



PRESS INFORMATION

The new Audi Q8

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Condensed information

The new face of the Q family: the Audi Q8

The Audi Q8 combines the spaciousness and ergonomics typical of an SUV with the elegant body line of a four-door coupé. Richly equipped, comprehensively connected and tough enough for off-road duty, it is a composed companion for business and leisure. A powerful, yet highly efficient 3.0 TFSI engine with 250kW powers the new top model in the Q family.

Versatile, sporty, elegant: the dimensional and space concept

The Audi Q8 exudes sporty dynamics and upscale prestige like no other SUV from the brand with the four rings. 4.99 metres long, 2.0 metres wide and 1.71 metres tall, the SUV coupé is wider, shorter and lower than its Q7 sister model. With a wheelbase of nearly 3.0 metres, it offers a spacious interior that beats that of its direct competitors in most relevant dimensions, including interior length and headroom.

The three-seat system in the rear can be slid forward and backward as desired and with backrests folded down, the luggage compartment holds up to 1755 litres.

New presence for the Q family: the exterior design

With the imposing Singleframe in octagonal design, the Audi Q8 is the new face of the Q family. The brawny radiator grille stands upright and, together with the spoiler that has been drawn toward the front and the large, highly contoured air inlets, emphasises the self-confident look. The elegantly sloping roofline terminates in gently inclined D-pillars and rests against the quattro blisters above the wheel arches, which house up to 22-inch wheels. Numerous details echo the design of the Ur-quattro. Strong contours and athletically tight surfaces convey a feeling of power, sophistication and the special dynamics of permanent all-wheel drive. The spoiler, wheel arch trims, door trim strips and diffuser are in a contrasting colour, to further emphasise the off-road look.

Standard LED headlights illuminate the road, with HD matrix LED technology available as an option. Here both the three-dimensional signature of the daytime running lights and the taillights have a digital character. A light strip connects the units at the rear. As in the Audi Ur-quattro, a black surface underlays this strip.

Sporty driving experience: suspension and drive

With 254 millimetres of ground clearance, short overhangs, quattro permanent all-wheel drive and hill descent control, the Audi Q8 can keep going when paved roads end. The suspension with damper control is standard and Audi offers the adaptive air suspension with controlled damping as an option. It adjusts the ride height depending on the driving situation and the driver's preference by as much as 90 millimetres.



Besides the standard progressive steering, whose steering ratio becomes increasingly direct the further the steering wheel is turned, Audi also offers the option of all-wheel steering. It can turn the rear wheels as much as five degrees – counter to the direction of the turn at low speeds to increase agility and at higher speeds in the direction of the turn for better stability.

The SUV coupé will launch as the Q8 55 TFSI. The powerful 3.0 TFSI engine produces 250kW and develops 500Nm of torque. The Audi Q8 accelerates from 0 to 100km/h in 5.9 seconds on its way to a top speed of 250km/h.

A fast and smooth-shifting, eight-speed tiptronic transfers the power to the quattro drivetrain. An additional models will follow later in 2019: the Q8 50 TDI with a V6 diesel engine producing 210kW.

Clarity is the new premium: the interior

Easy-to-understand symbols stand for the digital precision from Audi and for the high level of integration of architecture and operation. The central element is the top MMI touch response display. With its black-panel look, it almost dissolves into a large, black surface when switched off. All elements refer logically to one another, from the flat air vent strip to the wide console on the centre tunnel bearing the tiptronic selector lever. In the dark, the contour light traces the distinctive design lines of the interior and provides backlight for the three-dimensionally lasered quattro badge above the glove compartment – an example for the love of detail at Audi. Options including customised contour seats with massage function and ventilation, four-zone automatic air conditioning and the air quality package with fragrancing and ioniser further enhance the elegant ambiance.

Sensitive and concise: controls and displays

With the MMI touch response operating concept of the new Audi Q8, nearly every function can be accessed via two large displays. The upper 10.1-inch display is used for controlling the infotainment and the navigation system. The driver uses the 8.6-inch display below that for heating and air conditioning, convenience functions and text input, the latter with his or her wrist resting comfortably and ergonomically on the selector lever. Operation is swift and simple: A tactile and acoustic click confirms when a finger activates a function.

In addition to all this, the natural language voice control turns the Audi Q8 into an intelligent dialog partner. Drivers can word their commands freely. The voice control can, for example, understand the sentence “I am hungry” and in response suggests restaurants close by.

The instruments are shown in the fully digital Audi virtual cockpit. Its high-resolution 12.3-inch display can be switched between two views via the multifunction steering wheel. The head-up display also projects important information onto the windshield, including detailed lane guidance for navigation.



Clever networking: Audi connect and driver assistance systems

The Audi Q8 comes standard with the top-of-the-line infotainment system, MMI navigation plus. It includes the Audi connect data transfer module with the LTE Advanced standard and a Wi-Fi hotspot. The navigation system recognises the driver's preferences based on previous journeys and therefore can make intelligent suggestions.

