



Communications Model Lines, Innovation and Technology

Christian Hartmann

Phone: +49 841 89 45277

Email: christian.hartmann@audi.de

www.audi-mediacyenter.com

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PRESS INFORMATION

The new Audi SQ8 TDI

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Fuel consumption of the models listed

(Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used)

Audi SQ8 TDI

Combined fuel consumption in l/100 km: 7.8 (30.2 US mpg);

combined CO₂ emissions in g/km: 205 - 204 (329.9 - 328.3 g/mi)

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.



Condensed Information

Top Performance: the Audi SQ8 TDI

Audi presents the sporty top model of the Q family: the SQ8 TDI (combined fuel consumption in l/100 km: 7.8 (30.2 US mpg); combined CO₂ emissions in g/km*: 205 - 204 (329.9 - 328.3 g/mi)). Thanks to the eight-cylinder diesel engine with biturbo charging, the large SUV coupe offers superior performance coupled with a high level of efficiency. The drive and suspension technologies, which include the sport differential, roll stabilization and all-wheel steering, ensure dynamic handling. The Audi SQ8 TDI will be on the lots of European dealerships in the late summer of 2019. Its price in Germany starts at 102,900 euros.

Power and efficiency: 4.0 TDI with electric powered compressor

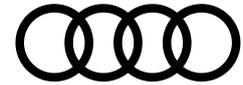
The biturbo V8 in the Audi SQ8 TDI (combined fuel consumption in l/100 km: 7.8 (30.2 US mpg); combined CO₂ emissions in g/km*: 205 - 204 (329.9 - 328.3 g/mi)) is the most powerful diesel engine on the European market. It provides 320 kW (435 metric hp) and develops 900 Nm (663.8 lb-ft) of torque between 1,250 and 3,250 rpm. This allows the 4.0 TDI to accelerate the large SUV coupe like a sports car: The 100 km/h (62.1 mph) mark is reached after 4.8 seconds, and the SQ8 TDI only reaches its electronic propulsion limit at 250 km/h (155.3 mph). The immense power of the diesel engine is generated by an eight-speed tiptronic and the quattro permanent all-wheel drive.

An electric powered compressor (EPC) supplements the work of the two turbochargers when starting off and when accelerating at a low engine speed, allowing the V8 TDI to always build up its power spontaneously. The EPC draws its drive power from a 48-volt electrical system, which is also the backbone of the mild hybrid system (MHEV). Its belt alternator starter can recuperate during deceleration and feed power to the lithium-ion battery. In real-world customer operation, MHEV technology reduces consumption by up to 0.5 liters (0.1 US gal) per 100 kilometers. In the WLTP cycle, the large SUV coupe consumes an average of 7.8 liters (30.2 mpg), which corresponds to 205 - 204 grams of CO₂ per kilometer (329.9 - 328.3 g/mi)*.

High-end features: the suspension

As standard, the Audi SQ8 TDI is equipped with the Audi drive select dynamic handling system and the adaptive air suspension sport with regulated damping. The air suspension varies the level position of the body by up to 90 millimeters (3.5 in), thereby allowing the vehicle to be driven on different types of terrain. Three optional top technologies, including the sport differential, provide additional vehicle dynamics, traction and stability. When the vehicle is cornering at high speed, the sport differential actively distributes drive torque between the rear wheels, adding a self-locking center differential to the quattro drive. All-wheel steering is available as an alternative to the standard progressive steering. At low speed, it turns the rear wheels in the direction opposite that of the front wheels to increase agility. As from a speed of approx. 60 km/h (37.3 mph), they turn slightly in the same direction to improve stability.

* Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used



The third high-tech element is the electromechanical active roll stabilization. There is a compact electric motor between the two halves of the stabilizer on each axle. When driving straight ahead, they largely act independently of each other, which reduces sprung mass vibrations on uneven roads. At sporty paces, however, the stabilizer halves work as a unit by being turned in opposite directions. This makes the handling of the SQ8 TDI tighter and significantly reduces its roll angle when cornering.

