



Q7|SQ7



Contents

This guide is designed to give you an overview of the features and options of the Audi Q7 range. For more detailed information and pricing, please download the pricelist from www.audi.co.uk/pricelist. You can also configure your perfect Q7 using our online configurator at www.audi.co.uk/configurator.

The images featured in this guide are for illustrative purposes only and may feature left-hand drive vehicles and include equipment that is not UK specification.

Page 4 The Audi Q7 range

Page 32 Vorsprung durch Technik in your Audi Q7

Page 52 Build your Audi Q7

Create the car you've always imagined.

Trim choice	Page 54
Your colour	Page 68
Your design	Page 72
Your upholstery	Page 74
Your detail	Page 76
Your options	Page 78
Your configurator	Page 82

Page 84 Buying and maintaining your Audi Q7

Audi Genuine Accessories	Page 84
Your finance	Page 85
Important information	Page 86

A blue Audi Q7 SUV is shown in motion, driving on a road in a modern city. The car is the central focus, with its headlights on and a license plate that reads 'IN Q 7001'. The background features contemporary buildings and a bridge structure, suggesting an urban environment. The car's design is sleek and aerodynamic, with a prominent grille and large wheels.

The Audi Q7

The ultimate Audi SUV.

From the bold, single-frame grille to the striking LED tail lights, the Audi Q7 has a powerful presence from every angle. With its sculpted exterior and spacious cabin, it represents the very latest in Audi engineering. Advanced technology. Powerful engine. Luxurious features. It's all you could ask for in an SUV.



The Exterior

Meticulously crafted.

Our largest SUV has undergone some big changes. Sharper horizontal lines. Distinctive quattro sideblades. A redesigned 3D-hexagonal single-frame grille. Double arrow-shaped daytime-running lights. And stunning optional Audi Matrix LED headlights. Every element adds to the Audi Q7's powerful, athletic appearance.





Performance

Big on agility.

It's not just a choice of powerful engines that make this car so agile. We've also made refinements to the previous model, reducing the weight by the equivalent of a grand piano. Audi Drive Select lets you change the ride to suit you perfectly and optional adaptive air suspension and all-wheel steering create a driving experience that's more engaging than ever before.





14 Audi Q7 range Image shows Audi exclusive paint.

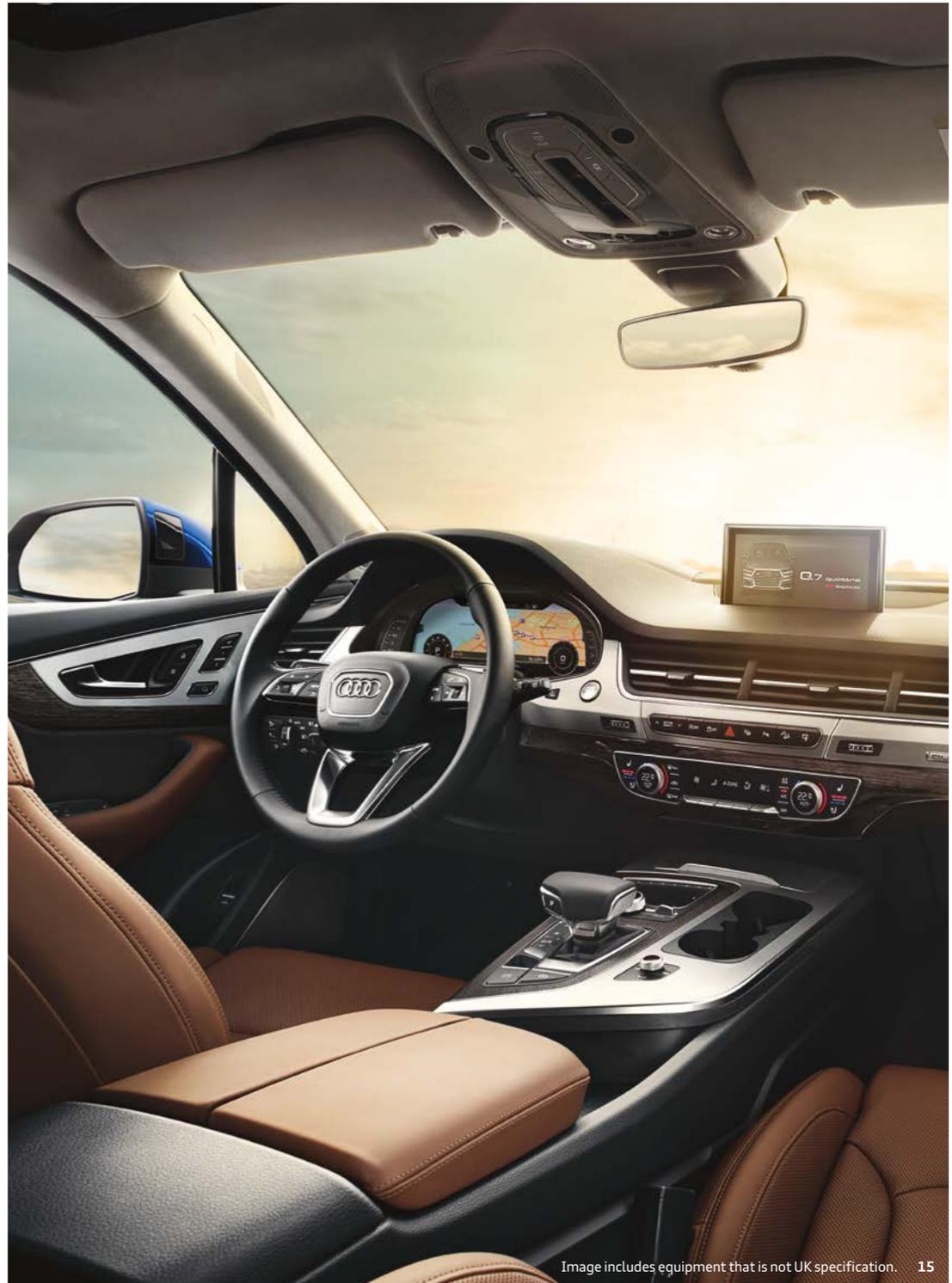


Image includes equipment that is not UK specification. 15

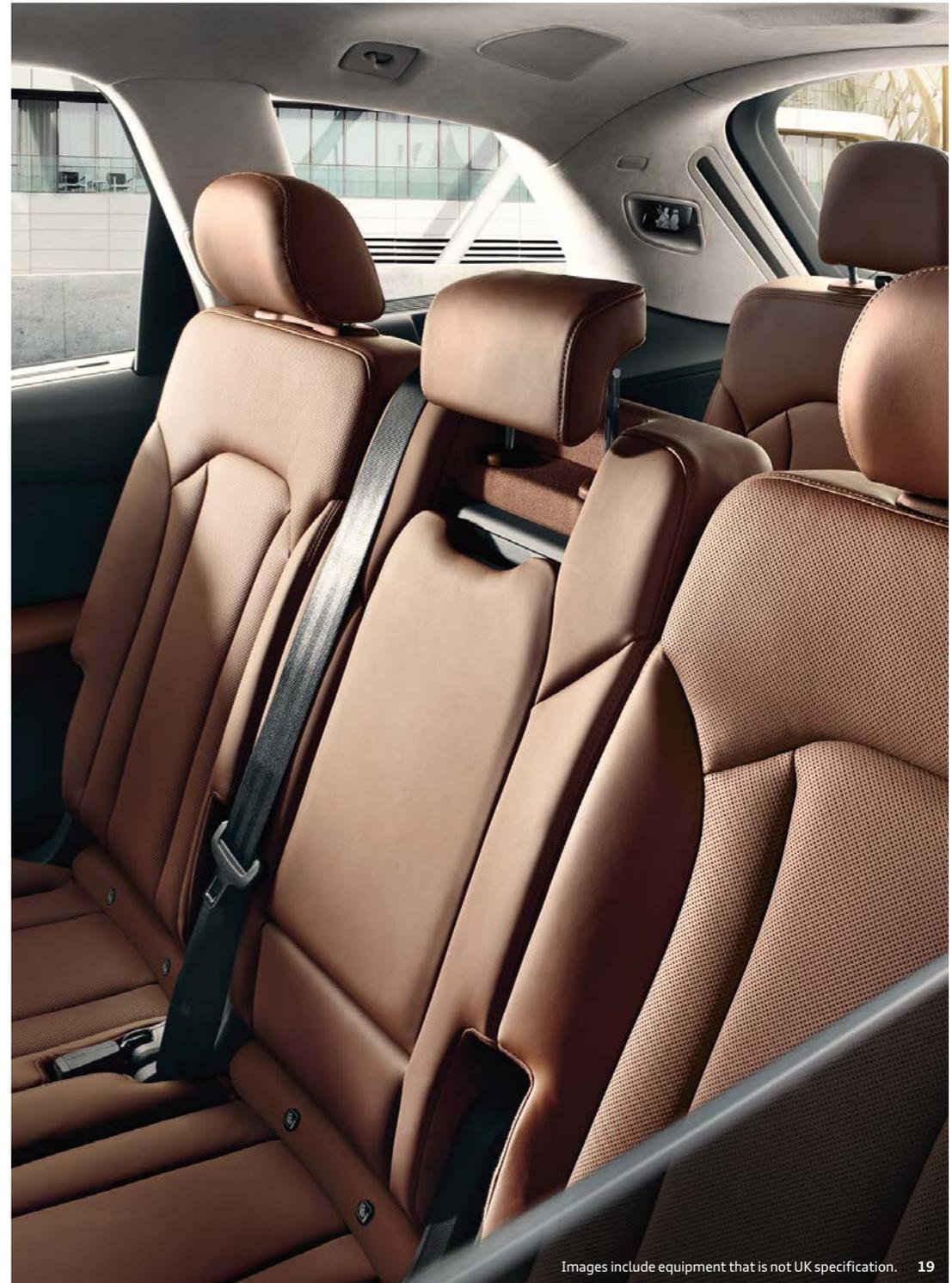


The Interior

The inside story.

On the outside, it's slightly more compact than the previous model; yet on the inside, it's even larger than before. The sense of space is underlined by touches like the continuous air vent strip that runs along the front of the cockpit, and two-part inlays that emphasise the horizontal lines. From optional leather packages to 4-zone air conditioning, you'll find luxury and comfort at every turn.





Technology

Innovation. Intuition. Control.

Intelligent technology is everywhere in the Audi Q7. At a glance, the 8.3" retractable MMI screen displays all you need to know, while the extra-large MMI touchpad makes it easier to 'write' your commands. For extra reassurance, hill-descent control predefines your speed during any descent, and Audi Pre-sense City can automatically apply braking if a collision looks imminent. So any journey you make in the Audi Q7 will be a comfortable and confident one.





e-tron

Fully charged. Fully loaded.

It's a different kind of Audi Q7. One that combines SUV design with our latest plug-in hybrid technology. The 3.0 TDI engine works together with an advanced electric motor to deliver more economy than a conventional engine alone. Climb inside the luxurious 5-seat interior and you'll benefit from other innovations, like the Audi Virtual Cockpit that lets you customise driver information displays, and the predictive efficiency assistant that uses navigational data to help you drive more efficiently.