The Audi Q8 is top-notch with respect to sound quality, especially with the Bang & Olufsen Advanced Sound System. It delivers fascinating 3D sound with height information to all five seats. The music unfolds exactly how it was recorded in the concert hall.

Whether parking, in the city or on long journeys – the Audi Q8 supports its driver in many situations. Among the systems contributing here are the adaptive cruise assist, efficiency assist, crossing assist, lane change warning, kerb warning and 360 degree cameras.



Facts and figures

The Audi Q8

Dimensional and space concept

- Length 4986 millimetres, width 1995 millimetres, height 1705 millimetres, wheelbase 2995 millimetres, ground clearance up to 254 millimetres with [adaptive air suspension](#)
- Generous interior; nearly every relevant dimension above the level of the competition
- Luggage capacity from 605 to 1755 litres; power rear hatch standard, with foot-activated gesture control

Exterior design

- Fusion of a four-door luxury coupé and a large SUV, echoes of the Ur-quattro
- Imposing Singleframe in octagonal design – the new face of the Q family
- Low roofline, strongly contoured quattro blisters over the wheel arches, large wheels up to 22 inches
- [LED headlights](#) standard, optional high-resolution [HD matrix LED headlights](#), daytime running lights signature with digital graphics
- Narrow, high-gloss black element with integrated light strip at the rear

Drive and chassis

- [Mild hybrid technology](#) with 48-volt belt alternator starter, 48-volt main electrical system and lithium-ion battery for coasting with the engine deactivated; high recuperation performance, start-stop range from 22km/h, consumption reduction in real-world operation of up to 0.7 litres per 100 kilometres
- At launch in Australia, the 3.0 TFSI with 250kW and 500Nm of torque, from 0 to 100km/h in 5.9 seconds, top speed 250km/h, additional 3.0 TDI six-cylinder engine to follow later in 2019
- Power transmission via [eight-speed tiptronic](#) and [quattro permanent all-wheel drive](#)
- [Wheel-selective torque control](#) via brief braking interventions standard
- [Progressive steering](#) standard, [all-wheel steering](#) with turnable rear wheels optional
- [Suspension with adaptive damper control](#) standard, [adaptive air suspension](#) with controlled damping optional
- [Audi drive select](#) dynamic handling system with seven profiles incl. offroad mode
- Standard hill descent control and tilt angle display for off-road driving
- [Electronic chassis platform](#) for networking of the adjustable components of the chassis



Body

- Audi Space Frame in multi-material construction; doors, front fenders, rear hatch and many other parts made of aluminum; ultra-high-strength components of hot-shaped steel form the backbone of the occupant cell; high rigidity
- Cd value 0.34
- Elaborate sound insulation and outstanding aeroacoustics; optional acoustic glazing
- Unladen weight: 2145 kilograms

Interior

- Interior design with clean styling, harmonious fusion of architecture and operating concept, slender instrument panel, lines with a strong horizontal orientation
- Two large touchscreens with diagonals of 8.6 and 10.1 inches, just a few buttons and dials
- Customized contour seats, with ventilation and optional massage function
- Optional contour/ambient lighting package for custom lighting effects in the interior

Controls and displays

- Operating and display concept [MMI touch response](#): clear, flat menu structure, touchscreens with haptic and acoustic feedback, intelligent text input
- Natural speech control standard
- [Audi virtual cockpit](#) standard
- [Head-up display](#) with projection of important information onto the windshield

Connectivity

- Top infotainment system MMI navigation plus with LTE Advanced and [Wi-Fi hotspot](#) standard
- Convenient connectivity functions such as [Audi phone box light](#) and [Audi smartphone interface](#)
- Optional [Bang & Olufsen Advanced Sound System with 3D sound](#)
- Comprehensive sensor set: Long-range radar and four mid-range radars, front camera, 360 degree cameras, night vision camera and twelve ultrasonic sensors
- Continual merging of all sensor data in the [central driver assistance controller](#)



[The car in detail](#)

The Audi Q8: the new top model of the Q family

The Audi Q8 brings together the best of both worlds – the elegance of a four-door luxury coupé and the practical talents of a large SUV. The generously dimensioned interior with variable luggage compartment, state-of-the-art operating and suspension technologies as well as intelligent assistance systems make the Audi Q8 a composed companion for business and leisure. A powerful, yet efficient 3.0 TFSI with mild hybrid system producing 250kW provides the dynamics implied by the muscular design. With the permanent quattro all-wheel drive and a ground clearance of up to 254 millimetres the SUV coupé can keep going when paved roads end.

Dimensional and space concept

The new Audi Q8 is 4986 millimetres long, 1995 millimetres wide and 1705 millimetres tall and exudes sportiness and prestige like no other SUV from the brand with the four rings. With its coupé-style roof line and the frameless doors, it is 38 millimetres lower than its Q7 sister model.

