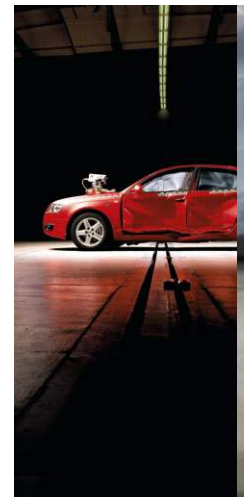




Q7



substance always wins the day



It takes more than hard work, dedication and vision to create the truly exceptional. It takes something intangible. Something you can't quite put your hands on. It's courage, guts, perseverance, passion and fierceness of focus all wrapped into one.

And it's this intangible characteristic that defines all of us at Audi. It's the driving force behind

every pencil line we draw, every calculation we make and every idea we deem not good enough.

It's why every inch and curve and angle has purpose. It's why we test our cars at the highest of speeds for hours on end so they can be driven on any surface and in any condition – rain, shine or white-out blizzard.

It's why substance always wins the day. It's why cutting a corner, even a weld seam in the trunk, would be sacrilegious. And it's why for us scrutiny is so deeply ingrained it's like the very act of breathing.

This is Truth in Engineering. And this is Audi.

a badge doesn't define you
it represents you





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svelte

Redefining the concept of a seven-passenger SUV, the Audi Q7 offers a sophisticated look that's unlike anything else in the category. Its wide, muscular stance and sweeping, coupe-like roofline tips you off to its sporty pedigree.

The progressive, assertive look is most apparent head-on, starting with the classic Singleframe® grille. The available adaptive Audi xenon plus headlights with LED daytime running lights bracket the grille, and the LED turn signals

finish the look. The back features a graceful wrap-around liftgate that allows for easy loading and unloading. With wheels ranging in size from 18" to available 21" wheels, the Q7 is ready to take on nearly any road, anywhere.

The Q7 offers the perfect balance between utility and sporty performance, making it appropriate for any journey.

Q7



Q7 3.0T Premium Plus





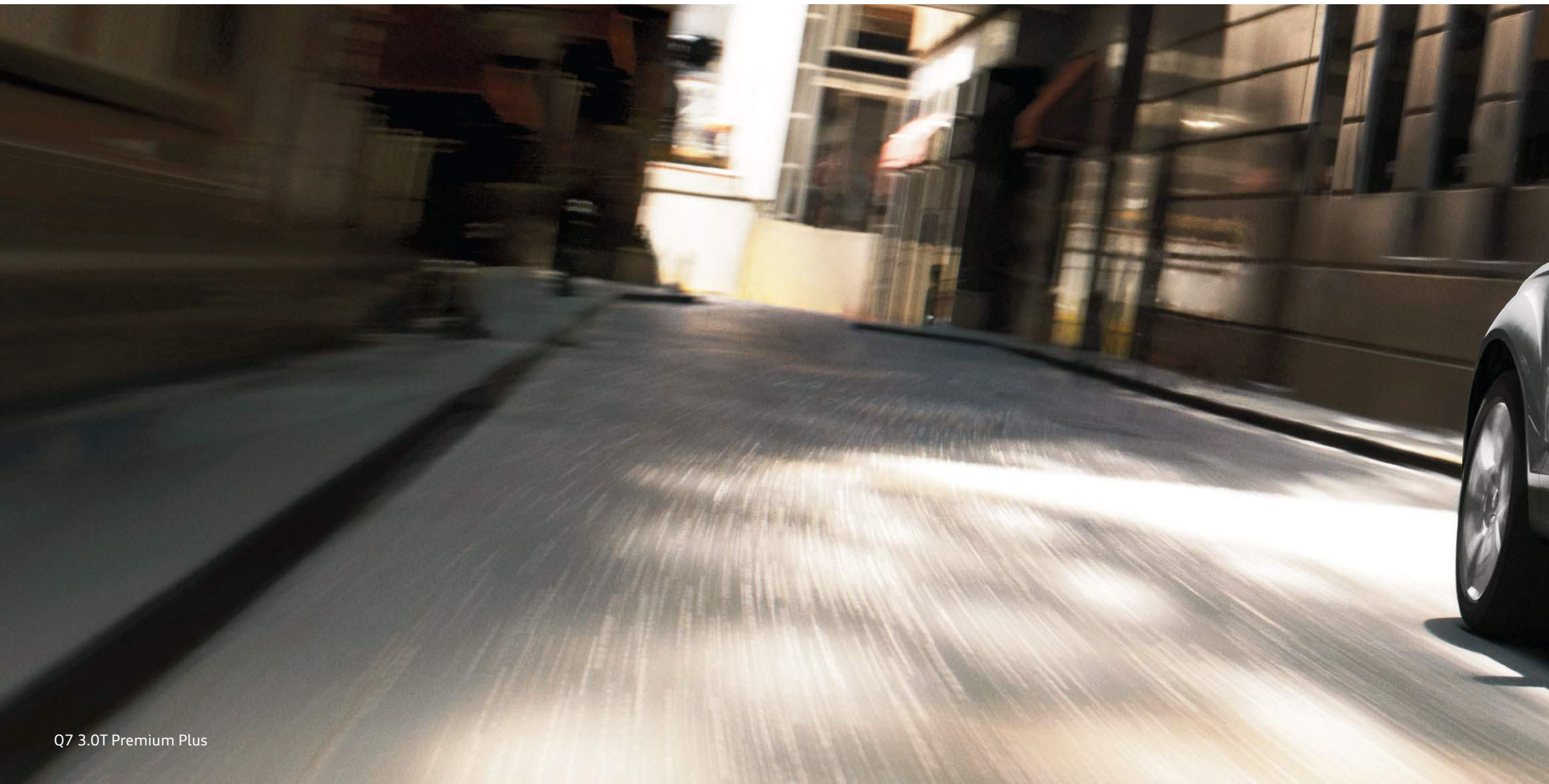


revel

The clean lines of the Audi Q7 interior are designed to create an uncluttered, progressive-looking environment that easily accommodates seven passengers. Additionally, it offers the flexibility of 28 different interior configurations to suit your specific needs. Fold the rear seats flat and 72.5 cu. ft. of carrying capacity stand at the ready. Overhead, the three-panel Panorama sunroof with power sunshade offers a unique sun-filled and airy view of the world.

Additional comfort comes from the standard dual-zone climate control, ensuring the temperature is always ideal. Combining the personalized functionality you need with impeccably designed luxury, the Q7 offers an unmatched driving experience.

- 1 Standard seven-passenger seating in the Q7 with an easily accessible 50/50 split folding third row.
- 2 With the touch of a finger, the power tailgate opens and closes for maximum convenience. Additionally, you can program the opening height to best suit your needs.
- 3 The easy-to-use Audi MMI® Navigation plus operating system includes a 7" full-color LCD display that shows real-time traffic information in a 3D topographical format. The MMI operating system also includes convenient voice control for navigation and mobile phone.
- 4 The three-panel Panorama sunroof creates a vibrant, open and airy driving experience.
- 5 For maximum utility, the fold-flat rear seats allow for 72.5 cu. ft. of carrying capacity.
- 6 The available four-zone climate control allows for personalized temperature controls, ensuring everyone is comfortable.
- 7 Twelve-way, power front seats are heated for added comfort and include four-way, power lumbar adjustment as well as adjustable head restraints.



Q7 3.0T Premium Plus

well-being



Reflecting the Audi commitment to advanced engineering and inspired thinking, the Q7 is a rolling showroom of technology and safety. Above 19 MPH, the available Audi side assist offers additional peace of mind by monitoring the vehicle's blind spots at the rear and sides. The system warns the driver of any vehicles in the monitored area via LED warning lights in

the side mirrors. The warning lights also flash when the turn signal is activated and there is a car in the blind spot.

The optional Audi adaptive cruise control uses radar sensors to measure distance to vehicles ahead to maintain a driver-selected, safe driving distance. Should braking be necessary,

the system will automatically return to its preset speed when able. In certain conditions, the system will even bring the vehicle to a complete stop.

These are just two of numerous innovations that provide an additional level of confidence, allowing you to fully enjoy your driving experience.



ideal

The Audi Q7 sets the standard for luxury with its generous use of the finest materials and premium features. One standout example is the available Bang & Olufsen® Advanced Sound System with over 1,000 watts. The system features an ICEpower 14-channel amplifier and 14 speakers. The motorized tweeters located near the windshield feature Acoustic Lens Technology and create rich and realistic sound. To further enhance the luxurious experience of the Q7, select the Warm Weather Package. This configuration offers four-zone climate control, allowing passengers to set the temperature

individually. The sunshades and deep tint sunroof offer an additional level of comfort to passengers. The Q7 also offers an enhanced level of convenience with the Audi advanced key, allowing you to lock or unlock and start the Q7 without removing the key from your pocket or purse. With the electrically adjustable steering column, a comfortable driving position is guaranteed. Peerless in the category, the Q7 delivers a thoroughly luxurious driving experience.