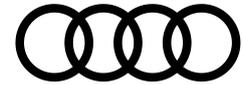
S-specific details: the design

In short, the design of the Audi SQ8 TDI can be described as impressive, sporty, and robust. The characteristic exterior elements are accentuated specifically and emphasize the special status of the top model: The octagonal Singleframe is structured by double louvers and surrounded by a large matt silver frame. The underbody protection gleams in the same color and makes the front and rear bumpers appear even more voluminous. The air inlets with their clear contours, the S-specific exhaust system and the distinct quattro blisters above the wheel arches also demonstrate power par excellence. The wheel arches house 21 inch wheels as standard, and exclusive 22 inch wheels are available upon request. Horizontal lines, for example the light strip at the rear and an eye-catching strip above the black diffuser, emphasize the width of the SUV coupe. Standard LED headlights that include high-beam assist illuminate the road, with HD matrix technology available as an option.

As is typical for an S model, the interior is kept in dark colors. The standard sport seats are decorated with an S embossing and contrasting stitching. The S-sport seats plus with integrated head restraints and high side bolsters, which can be equipped with climate control and massage functions as an option, can be fitted upon request. Covers in rotor gray or arras red underline the vehicle's sporty character. The inlays are made of matt brushed aluminum; carbon or oak are available as alternatives.

Intelligently connected: controls, infotainment, and driver assistance

In line with the sporty interior, the standard Audi virtual cockpit offers S-specific views with red graphical details. The driver can select a performance layout where the central focus is the tachometer, displayed as a square graph, and the performance and torque are shown as percentages. Two large touchscreens with haptic and acoustic feedback function as the main control elements. Alternatively, the driver can use the natural language control feature that understands freely formulated commands and questions. To respond to these, the system accesses information stored in the vehicle as well as the knowledge in the cloud. Amazon's virtual assistant Alexa, which is fully integrated in the MMI operating system, is a new feature.



As standard, data transfer in the SQ8 TDI takes place via the standard LTE Advanced, which is part of the MMI navigation plus along with the Wi-Fi hotspot and the Audi connect services. The route planning feature offers many clever functions. For example, it recognizes the driver's preferences based on previous journeys and can therefore make intelligent suggestions. The navigation function is enhanced by Car-to-X services such as traffic sign and hazard information. They use the swarm intelligence of the Audi fleet as well as the latest service, traffic light information. Audi is rolling out this feature step by step in selected European cities. The car receives data from the traffic light central computer, allowing the driver to choose their speed to match the next green light. While waiting at a red light, the Audi virtual cockpit shows the remaining time until the next green light. The system thereby contributes to a predictive and efficient driving style and facilitates a steady flow of traffic.

The adaptive cruise assist makes the journey even more safe and relaxed by assisting with longitudinal and lateral guidance. It incorporates the functions of adaptive cruise control, traffic jam assist and active lane assist. In conjunction with the efficiency assistant, the system predictively slows down and accelerates the Audi SQ8 TDI on the basis of sensor information, navigation data and road signs. In the city, systems such as the intersection assist, rear cross traffic assist, exit warning and the 360 degree camera add to the extensive portfolio.



Facts and Figures

The new Audi SQ8 TDI

Drive system

- 4.0 TDI V8 engine with biturbo charging, 320 kW (435 metric hp) and 900 Nm (*663.8 lb-ft*) of torque; 0 to 100 km/h (*62.1 mph*) in 4.8 seconds; top speed electronically governed to 250 km/h (*155.3 mph*); combined fuel consumption in l/100 km: 7.8 (*30.2 US mpg*); combined CO₂ emissions in g/km: 205 - 204 (*329.9 - 328.3 g/mi*) (depending on the tires and alloy wheel rims used)
- 48-volt main electrical system with [electric powered compressor](#) for fast power build-up even at low engine speeds and [mild hybrid system](#) for reducing consumption
- Power transmission via [eight-speed tiptronic](#) and [quattro permanent all-wheel drive](#)

Suspension

- [Progressive steering](#), [sport air suspension](#) and [Audi drive select](#) dynamic handling system as standard
- As an option:
 - [All-wheel steering](#) with steerable rear wheels for high agility at slow speeds and confident stability at higher speeds
 - [Electromechanical active roll stabilization](#) for an even greater spread between smoothness of build-up and sporty handling
 - [Sport differential](#) for active torque distribution between the rear wheels
- 21-inch and 22-inch light alloy wheels from Audi and Audi Sport
- [Electronic chassis platform](#) for connecting the adjustable chassis systems

Design and interior

- Exterior with sporty design details, including the Singleframe with double louvers, striking front and rear underbody protection, matt silver inlays in the side sills, aluminum-look exterior mirrors, S-specific exhaust system
- [LED headlights](#) including [high-beam assist](#) as standard, HD [Matrix LED headlights](#) as an option
- Spacious lounge-like interior with dark colors
- Optional S sport seats plus with climate control and massage functions, Valcona leather and rhombus pattern
- Rear seats movable along the longitudinal axis as an option, luggage compartment with a volume of up to 1,755 liters (*62.0 cu-ft*)