It is 66 millimetres shorter, but has become 27 millimetres wider. The distinctive front end, the short rear overhang, the high ground clearance of up to 254 millimetres with the [adaptive air suspension](#) and the hefty 22-inch wheels with a diameter of 795 millimetres paint a picture of powerful dynamics.

With a wheelbase of 2995 millimetres, the Audi Q8 offers ample space for five people. It is more spacious than the competition with respect to interior length, front and rear elbow and headroom, and rear legroom. The standard three-seat system in the rear can be slid longitudinally by ten centimetres. Large storage compartments and pockets, particularly in the doors, prepare the Audi Q8 for long trips. All together they have a capacity of more than 14 litres.

The luggage compartment of the SUV coupe holds 605 litres as standard, which increases to 1755 litres with the rear backrests folded down, allowing two golf bags to easily fit in crosswise. A power rear hatch is standard, with foot-activated gesture control. The electric luggage compartment cover is another convenience option. Guided on rails, it automatically retracts when the tailgate is opened and is extended again upon closing.

Exterior design

Luxury coupé meets SUV

The Audi Q8 is an impressive representative of the progressive design language that Audi first brought onto the road with the new A8. Strong contours and athletically tight surfaces convey a feeling of power, sophistication and the special dynamics of permanent all-wheel drive. The Q8 interprets this in its very own way, as the fusion of an elegant four-door luxury coupé with a large SUV, and with echoes of an Audi icon – the Ur-quattro.

Style-defining: the octagonal Singleframe

The imposing Singleframe in octagonal design is the calling card of the Q8 and also the new face of the Audi Q family. Six vertical chrome struts give the radiator grille a dominant appearance. The crossbars are recessed and finished in dark grey. A wide mask optionally finished in a contrasting colour connects the Singleframe to the distinctive headlights – a reminiscence of the Ur-quattro. The spoiler, which is pulled towards the front, and the large, strongly contoured air intakes additionally highlight the self-assured look.



Tautly athletic: the side view

Thanks to the frameless doors, the coupé-like roof line stretches low across the vehicle body visually, ending in a long roof spoiler. The roofline arches slightly towards the brawny, flat-sloping D-pillars, which are supported by wide, muscular contours – the quattro blisters, reminiscent of the Audi Ur-quattro. Depending on how the light falls, they create intensive light and shadow effects on the flank, also in interaction with the arched shoulder line aiming at the wheel arches and with the hollow groove in the lower area of the doors.

As with the Ur-quattro: the black trim strip

Sporty compact proportions, paired with the low roof and a flat window form the rear end. The luggage compartment hatch of the Audi Q8 ends in a spoiler lip that joins the rear quattro blisters. A narrow, high-gloss black element with an integrated light strip extends between the rear lights. This is a feature of top Audi models, accentuating the width of the Q8. It creates an independent light signature day or night, just like on the Ur-quattro back in the day. The striking diffuser with its four vertical guide elements takes up the look of the Singleframe. Large exhaust tailpipe trims are integrated into its edges.



Dragon orange and galaxy blue: paint finish and attachments

The Audi Q8 is available in a choice of 10 colours: two solid paint finishes and 8 metallic or pearl effect shades. The new colour dragon orange, which is exclusive to the Q8, dramatically underscores the sporty design. In the S line exterior package, the mask of the Singleframe, the decorative clasps in the lower section of the front and rear, the underbody protection and the sill inserts are finished in platinum grey, matt. This emphasises both the dynamics of the Audi Q8 and the offroad look. With carefully placed accents, including at the window and the Singleframe, the black styling packaging fits perfectly with the prestige of the brand's newest Q model.

Lighting design and technology

Digital character: the daylight running light signature

For the headlights, Q8 customers can choose between two versions, both in [LED technology](#). From a distance the two-piece luminaires look very flat. Integrated into their upper section are the daytime running lights and the low beam, among other functions. The high beam is positioned underneath, darkened and offset to the back. In the optional [HD matrix LED headlights](#), each high beam comprises 24 individual LEDs. They illuminate the road

All terms in blue in the text are explained in detail in the technology lexicon at www.audi-mediacenter.com/en/technology-lexicon.



dynamically and precisely while excluding other road users from the cone of light. They also serve as the cornering light.

With the top-of-the-line headlights, the daytime running light signature has a digital character and for the first time is strongly three-dimensional. It consists of seven short segments and two longer ones at the edge of the headlight. The latter shift the visual focus to the outside, highlighting the width of the Audi Q8. The taillight uses a similarly three-dimensional design with its 12 segments – connected by the distinctive light strip which conveys depth. When braking, the brake light fills the surfaces between taillight segments.