Q7 TDI® Premium Plus

secure





Q7 3.0T Premium Plus



With handling inspired by a long line of race-winning cars, the Audi Q7 handles more like a sports sedan. Solid and precise, the Q7 inspires confidence. quattro®, with a 40:60 rear-biased torque split, makes virtually any road condition irrelevant. Thanks to the self-locking center differential that sends a majority of engine power to the axle with the most traction, you'll enjoy increased vehicle stability along with peace of mind.

Servotronic® steering offers drivers the benefit of speed-sensitive, variable power assistance. This means that at higher speeds, such as on the highway, power assist is decreased for a more precise feel and optimal directional stability.

The result is steering that intuitively adapts to any speed or situation.

With the available Audi adaptive air suspension, you can adjust the ride height and damping settings to allow for increased handling limits for both on- and off-road. On-road, a lower ride height and stiffer damper settings provide a lower center of gravity as well as more precise handling, particularly at higher speeds. Off-road, Audi adaptive air suspension allows for an increase in ride height to overcome larger obstacles, gaps and crossings. Either way, you're prepared to take on a variety of terrain with total confidence.

progressive

TDI® clean diesel offers a viable fuel alternative that is powerful, efficient and fun. Not surprisingly, diesel accounts for more than 50 percent of all vehicle sales in Europe. In other words, it's the right solution for today. Proven repeatedly on racetracks throughout the world, TDI efficiency and performance are undisputed. It produces fewer emissions thanks to the AdBlue system. As a particulate-neutralizing system, it essentially scrubs the exhaust, helping the 3.0 TDI attain Ultra-Low Emissions Vehicle certification. TDI clean diesel is also quiet thanks to advanced Audi engineering, which has all but eliminated the traditional diesel "clatter."

With TDI clean diesel, the power of tomorrow is available today.

TDI





Q7 TDI* Prestige



Q7 TDI® Prestige

efficient

The Audi Q7 with TDI® clean diesel power and an eight-speed Tiptronic® transmission delivers remarkable efficiency, enabling the Q7 to travel more than 600 miles of highway driving per tank*. Greater range means less time spent refueling and more time at your destination. Naturally, part of that class-leading efficiency

and range comes from the innovative eight-speed Tiptronic transmission. It helps the 3.0 TDI clean diesel engine deliver the power of a V8 while offering the efficiency of a V6. Quick, powerful and efficient, it's the perfect combination for everywhere, every day.



* Fuel tank capacity of the Audi Q7 TDI is 26.4 gallons. Range is calculated by taking the achieved Audi Mileage Marathon fuel economy and multiplying by tank capacity.

power

TDI® clean diesel is powerful. Proven by the incredible success of the Audi R10 and R15 Le Mans-winning racecars, TDI delivers substantial power while offering impressive efficiency and ultra-low emissions. Thanks to 225hp and a very impressive 406 lb-ft. of low-end torque, the Q7 easily tows up to 6,600 lbs., meaning you can tow your boat or trailer with ease. In fact, situations that would usually

require downshifting for acceleration require nothing more than a toe tap with TDI. With performance like that, it's no wonder the power of the Q7 TDI is better than that of a V8.*

The Q7 TDI delivers more than ultra-low emissions, efficiency and luxury, it delivers astounding off-the-line performance not normally associated with an SUV.



*Audi Q7 TDI 3.0 liter V6: 406 lb-ft. torque versus 2010 Audi Q7 4.2 liter V8: 325 lb-ft. torque.

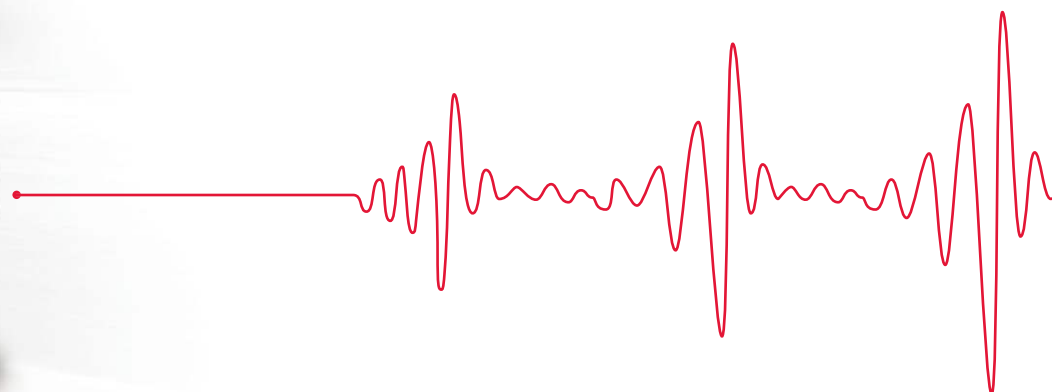




Q7 TDI® Prestige



performance fueled by unconventional thinking



FSI®

Audi Fuel Stratified Injection, or FSI®, offers the benefits of increased performance and fuel efficiency. FSI direct injection delivers a precise amount of fuel directly into the engine cylinders, as opposed to the engine intake runners. This advanced process ensures a more complete combustion, thereby diminishing waste and increasing power.

Additionally, the specially designed piston heads compress the fuel-air mixture in a spiraling motion, creating the most efficient combustion possible. Making the most of these technologies allows for greater efficiency in the combustion process.

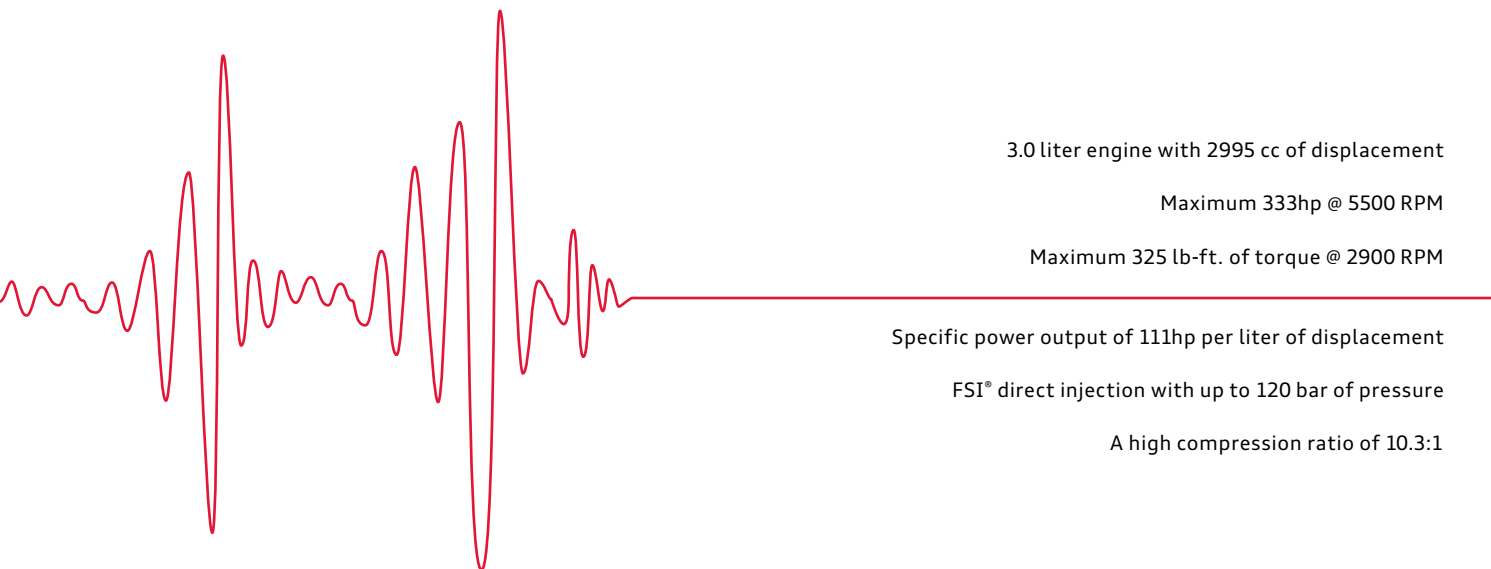
By combining FSI and forced induction, such as a supercharger, the 3.0T engines employ a variation of FSI called TFSI®. The principle and benefits are identical. TFSI-equipped engines take advantage

of significantly higher compression ratios and cylinder pressure, thus fully atomizing fuel and optimizing boost response. The compressor condenses the air flowing into the engine, allowing more air into the cylinder and therefore creating more power from each ignition. A forced induction engine produces greater power than a similarly sized, normally aspirated engine, significantly improving the engine's power-to-weight ratio.

Consequently, Audi is able to use smaller, more efficient engines and achieve similar power and performance results typically found in larger, less fuel-efficient engines.

