, maintaining speed, keeping distance and lane guidance but also uses high-resolution map data and swarm data from other vehicles aggregated in the cloud to improve the



handling of the Q6 e-tron. The SUV uses radar sensors, the front camera, and ultrasonic sensors for easy to operate guidance. The vehicle uses the collected information to create a virtual route and follows it dependably and as comfortably as possible across the entire speed range and in traffic jams.

Sustainable and flexible: production of the Audi Q6 e-tron

The Q6 e-tron model family, the first all-electric model series produced at the Ingolstadt plant, stands for Audi's commitment to sustainability, from production to product. The company is gradually refitting all production sites for the manufacture of all-electric models instead of building new ones. In line with the early decision to phase out the combustion engine, Audi has also intensively promoted the transformation of its employees and trained the workforce for fields of the future, for example in the new battery assembly plant in Ingolstadt. The brand with the four rings is thus increasing vertical integration and bringing important skills to the sites. At the same time, Audi is creating new job opportunities.

To produce the Q6 e-tron series sustainably and efficiently, Audi uses existing structures and systems. The brand seamlessly integrates the model series into existing assembly lines, such as the body shop for the PPE. The bodies for the PPE models are produced at the Ingolstadt plant in a building covering around 148,000 square meters (*almost 1,600,000 sq ft*). The bodywork components for the Q6 e-tron series are made by 328 employees per shift and 1,150 robots with a degree of automation of 87 percent.

Final pricing and specifications for New Zealand will be released closer to the local launch which is planned for the middle of 2025. To keep informed and receive updates on this new model, please go to audi.co.nz.

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**As per global WLTP standard. Acceleration, fuel consumption, and range figures are variable based on vehicle specification, driving conditions, style, situation, and terrain. NZ specifications for this model are yet to be confirmed.*

The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. With its brands Audi, Ducati, Lamborghini and, since January 1, 2022, Bentley, it comprises the premium brand group within the Volkswagen Group. Its brands are present in more than 100 markets worldwide. Audi and its partners produce automobiles and motorcycles at 21 locations in 13 countries. In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. More than 85,000 people all over the world work for the Audi Group, around 60,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the premium brand group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.