Controls and connectivity

- Digital [MMI touch response](#) control concept with two displays, [natural language voice control](#) with onboard and online information as standard
- Top infotainment system MMI navigation plus with [Wi-Fi hotspot](#) and LTE Advanced as standard
- [Audi connect](#) with new [Car-to-X](#) services such as traffic light information and Amazon Alexa
- [Audi virtual cockpit](#) with “S Performance” display as standard, optional [head-up display](#)
- [Personalization](#) as standard, [Audi connect key](#) upon request
- [Bang & Olufsen 3D Advanced Sound System](#) and [Audi phone box](#) as an option
- Numerous assist systems, including [adaptive cruise assist](#) and [efficiency assist](#)

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



The Car in Detail

Mighty Diesel Power: the Audi SQ8 TDI

435 metric hp, 900 Nm (*663.8 lb-ft*) of torque, from 0 to 100 km/h (*62.1 mph*) in 4.8 seconds: the Audi SQ8 TDI (combined fuel consumption in l/100 km: 7.8 (*30.2 US mpg*); combined CO₂ emissions in g/km*: 205 - 204 (*329.9 - 328.3 g/mi*)) stands for superior performance. Its eight-cylinder diesel engine with biturbo charging is the most powerful diesel engine on the European market. Coupled with state-of-the-art chassis components, the large SUV coupe offers great dynamics and immense driving pleasure. Top technologies for controls and connectivity complete the strong character of the Audi SQ8 TDI that will be on the lots of European dealerships in the late summer of 2019. Its price in Germany starts at 102,900 euros.

Drive system

The strongest diesel engine in Europe: the 4.0 TDI

With the biturbo V8 that drives the SQ8 TDI (combined fuel consumption in l/100 km: 7.8 (*30.2 US mpg*); combined CO₂ emissions in g/km*: 205 - 204 (*329.9 - 328.3 g/mi*)), Audi is presenting the strongest diesel engine on the European market. The eight-cylinder engine combines immense power with a high level of economy and integrates a whole package of high-tech solutions. It provides 320 kW (435 metric hp) and 900 Nm (*663.8 lb-ft*) of torque between 1,250 and 3,250 rpm. This allows the 4.0 TDI to accelerate the large SUV coupe like a sports car: The Audi SQ8 TDI accelerates from a standstill to 100 km (*62.1 mph*) in 4.8 seconds; the electronic propulsion limit kicks in at 250 km/h (*155.3 mph*). In the WLTP cycle, the Audi SQ8 TDI consumes just 7.8 liters (*30.2 mpg*), which corresponds to 205 - 204 grams of CO₂ per kilometer (*329.9 - 328.3 g/mi*)*.

AUDI SQ8	4.0 TDI
Displacement in cc	3,956
Max. power output in kW (metric hp) at rpm	320 (435) at 3,750–4,750
Max. torque in Nm (<i>lb-ft</i>) at rpm	900 (<i>663.8</i>) at 1,250–3,250
Top speed in km/h (<i>mph</i>)	250 (<i>155.3</i>) (governed)
Acceleration 0–100 km/h (<i>62.1 mph</i>) in s	4.8
Fuel consumption (combined) in l/100 km (<i>US mpg</i>)	7.8 (<i>30.2</i>)
CO₂ emissions (combined) in g/km* (<i>g/mi</i>)	205–204 (<i>329.9–328.3</i>)
Drive system	quattro permanent all-wheel drive
Transmission	Eight-speed tiptronic

* Figures depending on the tires and alloy wheel rims used

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In the cylinder heads of the 4.0 TDI that draws its power from 3,956 cm³ of displacement, the intake side is on the outside and the hot exhaust side with the two turbochargers is in the inner “V.” As a result, the gas travel paths are short, which enables spontaneous responding behavior. The turbos, which build up to 2.4 bar of boost pressure (relative) are operated according to the principle of sequential turbocharging: Only one charger is active at low engine speeds; the second charger is activated at 2,200 rpm. To do this, the [Audi valvelift system \(AVS\)](#) opens the second exhaust valve in each of the combustion chambers, which was closed previously.