In combination with the HD matrix LED technology, headlights and taillights not only feature dynamic turn signals, they are also expressively showcased whenever the car is locked or unlocked. With the leaving home function, for example, a dimmed point of light first swipes from the inside out when the SUV is unlocked. It then moves back at full brightness to fully illuminate the segments. With the coming home function, this sequence plays out in reverse when leaving the Audi Q8. The harmonious interplay between the headlights and taillights gives the SUV a dynamic character.

Driving experience

Powerful, refined, efficient: the 3.0 TFSI

The Audi Q8 launches in the Australian market as the Q8 55 TFSI with the 3.0 TFSI engine. The V6 petrol produces 250kW and delivers 500Nm of torque. It accelerates the large SUV from 0 to 100km/h in 5.9 seconds on its way to a top speed of 250km/h. Another engine variant will follow later in 2019: the Q8 50 TDI, whose 3.0 TDI produces 210kW.

AUDI Q8	55 TFSI (3.0 TFSI)
Displacement in cc	2995
Max. power output in kW at rpm	250 at 5500
Max. torque in Nm at rpm	500 at 2900 - 5300
Top speed in km/h	250
Acceleration 0 – 100km/h in s	5.9
Powertrain	quattro permanent all-wheel drive
Transmission	Eight-speed tiptronic

The three-litre V6 is packed with innovations. Its exhaust end lies inside the 90° vee, the short gas paths and the twin-scroll charger, which prevents unwanted interactions between the gas columns, guarantee spontaneous throttle response. The [B-cycle combustion process](#), which is designed specifically for part load, makes the V6 petrol engine particularly efficient. To support it, the [Audi valvelift system \(AVS\)](#) adjusts the intake valve opening times and stroke in two stages based on load and engine speed. The three-litre petrol unit produces a

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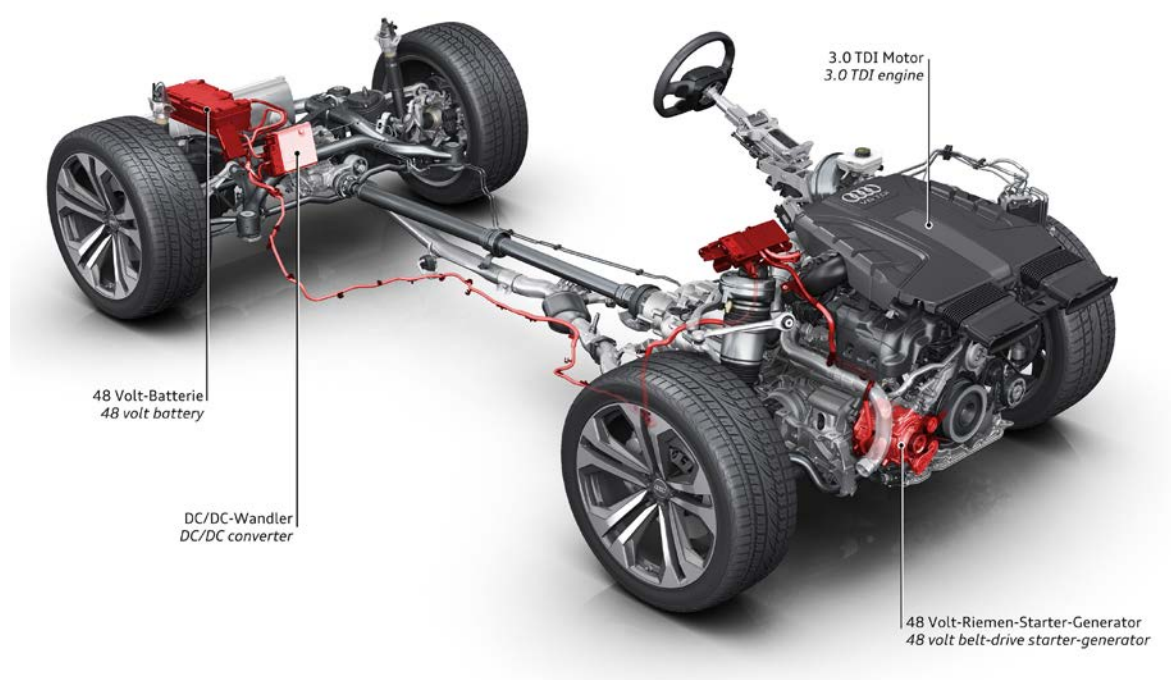
subtle and sonorous sound that never becomes intrusive even under load. This is due in part to the new tube guide in the dual-branch exhaust system that largely eliminates hum frequencies.

The V6 TFSI weighs 172 kilograms and its aluminium crankcase features integrated, thin-walled cylinder liners of grey cast iron. In combination with the newly developed rings for the aluminium pistons, this reduces friction. Another efficiency element is thermal management with separate cooling loops for the crankcase and cylinder head. The exhaust manifold is integrated in the cylinder head and bathed in coolant. This helps the engine to heat up quickly following a cold start. When the engine is warm, this solution lowers the exhaust temperature, reducing fuel consumption, particularly during sporty driving.

