



Product and Technology Communications

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Audi SQ7 TDI wins “Autocar Innovation Award 2016”

- **Sporty SUV impresses with 48 volt electrical subsystem and electromechanical active roll stabilization**
- **Member of the Board of Management for Technical Development
Dr. Knirsch: “Electric powered compressor is a world first on board the Audi SQ7 TDI”**

Ingolstadt, May 25, 2016 – The new Audi SQ7 TDI* has won the “Autocar Innovation Award 2016” hosted by the British motoring magazine Autocar. This award recognizes its outstanding technical solutions. The expert jury announced the winners yesterday evening in Silverstone, England.

“The newly developed V8 engine of the Audi SQ7 TDI uses an electric powered compressor – that is a world first,” declared Dr. Stefan Knirsch, Member of the Board of Management for Technical Development at Audi. This compressor supports the work of the two turbochargers especially at low-end revs and guarantees maximum dynamics with no turbo lag. The high-performance basis is the 48 volt electrical subsystem, which also provides the energy for the electromechanical active roll stabilization. “These innovations enable the new Audi SQ7 TDI to demonstrate “*Vorsprung durch Technik*” in practice”, pointed out Knirsch: “We feel honored that the jury has chosen the new Audi SQ7 TDI as the recipient of the “Autocar Innovation Award”.

There is nothing comparable with electromechanical active roll stabilization among any of its competitors. This system significantly reduces side tilt of the car and paves the way for firm, sporty handling. The result is that the car rolls less on bends. The SQ7 TDI achieves higher lateral acceleration and thus faster cornering. The electromechanical active roll stabilization, like the electric powered compressor (EPC), draws its power from the new 48 volt electrical subsystem.

*The collective fuel consumption of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



The SQ7 TDI is the first Audi to feature this high-performance voltage system. A DC/DC converter connects the 48 volt electrical subsystem to the 12 volt electrical system. To meet the high power requirements and short-term electricity requirements of the electromechanical active roll stabilization and electric powered compressor, there is a separate 48 volt lithium-ion battery for the electrical subsystem beneath the luggage compartment. Its peak output is up to 13 kilowatts.

Autocar paid tribute to this Vorsprung durch Technik with the “Innovation Award” for outstanding technical developments.

- End -

Fuel consumption of the models named above

Audi SQ7 TDI (5-seater model):

Combined fuel consumption in l/100 km: 7.5 – 7.2** (31.4 – 32.7 US mpg);

Combined CO₂ emissions in g/km: 198 – 189** (318.7 – 304.2 g/mi)

Audi SQ7 TDI (7-seater model):

Combined fuel consumption in l/100 km: 7.6 – 7.2** (30.9 – 32.7 US mpg);

Combined CO₂ emissions in g/km: 199 – 190** (320.3 – 305.8)

**Fuel consumption and CO₂ emission figures given in ranges depend on the tires/wheels used as well as the engine/transmission version.

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 16 locations in twelve countries. In the second half of 2016, the production of the Audi Q5 will start in San José Chiapa (Mexico). 100-percent subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2015, the Audi Group delivered to customers approximately 1.8 million automobiles of the Audi brand, 3,245 sports cars of the Lamborghini brand and about 54,800 motorcycles of the Ducati brand. In the 2015 financial year, AUDI AG achieved total revenue of €58.4 billion and an operating profit of €4.8 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.