Fully variable thermal management and sophisticated measures in the crankshaft and camshaft drive systems reduce the friction of the 4.0 TDI, which operates with more than 200 bar of ignition pressure in wide areas of the characteristics map. The common-rail system generates up to 2,500 bar of injection pressure. The sonorous sound of the eight-cylinder engine is amplified by a sound actuator in the exhaust system, which drivers can adjust to their personal preferences via the Audi drive select system. The power of the V8 engine is emphasized by an engine cover specific to the S model series. Red applications flank the striking contours of the cylinder and visualize the air ducting.

Top start-off performance: the electric powered compressor

An [electric powered compressor \(EPC\)](#) supplements the work of the two turbochargers when starting off and when accelerating at a low engine speed. It thereby enables the spontaneous build-up of high torque, ensures homogeneous power delivery and full power for passing.



The EPC operates with a constant voltage of 48 volts. It is situated in the intake air path behind the intercooler and is active in the following two operating statuses: During start-up, the bypass closes and the EPC precompresses the air flow. This increases the filling of the combustion chamber. When driving, if the load requirement from the accelerator is high while the amount of energy available in the exhaust gas is low, the bypass flap closes and the intake air flows into the EPC, where it is compressed for the second time. A compact electric motor with an output of up to 7 kW accelerates the compressor wheel of the EPC to up to 70,000 rpm in approximately 250 milliseconds.

Increasing efficiency: the mild hybrid system

The drive power for the EPC comes from the 48-volt main electrical system of the Audi SQ8 TDI, which is also the backbone of the [mild hybrid system \(MHEV\)](#). A compact lithium-ion battery with an energy capacity of 0.5 kWh serves as its energy storage unit. The second major element of the MHEV system is the belt alternator starter (BAS), which is connected to the crankshaft. During braking, it can recover up to 8 kW of power and feed the energy into the battery. A DC/DC converter connects the 48-volt system and 12-volt electrical system.

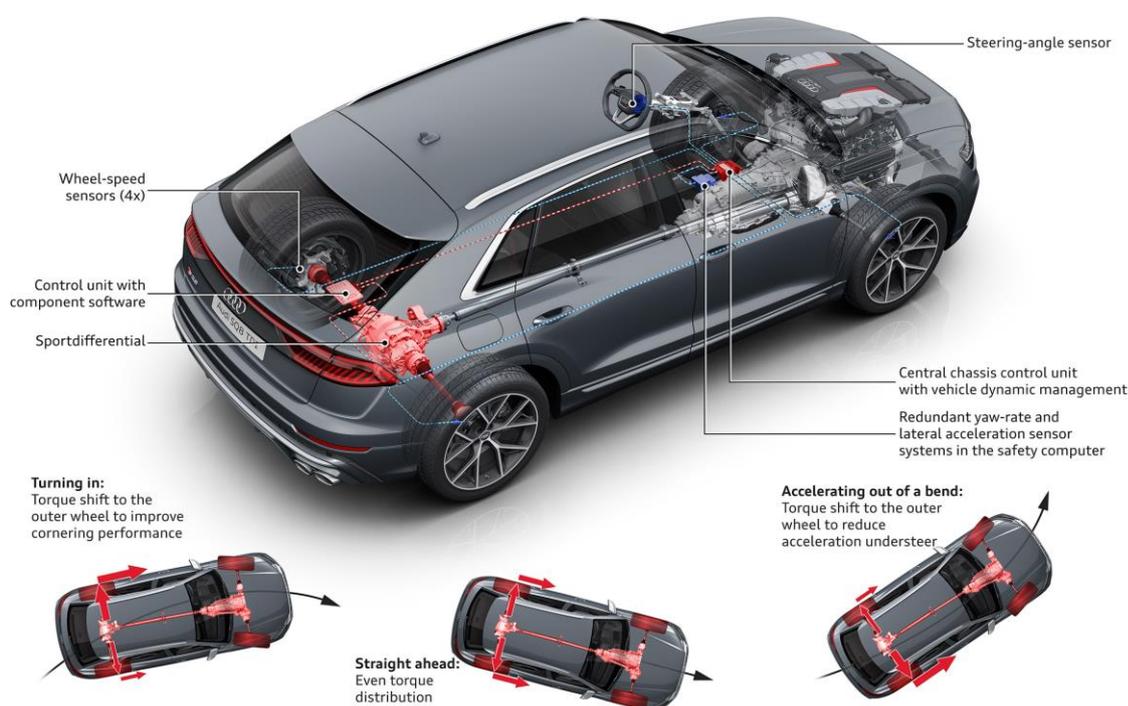
The MHEV technology has the potential to reduce real-world fuel consumption by up to 0.5 liters (*0.1 US gal*) per 100 kilometers (*62.1 mi*). If the driver lifts off the accelerator at a speed between 55 and 160 km/h (*34.2 and 99.4 mph*), the Audi SQ8 TDI can, depending on the situation, either recuperate, roll at idle or coast with the engine deactivated for up to 40 seconds. The BAS restarts the engine the next time the accelerator is depressed, and it does so faster or more gently than a conventional starter. Start-stop operation begins at a residual speed of 22 km/h (*13.7 mph*).