Lithium-ion battery and belt alternator starter: the mild hybrid technology

A key factor for the efficiency is the **mild hybrid technology** from Audi. In customer operation, it can save as much as 0.7 litres per 100 kilometres. In the Audi Q8, a 48-volt main electrical system incorporates two important technology modules: a lithium-ion battery located beneath the luggage compartment floor and a 48-volt belt alternator starter (BAS) connected to the crankshaft. During braking, it can recover up to 12kW of power and feed it back into the battery.

At speeds between 55 and 160km/h the SUV coupé can coast for up to 40 seconds with the engine deactivated when the driver lets off the accelerator. The BAS then restarts the engine quickly and very smoothly. The start-stop range begins at 22 km/h.



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Extremely smooth and fast: the transmission

The 3.0 TFSI is paired standard with an [eight-speed tiptronic](#) that shifts fast and smoothly. A torsional vibration damper, which acts based on engine speed, largely compensates vibrations due to the engine's work cycles to allow efficient driving even in the low-rev range from 1000rpm. When coasting and rolling out, a clutch in the central transmission opens and interrupts the power connection. With its electric oil pump, the tiptronic can engage the gear required for restarting while coasting with the engine switched off. Special ventilation allows off-road use.

Audi is quattro, and quattro is Audi. With the Q8, the brand's top SUV, the [permanent all-wheel drive](#) is always on board. Constructed as a planetary gear, the purely mechanical centre differential normally transfers the forces to the front axle and rear axle at a ratio of 40:60. If one wheel slips, most of the drive torque automatically goes to the axle with the better traction. Up to 70 percent can flow to the front wheels and up to 85 percent to the back wheels. During sporty driving, [wheel-selective torque control](#) – an intelligent software function of the ESC Electronic Stabilisation Control – minimally brakes the wheels on the inside of a curve. The car turns into the curve ever so slightly. Turn-in behaviour remains neutral longer, and handling becomes more precise, agile and stable.

Sporty and robust: the suspension

Responsive on narrow country roads, composed on the highway and robust off-road: the suspension of the Audi Q8 also combines the best characteristics from various worlds. Five-link suspensions are used at the front and rear so that longitudinal and lateral forces can be handled separately. The linkages and the subframes are made largely of aluminium. The SUV coupé has a track of 1679 millimetres up front and 1691 millimetres at the rear.

The standard [progressive steering](#) in the Audi Q8 features a sporty and rather low ratio of 14.6:1 in the centre position and becomes even more direct with increasing steering angle. The steering system with its electromechanical drive provides differentiated road feedback. It responds spontaneously and is highly precise.

Audi also offers optional [all-wheel steering](#). With this system, a high-torque electric spindle drive and two track rods turn the rear wheels. At low speeds, they turn up to five degrees opposite to the direction of the front wheels. They thus reduce the SUV's turning circle by a good metre and make it even more agile. At high speeds, they turn up to 1.5 degrees in the same direction as the front wheels to provide greater stability during fast lane changes.

The Q8 rolls off the assembly line on either 21- or 22-inch wheels that feature torus absorbers – layers of foam between the running surface and the carcass – to dampen undesired frequencies and noise radiation. All wheels are 20 millimetres larger in diameter than those of the Q7. Mounted on the front axle of the Audi Q8 are six-piston, fixed-caliper brakes. The discs have central pots made of aluminium; the internally vented friction rings



are made of cast iron. They measure a large 375 millimetres in diameter up front and 350 millimetres in the back.

Versatile: the adaptive air suspension

Customers can choose between two variants for the suspension setup. The [suspension with damper control](#) is standard. The [adaptive air suspension](#) with controlled damping is an optional feature. The air suspension can be set to four modes via the Audi drive select dynamic handling system, varying the ride height of the body by up to 90 millimetres depending on the driver's wishes and the driving situation. At speeds up to 30km/h, the driver can increase ground clearance by up to 50 millimetres. As the speed increases the suspension automatically lowers the body in stages. This leads to a reduction in air resistance and increased driving dynamics.

At speeds of 160km/h and above, or if the driver selects the dynamic mode in Audi drive select the vehicle is lowered by 40 millimetres compared to the normal level. When the car is parked, the system can also lower the loading level by 65 millimetres relative to the normal level.

Tightly networked: Audi drive select and the electronic chassis platform

With [Audi drive select](#), drivers can vary the characteristics of their SUV between seven profiles – comfort, auto, dynamic, individual, efficiency, allroad and offroad, the latter only in combination with the air suspension. The dynamic handling system influences engine and transmission management, steering boost, the function of the automatic air conditioning and the optional all-wheel steering among other things.