The beauty of TFSI is that it works at any RPM, maximizing efficiency and generating responsive and optimal power during all driving conditions.

pulse



3.0 liter engine with 2995 cc of displacement

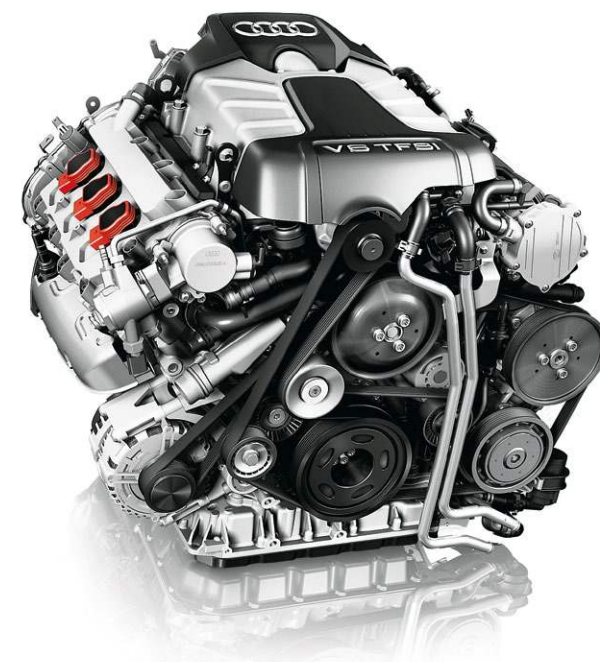
Maximum 333hp @ 5500 RPM

Maximum 325 lb-ft. of torque @ 2900 RPM

Specific power output of 111hp per liter of displacement

FSI® direct injection with up to 120 bar of pressure

A high compression ratio of 10.3:1



3.0 TFSI®

The all-aluminum Audi 3.0 liter TFSI® V6 engine benefits from the combination of FSI direct injection and supercharging to create 272hp. The impressive torque is generated over a wide range, from 2250 to 4750 RPM, making full power usable at any speed. The four-vane, Roots-style supercharger makes the 3.0 liter V6 exceptional.

3.0 TFSI S line®

The Audi 3.0 liter TFSI S line® produces 333hp and an impressive 325 lb-ft. of torque. That's an additional 61hp and an increase of 30 lb-ft. of torque versus the 3.0 TFSI, which results in higher performance.

3.0 TDI®

With the potent combination of direct injection and turbocharging, the 3.0 liter TDI® clean diesel engine delivers an impressive 406 lb-ft. of torque and produces 225hp.

Producing 20 percent fewer CO₂ emissions than a comparable gasoline engine*, the 3.0 TDI clean diesel also meets or exceeds 50 state emissions requirements.



* CO₂: 3.6 FSI 289 gallons versus TDI 234 gallons
= 20 percent improvement.



maximize

you've never done so
much with so little

For more than 20 years, TDI® has been the leader in diesel technology. It's powerful and efficient, offers lower CO₂ output than gasoline engines and is extremely quiet. In fact, as a testament to its benefits, vehicles powered by diesel account for 50 percent of all vehicle sales in Western Europe.

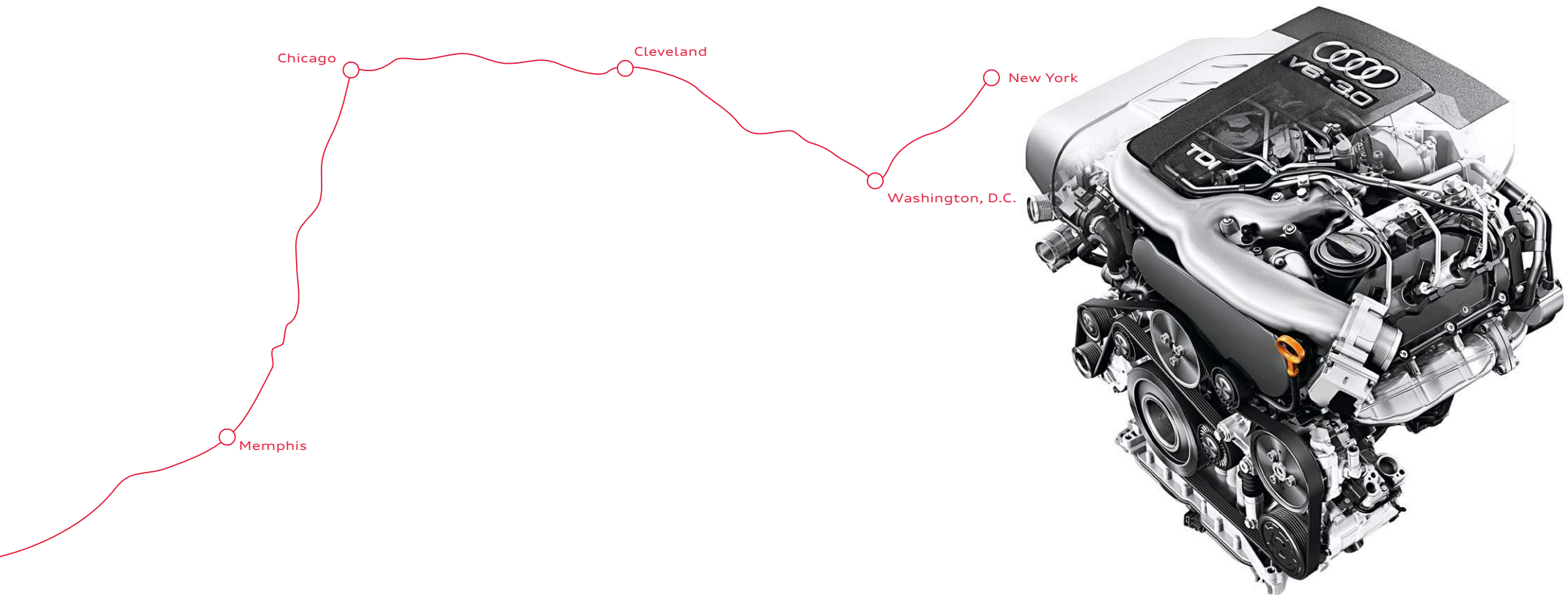
Its efficiency was proven in 2008 during the Audi Mileage Marathon. The Audi Q7 TDI averaged an extraordinary 28 MPG* on a cross-country trip from New York to Los Angeles. By using the most advanced technology of Turbo Direct Injection, or TDI, diesel is quickly gaining popularity in the United States for several good reasons.

Power

TDI clean diesel gains its incredible power from a number of innovative technologies. The turbo itself offers Variable Turbine Geometry (VTG), which allows more of the power generated by the turbo to be used at lower engine speeds. That means quicker acceleration off-the-line.

High-pressure direct injection is also part of what gives TDI its remarkable power. Supported by common-rail technology that pumps fuel through the precise Piezo injectors, an exact fuel and air mixture is achieved for maximum combustion, resulting in maximum power output. For you, that means a more exhilarating driving experience.

* Audi Q7 TDI achieved 28.8 average MPG in the 2008 Audi Mileage Marathon. Your mileage will vary.



Efficiency

The groundbreaking 3.0 liter TDI® clean diesel engine available in the Q7 delivers 225hp and 406 lb.-ft. of torque. The V6 provides a range of more than 600 miles from a full tank that holds 26.4 gallons of fuel.

That class-leading efficiency is due in part to the common-rail injection system, which generates up to 1800 bar of pressure. Combined with the innovative pressure sensors in the combustion chamber, the common-rail injection system helps to ensure a highly efficient and low-emission combustion process.

The breakthrough efficiency also comes from a significantly higher compression ratio and cylinder pressure. This means fuel is fully atomized, optimizing turbocharger boost response as well as efficiency. TDI delivers both efficiency and power, making it the ideal performance-oriented solution.



Emissions

Long gone are the days of dirty, smoking diesel engines. Audi TDI clean diesel is responsible for the cleanest diesel engines in the world, with 20 percent fewer CO₂ emissions than comparable gasoline engines; making it an environmentally friendly alternative to gasoline power. One reason TDI clean diesel is so clean is because of the AdBlue® technology found in the TDI clean diesel exhaust system. AdBlue uses a urea-based solution that scrubs the exhaust gases and removes 90 percent of the nitrogen oxides and 20 percent of carbon emissions, making it compliant with ULEV II BIN 5. The result is a significant reduction in emissions that contribute to global warming.