quattro drive with a sport differential as an option: the power transmission

The 4.0 TDI transmits its drive torque to an [eight-speed tiptronic](#). Its two-mass flywheel integrates a torque-adaptive torsional damper that largely compensates the vibrations of the V8 diesel engine which occur just above idle speed. It thereby enables efficient driving in the low revolution range. Detailed solutions such as a clutch in the central transmission and an electric oil pump enable the automatic transmission to work together with the MHEV technology.

As in every S model from Audi, [quattro permanent all-wheel drive](#) comes as standard in the SQ8 TDI. In regular driving, it distributes the torque at a ratio of 40:60 between the front and rear axles, creating a sporty, rear-biased driving style. When necessary, the self-locking center differential transfers most of the drive torque to the axle with better traction. Up to 70 percent can flow to the front wheels and up to 85 percent to the rear wheels. At the cornering limit, the [wheel-selective torque control](#) rounds off the handling with minor brake interventions at the relieved wheels on the inside of the curve.

The [sport differential](#), which Audi offers in the advanced suspension package, is the ideal addition to the quattro drive. It distributes the drive torque actively between the rear wheels. When turning or accelerating in a curve, they are predominantly steered toward the wheel on the outside of the curve—the Audi SQ8 TDI is literally pressed into the curve, eliminating even the slightest hint of understeer. In case of oversteer, the sport differential stabilizes the large SUV coupe by shifting torque to the wheel on the inside of the curve.



Suspension

Dynamics as standard: progressive steering, sport air suspension, Audi drive select

As the sporty top model of the Q8 family, the Audi SQ8 TDI offers outstanding vehicle dynamics. It is quick to respond in tight curves, confident on the highway and robust off road. As standard, the large SUV coupe is equipped with [progressive steering](#) that responds spontaneously and works with a high level of precision. It features a sporty ratio of 14.6:1 in the center position and becomes even more direct with increasing steering angle.

Another important standard feature is the [adaptive air suspension](#) sport air suspension with adjustable damping. It changes the level position of the body depending on the speed and according to the driver's request: There is a difference of 90 millimeters (3.5 in) between the raised level for off-road driving and the low level for driving on the highway.

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



The adjustment is performed via the standard dynamic handling system [Audi drive select](#), which influences the air suspension as well as the function of other drive and suspension components and thereby changes the character of the SQ8 TDI. The driver can vary between seven profiles here: auto, comfort, dynamic, individual, efficiency, allroad, and offroad. In the last two modes, the ground clearance of the Audi SQ8 TDI is increased by 15 mm (*0.6 in*) compared with the normal level. The driver can use the “raise” function to increase the ground clearance by an additional 35 millimeters (*1.4 in*) to a maximum of 254 millimeters (*10.0 in*) up to a speed of 30 km/h (*18.6 mph*). As the speed increases, the suspension automatically lowers the body gradually. This results in a reduction of aerodynamic drag and increased vehicle dynamics.

If the driver chooses offroad mode in Audi drive select, the electronic stabilization control automatically switches to stability, traction and braking control modes that are optimized for off-road driving. The standard hill descent control system is also activated. It provides support by means of automatic brake interventions when driving down a steep gradient that exceeds six percent. The electronic chassis platform captures the tilt angle of the car and displays this information for the driver on the MMI. Due to the specific design of the front and rear end, the angles of approach/departure of the Audi SQ8 TDI are even larger than those of the Audi Q8: 23.2 degrees at the front and 24.3 degrees at the rear at off-road level.