Management of all adjustable suspension systems is integrated into the control unit for the [electronic chassis platform](#) (ECP). The systems are tightly networked and work in a highly coordinated manner with maximum precision. The dampers are actuated in millisecond cycles, for example. As the central suspension controller, the ECP collects all key data about the movement of the car and about the systems involved. The integral dynamic handling controller then uses these data to compute the optimal function of these components.

Off the beaten track: hill descent control

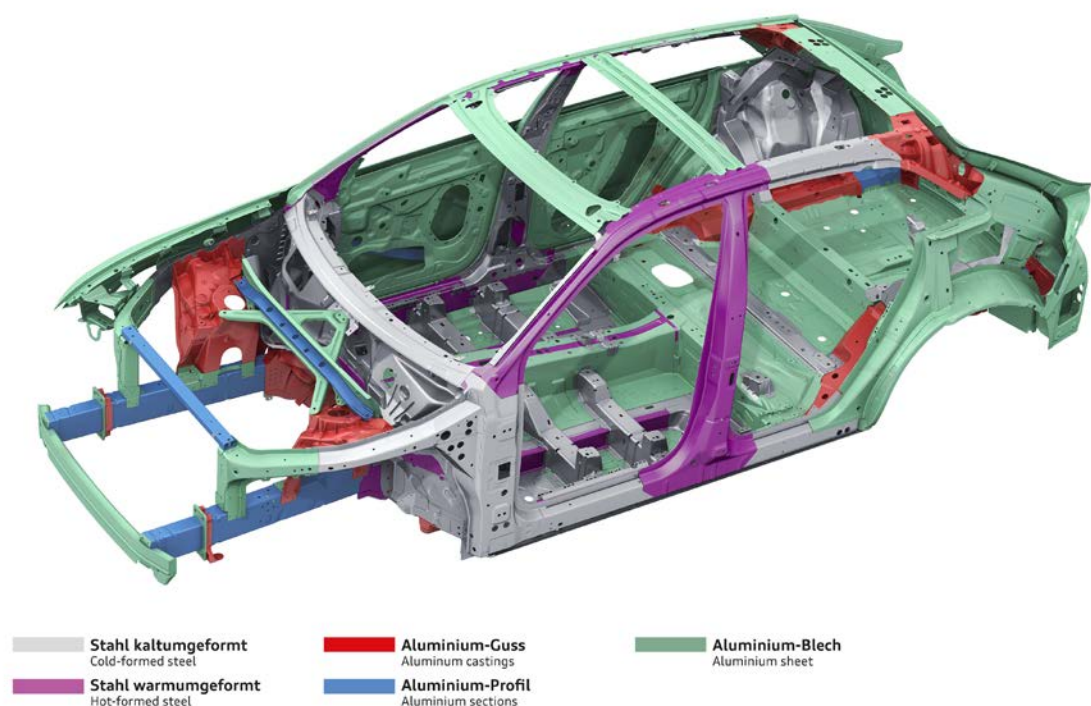
Off-road, the Audi Q8 benefits from quattro drive, the short overhangs and the high ground clearance – a maximum of 25.4 centimetres with the adaptive air suspension. With the standard suspension it is 22 centimetres. If the driver chooses offroad mode in Audi drive select, the electronic stabilisation control automatically switches to stability, traction and braking control modes that are optimized for off-road driving. It also activates the standard hill descent control. On steep slopes over six percent, this function provides support with automatic braking input. The system maintains a constant speed up to a maximum of 30km/h, which the driver sets by accelerating or braking. This allows the driver to concentrate fully on the terrain. The electronic chassis platform captures the tilt angle of the

car and displays this information for the driver on the MMI. The ESC also has a sport mode that enables even more agile handling by adjusting the influence on engine torque braking input. The driver can also deactivate the ESC in part by pressing a button.

Body

Intelligent mix: the multi-material ASF

The body of the Audi Q8 is based on the Audi Space Frame (ASF) in multi-material construction. It presents an intelligent mix of materials, including many parts made of aluminium and hot-shaped steel. The Audi Q8 55 TFSI has an unladen weight of 2265 kilograms – including the elaborate MHEV technology with lithium-ion battery.



Hot-shaped steel components comprise 14.4 percent of the body-in-white's weight and form the ultra-high-strength backbone of the occupant cell. They are used in the lower section of the bulkhead, in the side sills, the rear longitudinal members, the B-pillars and the front zone of the roof frame. In some areas, Audi uses blanks with tailored, variable wall thicknesses between barely one and a good two millimetres. These tailored blanks combine low weight with high strength.

Aluminium castings, such as the strut mounts in the engine compartment and the connecting points between the sills and longitudinal members, comprise 15.0 percent. 2.4 percent is due to the aluminium profiles that make up the front sections of the longitudinal members.

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The side panel as well as large areas of the floor, the rear wheel housings and the roof are made of aluminium sheet, as are the frameless doors, the front guards and the rear hatch. They comprise 23.7 percent.