SQ7

Beautiful. Powerful. Advanced.

The Audi SQ7 delivers on all the promise of the Audi 'S' badge. Thanks to a 4.0 BiTDI quattro V8 engine, it offers 435PS of power and an incredible 900 Nm of torque. The Audi Virtual Cockpit, which comes as standard, lets you see key information on an all-digital display, while the rear-view parking camera gives you improved visibility when parking.





SQ7



SQ7

Uniquely 'S'.

From a standing start, the Audi SQ7 can reach 62mph in less than five seconds. With 'S' body styling, Valcona leather seats and adaptive 'S' air suspension, it's quite simply the height of performance, style and technology.



Vorsprung durch Technik



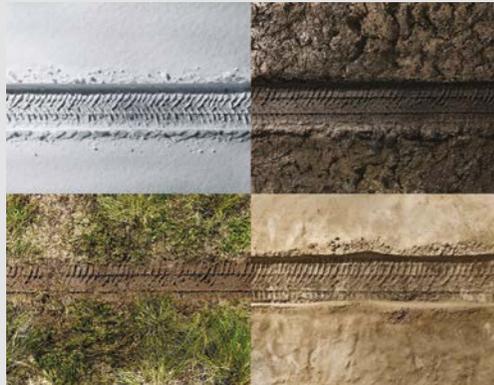
Not just a slogan. A philosophy.

Progress. It's behind everything we do at Audi. It's why, in the Audi Q7 range, you'll find some of our most innovative new technologies – from standard features like Audi Smartphone Interface to advanced options like Audi Virtual Cockpit. And, of course, the plug-in hybrid technology in the Audi Q7 e-tron, which combines the efficiency of electric driving with the convenience of a conventional engine.

The Audi Q7 range is Vorsprung durch Technik, evolved.

Driving confidence, whatever the weather.

Loose gravel. Icy patches. A tight bend in the rain. Conditions on the road are always changing, so quattro changes too. Standard on the Audi Q7, it analyses your grip – automatically distributing power between all four wheels to where it's needed most. It's made for the most challenging conditions of all – the ones you encounter every day. Whatever the road holds, you can be confident that quattro will react.



quattro





LED lights Matrix

Illuminating features.

The Audi Q7's optional Matrix LED headlights produce a light similar in colour to daylight. They also incorporate sensors and an inbuilt camera that detects other road users, as well as ambient light in built-up areas. They then react by dipping individual LEDs to reduce the risk of dazzling other road users, while still fully illuminating the remainder of the road.

Where available, Matrix LED technology will even use the vehicle's navigation data to anticipate corners, adjusting LEDs as you negotiate the bend. The result is a much wider visual range, benefitting both you and other road users. Dynamic sweeping indicators complete the striking look at the rear.



Bring your phone to the fore.

Imagine being able to use your smartphone applications safely while driving. The Audi Smartphone Interface, standard across the Audi Q7 range, lets you do just that.

Satellite navigation. Music streaming. Your contact list. Now you can access apps, approved for in-car use by Android and Apple, from the MMI controls to the Audi Q7's centre console, to the multi-function steering wheel, Audi Voice Control, or even via your smartphone's assistant, like Siri.

Simply connect your compatible smartphone via USB* and approved apps appear in full colour on the central MMI screen.

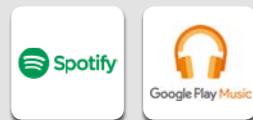


Smartphone Interface

Your own soundtrack.



You can play music stored on your phone as you drive, controlling it simply and intuitively through the interface. Streaming services are also available, including Spotify and Google Play Music.*



Spotify and Google Play Music*

Keeping in touch.



With Audi Smartphone Interface, any text messages you receive while driving can be read out to you – and if you need to respond, you can do so simply by dictating your message. But not only that. You can also use approved third-party apps* like WhatsApp to keep in touch while driving.



WhatsApp, Skype and Google Hangouts*

What's on your phone is now available on the road.

The Audi Smartphone Interface makes linking your smartphone* to your car quick, safe and easy.

With Android Auto and Apple CarPlay, you can access approved apps* from your phone safely via the Audi Q7's MMI system – either by voice or fingertip control. So you can make calls, receive and dictate messages, navigate, select music and podcasts and much more without taking your eyes off the road.

All imagery on these pages show use of Apple CarPlay with Audi Smartphone Interface. *Availability of applications differs by operating system and is dependent on approval by Apple or Google. An up-to-date list of approved apps is available on the relevant systems' websites. Permanent availability cannot be guaranteed as this is the responsibility of Apple and Google. Use of certain apps with Audi Smartphone Interface will be subject to signal availability of the mobile network in your location and in-car usage may increase your mobile data usage. If using regularly, a mobile phone contract including an unlimited or high amount of data is recommended. *Audi Smartphone Interface uses Apple CarPlay, which is available with iPhone 5 and above, or Android Auto, which is available with phones using Android 5.0 Lollipop or above.



Audi Connect Infotainment Services

The world at your fingertips.

Audi Connect Infotainment Services is the link between your Audi and the internet, giving you access to entertainment, information and search functions via scrolling, tapping or verbal commands.

With high-speed 4G internet access in your car, via an embedded SIM card with no data charge, you can call up flight information, fuel prices and weather, as well as high-resolution aerial and satellite pictures from Google Earth™.

Audi Connect Infotainment Services is standard as a 36-month subscription on all Audi Q7 models.

Image for illustrative purposes only. Terms and conditions apply. Please see pages 87 and 88 for additional information.



Connect Infotainment Services

Stay connected on the move.

The following Audi-supported services are currently available:

Infotainment.



Weather information

Gives you the latest weather for today, as well as weekly forecasts and a weather map for your chosen destination.



Online news (individual)*

Text and images from a variety of news sources with text-to-speech function so you are kept up to date with what's happening in the news.

Through your myAudi account, you can personalise the news feeds that you want to see, displayed under Online news by entering the URL of your chosen RSS feed.

Communication.



Twitter*

Enables you to tweet and receive updates on the move, with text-to-speech and other convenient text functions.



Wi-Fi hotspot data plans*

Purchase a data plan via myAudi to create a Wi-Fi hotspot within your vehicle, so that you can connect your mobile devices to the internet.

Mobility and navigation.



Navigate with Google Earth™

Displays high-resolution aerial and satellite images to help guide you to your destination.



Points-of-interest (POI) search with voice control

Allows internet searches via Google for special destinations so that you can access POI information such as opening hours, visitor reviews and photos. Integrated voice recognition, which can be conveniently operated by pushing the button on the multi-function steering wheel, offers even more convenience. You can also access POI information straight from your smartphone with the Audi MMI app.



Destination entry via Google Maps™ and myAudi*

Using your smartphone or tablet and myAudi, you can conveniently plan your journey using Google Maps™, or from your myAudi account, and send the destination details to your car's navigation system.



Travel information

With Travel information you can find out what's happening nearby and at your destination. The online search engine provides detailed information such as sights, restaurants, shops, etc. which can be loaded directly into your navigation destination. You can also access travel information from your smartphone with the Audi MMI app.



Parking information

Helps you find car parks nearby and, where available, information on prices and currently vacant spaces.



City events

The City events function provides information about current events and places of interest at your location or travel destination.



Flight information

Get live information about departure and arrival times and search directly for flight numbers.



Train information

Find departure and arrival times and platform information while you're on the road (also available for other types of public transport such as underground systems).



Fuel prices

Information on filling stations with the cheapest prices in your selected search area. You can sort by price or by distance for your convenience, and can load destinations directly into your navigation system.



Traffic information online

Receive the latest information about your route, such as traffic congestion and roadwork updates. The traffic information data is continuously updated and displayed in colour on the navigation map, and the dynamic route guidance will keep you updated.



Audi

Connect Safety and Service

Reassurance comes as standard.

Should you ever find yourself in an emergency situation, it's good to know that with Audi Connect Safety and Service, you'll also have access to the emergency services* or Audi Roadside Assistance.* And with Audi Connect Safety and Service, you can locate your car, check your vehicle status and lock/unlock your Audi from a distance via your smartphone.†

*These services are only within the range of the selected mobile phone network operated by Audi's chosen mobile phone provider.
†In order to activate these features, customers must register and accept the terms and conditions on myAudi.

Audi

Connect

Safety and Service

Help is on hand with Audi myService.

Dealing with an emergency is stressful enough, so we give you one less thing to worry about – providing a link to the emergency services, Audi Online Roadside Assistance and your chosen Audi Service Partner.



Emergency Call

In an emergency, time is of the essence. That's why your Audi comes with an SOS button that can call for urgent assistance when pressed. In the unfortunate event of the car detecting a major accident,* it will automatically place a call to an Audi partnered emergency call centre, who will send emergency assistance to your GPS location.



Online Roadside Assistance

In case of a mechanical fault or minor accident, just press the Online Roadside Assistance button. It will connect you to an Audi Roadside Assistance call centre, which can quickly establish your location and what kind of assistance you require.



Audi Service Request†

After activating this feature on myAudi, your chosen Audi Service Partner can receive relevant vehicle service data sent directly from your car to tell them when your car requires a service. They will then contact you in advance to arrange a booking.



Audi Incident Assistance

If the car detects a minor incident or breakdown, the car will notify and prompt some options through the MMI, such as to call the emergency services or roadside assistance.

Remote control your Audi with myCarManager.

Audi myCarManager lets you locate your car, check its status and lock/unlock the doors from a distance via your smartphone or tablet. So if you want to check up on your Audi but can't spare the time to get away, you can reassure yourself even when you're far away.ˆ



Vehicle status report†

How many miles of fuel have I got left? What's my current mileage? Is the car locked? Have I turned the lights off? With an Audi Connect MMI app on your smartphone or tablet, you'll have the answer instantly.



Remote lock and unlock†

If you forgot to lock your car, or you need to give someone urgent access, don't worry: even if you're some distance away, you can lock and unlock your Audi via your smartphone or tablet.



Theft alarm notification†

Once set up, if the car detects a vehicle theft through the anti-theft alarm system (such as someone breaking the windows), an alert will be sent through the MMI connect app.



Car finder†

A common frustration is forgetting where you parked your car. With myCarManager you can check where you last switched the ignition off on a map to help locate your car.



*For example if the vehicle's airbags or seat belt tensioners have been activated.

†In order to enjoy these services, customers must register, accept the terms and conditions and follow the activation steps instructed on myAudi. Terms and conditions apply. Please see pages 87 and 88.

ˆAudi MMI Connect app required.

Virtual Cockpit

Customisable control.

The information you need is always changing, so the Audi Virtual Cockpit changes too. Available as an option, it replaces the traditional dashboard with a high-resolution, 12.3" LCD screen, which you can customise by pressing the 'view' button on the multi-function steering wheel.

Choose the 'classic' view, with prominent speedometer and rev counter, or the 'infotainment' view, which brings functions such as the navigation map or media to the fore - with crisp 3D graphics and highly detailed effects.

Everything you need to know right in front of you: it's the embodiment of Vorsprung durch Technik.





All the help you need.

Imagine an extra pair of eyes, watching for traffic as you pull away, or looking over your shoulder as you reverse. Our driver assistance systems monitor the road around you, making your journeys both easier and safer. Some may come as standard, while others shown on the next page are available as options.