Five-link suspensions are used at the front and rear axles of the SQ8 TDI so that longitudinal and lateral forces can be handled separately. The linkages and the subframes are made largely of aluminum. The SUV coupe has a track width of 1,679 millimeters (*5.51 ft*) up front and 1,687 millimeters (*5.53 ft*) at the rear. 21-inch cast aluminum wheels with 285/45 tires are mounted as standard. Audi and Audi Sport deliver 22-inch wheels with a 285/40 tire format as an option. Powerful six-piston fixed-caliper brakes work at the front axle; the internally ventilated gray cast iron brake disks have a diameter of 400 millimeters (*15.7 in*) here. The diameter at the rear axle is 350 millimeters (*13.8 in*). Upon request, Audi will install red brake calipers or carbon fiber ceramic disks, which are lighter and more abrasion-resistant than steel disks.

High-tech systems: all-wheel steering and roll stabilization

Audi offers [all-wheel steering](#) in the advanced suspension package or individually; it operates at the rear axle with a spindle drive and two tie rods. At low speeds, for example during maneuvering and parking operations, it turns the rear wheels in the opposite direction to increase agility and reduce the turning radius. It reaches its maximum angle of 5 degrees at around 5 km/h (*3.1 mph*). At driving speeds upwards of 60 km/h (*37.3 mph*), it is the opposite: The rear wheels then turn slightly in the same direction. This improves the steering response and further increases stability when changing course at higher speeds.

The third high-tech system of the advanced suspension package, along with all-wheel steering and the sport differential, is the [electromechanical active roll stabilization](#). There is a compact electric motor that generates up to 3 kW of power between each of the two halves of the stabilizer on each axle. When driving straight ahead, the suspension control ensures that both halves of the stabilizer act largely independently of one another. This reduces the sprung mass vibrations on uneven roads and thereby increases ride comfort. At sporty paces, however, the focus is on optimum roll compensation. The halves of the stabilizer act as a unit and are twisted in opposite directions by the transmission of the electric motor; the roll angle is reduced significantly when cornering, and the handling of the SQ8 TDI becomes even more firm and dynamic. The electromechanical active roll stabilization draws its power from the powerful 48-volt main electrical subsystem. Using the forces of the stabilizers as a basis, the electric motors can generate power and thus feed power back to the battery.

Management of all adjustable suspension systems is integrated into the control unit for the [electronic chassis platform \(ECP\)](#). As the central suspension controller, it 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.

Design and interior

S-specific details: the exterior

In short, the design of the Audi SQ8 TDI can be described as impressive, sporty, and robust. While the coupe-like roof line and the athletically taut surfaces showcase the elegant side of the body, the striking contours on the front and rear give the Audi SQ8 TDI its robust SUV character. Due to its specific bumpers, the large SUV coupe is 20 millimeters (*0.8 in*) longer than the Audi Q8 and measures 5,006 millimeters (*197.1 in*). The width of 1,995 millimeters (*78.5 in*) is identical to that of the basic model and it measures 1,708 millimeters (*67.2 in*) in height.



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Many design details emphasize the special status of the S model: The octagonal Singleframe, which is structured by double louvers and surrounded by a broad matt silver frame, is particularly dominant. The bracket that runs below it and the heavily contoured air inlets, the striking underbody protection, and the inlays in the side sills gleam in the same color. The housings of the exterior mirrors are designed with a matching aluminum look. The pronounced quattro blisters—strongly formed contours above the wheel arches—are an indicator for the standard all-wheel drive. The characteristic exterior elements on the rear are also highlighted in color: The diffuser in matt titan black integrates a silver underbody protection that is flanked on both sides by two round exhaust tailpipes. In combination with the eye-catching strip that runs above it and the sporty honeycomb grid, the Audi SQ8 TDI shows off its power par excellence.



Standard [LED headlights](#) illuminate the road, with [HD matrix LED](#) technology available as an option. 24 small light-emitting diodes per unit emit intelligently controlled high beam light. They are also equipped with dynamic turn signal lights and animations when locking and unlocking the car. The three-dimensional design of the daytime running lights signature is a digital graphic similar to that of the taillights. A horizontal light strip connects the two units at the rear and emphasizes the width of the large SUV coupe.

A total of twelve paint finishes are available for the SQ8 TDI, including the new metallic colors Vicuña beige, Barrique brown, and Matador red. The bumpers are always painted in body color. Upon request, Audi can deliver the black styling package that accentuates the area of the bumpers, the Singleframe, the side sills, and the side windows.