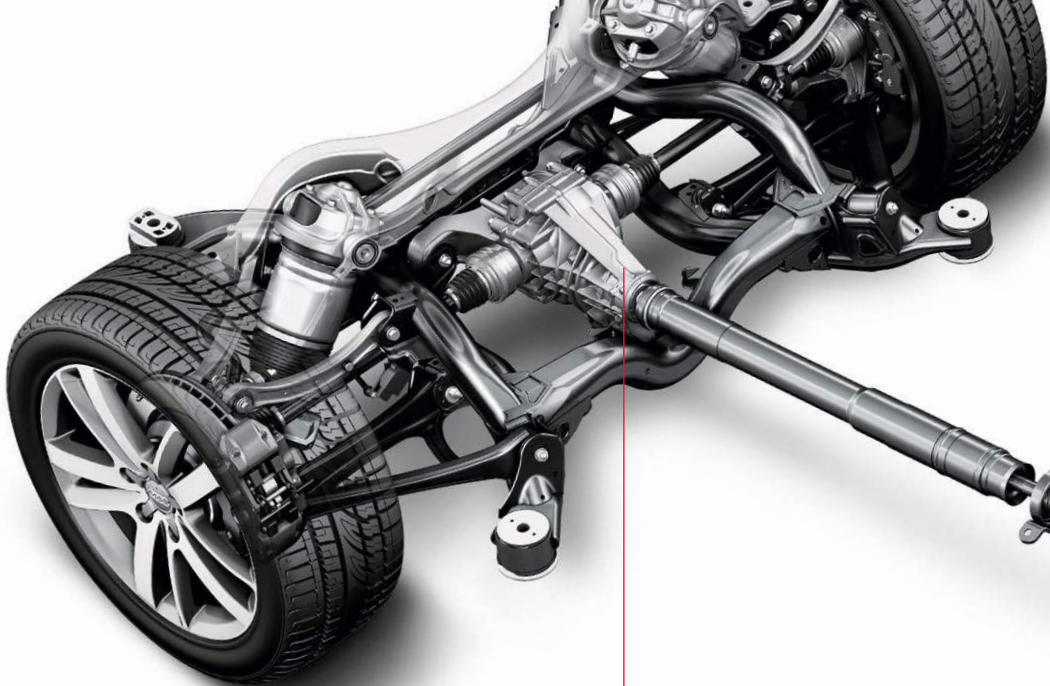
* CO₂: 3.6 FSI* 289 gallons versus TDI 234 gallons
= 20 percent improvement.

Motorsports

For confirmation of the incredible power generated by TDI clean diesel, all one needs to do is turn to the Le Mans-winning Audi R10 and R15 racecars powered by TDI.

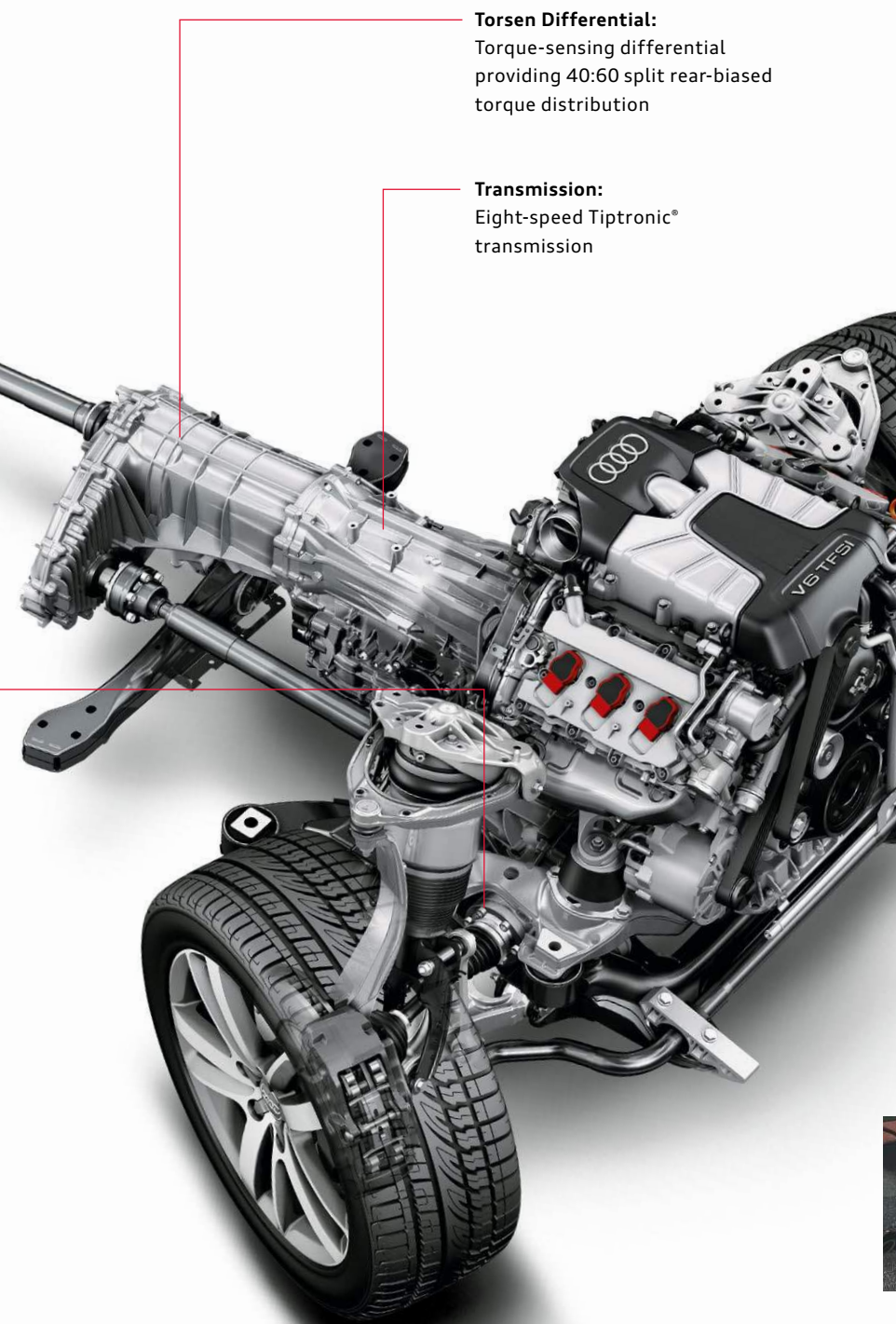
Audi was the first manufacturer to introduce the potent capabilities of diesel into a modern racecar. The results were astounding. Not only were the R10 and R15 TDI cars fast, but they routinely outdistanced the competition thanks to their efficiency. Additionally, in races where longevity and durability are critical, the Audi TDI engine proved superior.

In the past decade at the 24 Hours of Le Mans, Audi has stood atop the podium nine times. Four of those victories were due in large part to the power, reliability and efficiency of TDI. You'll find this very same technology under the hood of your Audi Q7 TDI clean diesel.



Rear Differential:
Hypoid gear, electronic
differential lock (EDL)

Torque Distribution:
The lower torque distribution
to the front axle results in more
neutral handling, more agile
steering, minimal load change
reactions and increased
driving stability



Torsen Differential:
Torque-sensing differential
providing 40:60 split rear-biased
torque distribution

Transmission:
Eight-speed Tiptronic®
transmission

get ready, this is where
it becomes visceral

awe



The concept is ingenious, the solution brilliant. Often imitated, nothing drives like quattro®; the world's most innovative all-wheel drive system. It's a technology that we've been developing for 30 years. And the competition? They're just now beginning to realize what we've known for three decades.

For you, quattro means unmatched traction and confidence in less-than-ideal driving conditions and unequalled performance all other times.

Permanent all-wheel drive systems are not created equal. And they certainly don't

perform that way either. quattro is essentially a mechanical system devised around a torque-sensing, self-locking center differential that shifts torque instantaneously to where it's needed. This means quattro is adjusting power between front and rear axles more than a hundred times a second, ensuring torque is delivered to the wheels where traction exists.

In normal driving situations, quattro distributes the power between each axle by sending 40 percent to the front wheels and 60 percent to the rear wheels, enhancing the driving dynamics while maintaining optimum control. Constantly

assessing grip, quattro helps ensure the best possible combination of traction and handling, regardless of the road conditions.

What you experience behind the wheel is confidence-inspiring handling. Curves are relished. Rain and snow are greeted with relative indifference. And every drive is an experience in performance bliss.



confidence

we've got your back, front, sides and top



Audi has always held firm the belief that prevention is the best safety feature of all. And the Audi Q7 offers an abundance of features designed to help keep you out of harm's way. For instance, the Electronic Stabilization Program (ESP*) helps keep the vehicle traveling in its intended direction by utilizing ABS, the traction control of ASR and the electronic brake force distribution of EBD.

Audi has implemented a number of ingenious features to maximize braking effectiveness. In wet conditions, the brake disc wiping system gently pulses the brakes to dissipate

water buildup. Keeping the discs as dry as possible promotes the most effective braking. Additionally, the brake assist system is able to detect an attempt at full braking and apply full stopping power when required. The advantage is that braking distance is significantly reduced.

Inside, the Audi safety systems prepare for the worst once the brake assist system is engaged. The safety belt pre-tensioners are activated, for all occupants, and lock the safety belts in place. This is intended to help keep passengers in the safest position in the event of a collision.

When prevention isn't enough, the combination of crumple zones and high-strength steel helps deliver a tremendous level of protection for the driver and passengers. Crumple zones, at the front and rear of the vehicle, are designed to dissipate the energy and force of a collision by deforming upon impact. The high-strength steel used in and around the occupant cell is designed to protect the integrity of the passenger compartment and those within it.

The six standard, second-generation airbags* provide an additional measure of safety. They include front-impact airbags for the driver and

passenger and are designed to help protect the head. Seat-mounted, side-impact airbags for the front seat occupants are designed to help protect the thorax in a collision. And the side-curtain airbags for all three rows offer occupants head protection in the event of a side collision or rollover.