Standard systems.

Audi Parking System Plus (front and rear)

Aids parking by acoustically and visually indicating distances to obstacles.

Audi Pre-sense City

A camera monitors the road ahead for cars suddenly stopping or pedestrians who are about to cross. If an imminent collision is detected, the system warns the driver and may initiate a deceleration action to reduce the speed or, if possible, prevent the collision.

Vehicle driver assistance and safety systems are not a substitute for attentive driving. Drivers retain full responsibility for providing the necessary inputs for safe control of the vehicle. System descriptions within this brochure are provided for information purposes only. System limitations and operational requirements apply. See manual for details. Some technologies only work within a certain speed range. Please see the manual or download the pricelist from www.audi.co.uk/pricelist for more information.

Technology to help you on the road.

Below is a selection of the optional technologies available. Many have been packaged together and can be found in our optional Driver Assistance Packs. Some, however, can be ordered individually. For more information, please download the pricelist from www.audi.co.uk/pricelist

Driver aids.



Exit warning assist

Looks out for traffic when you or your passengers open the door of the Audi Q7, monitoring the area around the car for metal objects that could pose a danger, like bikes and cars. If any are detected, it activates an LED warning light on the wing mirrors and the inside of the front and rear doors.



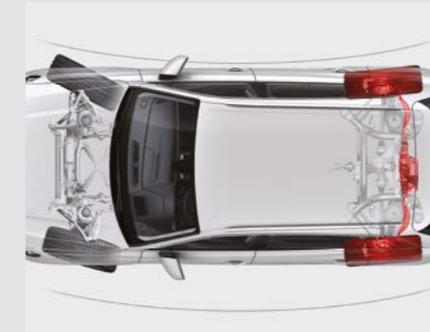
Adaptive Cruise Control with Stop&Go and Traffic-jam assist

Keeps a steady distance from the car ahead and maintains any speed you choose by automatically accelerating and braking. If Traffic-jam assist is also activated, the system uses the sensors and camera to detect any traffic jams ahead. When one is detected, the system won't just continue to brake and accelerate in traffic, it can apply supportive steering to make your journey more comfortable.



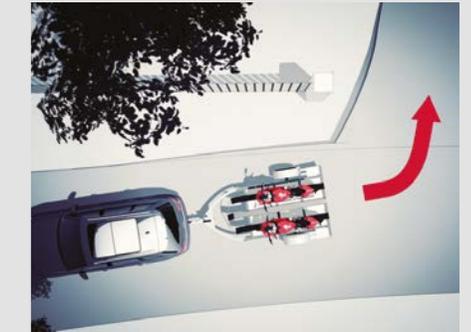
Predictive efficiency assist

Uses data from the navigation system to predict your route and suggest ways to drive more efficiently. It alerts you to speed limits, hidden bends and hills, so you can slow down in plenty of time. Predictive efficiency also works with Adaptive Cruise Control to adjust the car's cornering if a bend or roundabout is detected and can help to reduce fuel consumption.



All-wheel steering

You use four wheels to drive your car, so why not use all four to steer it too? For more manoeuvrability at low speeds, the optional All-wheel steering system steers the rear wheels in the opposite direction to the front wheels. At high speeds, both axles steer in the same direction for better cornering and enhanced stability. So you get more responsive steering and a more dynamic drive.



Trailer assist

Helps to manoeuvre and stabilise both the car and trailer while driving. And, when reversing, it automatically steers the trailer in the direction you choose using the MMI Touch dial. All you need to do is watch the road and operate the gears, accelerator and brake – and if at any point the trailer risks colliding with the car, the system warns you.

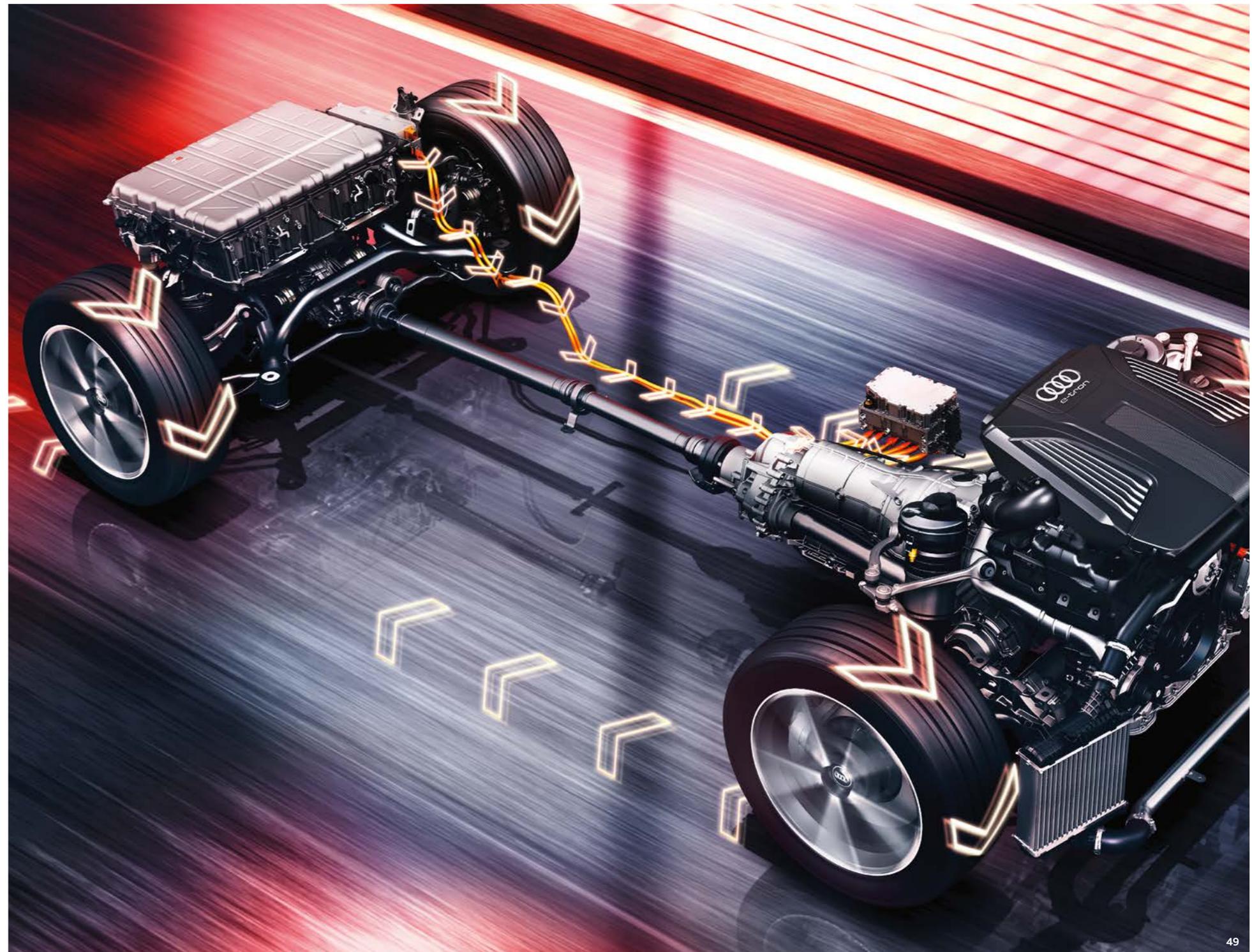
Plug in to the Audi Q7 e-tron.

The Audi Q7 e-tron's 3.0 TDI engine works with an advanced electric motor to deliver more economy than a conventional engine alone. In test environments, it delivers a combined fuel consumption figure of 156.9mpg* and CO₂ figures from 48g/km.* It's made possible by features like the Predictive efficiency assist, that uses navigational data to help you drive more efficiently, and the heat pump that recycles engine heat to warm up the cabin without running down the battery.



*Standard EU test figures for comparative purposes and may not reflect real driving results. Optional wheels may also affect emissions and fuel consumption figures.

e-tron





e-tron

Remote control.

With the Audi Q7 e-tron, we haven't just redefined the way your car works - we've adapted the way you can control it, using the Audi MMI Connect app.* So no matter where you are, you'll be able to keep an eye on the current charge level, remaining electric range and even the location of your Audi. Perhaps most useful of all, the app enables you to use your smartphone as a remote control. So you can start your car charging remotely with the push of a button - or set a timer to do it automatically.



*Dependent on mobile phone and software version compatibility. Before you can use the Audi Connect e-tron services, you first need to download the Audi MMI connect app and have registered onto myAudi. Your mobile device must be compatible. Terms and conditions apply. Please see pages 87-89 for details.



Build your **Audi**

**Express your individuality
with a choice of standard
and optional features.**

The following sections of this guide are designed to make it easy for you to understand the specification of your Audi Q7 and select the options you want. So with just a few choices, you can begin to create the Audi you've always imagined. However, if you want more details, please download the relevant pricelist from www.audi.co.uk/pricelist

Audi Q7 SE

From 19" alloy wheels to Audi Parking System Plus and Audi Drive Select, the SE specification offers a high level of equipment as standard. Highlights include Xenon Plus headlights with LED daytime-running lights and twin-leather seats for a striking look and exceptional comfort.

Equipment highlights include:*

- ▶ 19" x 8.5J '5-spoke star' design alloy wheels
- ▶ Audi Drive Select†
- ▶ Dynamic suspension
- ▶ Xenon Plus headlights with LED daytime-running lights
- ▶ LED rear lights
- ▶ Audi Smartphone Interface^
- ▶ Audi Sound System
- ▶ MMI Navigation Plus (HDD) with MMI Touch
- ▶ Audi Connect Infotainment Services (36-month subscription)
- ▶ 4-spoke leather multi-function steering wheel
- ▶ Upper inlays in Diamond finish, Silver grey and lower inlays in Anodised finish, anthracite
- ▶ Interior Lighting Pack
- ▶ 7 seats
- ▶ Standard seats in Twin leather upholstery
- ▶ Electric 4-way lumbar support for front seats
- ▶ Heated front seats
- ▶ Audi Parking System Plus (front and rear)
- ▶ Cruise control with speed limiter
- ▶ Audi Pre-sense City
- ▶ Audi Connect Safety and Service



Main image. Audi Q7 SE in optional Floret silver, metallic paint. **1.** 19" x 8.5J '5-spoke star' design alloy wheels. **2.** Colour Driver's Information System and MMI Navigation Plus. **3.** MMI Touch. **4.** 8.3" central rising MMI colour display.



Audi Q7 S line

Specification in addition or replacement to SE.

The S line specification includes an upgrade to larger 20" alloy wheels and enhanced S line exterior styling. LED headlights with LED rear lights and dynamic rear indicators give a distinctive look, while deluxe 4-zone climate control creates the perfect environment inside.