Spacious and sporty: the interior

The Audi SQ8 TDI is an excellent car for long-distance driving. With its three meter (*9.8 ft*) wheelbase, it provides generous amounts of space reminiscent of a luxury lounge. The interior features a clear design that is dominated by horizontal lines. Sport seats are installed as standard; the S-sport seats plus with integrated head restraints and high side bolsters, which can be equipped with climate control and massage functions as an option, can be fitted upon request. The three-seat system in the rear can be slid forward and backward as desired. With the backrests folded forward, the luggage compartment under the electrically operated tailgate holds up to 1,755 liters (*62 cu ft*); in its basic dimension, it holds 605 liters (*21.4 cu ft*).

As is typical for an S model, the interior is kept in dark colors. The seats bear the S embossing and, depending on the color of the cover, rock gray or anthracite contrasting stitching. Covers in sporty rotor gray or dark Arras red are available for the seats, the center armrest, and the armrests in the doors upon request. The available materials are a combination of leather and Alcantara, as well as premium Valcona leather as an option—the S sport seat plus has a rhombus pattern.



The inlays are made of matt brushed aluminum; carbon or oak are available as alternatives. Illuminated door sill trims with aluminum inlays and the S logo at the front are part of the standard equipment, as are the stainless steel pedals and footrest, and the S badges. In the dark, the optional contour/ambient lighting package creates subtle effects. In the indirect ambient lighting radiated from a surface source, the instrument panel, door linings and center tunnel seem to float, giving the interior a special ambiance. The contour light traces the distinctive design lines and provides backlight for the three-dimensionally lasered quattro logo above the glove compartment—an indicator for the high level of processing quality at Audi.

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Controls and connectivity

Standard: Touch displays with haptic feedback and Audi virtual cockpit

The SQ8 TDI is operated via the [MMI touch response](#) concept that Audi introduced for its full-size models. Two large touchscreens with haptic and acoustic feedback function as the central elements. The upper display, which is integrated in a large high-gloss black bezel and is almost invisible when it is switched off, is used to control the infotainment and navigation systems. The driver uses the lower display for managing the heating and air conditioning, convenience functions, and text input, the latter with his or her wrist resting comfortably on the selector lever if desired. Text entry also detects letters drawn on top of each other and confirms this with acoustic feedback. The [MMI search](#) function outputs a hit list after just a few letters have been entered.

The Audi SQ8 TDI is also equipped with a [natural language voice control](#) that even understands freely formulated commands and questions. To respond, the system uses information stored on board, such as the driver's preferred navigation or special destinations, on the one hand and knowledge from the cloud on the other hand. While online language cross-referencing improves the detection rate and quality of results, the advantage of the onboard information lies in its rapid, reliable availability—even in the absence of a mobile network, say in an underground parking garage.

The third standard display in the Audi SQ8 TDI is the [Audi virtual cockpit](#), which displays a great deal of detailed information. The driver can use the view button on the multifunction steering wheel to switch between two views on the fully digital instrument cluster: While the tachometer and speedometer are displayed as large dial-type gages in driving mode, the map is the center of attention in infotainment mode. Both views have S-specific red graphical details. A performance layout where the central focus is the tachometer, displayed as a square graph, and the performance and torque are shown as percentages can also be selected in the MMI. Upon request, the head-up display can display important information, for example relating to route guidance, on the windshield.

The top infotainment system MMI navigation plus is also installed on board the sporty top model as standard. It has an integrated data transfer module that supports the LTE Advanced standard and a [Wi-Fi hotspot](#). The navigation system offers many intelligent functions. For example, it recognizes the driver's preferences based on previous journeys and can therefore make intelligent suggestions. The route is calculated online on the servers of the map and navigation provider [HERE](#), using real-time data for the traffic situation. The customer can update the map, which includes many downtown maps as 3D data records, free of charge four times a year.



Get to the next traffic light when it's green: the new Audi connect services

The online services from [Audi connect](#), including traffic information online and navigation with Google Maps, have been added to the standard route planning feature. This allows the customer to select points of interest such as parking garages or sights in the navigation map and view photos, opening hours and ratings. The [Car-to-X](#) services, online traffic sign information, hazard alerts and on-street parking, all of which use the swarm intelligence of the Audi fleet, are also part of Audi connect. The traffic light information service, which connects the vehicle with the central computers of the city's traffic light systems, is a new feature. During the journey, the Audi virtual cockpit indicates to the driver at which speed they will reach the next traffic light when it is green. If the vehicle is already stopped at a red light, the remaining time until the next green light is shown. The service, which will be rolled out step by step in selected European cities, thereby contributes to a predictive and efficient driving style and facilitates a steady flow of traffic.