Composed: rigidity and aeroacoustics

The body of the Audi Q8 stands out for its high rigidity, due in part to a new concept for the torsion rings. Integrated into both the front and rear ends, they are the foundation for the precise handling of the SUV coupé, be it fast and agile driving on paved roads or when driving off-road. Their optimised structure in the rear end made it possible to eliminate the C-pillar without sacrificing comfort or safety. In a head-on collision, the three stress planes in the front end absorb the forces. The reinforcements of the longitudinal members have variable wall thicknesses, which leads to controlled deformation.

The interior of the SUV coupé is very quiet thanks to elaborate sound insulation and sophisticated aeroacoustics. A double-layer windshield is standard. Audi also offers acoustic glazing for the side windows as an option. The frontal area of 2.84m² and a Cd value of 0.34 ensure relatively low drag. This puts the Audi Q8 on a level with its competitors, with drag similar to that of the Audi Q7.

Interior

Simplicity rather than complexity: the interior design

The interior of the Audi Q8 is a luxury lounge. The central element is the top [MMI touch response](#) display. With its black-panel look, it almost dissolves into a large, black surface when switched off. When active, its simple, easy-to-understand graphics symbolise the digital precision of Audi and the high level of integration between architecture and operating concept: simplicity replaces complexity. All fundamental lines originate from the large display, for example the continuous air vent strip with integrated chrome fins and an elegant aluminium-look strip.

The slender dashboard and the strong horizontal focus of the lines highlight the impression of width conveyed by the interior of the Audi Q8. This is also reinforced by the large, optional panoramic glass sunroof. The styling in the interior is deliberately clean and simple. All elements have a logical connection and harmonise with one another: from the 'wrap around' – the large arch running from the front doors across the instrument panel – to the operating unit for the light, which is optionally available in black-panel look and with a touch surface. All this combined gives the interior a feeling of calm and a subtle sense of well-being.



Another important design element in the interior of the Audi Q8 is the wide, symmetrical console of the centre tunnel. Framed by a striking chrome strip, it clearly expresses the character of the SUV. Besides the tiptronic selector lever and the button for the electronic parking brake, the console is also home to the lower **MMI touch response** display.

Audi offers two lighting packages in the new Q8: the standard ambient lighting package and the contour/ambient lighting package. The top version, in particular, attractively showcases the interior. In the indirect ambient lighting radiated from a surface source, the instrument panel, door linings and centre tunnel seem to float, while the precise contour lighting traces the distinctive design lines. Even the three-dimensionally lasered quattro badge above the glove compartment – an example for the love of detail at Audi – is backlit here. Q8 customers can custom-configure numerous detailed functions of the two light packages. Lighted door sill trims, which are standard with the S line sport package and the design selection, round out the interior lighting program.

Feeling good: Four-zone automatic air conditioning and massage seats

The Audi Q8 rolls off the assembly line with three-zone automatic air conditioning as standard. Optionally available is four-zone automatic air conditioning with a particularly effective allergen and pollutant filter as well as a separate touch control unit for the rear passengers. With the convenience key, the doors and luggage compartment hatch can be opened and locked without actively using the key, which just has to be present. Other attractive equipment options for the Q8 include the auxiliary heater, heated windshield and the pre sense rear package with seat belt tensioners for the outside rear seats. A choice of four different front seats is available for the Audi Q8. The multiway adjustable customised contour seats offer a particularly high level of comfort. They come standard with three-stage ventilation and, can be optionally upgraded with a massage function. A total of

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10 pneumatic pillows loosen the back muscles according to seven programs and three intensities.

Controls and displays

New concept: touch displays instead of switches

The operating concept in the Audi Q8 needs almost no buttons or knobs. It focuses on two high-resolution touch displays. This allows the brand to demonstrate how it transfers its uncompromising quality claim to the digital world. The graphical user interface is so clean that information can be gleaned quickly. As on a smartphone, the menu structure is flat and easy to understand, and includes freely configurable favorites and start screens.

The 10.1-inch upper display is used for controlling the infotainment and the navigation system. The 8.6-inch lower display allows the driver to manage the heating, ventilation and air conditioning as well as comfort functions and text input. The driver's wrist can rest comfortably on the wide tiptronic selector lever during operation. The [MMI touch response](#) concept allows fast and reliable operation. A tactile and acoustic click confirms when a finger activates a function.

Text entry on the lower display also detects letters drawn over top of each other and confirms this with acoustic feedback. [MMI search](#) is based on free text input. If the driver is looking for a restaurant, for example, a list of hits appears after just a few letters.

“I am hungry”: voice control

The Audi Q8 comes standard with [natural language voice control](#), which turns it into an intelligent conversationalist. Drivers can formulate their statements freely. The voice control can, for example, understand the sentence “I am hungry” and in response suggests restaurants close by. The dialogue goes beyond menu boundaries. For example, the user can call a contact from the telephone book and add the address as a destination.