Equipment highlights include:*

- ▶ 20" x 9.0J '5-parallel-spoke' design alloy wheels
- ▶ LED headlights with LED rear lights and dynamic rear indicators
- ▶ High-beam assist
- ▶ S line body styling
- ▶ S line badging
- ▶ Privacy glass
- ▶ Deluxe 4-zone electronic climate control
- ▶ S line 3-spoke leather multi-function steering wheel
- ▶ Upper inlays in Brushed aluminium, Sono and lower inlays in Chrome paint, Slate grey
- ▶ Front Sport seats with 'S' embossed logo in leather/perforated Alcantara



Main image. Audi Q7 S line in optional Galaxy blue, metallic paint. 1. 20" x 9.0J '5-parallel-spoke' design alloy wheels. 2. LED headlights. 3. Privacy glass. 4. Deluxe 4-zone electronic climate control.



Audi Q7 Black Edition

Specification in addition or replacement to S line.

From 21" alloy wheels and leather upholstery to Audi Virtual Cockpit, the Black Edition trim brings enhanced looks and greater levels of comfort and technology.

Equipment highlights include:*

- ▶ 21" x 9.5J '5-spoke blade' design alloy wheels in anthracite black, polished, gloss-turned finish
- ▶ Adaptive air Sport suspension
- ▶ Titanium Black Styling Pack
- ▶ Black roof rails
- ▶ Panoramic glass sunroof
- ▶ Valcona leather upholstery with 'S' embossing in the front seat backrests
- ▶ Upper inlays in Brushed aluminium and lower inlays in Chrome paint, Slate grey
- ▶ 3-spoke flat-bottomed leather multi-function Sport steering wheel – with gear-shift paddles
- ▶ Extended LED Interior Lighting – multi-coloured with interactive colour profiles
- ▶ Audi Virtual Cockpit – 12.3" high-resolution LCD display
- ▶ Rear-view camera



Main image. Audi Q7 Black Edition in optional Orca black, metallic paint. 1. Rear-view camera. 2. Audi Virtual Cockpit. 3. Valcona leather upholstery with 'S' embossing in the front seat backrests.

Audi Q7 Vorsprung

Specification in addition or replacement to Black Edition.

From 22" alloy wheels to the latest Audi driver assistance systems, the Vorsprung trim offers the most technologically advanced and luxurious Q7 available.

Equipment highlights include:*

- ▶ 22" x 9.0J '5-V-spoke aluminium star' design Audi Sport alloy wheels with titanium-look, gloss-turned finish
- ▶ Matrix LED headlights with LED rear lights and dynamic rear indicators
- ▶ Front Sport seats plus with 'S' embossed logo in Valcona leather
- ▶ Heated front and outer rear seats for the second row
- ▶ Driver and front passenger memory function for the electrically adjustable front seats
- ▶ Full Leather Pack
- ▶ Black Alcantara headlining
- ▶ Head-up display
- ▶ Audi Phone Box
- ▶ BOSE® 3D Sound System
- ▶ Advanced key
- ▶ Park assist
- ▶ 360° camera
- ▶ Audi Side Assist
- ▶ Pre-sense Front
- ▶ Pre-sense Rear
- ▶ Cross-traffic assist rear
- ▶ Adaptive Cruise Control with Stop&Go and Traffic-jam assist
- ▶ Camera-based traffic sign recognition
- ▶ Active Lane Assist



Main image. Audi Q7 Vorsprung in optional Glacier white, metallic paint. 1. Head-up display. 2. Audi Phone Box. 3. Black Styling Pack and camera.

Audi SQ7

Specification in addition or replacement to S line.

The Audi SQ7 comes equipped with 20" alloy wheels, adaptive 'S' air suspension and a 4.0-litre TDI quattro engine. But there's much more to this car than performance alone. From 'S'-specific styling to innovative technology like Audi Virtual Cockpit, it represents the very latest in Audi engineering.

Equipment highlights include:*

- ▶ 20" x 9.0J '5-arm-offroad' design alloy wheels with matt titanium-look, gloss-turned finish
- ▶ Adaptive 'S' air suspension
- ▶ Active sound exhaust system
- ▶ Audi Virtual Cockpit – 12.3" high-resolution LCD display
- ▶ Aluminium-effect exterior door mirror housing
- ▶ Dual-branch oval twin tailpipes in chrome finish
- ▶ Front black painted brake calipers with 'S' logo
- ▶ Front bumper air inlet struts in Aluminium effect
- ▶ quattro blade in Aluminium effect
- ▶ SQ7 badging
- ▶ Valcona leather upholstery
- ▶ Rear-view camera



Main image. Audi SQ7 in optional Navarra blue, metallic paint. 1. 20" x 9.0J '5-arm-offroad' design alloy wheels. 2. Dual-branch oval twin tailpipes in chrome finish. 3. Aluminium scuff plates with SQ7 logo. 4. Audi Virtual Cockpit.



Audi SQ7 Vorsprung

Specification in addition or replacement to SQ7.

Technology, luxury, looks and performance: the Vorsprung edition is the most advanced version of the SQ7 available. From Matrix LED headlights outside to luxurious leather and Alcantara, its specification offers the ultimate SQ7 driving experience.

Equipment highlights include:*

- ▶ 22" x 9.0J '5-V-spoke aluminium star' design Audi Sport alloy wheels with titanium-look, gloss-turned finish
- ▶ Matrix LED headlights with LED rear lights and dynamic rear indicators
- ▶ Titanium Black Styling Pack
- ▶ Front Sport seats plus with 'S' embossed logo in Valcona leather
- ▶ Heated front and outer rear seats for the second row
- ▶ Driver and front passenger memory function for the electrically adjustable front seats
- ▶ Full Leather Pack
- ▶ Upper inlays in Brushed aluminium and lower inlays in Chrome paint, Slate Grey
- ▶ Black Alcantara headlining
- ▶ Head-up display
- ▶ Audi Phone Box
- ▶ BOSE® 3D Sound System
- ▶ Advanced key
- ▶ Park assist
- ▶ 360° camera
- ▶ Audi Side Assist
- ▶ Pre-sense Front
- ▶ Pre-sense Rear
- ▶ Cross-traffic assist rear
- ▶ Adaptive Cruise Control with Stop&Go and Traffic-jam assist
- ▶ Camera-based traffic sign recognition
- ▶ Active Lane Assist



Main image. Audi SQ7 Vorsprung in optional Daytona grey, pearl-effect paint. 1. Head-up display. 2. BOSE® 3D Sound System. 3. Black Styling Pack and camera.

Audi Q7 e-tron

Plug-in hybrid technology isn't all that makes the Audi Q7 e-tron special. It comes with a high level of equipment as standard, including MMI Navigation Plus with MMI Touch, Audi Smartphone Interface, Audi Virtual Cockpit and Audi Pre-sense City. We've also included technology to put you in control, like the EV button that changes the way the diesel engine and electric motor work together, as well as Audi Connect e-tron services to give you remote control over your e-tron's charging.

Equipment highlights include:*

- ▶ 19" x 8.5J '5-arm aero' design alloy wheels
- ▶ Audi Drive Select
- ▶ Dynamic suspension
- ▶ LED headlights with LED rear lights and dynamic rear indicators
- ▶ Audi Virtual Cockpit – 12.3" high-resolution LCD display
- ▶ Audi Smartphone Interface†
- ▶ MMI Navigation Plus (HDD) with MMI Touch
- ▶ Audi Connect Infotainment Services (36-month subscription)
- ▶ Audi Connect e-tron Services
- ▶ Audi Connect Safety and Service
- ▶ e-tron body styling
- ▶ 3-spoke leather multi-function steering wheel
- ▶ Upper inlays in Diamond finish, Silver grey and lower inlays in Anodised finish, anthracite
- ▶ Interior Lighting Pack
- ▶ Standard seats in Twin leather upholstery
- ▶ Electric 4-way lumbar support for front seats
- ▶ Heated front seats
- ▶ Audi Parking System Plus (front and rear)
- ▶ Cruise control with speed limiter
- ▶ Audi Pre-sense City
- ▶ Predictive efficiency assist



Main image. Audi Q7 e-tron in optional Galaxy blue, metallic paint. **1.** 19" x 8.5J '5-arm aero' design alloy wheels. **2.** Vehicle charging socket, rear left. **3.** Audi Virtual Cockpit with e-tron specific displays. **4.** 3-spoke leather multi-function steering wheel.



Your colour

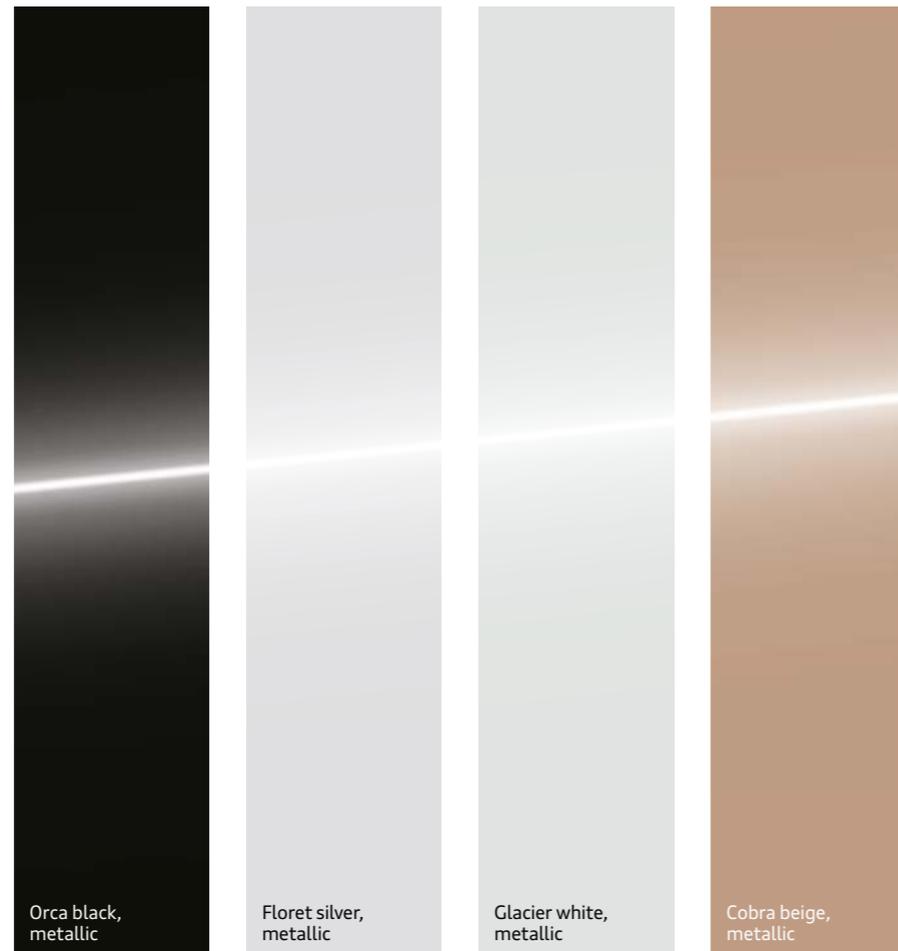
Express your individuality with a choice of standard and optional paints.

Choose from a selection of 2 standard or 9 optional paint colours. For more specialist options, see the Audi exclusive section on page 70. Please contact your local Audi Centre for details.