The connect portfolio also includes the cloud-based Amazon voice service Alexa, which is integrated into the MMI operating system of the Audi SQ8 TDI. The driver can use it to place orders and get information on various current events. Alexa streams music and audiobooks and provides access to over 80,000 Alexa skills. The smart home control allows users to lock doors in the house, adjust the lighting and close the garage door from within the car.

In addition to the free [myAudi app](#), which connects the SQ8 TDI seamlessly with the smartphone, the intelligent network also includes the digital [Audi connect key](#). It is available as an option and authorizes an Android smartphone to not only lock and unlock the vehicle, but also to start the engine via the start/stop button. The [personalization](#) feature allows multiple drivers to each store up to 400 preference settings in individual user profiles. The [Audi smartphone interface](#) is used to integrate iOS and Android smartphones in the onboard infotainment system. It establishes the connection to the mobile device and transfers its native environment, Apple Car Play or Android Auto, to the MMI display—this can even be done wirelessly with the iPhone. The infotainment program is rounded off with equipment such as the [Bang & Olufsen 3D Advanced Sound System](#) and the [Audi phone box](#).

Getting to your destination safely with the assist systems

The large selection of assist systems makes the journey in the Audi SQ8 TDI even more safe and relaxed. Some of these, including the safety systems [Audi pre sense basic](#) and [Audi pre sense front](#), are standard equipment. The camera-based [traffic sign recognition](#) also comes as standard in Germany. The most important optional systems are subdivided into the “City” and “Tour” packages.



The [adaptive cruise assist](#) relieves the driver on longer journeys by assisting with longitudinal and lateral guidance. It incorporates the functions of [adaptive cruise control](#), [traffic jam assist](#) and [active lane assist](#). In conjunction with the efficiency assistant, the system predictively slows down and accelerates the Audi SQ8 TDI on the basis of sensor information, navigation data and road signs.

The [collision avoidance assist](#), [crossing assist](#), [cross traffic assist rear](#), [exit warning](#) and [lane change assist](#) ensure safety when driving in the city. Multiple images from the [360 degree cameras](#) allow precise maneuvering down to the centimeter and provide a view of crossing traffic and a detailed view of the wheels. One of its highlights is the 3D view with freely selectable perspective. The curb warning, which protects the rims against damage while parking, and the maneuver assist will follow next year. The maneuvering assist counteracts imminent collisions with small steering pulses and independent braking to a standstill, for example when it detects pillars in a multi-story car park as an obstacle.

Behind many of these systems lies a high-tech module from Audi: the [central driver assistance controller](#), or zFAS for short. The tablet-size computer, which is on board the SQ8 TDI as standard, constantly calculates a differentiated image of the environment. This central model enables the assist systems to react precisely and in good time to objects, for example by initiating braking. Navigation is also highly precise because the sensor data fusion locates the driver's car down to the exact lane. Depending on the selected options, the zFAS receives the data to do this from up to five radar sensors, five cameras, and twelve ultrasound sensors.

– End –

Fuel consumption of the models listed

(Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used)

Audi SQ8 TDI

Combined fuel consumption in l/100 km: 7.8 (30.2 US mpg);
combined CO₂ emissions in g/km: 205 - 204 (329.9 – 328.3 g/mi)



The specified fuel consumption and emission data have been determined according to the measurement procedures prescribed by law. Since September 1, 2017, certain new vehicles are already being type-approved according to the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Starting on September 1, 2018, the New European Driving Cycle (NEDC) will be replaced by the WLTP in stages. Owing to the more realistic test conditions, the fuel consumption and CO₂ emissions measured according to the WLTP will, in many cases, be higher than those measured according to the NEDC. For further information on the differences between the WLTP and NEDC, please visit www.audi.de/wltp.

We are currently still required by law to state the NEDC figures. In the case of new vehicles which have been type-approved according to the WLTP, the NEDC figures are derived from the WLTP data. It is possible to specify the WLTP figures voluntarily in addition until such time as this is required by law. In cases where the NEDC figures are specified as value ranges, these do not refer to a particular individual vehicle and do not constitute part of the sales offering. They are intended exclusively as a means of comparison between different vehicle types. Additional equipment and accessories (e.g. add-on parts, different tire formats, etc.) may change the relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO₂ emissions and the performance figures for the vehicle.

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the “Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models,” which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.