



Audi Communications

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Expressive design and new lighting technology – the upgraded Audi Q8

- **Expressive new appearance for the flagship in Audi’s SUV range**
- **Individualisation of headlights and rear lights through digitalisation**
- **Equipment range with new exterior colours, wheels, and decorative inlays achieves a dynamically elegant look**

New Zealand, September 6, 2023 – Audi is updating the flagship of the Q family with an **upgraded** design and new technology. For the first time, the Audi Q8 will be sporting headlights that feature digital daytime running lights and selectable light signatures. Digital OLED rear lights with four selectable rear light designs complete the expanded light offering. New wheels, colours, decorative inlays, and seats with contrast stitching highlight the car’s top position among the Q models.

Greg Leet, General Manager of Audi New Zealand says, “The Q8 is the perfect balance of performance and quiet luxury. Now with added design elements and upgraded technology, the Q8 sets a new benchmark that Kiwis have grown to expect from the brand with the four rings.”

Revised, generous, striking: the exterior design

The revised Q8 presents a sporty, elegant SUV coupé with an expressive new design. The short overhangs and long wheelbase make for sporty, elegant proportions that can be accentuated with distinctive exterior colours and wheels.

The unmistakably powerful and upright Audi Singleframe with an octagon design now impresses with vertical inlays. They are arranged vertically in the base exterior and designed in the shape of an L in the S line exterior package. The self-assured appearance of the Q8 is highlighted by the new prominent air intakes, which are clearly integrated into the car’s basic architecture. The new exhaust system with premium quality tailpipes is aligned even more closely with the SQ8 TFSI, where the S line exterior package stands out with its clearly accentuated side air intakes in the front bumper.

The Q8 bears also Audi’s new, modern corporate identity - the new two-dimensional rings that debuted in the Q8 e-tron.



A new kind of individualisation: headlights and rear lights

High-intensity LED headlights light up the road in the Q8 as standard, with Matrix LED headlights available as an option. HD Matrix LED headlights with the Audi laser light are also available, which work with 24 LEDs and a high-power laser diode each and are immediately recognisable via a blue ambient light incorporated into the headlights. The laser light becomes active starting at 70 km/h and significantly increases the high beam range.

New for the top-of-the-range headlights are digital daytime running light signatures, which give the Q8 its unmistakable appearance by allowing the user to select one of four individual light signatures via the MMI. For the first time, the Q8 also features heavily digitalised OLED rear lights, which also feature four digital light signatures in conjunction with the headlights.

The digital OLED rear lights in the Q8 incorporate a proximity indication feature that works in tandem with the assistance systems. When vehicles from behind come within two metres of the stationary Q8, the control units trigger the activation of all the digital OLED segments. Additional functions include dynamic turn signals as well as various coming home and leaving home sequences.

Decor, Colours, Wheels: The right equipment range for every taste

With the latest product upgrade, Audi has once again refined the equipment range for the Q8. The seams on the seat trim in the base model now come as standard in a contrasting gray colour. Adding to the available options in the equipment lineup are: Fine grain ash natural silver for the standard model, Carbon twill matt, and Aluminium linear silver grey featuring the S line sport package, as well as for the SQ8 TFSI. To further enhance the character of the Q8, three new finishes are available; Audi Sport GmbH offers Sakhir Gold, Ascari Blue, and Chili Red, all as metallic finishes.

As part of the model update, Audi is also expanding the range of apps. For the first time, passengers can use popular apps from third-party providers (for example Spotify or Amazon music). Regular software updates and a constantly expanding range of apps make for even greater individualisation of the infotainment system. In terms of driver assistance systems, the surroundings display, in particular, has received a significant upgrade. The Audi virtual cockpit displays a lane change warning, other road users (trucks, cars, and motorcycles) distance warning, intersection assist, and traffic light information online in stunning full HD quality.

Steady in every situation: the suspension with Audi's DNA

Balanced precision is a core characteristic to any Audi, and the Q8 is no exception. Five characteristics define the Q8's handling: balanced, solid, controlled, precise, and effortless. The suspension, steering, and drive as well as the braking and control systems all play a key role in creating a reliably safe, dynamic, and simultaneously comfortable driving experience.

Electronically controlled air suspension with a continuously adaptive damping system – adaptive



air suspension or adaptive air suspension sport – can be selected as optional equipment. In addition, optional all-wheel steering (standard equipment on the SQ8 TFSI) ensures an increased level of safety and comfort.

Final pricing and specifications will be released closer to the local launch. To register your interest and receive updates on this new model, please go to audi.co.nz.

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** Fuel consumption and CO₂ emissions figures given in ranges depend on the tyres/wheels used.*

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.