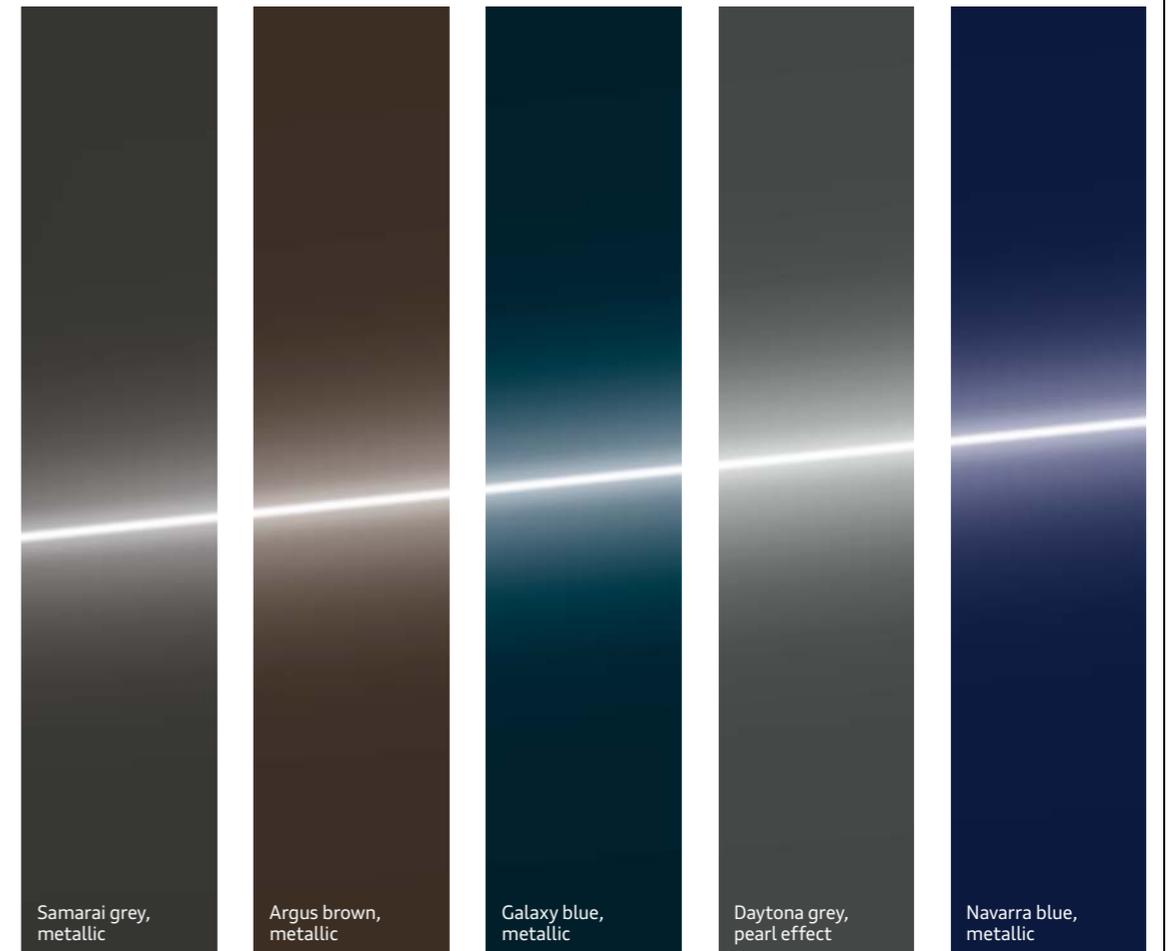
Standard colours*



Optional colours*



Optional colours*



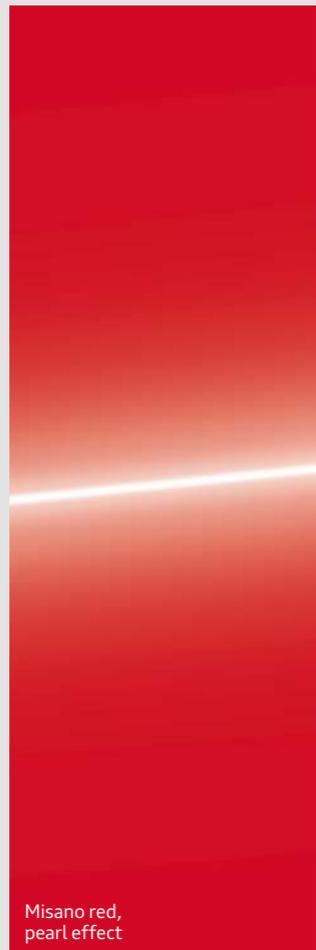
Audi exclusive paint

Make your Audi Q7 truly unique.

Everyone has a favourite colour. No matter what yours is, Audi exclusive provides a range of unique colours that have been designed to set your car apart. There are over 50 exclusive paints* to choose from, a selection of which you can see below, or specify any other paint colour in the Audi range. You can also order customised paint+ – if you have a particular colour in mind, we'll mix the exact metallic or pearl-effect shade you want.



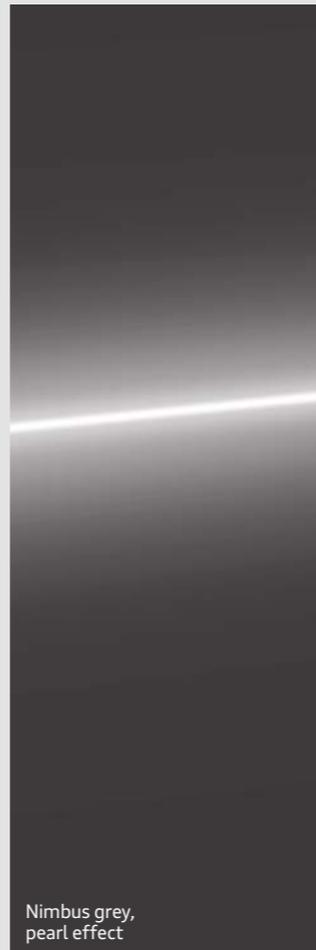
Ara blue,
crystal effect



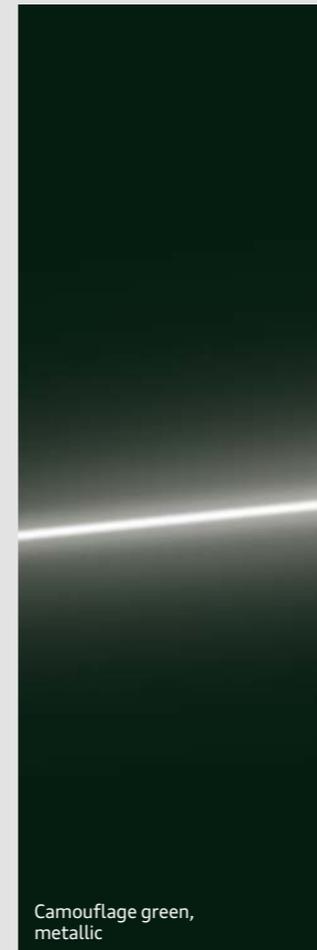
Misano red,
pearl effect



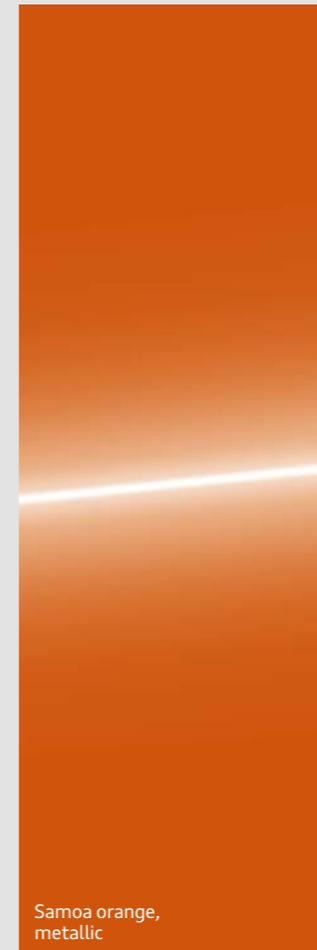
Suzuka grey,
metallic



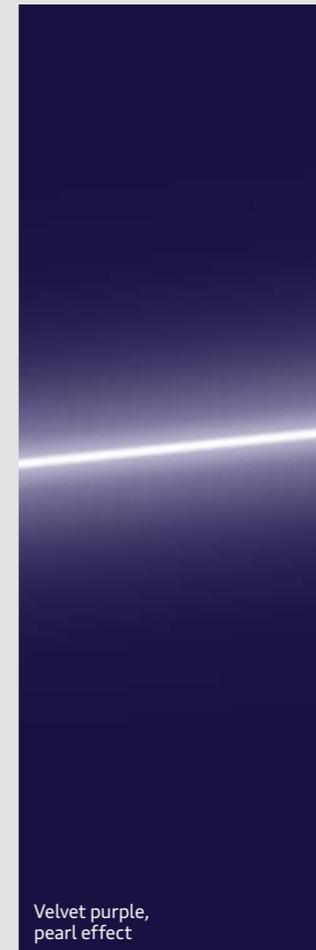
Nimbus grey,
pearl effect



Camouflage green,
metallic



Samoa orange,
metallic



Velvet purple,
pearl effect



Audi exclusive/
customised

*Audi exclusive paint is subject to factory approval. Visit your local Audi Centre for colour samples.
+Customised paint is subject to factory approval, and is available for metallic and pearl-effect water-based paints only. Three-colour process colours and two-tone schemes are not available.

All the colour swatches on this page are matched as accurately as possible to the actual paint colours used. However, due to print processes, Audi UK cannot guarantee that colours shown are 100% accurate. Visit your local Audi Centre for a more accurate colour swatch. Options are subject to availability and may extend time taken for delivery.



