



Product and Technology Communications

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#AudiParentsExperience with the new Audi Q7

- **Bloggers test Audi Q7 for family friendliness**
- **Up to six child seats in the new full-size SUV**
- **The latest driver assistance and infotainment systems for safety and comfort**

Ingolstadt/Neuburg, December 7, 2015 – Family bloggers had an opportunity to discover the Audi Q7’s virtues as a family-friendly car at the Audi driving experience center in Neuburg. It is most commonly bought by couples with children. They appreciate the versatility of this spacious SUV with features such as variable folding options for the second-row seats, or the optional third seat row that now comes with electric adjustment.

In September the new Audi Q7 achieved top marks in the Euro NCAP crash test. Among other things it scored very highly for its child safety. That makes it an especially attractive proposition for parents – Audi Q7 customers especially value everyday suitability.

Another plus for families is the spacious interior. The Audi Q7 is available optionally with longitudinally adjustable second-row seats and an electronic-folding third seat row. The luggage compartment with a capacity ranging from 890 to 2,075 liters (five-seater) (*31.4 to 73.3 cu-ft*) and flat luggage compartment floor, along with the standard electric tailgate that can be opened with a kicking motion, make loading and unloading baggage and shopping a convenient affair. All seats in the second and third rows can be supplied optionally with Isofix/iSize fixtures for child seats. Together with the front passenger side up to six child seats can therefore be installed in the new Audi Q7.

To make sure the kids arrive in safety, the new Audi Q7 comes equipped with the latest assistance systems. These include Audi pre sense city as standard – an anticipatory warning and emergency braking function to avoid accidents and protect pedestrians – and also collision avoidance assist, turn assist and exit warning.



On longer drives, parents will find time flies by with the latest infotainment and connectivity offering. Because the new operating concept with the large touchpad MMI allintouch and natural-language voice control means the system can be operated with intuitive ease. Rear Seat Entertainment with a 10.1-inch Audi tablet is available optionally; it connects digitally to the car. Over a million apps, games, films, music tracks, audio books, e-books and Office applications are available on the Audi tablet. After the trip, the user can take the Audi tablet with them for use offline or on an external WiFi network.

For the perfect 3D interior sound there is a Bose sound system or a Bang & Olufsen high-end version.

Audi experts were on call to support the **#AudiParentsExperience** in Neuburg. They illustrated the latest accident research findings for the bloggers and provided tips on how parents can make sure their children are properly buckled up. As well as exploring the model's active and passive safety, the bloggers were able to put the Q7's high-torque engines through their paces on test drives and discover the SUV's uncommonly sporty handling.

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In 2014, the Audi Group delivered approximately 1,741,100 cars of the Audi brand to its customers. The company achieved revenue of €53.8 billion and an operating profit of €5.15 billion in 2014. Audi operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun and Foshan (China) as well as Jakarta (Indonesia). The brand with the Four Rings will start producing cars in Curitiba (Brazil) this year and in San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The company currently employs approximately 80,000 people worldwide, thereof around 58,000 in Germany. Total investment of about €24 billion is planned from 2015 to 2019 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO₂-neutral mobility.