Reacting to rear collision forces, the head restraints help cradle the occupant's head in an effort to reduce the likelihood of a whiplash injury.

Everything comes together to reinforce our commitment to all-encompassing safety.



We have 30 years of experience in developing the world's most sophisticated all-wheel drive system. The result is quattro®. It maximizes traction by automatically adjusting power to each wheel, making the car feel planted – regardless of conditions. Combine ESP and race-bred braking technology, and you'll feel a level of confidence you've never experienced before.

- ▶ quattro increases your margin of safety by helping you maintain maximum traction in a variety of weather conditions.
- ▶ ESP helps ensure your vehicle maintains the intended direction of travel by continuously adjusting a number of drivetrain variables.
- ▶ Four-wheel disc brakes with brake disc wiping offer optimal braking in all kinds of weather.

* Airbags are supplemental restraints only and will not deploy in all crash circumstances. Always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age. This is a dramatization and does not depict what will happen in an accident. All bags will not inflate in real world accidents and if multiple bags deploy they will be in various stages of inflating/deflating and will never all be inflated at the same time.



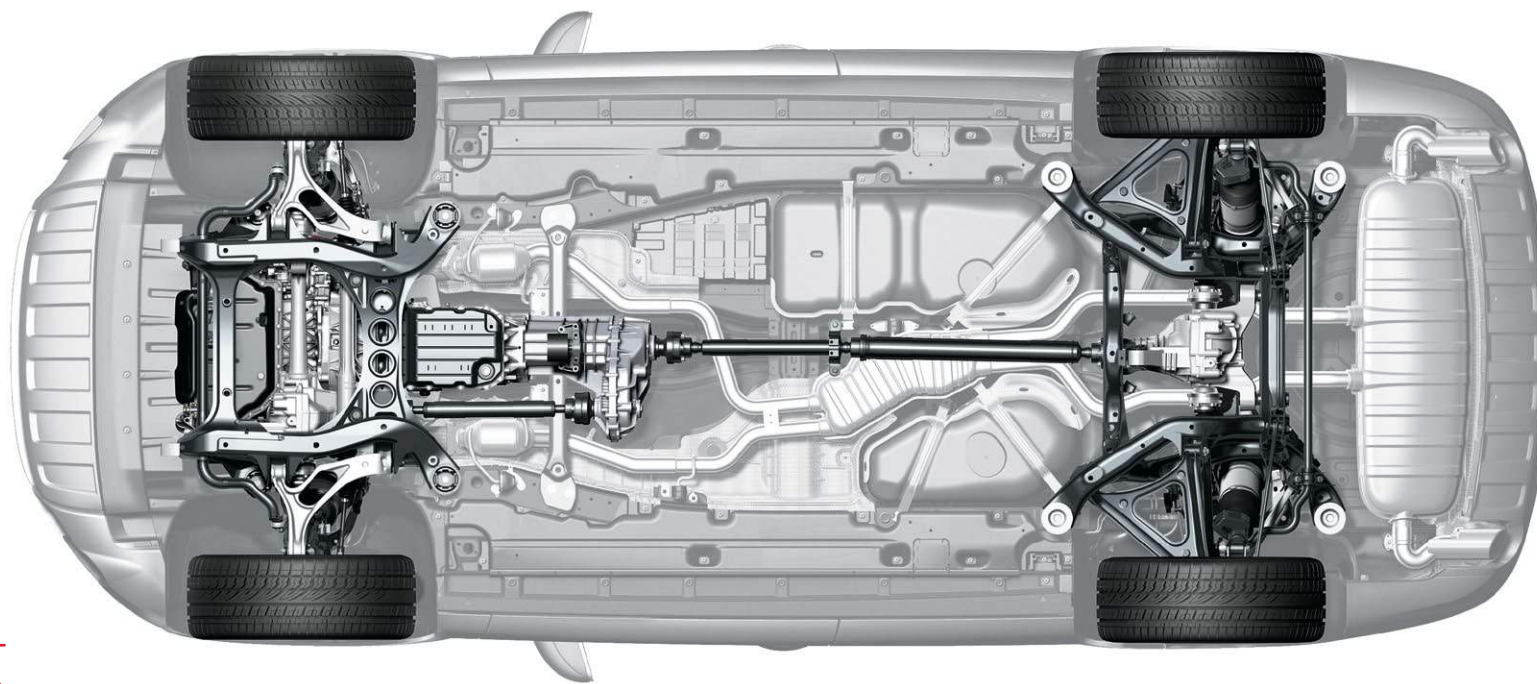
power applied through sophisticated engineering for legendary handling

planted

Audi has spent decades developing, testing and refining its suspension systems. It's an ongoing process that continuously identifies new technology and applies it to improving the driving experience. Integrating leading technologies such as Servotronic® speed-sensitive steering and quattro® all-wheel drive with finely tuned brakes and a rigid chassis results in the refined handling dynamics for which Audi is famous. The suspension system in an Audi consistently delivers precise steering feel, exceptional ride comfort and sharp handling.

Double-wishbone Suspension

The double-wishbone suspension configuration is composed of aluminum components throughout. The use of cast aluminum for the upper-wishbone suspension arms and strut mounts ensures precise wheel control, while the use of forged aluminum for the lower-wishbone suspension arms and subframe suppresses cabin noise and vibrations. The unique combination of materials and design ensures responsive, smooth and predictable driving dynamics.



Rear Suspension

The self-tracking, four-link rear suspension provides an incomparable level of driving dynamics. This structure offers a high degree of stiffness that ensures precise handling, while the control arm components absorb a great deal of the force encountered by the wheels. The combination improves handling response while damping the abrupt impacts commonly encountered while driving. Additionally, the wheel-guidance components are fixed to the subframe with both rubber and metal bushings to further isolate vibrations from the occupant cell, ensuring a quieter, smoother driving experience.

Audi Adaptive Air Suspension

Audi adaptive air suspension is an electronically controlled air suspension system with a continuously adaptive damping system. The system offers a choice of five different settings: Lift, Off-road, Comfort, Auto, Dynamic and in addition to these settings, Cargo mode. Cargo mode lowers the rear of the vehicle for easier access. The system varies the air-spring damping characteristics and rebound response according to the setting or mode selected, and vehicle speed. Vehicle ride height is also adjusted according to the mode selected. In Comfort mode, a higher ride height results in greater ground clearance and a more pliant ride, while a lower ride height in Dynamic mode creates a lower center of gravity and additional directional stability.

Servotronic® Steering

Servotronic® is speed-dependent power steering in which the amount of power assist provided is dictated by road speed, providing even more comfort and convenience for the driver. The amount of power assist is greatest at low speeds, making it easier to maneuver the car. At higher speeds, an electronic sensing system gradually reduces the level of power assist, creating a tighter, more dynamic steering feel.

To further enhance handling and ride comfort, significant attention to detail has been paid to suppressing vibrations at the attachment points along the steering column. The result is a nearly 100 percent reduction in steering wheel vibration, offering the driver smoothness at virtually any speed.

Q7 Premium



Q7 Premium

Q7 Premium

¹ **Heated, twelve-way, power front seats** | With a convenient touch of a button, the multilevel seat-heating system warms the entire surface of the seat.

² **18" six-spoke wheels with 255/55 all-season tires** | These standout 18" wheels offer sophistication matched with a distinctive six-spoke style, enhancing the overall exterior of the Audi Q7. [3.0T only]

³ **Audi music interface** | This connective technology offers intelligent integration with the iPod® and iPhone®. Any iPod Generation 4 and higher may be connected through the glove box, providing full iPod controls on the MMI® screen. This feature allows connection of a USB flash drive or a conventional auxiliary audio input as well.

⁴ **Leather seating surfaces** | High quality leather complements the vehicle seat design while enhancing the overall interior style.

⁵ **Chrome Accent Package with full paint finish** | This package includes a full-body paint finish, which matches the lower body panels to the exterior color. The package also enhances the exterior with chrome trim on the bumpers, side panels and door handles as well as contrast front and rear center valances. [Standard on TDI® only]

* **Bluetooth® mobile phone preparation** | The advanced technology of the Q7 allows you to conveniently access your Bluetooth®-enabled phone's features via the MMI operating system, allowing for easy, intuitive hands-free communication. For specific compatibility and operation instructions, refer to audiusa.com/bluetooth or contact your local Audi dealer for the latest listing of compatible phones.

* **HomeLink®** | HomeLink® is integrated into the overhead controls and uses a simple three-button system to control garage doors, gates and even lights in your home.



Features listed are standard on the Premium model unless otherwise noted.

* FEATURE NOT SHOWN

Q7 Premium



Q7 Premium

6. **LED taillights** | LED lights are superior to conventional bulbs, thanks to faster activation speeds and bright light emissions. In addition, they can last an entire vehicle lifetime and consume up to 50 percent less energy while adding a signature look to your Audi.