20" x 9.0J '10-spoke star' design alloy wheels



22" x 9.0J '5-V-spoke aluminium star' design, Audi Sport alloy wheels



20" x 9.0J '5-arm-offroad' design alloy wheels with matt titanium-look, gloss turned finish



20" x 9.0J '5-parallel-spoke' design alloy wheels



20" x 9.0J '5-arm aero' design, partly polished alloy wheels



21" x 9.5J '5-twin-spoke' design Audi Sport alloy wheels with titanium-look, gloss-turned finish



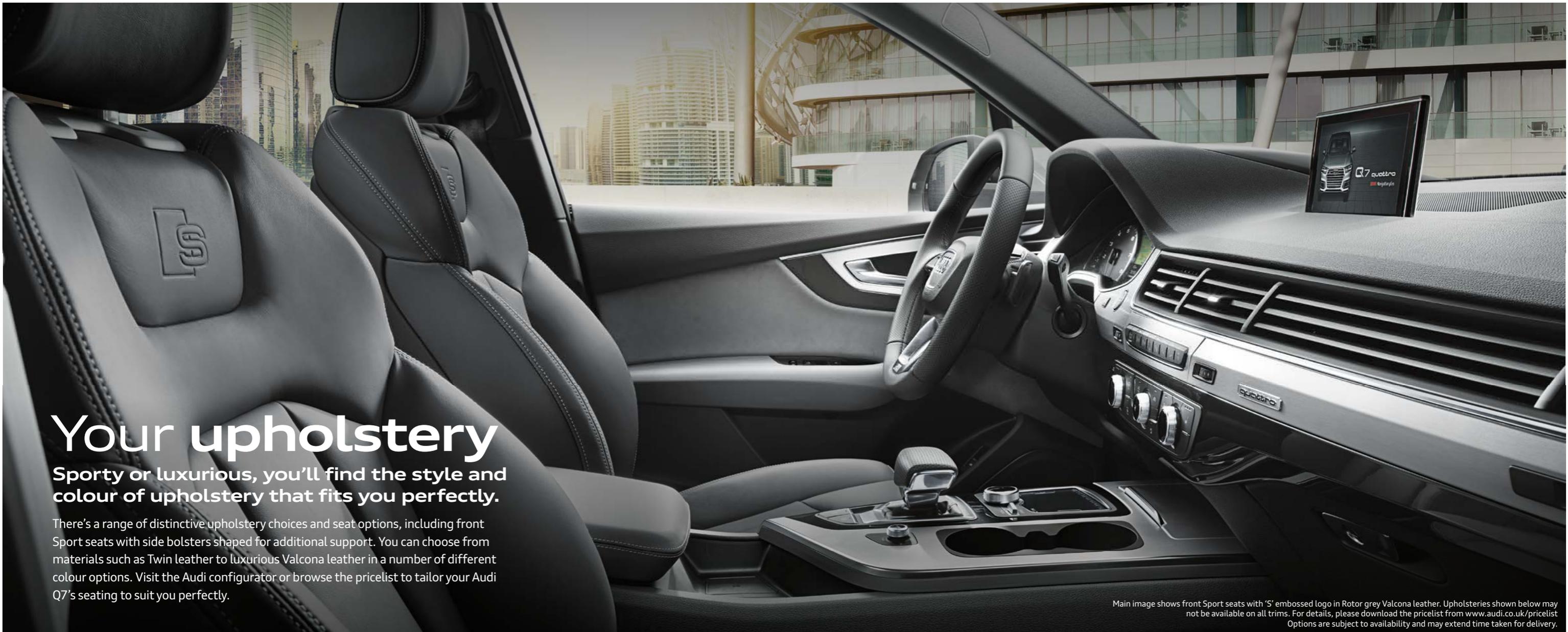
21" x 9.5J '5-arm tornado' design alloy wheels

Your design

Style your Audi Q7 with a choice of alloy wheels.

Whatever your taste, there's a set of alloy wheels that will enhance the look of your Audi Q7. This is just a selection – discover more online using the Audi configurator or by exploring the full pricelist.

Wheels shown may not be available on all trims. Please note that the size of your chosen Audi Q7 wheel may affect the fuel consumption figures and the CO2 emissions. This may result in a change in subsequent Vehicle Excise Duty payable. For details, please download the pricelist from www.audi.co.uk/pricelist. Options are subject to availability and may extend time taken for delivery.



Your upholstery

Sporty or luxurious, you'll find the style and colour of upholstery that fits you perfectly.

There's a range of distinctive upholstery choices and seat options, including front Sport seats with side bolsters shaped for additional support. You can choose from materials such as Twin leather to luxurious Valcona leather in a number of different colour options. Visit the Audi configurator or browse the pricelist to tailor your Audi Q7's seating to suit you perfectly.

Main image shows front Sport seats with 'S' embossed logo in Rotor grey Valcona leather. Upholsteries shown below may not be available on all trims. For details, please download the pricelist from www.audi.co.uk/pricelist. Options are subject to availability and may extend time taken for delivery.



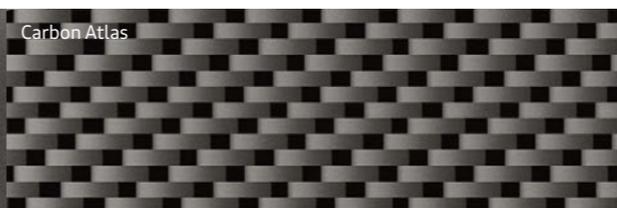
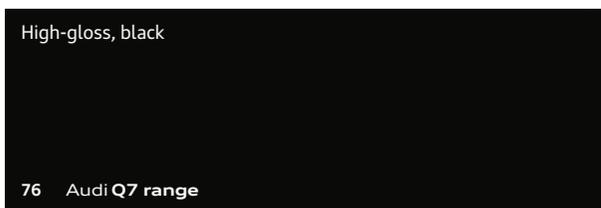


Your detail

A choice of inlays to add highlights to your interior.

With fine detailing and specially chosen materials, inlays are the final touch that add a little extra flair to your Audi Q7. Find your perfect combination in the pricelist or by using the online Audi configurator.

Main image shows upper inlays in Diamond finish, Silver grey, with lower inlays in Oak grey. Inlays shown below may not be available on all trims. For details, please download the pricelist from www.audi.co.uk/pricelist. Options are subject to availability and may extend time taken for delivery.



Your options

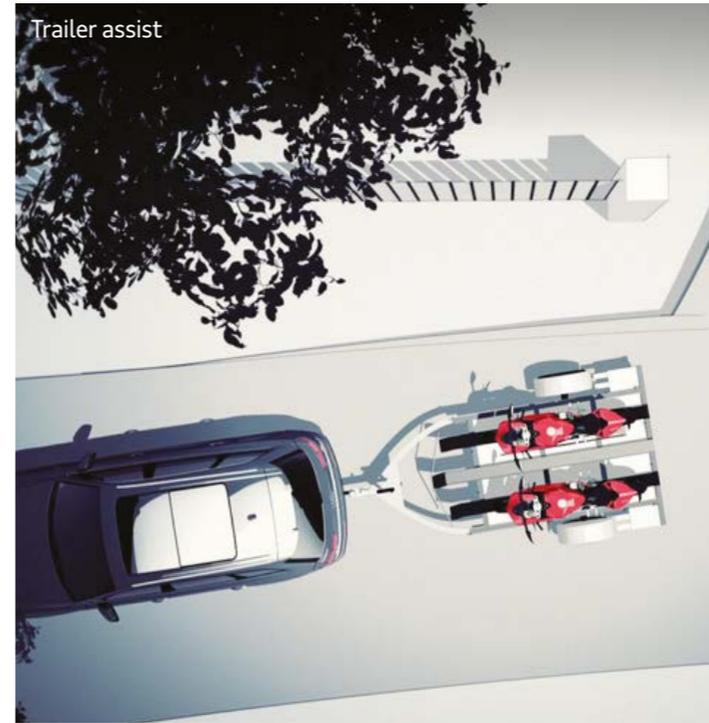
Optional equipment highlight.

Personalise your Audi Q7 with a range of optional equipment choices. Some options have been packaged together for added convenience whilst others are available individually. From Adaptive Cruise Control to entertainment options like the Bang & Olufsen 3D Advanced Sound System, you can arrive at your ideal combination of Audi technology. To see our full list of options, download the pricelist from www.audi.co.uk/pricelist

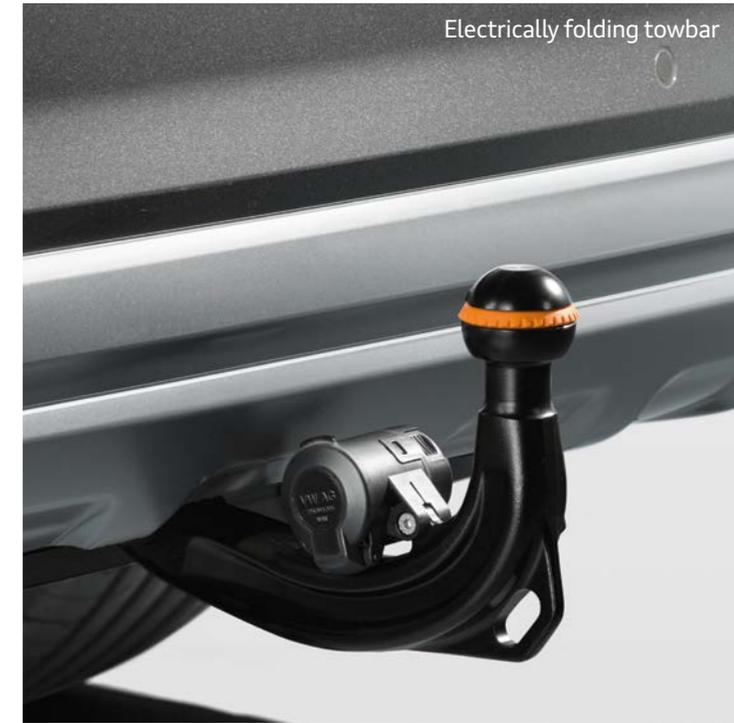
Head-up display



Trailer assist



Electrically folding towbar



Adaptive Cruise Control with Stop&Go



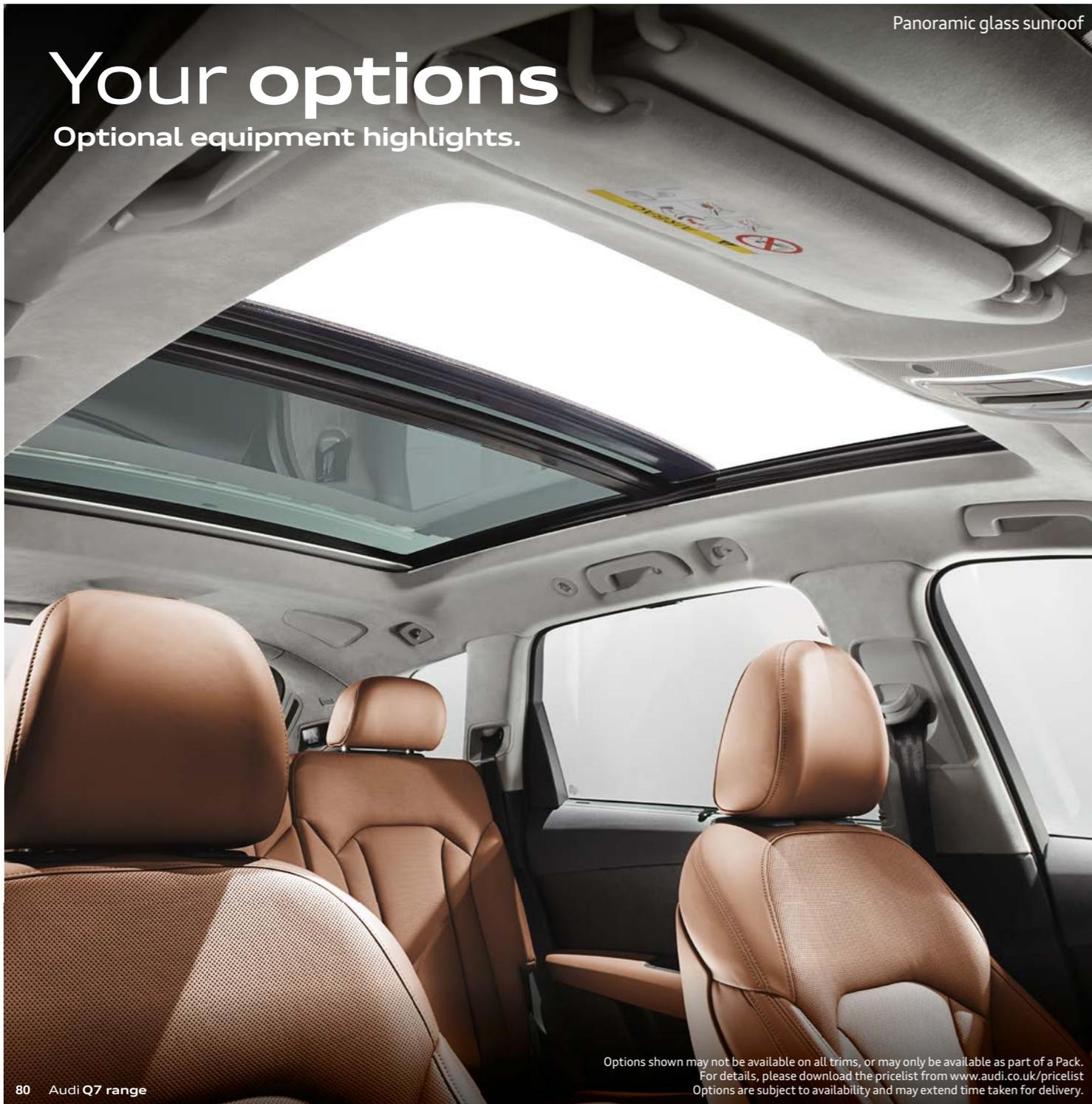
Bang & Olufsen 3D Advanced Sound System



Your options

Optional equipment highlights.