Voice control replies to commands and questions in two ways: with the data stored onboard or with detailed knowledge from the cloud. The online information tends to be more comprehensive; the onboard information can be accessed extremely quickly and reliably, even where there is no mobile communications network.

Even sportier: the new Audi virtual cockpit plus

MMI navigation plus comes standard with the [Audi virtual cockpit](#). Its high-resolution 12.3-inch display with 1920 x 720 pixels can be switched between two views – classic and navigation – with the multifunction steering wheel.

The standard [head-up display](#) projects important information onto the windscreen, including detailed lane guidance for safe navigation. The image window for it measures 217 x 84

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millimetres and is in the driver's direct field of view. The projection thus appears to float above the road a good two metres in front of the windscreen.

Infotainment and Audi connect

The new top model of the Audi SUV family comes standard with the top infotainment system, MMI navigation plus with integrated Audi connect data transfer module. This brings not just the [Wi-Fi hotspot](#) but also the fast LTE Advanced communication standard to the car. It allows data download rates of up to 300 MBit/s and upload rates of up to 50 MBit/s. All these systems are based on the latest-generation [Modular Infotainment Platform](#), the MIB 2+.

A step ahead: the navigation and telephony systems

The navigation system offers intelligent destination suggestions based on previously driven routes, taking into consideration past experience with respect to the time of day and traffic loads.

The map with updated graphics includes detailed 3D models of many major cities. In the first three years after purchasing the new car, customers will receive free map updates at regular intervals per year, if desired.

Well-informed and entertained: connect services and auditory experience

Telephony in the Audi Q8 is top-notch with respect to operation and sound. The [Audi phone box light](#) charges the phone inductively. The [Audi smartphone interface](#) connects to customers' iOS and Android cell phones – in the future even wirelessly in the case of the iPhone – and places their Apple Car Play or Android Auto environment on the MMI display.

To play music from an MP3 player, USB stick or smartphone through the car's loudspeakers, the Audi Q8 has two USB ports under the centre armrest as well as two optional USB ports in the rear, all of which also include a charging function. The [Bang & Olufsen Advanced Sound System](#) with 23 speakers brings the 3D sound with its height information to the front seats as well as to the rear. The music unfolds exactly how it was recorded at the concert hall – a fascinating listening experience.

Driver assistance systems

Whether parking, in the city or on long journeys – the Audi Q8 supports and relieves its driver in many situations.

For long distances

[Adaptive cruise assist](#) helps the driver with longitudinal and lateral control at speeds up to 250km/h – substantially enhancing comfort on long journeys, in particular. It incorporates the functions of [adaptive cruise control](#), [traffic jam assist](#) and [active lane assist](#). The system

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detects lane markings, roadside structures, vehicles in adjacent lanes and vehicles driving ahead.

In combination with the [efficiency assist](#), the adaptive cruise assist slows and accelerates the Audi Q8 predictively by analysing sensor information and navigation data. It automatically adjusts to the current speed limit, reduces the speed before corners, during turning and on roundabouts. The system always considers a driving style in keeping with the selected driving program, from efficient to sporty, and thus with its predictions optimally supports the advantages of the [mild hybrid technology](#) (MHEV).

If the adaptive cruise assist is deactivated, the efficiency assist displays predictive tips in the instrument cluster and also provides haptic feedback through the active accelerator pedal. By so doing the system helps the driver to drive efficiently. This results from the use of the MHEV recuperation and the intelligent selection of coasting or thrust, depending on the events ahead.

The [emergency assist](#) ensures safety in exceptional circumstances. It detects within system limits whether the driver is inactive and, in such cases, prompts them via visual and acoustic signals as well as brief activation of the brakes to retake active control. If this does not prompt a reaction, the system takes control of the Audi Q8 and automatically stops it in its own lane.

The Q8 also comes with [Audi pre sense front](#) including [turn assist](#) and [collision avoidance assist](#).

For the urban jungle

Five systems provide safety in city traffic. The [crossing assist](#) uses mid-range radars at the front corners of the vehicle that can measure to a distance of roughly 75 metres. If they detect critical crossing traffic in front of the car, the system notifies the driver of the hazard visually and acoustically and applies the brakes if necessary. [Audi pre sense 360°](#) also warns of vehicles approaching from the side. The [cross traffic assist rear](#) detects approaching vehicles when slowly driving backwards, for example when backing out of a parking spot perpendicular to the road. [Exit warning](#) and lane change warning system [Audi side assist](#) supplement the package.

For manoeuvring

Multiple images from the [360 degree cameras](#) allow precise manoeuvring down to the centimetre and provide a view of crossing traffic and a detailed view of the wheels. The highlight is the 3D view with freely selectable perspective.

The optional [night vision assist](#) improves difficult visibility after dark. It uses an infrared camera to detect pedestrians and larger animals at great distances and marks them with a



yellow frame in the Audi virtual cockpit.