



Model Series, Innovation and Technology Communications

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Foretaste of a production model: Audi Q8 concept premieres in Detroit

- **Study unlocks new segment for the full-size category**
- **Typical spaciousness of an SUV with elegance of a coupé**
- **Imposing front, with design echoes of the Ur-quattro**

Ingolstadt/Detroit, December 22, 2016 – Audi will start the new year with a sensation: At the North American International Auto Show (NAIAS) in Detroit in January 2017, the premium manufacturer is to present the Audi Q8 concept. The near-production study represents a synthesis of the emotional styling of a coupé and the spaciousness that typifies an SUV. With this move, the brand is unlocking a new segment for the full-size category.

“With the Audi Q8 concept, we have created a new spearhead within our Q model line. Its design strongly evokes sportiness and prestige,” declared Audi Head of Design Marc Lichte. “What’s more, we believe an important aspect of this showcar is that it offers a spacious interior with four equally comfortable seats, even with the flat roof line.”

The study vehicle’s front end is imposing. The octagonal Singleframe is considerably wider than that in Audi’s current production models. It is positioned well forward, with three-dimensional sculpting. Many design elements of the Q8 concept are reminiscent of the Audi Ur-quattro of the 1980s. They include the extremely flat but very wide C-post, and the prominent, flared shoulders above the wheels. These balanced proportions give equal emphasis to the front and rear wheels – typically quattro.

– End –

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. 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 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.