7. **19" five-arm V wheels with 265/50 all-season tires** | The distinctive five-arm V wheels give the Audi Q7 a stylish look, while the all-season tires help provide a more comfortable ride in a variety of weather conditions.
[Standard on TDI*, available on 3.0T]

8. **Seven-passenger seating** | The 50/50 split folding, third row seating with collapsible head restraints and fold-flat capability provides ample room for extra passengers or cargo space in the Q7. The vehicle is also equipped with a convenient entry feature making rear-seat access easier while keeping the seat in the adjustment position previously selected.

9. **Wood decorative inlays** | The genuine wood decorative inlays in the dash, center console and door panels add a refined touch of luxury to the vehicle's interior.

+ **Contrast painted lower valances** | The contrast painted lower valances on the Q7 add a unique touch to the vehicle, distinguishing the exterior colors for a look that suits the driver's personal preference. [3.0T only]

+ **Power tailgate** | The tailgate conveniently opens and closes with the touch of a button. The desired opening height can be programmed to your preference.

+ **Audi parking system** | Ultrasonic parking sensors in the rear bumper measure the distance to the nearest object, while intermittent, audible tones indicate the distance to the driver.

Features listed are standard on the Premium model unless otherwise noted.

+ FEATURE NOT SHOWN

6



7



8



9



Q7 Premium Plus



Q7 Premium Plus

¹ **Audi MMI® Navigation plus** | Audi MMI® Navigation plus features a 7" full-color LCD screen and MMI control logic. The Q7 comes equipped with the latest generation of MMI, powered by a 40-GB hard drive and an NVIDIA® processor to enhance graphics. This generation MMI offers a color driver information system, real-time traffic, 3D topography graphics that include the buildings in many cities and the crystal clear digital AM and FM sound of HD Radio™ Technology with over 1,000 new stations. Also included is voice control for navigation and telephone functions.

² **BOSE® Surround Sound** | The 14-speaker sound system includes a center speaker and subwoofer matched with a ten-channel DSP amplifier with a total of 270 watts. A microphone measures noise level and adjusts radio volume accordingly, resulting in a balanced sound, despite background noise.

³ **Driver memory** | At the touch of a button, your driver seat position and side view mirror settings are set to your desired levels. This feature stores up to two driver settings.

⁴ **Auto-dimming, power-adjustable and power-folding exterior mirrors** | Exterior mirrors with automatic dimming recognize glaringly bright headlight beams behind the car and darken the mirror glass automatically. In addition to being electronically adjustable, the power-folding feature helps protect the mirrors by automatically collapsing them inward to fit in tight spaces.

⁵ **Audi parking system plus with rearview camera** | This safety-enhancing system integrates a rearview camera for real-time viewing of the rear parking area, while front and rear ultrasonic parking sensors measure the distance to the nearest object and audibly warns you when the distance becomes unsafe.

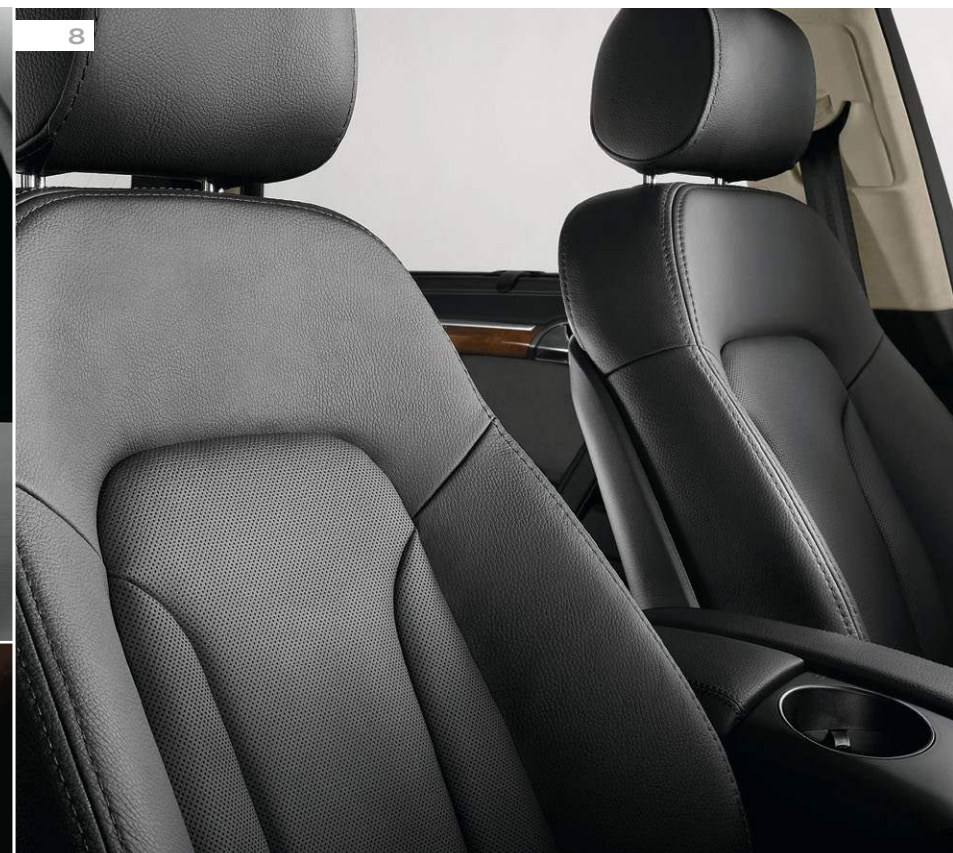
⁶ **Panorama sunroof** | The three-panel Panorama sunroof produces a unique, light-filled driving experience. Both front and rear glass elements can be tilted, and the front panel can be opened along a length of 19". The sunroof features a front power sunshade for automatic opening as well as a rear manual sunshade. Outstanding fresh-air comfort combines with excellent aeroacoustics, including a mesh wind deflector, for an extremely low noise buildup.

⁷ **Audi xenon plus headlights with LED daytime running lights** | The signature LED daytime running lights and high-intensity headlights not only add a distinct look to the vehicle, they also improve visibility while using half of the energy of conventional bulbs.

Features listed are standard on the Premium Plus model unless otherwise noted.

+ FEATURE NOT SHOWN

Q7 Prestige



Q7 Premium Plus

1



2



3



4



Q7 Prestige

3.0T S line* | The 3.0T S line* provides a sport-oriented look to match the performance of the 333hp supercharged engine. The vehicle is set off with elegant 20" five-spoke wheels with 275/45 all-season tires, adding to its sophisticated style. The 3.0T S line also includes S line front and rear bumpers, side valences, headlight washers, supercharged fender badging and S line interior door sills.

Warm Weather Package | The Warm Weather Package provides the driver, front passenger and rear occupants with their ideal level of temperature via four-zone climate control as well as a manual rear side window and cargo shades to block unwanted sunlight. Also included is a darkened Panorama sunroof glass to regulate temperatures.

Ventilated front seats | Should you require cooling, you can select a ventilation mode to circulate air through perforations in the seats for increased comfort and airflow.

Audi adaptive light | Utilizing input from the steering wheel and speed of the vehicle, Audi adaptive headlights pivot up to 15 degrees to allow you to see ahead in the dark by lighting up corners more effectively.

20" bicolor, five-double-spoke wheels with 275/45 all-season tires | The exceptionally designed 20" bicolor, five-double-spoke wheels complement the luxury-inspired style of the Q7. [TDI* only]

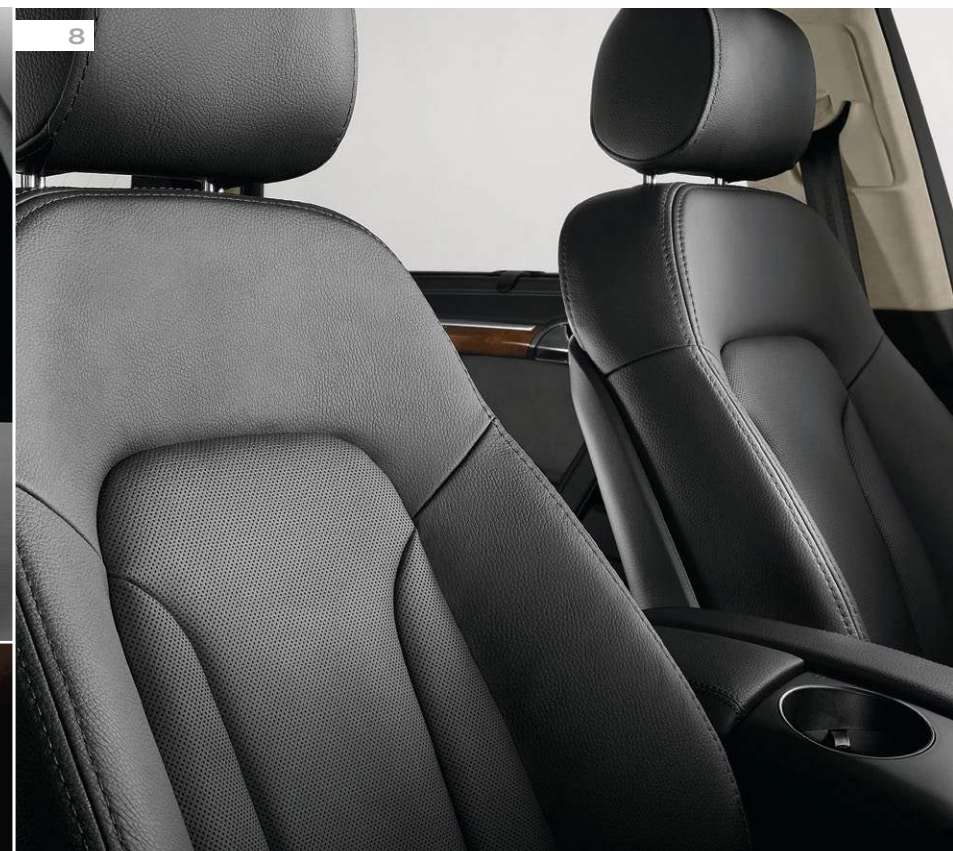
Audi advanced key | With this advanced keyless entry system, your vehicle can be locked or unlocked and started without removing the key from a pocket or purse. When the key is present, doors can be unlocked, the steering wheel can be released and the vehicle can be turned on without inserting the key into the ignition.