Panoramic glass sunroof



Exit warning



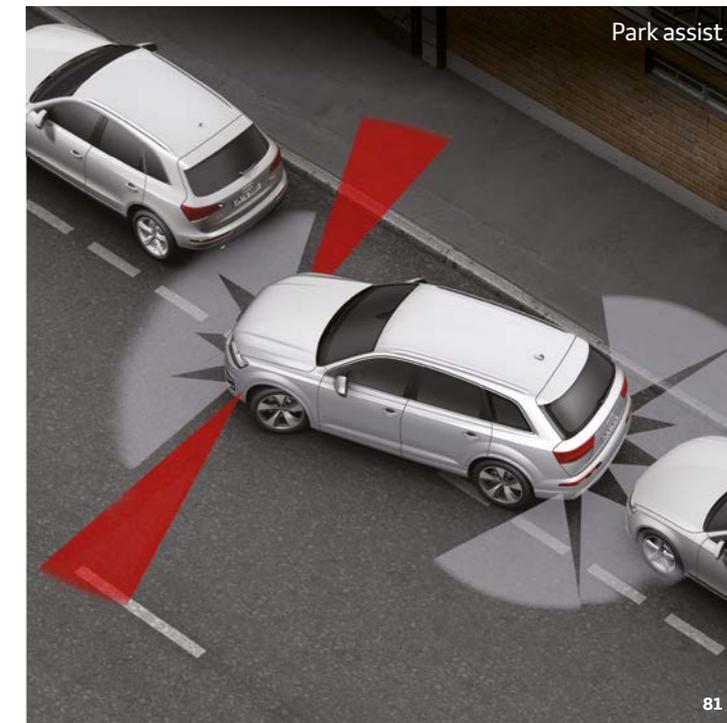
Night vision assistant



Audi Virtual Cockpit



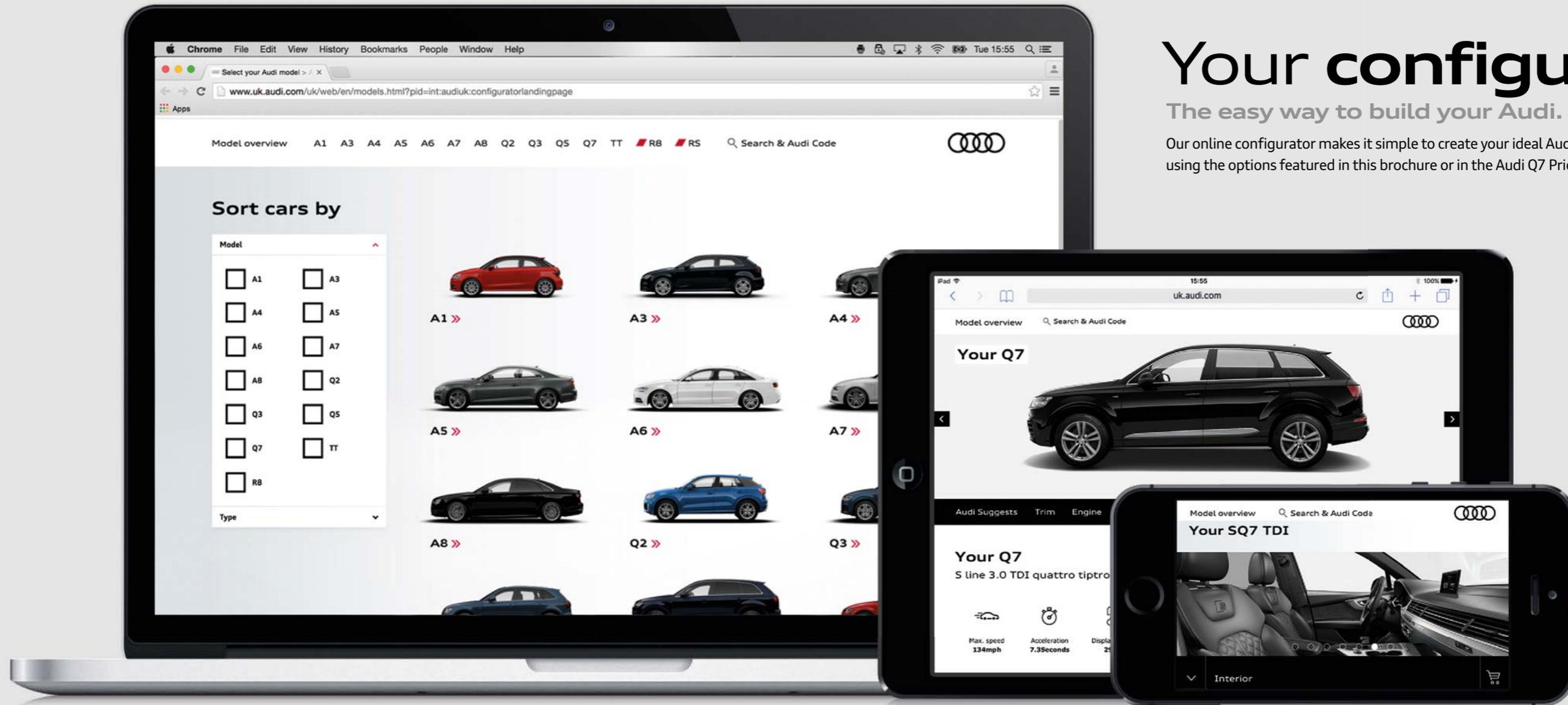
Park assist



Your configurator

The easy way to build your Audi.

Our online configurator makes it simple to create your ideal Audi, using the options featured in this brochure or in the Audi Q7 Pricelist.



Visit www.audi.co.uk/configurator to create your perfect Audi Q7

Audi Genuine Accessories

Personalise your Audi today.

Make your Audi Q7 your own by adding some genuine accessories. They're all created by Audi and specially crafted for our models, so they'll deliver the high standards you expect. What you see here is just a selection. See the full collection at www.audi.co.uk/accessories or speak to your Audi Centre for pricing.



Protection Pack

Protects your interior from mud, spills and daily wear and tear.



Business Pack

Provides convenient storage for everything from laptops to suit jackets.



Roof bars

Secures your bike, skis or roof box on any journey.



Roof box

Gives you extra carrying capacity when you need it.



Touring Pack

Includes a cool box, rear seat storage and more.



Comfort Pack

Helps you get organised – featuring a handy boot tidy and coat hanger.

Your finance

Get your finance quote in seconds.

Simply go to www.audi.co.uk and enter a few details to see the monthly payments you could be making on a new Audi Q7. Below we've outlined some of the different options available – you just need to choose your annual mileage and length of term, then pay an initial deposit that could be as little as one monthly payment.*

Solutions Personal Contract Plan

A flexible finance plan designed to give you a number of options, making it ideal if you want to change your car more regularly. At the end of the agreement, you have three choices:

1. Exchange the car for a new Audi.
2. Pay the option to purchase fee and optional final payment, then take full ownership of the car.
3. Simply return the car to Audi (fees may be payable).

Hire Purchase

If you know you'd like to keep your Audi, Hire Purchase could be right for you. And as you're making your payments with a view to owning the car, there's no restriction on how far you can drive each year.

Contract Hire

If you don't want to own your Audi, Contract Hire could be a great option. You can add a service, maintenance and tyres plan and, for VAT-registered businesses, an element of the VAT on rentals may be recoverable. You simply need to commit to a regular monthly payment and hand your car back at the end of your agreement (subject to our return standards).

Online Finance Calculator

Use our online Finance Calculator to get a personalised quote that suits you. Simply visit the Finance and Offers section on www.audi.co.uk and you can choose between our Solutions Personal Contract Plan and Contract Hire calculators to see what you can expect to pay for your new Audi.

Audi Insurance

To ensure you can start enjoying your new car from day one, the first five days' insurance[†] is included as standard with all new Audi models. To activate it, simply call 0330 303 6900, give us a few details and you can drive it away as soon as you take delivery.

Telephone lines are open Monday to Friday 8am–8pm, and Saturday 9am–4pm. For details of our full range of insurance products, visit www.insurewithaudi.co.uk

*An offer of finance depends on certain conditions. Finance subject to status. Available to 18s and over. Terms and conditions apply. Audi Financial Services. †Subject to eligibility criteria. Audi Motor Insurance is sold and administered by Ageas Retail Limited. Audi Financial Services is a trading name of Volkswagen Financial Services (UK) Limited ("VWFS UK"). Registered in England and Wales No. 2835230. Registered Office: Brunswick Court, Yeomans Drive, Blakelands, Milton Keynes MK14 5LR. Financial and consumer credit services are provided by VWFS UK. Volkswagen Financial Services (UK) Limited is authorised and regulated by the Financial Conduct Authority, registration number 311988. Audi Motor Insurance from Audi Financial Services is sold and administered by Ageas Retail Limited, registered in England and Wales No. 1324965. Registered office: Ageas House, Hampshire Corporate Park, Templars Way, Eastleigh, Hampshire SO53 3YA. Ageas Retail Limited is authorised and regulated by the Financial Conduct Authority (FCA), registration number 312468. Volkswagen Financial Services (UK) and Ageas Retail Limited are not part of the same corporate group.

Important information

Welcome to Audi.

By placing an order for your Audi, you're choosing to drive a car created in the spirit of Vorsprung durch Technik. And because we believe the service we offer should reflect the quality of our cars, we want to let you know exactly what you can expect from us, now and in the future.

Audi customer care

Every new Audi includes these reassuring features as standard:

- ▶ 3-year Audi warranty (unlimited mileage in the first 2 years, with a full mechanical and electrical warranty up to 60,000 miles in the third year)
- ▶ A 3-year paint warranty
- ▶ A 12-year anti-corrosion warranty
- ▶ 3-year UK roadside assistance and recovery
- ▶ 3-year accessories warranty on any accessories purchased with your car (2-year warranty if purchased separately from your new Audi)*

You also have the option when ordering your new car of choosing a 4-year or 5-year Audi warranty. Speak to a member of the sales team for more information. Warranty terms and conditions apply. Please see www.audi.co.uk/warrantyterms for further details.