Audi side assist | Active at speeds over 19 MPH, Audi side assist monitors blind spots and fast-approaching vehicles at a range of 150 ft. When a vehicle is present within the monitored area, the system warns you via LED lights in the exterior mirrors.

Power adjustable steering column | The power adjustable steering column is an added touch of luxury and convenience ensuring your driving position is optimized and comfortable.

Features listed are standard on the Prestige model unless otherwise noted.

*FEATURE NOT SHOWN



Q7 Options



¹ **Panorama sunroof** | The three-panel Panorama sunroof produces a unique, light-filled driving experience. Both front and rear glass elements can be tilted, and the front panel can be opened along a length of 19". The sunroof features a front power sunshade for automatic opening as well as a rear manual sunshade. Outstanding fresh-air comfort combines with excellent aeroacoustics, including a mesh wind deflector, for an extremely low noise buildup. [Premium only]

² **Bang & Olufsen® Advanced Sound System** | This 14-speaker sound system delivers more than 1,000 watts of power and combines state-of-the-art technologies that include Acoustic Lens technology, proprietary Digital Signal Processing (DSP) and ICEpower digital amplification with a detailed study of the Q7 interior. More than a sound system built into a car, the system is the ultimate driving and listening experience, a virtual concert hall on wheels. [Prestige only]

³ **Audi adaptive air suspension** | This advanced option is an electronically controlled, continuously adaptive air suspension system at all four wheels. It offers a more responsive ride over a variety of terrain. [Prestige only]

⁴ **Running boards** | These stainless steel running boards make a strong style statement while also making it easier to step in and out of the Q7. The embedded rubber pads help reduce the risk of slipping. [Premium Plus and Prestige only]

⁵ **Audi adaptive cruise control** | This system enhances conventional cruise control by monitoring the distance to the vehicle ahead via radar sensors. The system automatically reduces or resumes speed to maintain the safe distance selected by the driver. [Prestige only]

7



Q7 Options

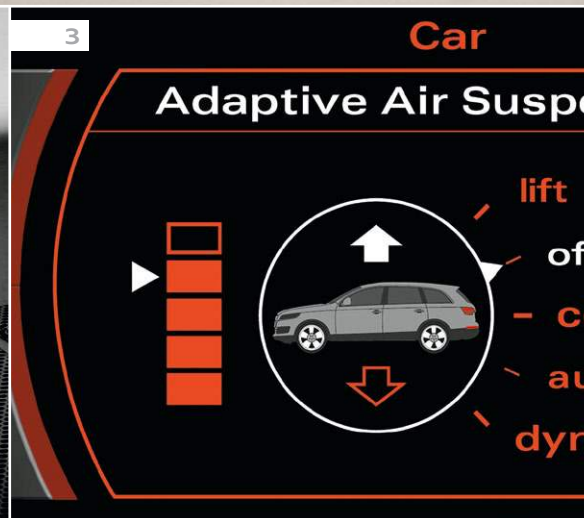
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3



Q7 Options

5 19" five-arm V wheels with 265/50 all-season tires | The distinctive five-arm V wheels give the Q7 a stylish look, while the all-season tires help provide a more comfortable ride in a variety of weather conditions.

[3.0T Premium and Premium Plus]

6 20" bicolor, five-double-spoke wheels with 275/45 all-season tires | The exceptionally designed 20" bicolor, five-double-spoke wheels complement the luxury-inspired style of the Q7. [Premium Plus only]

7 21" five-tri-spoke wheels with 295/35 summer performance tires* | These optional S line® wheels offer a sleek and stylish look and feel. The lightweight alloy helps to improve the driving dynamics, while the summer performance tires* help to ensure superior handling. [S line Package only]

*** 20" ten-spoke chrome wheels with 275/45 summer performance tires*** | The 20" ten-spoke chrome wheels are a distinguished choice that matches the bold design of the Q7. The wheels are equipped with summer performance tires, which help to improve handling and driving dynamics. [Prestige only]

*** Rear side airbags*** | When an impact exceeds the force needed to trigger the airbags, the airbag control unit deploys the rear side airbags within 30-40 milliseconds, helping to reduce the risk of severe injuries in certain collisions.

*** Audi MMI® Navigation plus** | Audi MMI® Navigation plus features a 7" full-color LCD screen and MMI control logic. The Q7 comes equipped with the latest generation of MMI, powered by a 40-GB hard drive and an NVIDIA® processor to enhance graphics. This generation MMI offers a color driver information system, real-time traffic, navigation and telephone functions. Additionally, it offers 3D topography graphics that include the buildings in many cities and the crystal clear digital AM and FM sound of HD Radio™ Technology with over 1,000 new stations. [Premium only]

* See page 50 for important safety information regarding summer performance tires.

* Airbags are supplemental restraints only and will not deploy in all crash circumstances. Always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age.

+ FEATURE NOT SHOWN



Q7 Packages



Q7 Packages

¹ **TDI® S line® Package** | This package provides a sport-oriented look and feel to both the interior and exterior of your Q7. The S line® Package includes black headliner, S line three-spoke, multifunction steering wheel with shift paddles and shift knob, S line front and rear bumpers, side valances, S line fender badging and interior doorsills, and Brushed Aluminum inlays. [Prestige only]

² **Cold Weather Package** | This package provides the driver, front passenger and rear occupants their ideal level of comfort via the multilevel seat-heating system, which is designed to heat the entire surface of the seat; warming is initiated with a convenient knob. The package also includes a heated, four-spoke, multifunction steering wheel.

³ **Chrome Accent Package with full paint finish** | This package includes a full-body paint finish, which matches the lower body panels to the exterior color. The package also enhances the exterior with chrome trim on the bumpers, side panels and door handles as well as contrast front and rear center valances. [3.0T Premium Plus only]

⁴ **3.0T S line Interior Package** | This package completes the look of your 3.0T S line. Included are Brushed Aluminum inlays, S line three-spoke, multifunction steering wheel with shift paddles and shift knob, and a black headliner. [Prestige only]

⁵ **Warm Weather Package** | The Warm Weather Package provides the driver, front passenger and rear occupants with their ideal level of temperature via four-zone climate control as well as a manual rear side window and cargo shades to block unwanted sunlight. Also included is darkened Panorama sunroof glass to assist regulation of temperatures. [Premium Plus only]

⁶ **Towing Package** | The towing package offers an outstanding 6,600 lbs. towing capacity as well as increased cooling capacity and trailer hitch.

Q7 Accessories



Q7 Packages

1



Q7 Accessories

4. Interior bike rack | This bike holder transports bicycles inside the Q7. The bicycles are mounted standing upright by removing the front wheel and securing the bike with tension straps that attach to the tie-down hooks. A nylon bag to store the front wheel is included. Transports up to two bikes, with maximum 26" wheels.

5. Off-road Style Package | Unique front and rear valances with stainless steel skid plates, door guards, wheel arch protectors and protection strips for the front bumper. [Not available with S line*]

6. Premium rubber floor mats | These all-weather mats help protect the interior carpet from rain, mud and snow, and are skid-resistant. Mats feature Q7 logo and are sold in sets of two for front and rear. Available in Black.

7. 20" Pikes Peak alloy wheels | Distinctive 20" Pikes Peak alloy wheels, with five sturdy spokes in Metallic Silver.

8. Rear partitions | There are two solutions that provide maximum flexibility in the cargo area. Choose a partition that runs behind the front seats, or select a longitudinal partition that divides the cargo area in half. No drilling required. Sold separately. Ask your dealer for details.

*** 20" Annapurna alloy wheels** | The 20" Annapurna wheels grab attention with their distinctive two-tone design. The outside surface has a polished Silver finish, while the inner surfaces are a contrasting Gray.

*** Reversible mat** | This reversible mat offers extra protection for your cargo area with velour on one side and rubber on the other. The mat also features a foldout liner to protect the loading sill and bumper.