Information in this guide

We've done all we can to make the specifications and technical details and all other information you see in this brochure accurate at the time of publication. However, as our products are constantly being updated, we recommend checking the details with your Audi Centre.

You'll find full pricing information in the pricelist, which can be downloaded from www.audi.co.uk/pricelist

The images featured in this brochure are for illustrative purposes only. They may feature left-hand drive vehicles and include equipment that is not UK specification.

CO₂ emissions-based Vehicle Excise Duty

Vehicle Excise Duty (Road Fund Licence) is based upon the amount of Carbon Dioxide (CO₂) a vehicle emits, measured in grams per kilometre (g/km). First-year VED rates apply to the first year of ownership. Annual VED rates apply thereafter. The DVLA has created thirteen categories:

Vehicles registered on or after 1 April 2017

Petrol and diesel engines	First year	Standard rate* (second year onwards)
A – 0g/km	£0	£0
B – 1 to 50g/km	£10	£140
C – 51 to 75g/km	£25	£140
D – 76 to 90g/km	£100	£140
E – 91 to 100g/km	£120	£140
F – 101 to 110g/km	£140	£140
G – 111 to 130g/km	£160	£140
H – 131 to 150g/km	£200	£140
I – 151 to 170g/km	£500	£140
J – 171 to 190g/km	£800	£140
K – 191 to 225g/km	£1,200	£140
L – 226 to 255g/km	£1,700	£140
M – over 255g/km	£2,000	£140

Vehicle Excise Duty (VED) rates correct at time of publication, but these may alter to reflect any change in the applicable VED rate. *Vehicles with a list price exceeding £40,000 (including factory installed options, delivery charge, number plates and VAT) will pay an additional £310 plus the standard annual rate for a 5-year period. After the 5-year period only the standard rate will apply.

Audi tax-free sales

If you are entitled to purchase a vehicle free of VAT, normally through military or diplomatic privilege, please contact your local Audi Centre for full details. Should you have any difficulty obtaining the information you require, please call 0870 241 5663.

Audi Connect Terms and Conditions

The Audi Connect Online Services (“Connect Services”) are provided by Audi AG, and are included as standard in certain models within the Audi range of vehicles and are also available within some optional packs, such as the Audi Technology Pack. Audi AG is a company within our corporate group.

The Connect Services include:

- ▶ Audi Connect Infotainment Services (“Infotainment Services”);
- ▶ Audi Connect e-tron Services (“e-tron Services”); and
- ▶ Audi Connect ‘Safety and Service’ Services (comprising myService and myCarManager) (“Safety and Service”).

Some services require additional activation steps. In order to enjoy these services, customers must register, accept the terms and conditions and follow the activation steps instructed on myAudi (please visit <https://login.audi.com>).

Some services also require the download of the Audi MMI app on a compatible phone or tablet (always check latest phone and software compatibility).

Whilst correct at the time of publication, the content and scope of the Connect Services offered may vary from time to time. Features vary by model. Audi AG may add, change, replace or remove individual services or features at any time during your subscription for the Connect Services.

Enhancements in vehicle technology, information technology and web-based services sometimes require the Connect Services to be adapted and enhanced in line with new forms of technology or changes in user behaviour. In this context, Audi AG reserves the right at anytime to enhance, reduce or change the functional scope of the Connect Services in a manner that it considers is reasonable for the customer.

For full details of the specific Connect Services on your vehicle, together with complete and up-to-date terms and conditions for those Connect Services, please visit www.audi.co.uk/connectterms

Audi Connect Infotainment Services

Audi Connect Online Infotainment Services (“Infotainment Services”) are provided via a SIM card embedded in the vehicle.

The Infotainment Services enable access to certain search, social media and other online services provided by third parties. Features vary by model. Permanent availability cannot be guaranteed as this is the responsibility of the relevant third party provider.

Infotainment Services are available only within the range of the selected mobile phone network operated by Audi AG's chosen mobile phone provider (which may change from time to time) and where there is mobile reception, including an active data connection.

Data is unlimited. There are no additional charges for data roaming within the EU (although availability of these services is limited to certain countries). You will not, however, be able to use the embedded SIM to provide Wi-Fi hotspot services or to tether any other device to the embedded SIM. Should you wish to create a Wi-Fi hotspot we recommend you purchase Wi-Fi data packs via myAudi (<https://login.audi.com>). Any Wi-Fi data packs purchased via myAudi will remain with the vehicle upon sale of the vehicle and no refunds will be provided.

Important information

If you insert an external SIM card into the card slot (e.g. so as to enable Wi-Fi hotspot services), then all Infotainment Services data connections will be made via this SIM card (and not the Audi embedded SIM card) and all related data costs incurred may be charged to the customer by the provider of the plan associated with the external SIM card. You may not use the Connect Services and the embedded SIM for any purpose other than the provision or receipt of services in accordance with these terms.

For vehicles which have hazard alert and traffic sign information features, the vehicle sensors will be transmitting information to Audi AG. This information includes, but is not limited to, vehicle location, speed signs, areas where a risk of skidding, breakdown, accident and/or reduced visibility has been identified. The data is transmitted to Audi AG and shared with other Audi vehicles with hazard alert and traffic sign information features. The data is transmitted anonymously and does not identify an individual vehicle. Such data is only held for the purpose of warning drivers of potential road hazards and change of speed signs.

The subscription is activated from the point of vehicle registration. Should you wish to continue to use the Connect Services after your subscription expires, please consult your local Audi Centre for details (including the latest subscription fees). Charges will apply upon renewal.

Audi Connect e-tron Services

In order to enjoy these services, customers must register, accept the terms and conditions and follow the activation steps on myAudi (<https://login.audi.com>). To remotely access the e-tron services on a smartphone or tablet, the MMI app is also required (always check latest phone and software compatibility).

Some services are provided by third parties. Permanent availability cannot be guaranteed, as this is in the control of the relevant third party provider.

For full details of the e-tron Services, please visit www.audi.co.uk/connectterms

Audi Connect Safety and Service

Audi Connect Online Safety and Service (“Safety and Service”) is available on certain models and is provided via a SIM card embedded in the vehicle.

Safety and Service features are available only within the range of the selected mobile phone network operated by Audi AG’s chosen mobile phone provider (which may change from time to time) and where there is mobile reception, including an active data connection.

You may not use the Connect Services and the embedded SIM for any purpose other than the provision or receipt of services in accordance with these terms.

Safety and Service comprises:

- 1) myService; and
- 2) myCarManager.

For full details of the features of Safety and Service, please visit www.audi.co.uk/connectterms

MMI Navigation Plus – online map updates and myAudi Special Destinations

The map version delivered with vehicles with MMI Navigation Plus can be updated free of charge for the first five updates after vehicle delivery (which are generally issued at intervals of 6 months). The current navigation data can be downloaded from the myAudi platform at www.audi.com/myaudi and embedded in the vehicle via SD card. In conjunction with Audi Connect Infotainment Services, the update can be carried out online in the vehicle (subject to mobile reception and an active data connection). For further navigation updates, it is possible to purchase new navigation data maps from your local Audi Centre at extra cost – please contact them for details.

With myAudi Special Destinations, you can download your favourite POI lists available on the internet (such as favourite restaurants) and have these displayed on your navigation map. In order to enjoy this service, customers must register, accept the terms and conditions and follow the instructions given on myAudi. Please visit <https://login.audi.com/login>

Diamond cut finish alloy wheel

Diamond cut is a special finish on aluminium wheels. It is also sometimes referred to as ‘polished’ or ‘partly polished’. Special aftercare should be taken when driving in extreme wintry road conditions.

For manufacturing reasons, these wheel surfaces do not have sufficient corrosion protection for such use and they can be permanently damaged by road salt or similar.

Audi e-tron network

The Audi Q7 e-tron will be available from specialist e-tron Centres in the Audi network. These centres will have the facilities and expertise to look after you and your Audi Q7 e-tron. From these centres you can purchase and service your car. The details for these centres can be found on www.audi.co.uk However, you can also make enquiries about e-tron at any Audi Centre.

8-year Battery Warranty for Q7 e-tron

1. The selling Audi Centre warrants that the high-voltage battery for vehicles sold by that Audi Centre is free from all defects in material and workmanship for a period of 8 years or 100,000 miles, whichever comes first.
2. A reduction in battery power capacity of 10 to 30% within the 8-year warranty period is normal for this type of component and does not constitute a defect under the terms of this warranty.
3. The warranty for the high-voltage battery shall be void if the defect has resulted from improper use, handling or maintenance of the battery. In particular, this applies to charging of the battery.
4. Notwithstanding the duration of the warranty, all warranty conditions of the selling Audi Centre shall apply additionally to the high-voltage battery (including but not limited to warranty requirements, benchmarks for determining freedom from defects, reasons for exclusion, handling of claims, entry into force and commencement of warranty period, scope of validity, etc.).

Important information

CO₂ and fuel consumption figures

Official fuel consumption figures for the Audi Q7 range in mpg (l/100km) from: Urban 41.5 (6.8) – 44.8 (6.3), Extra Urban 46.3 (6.1) – 52.3 (5.4), Combined 44.1 (6.4) – 48.7 (5.8). CO₂ emissions 168 – 150g/km.*

Official fuel consumption figures for the Audi SQ7 in mpg (l/100km) from: Urban 32.5 (8.7) – 33.6 (8.4), Extra Urban 40.9 (6.9) – 43.5 (6.5), Combined 37.2 (7.6) – 39.2 (7.2). CO₂ emissions 199 – 190g/km.*

Official fuel consumption figures for the Audi Q7 e-tron in mpg (l/100km) from: Combined 148.7 (1.9) – 156.9 (1.8). CO₂ emissions 50 – 48g/km.†

Fuel consumption figures are correct at time of publication. For full technical data by engine, please download the pricelist from www.audi.co.uk/pricelist

*Fuel consumption and CO₂ emissions figures are obtained under standardised test conditions (Directive 93/116/EEC) using a representative model. This allows direct comparison between different models from different manufacturers, but may not represent the actual fuel consumption achieved in 'real world' driving conditions. Optional wheels may also affect emissions and fuel consumption figures. More information is available at www.dft.gov.uk/vca
†The 'combined/weighted' fuel consumption/CO₂ figures calculated from two test results: one when the battery is fully charged and the other when the battery is discharged. The two test results are a weighted average, taking into account mileage range on battery power only, providing a figure in a variety of charge conditions. Battery charged using mains sourced electricity via plug-in. Extended range achieved by 3.0 TDI diesel engine generating electricity.

Audi Vorsprung durch Technik

Audi UK
Customer Services
Selectapost 29
Sheffield
S97 3FG
0800 699888
www.audi.co.uk

Specifications and prices subject
to change without notice.

© Audi (UK)

Printed in the UK
Edition 1.4 03/18
2018 Model Year

Images are for illustrative purposes only.
Models shown are left-hand drive.