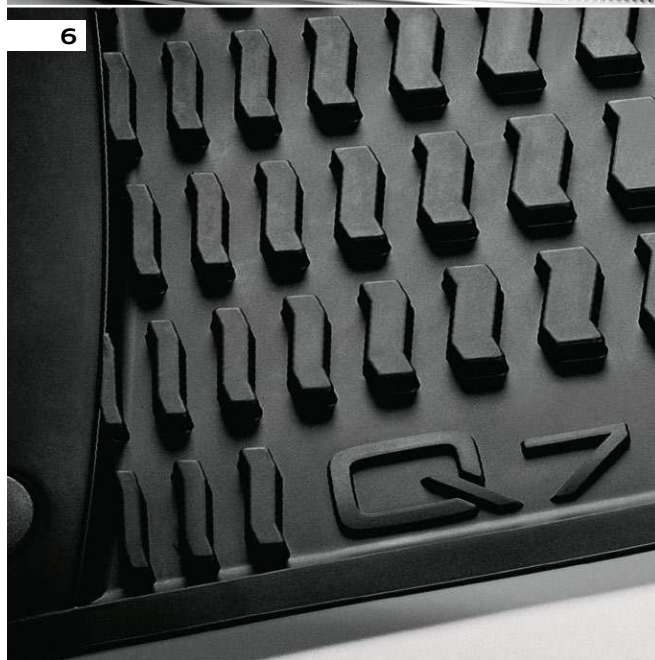
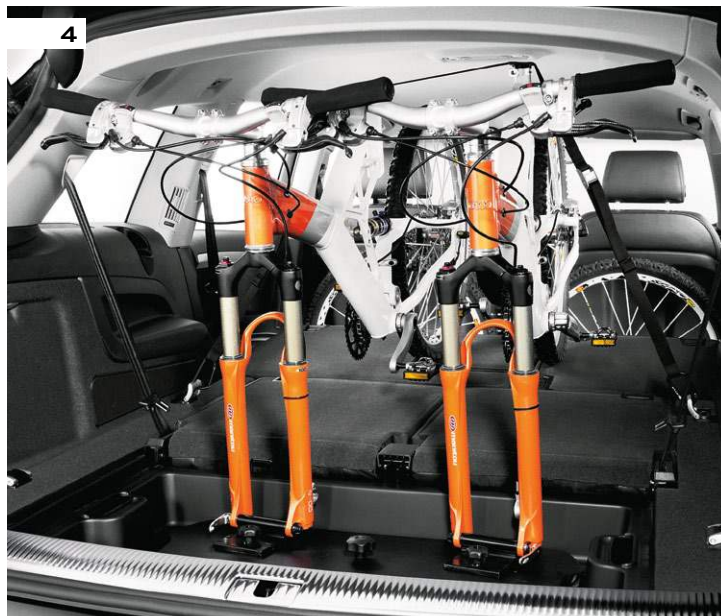
*** Custom-fit molded splash guards** | Protect the exterior finish with custom-fit front and rear splash guards. Made of long-life, crack-resistant rubber. Available in sets of two for front and/or rear. [Not available with S line]

*** Running boards*** | These stainless steel running boards make a strong style statement. They also make it easier to step in and out of the Q7. Rubber pads reduce the risk of slipping.

See your local Audi dealer for the complete selection of Audi Genuine Accessories.

* Vehicles equipped with running boards will require a special car jack. See dealer for details.

+ FEATURE NOT SHOWN



Q7 Wheels

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Q7 Wheels

Q7 Wheels

- ¹ **18" six-spoke wheels with 255/55 all-season tires** | These wheels offer sophistication matched with distinctive six-spoke style, enhancing the overall exterior of the Q7. [Q7 3.0T Premium and Premium Plus]
- ² **19" five-arm V wheels with 265/50 all-season tires** | The five-arm V wheels give the Q7 a stylish look, while the all-season tires help provide a safe and comfortable ride in a variety of weather conditions. [Q7 TDI® Premium and Premium Plus, available on Q7 3.0T Premium and Premium Plus]
- ³ **20" bicolor, five-double-spoke wheels with 275/45 all-season tires** | The 20" bicolor, five-double-spoke wheel is a sophisticated design that complements the luxurious style of the Q7. [TDI Prestige, available on 3.0T Premium Plus and TDI Premium Plus]



Q7 Wheels

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Q7 Wheels

4. 20" ten-spoke chrome wheels with 275/45 summer performance tires* | The 20" ten-spoke chrome wheels are a distinguished choice that matches the bold design of the Q7. The wheels are equipped with summer performance tires, which help to improve handling and driving dynamics. [Available on 3.0T S line*, TDI* Prestige]

5. 20" five-spoke wheels with 275/45 all-season tires | The elegant five-spoke wheels make a sophisticated statement when paired with the design of the Q7. [3.0T S line only]

6. 21" five-tri-spoke design wheels with 295/35 summer performance tires* | These optional S line wheels offer a sleek and stylish look and feel. The lightweight alloy helps to improve the driving dynamics, while the summer performance tires help to ensure superior handling. [Available with S line Package]

* Summer performance tires are designed for optimum performance and handling in warm climates. They are not suitable for cold, snowy or icy weather conditions. If you drive under those circumstances, you should equip your vehicle with all-season or winter tires, which offer better traction under those conditions. We suggest you use the recommended winter or all-season tires specified for your car or their equivalent. These summer performance tires also have a lower aspect ratio that aids performance and handling. However, in order to avoid tire, rim or vehicle damage, it is important that the inflation pressure is regularly checked and maintained at recommended levels. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces, or upon encountering road debris or obstacles. Please also remember in making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than other choices. Finally, these tires may wear more quickly than other choices. For more information on all of these topics, please consult the owner's manual, your local dealer or call 1-800-FOR-AUDI.

Q7 Wheels

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Q7 Interior Seating | Decorative Inlay

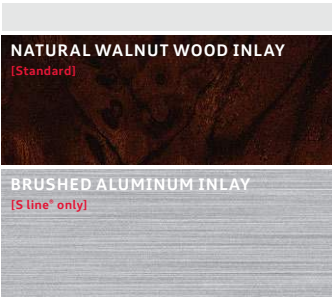
BLACK LEATHER | NATURAL WALNUT WOOD INLAY



CARDAMOM BEIGE LEATHER | NATURAL WALNUT WOOD INLAY



DECORATIVE INLAY OPTIONS



*Optional inlay shown

LIMESTONE GRAY LEATHER | NATURAL WALNUT WOOD INLAY



BLACK LEATHER | BRUSHED ALUMINUM INLAY* [S line® only]



ESPRESSO BROWN LEATHER | NATURAL WALNUT WOOD INLAY



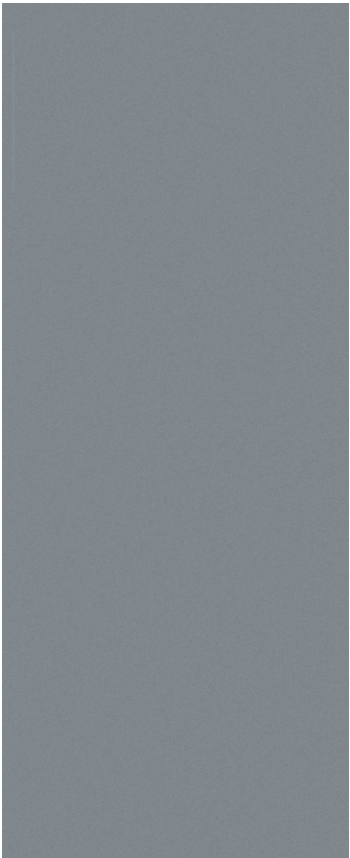
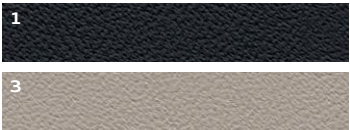
Q7 Make yours.



Q7 **Lava Gray** PEARL EFFECT



Q7 **Ice Silver** METALLIC



- 1 | Black
- 2 | Cardamom Beige
- 3 | Limestone Gray
- 4 | Espresso Brown

* S line® only



Q7 Teak Brown METALLIC



Q7 Orca Black METALLIC



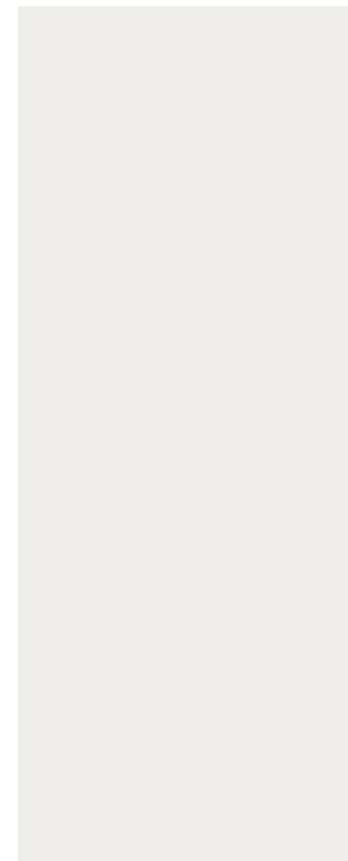
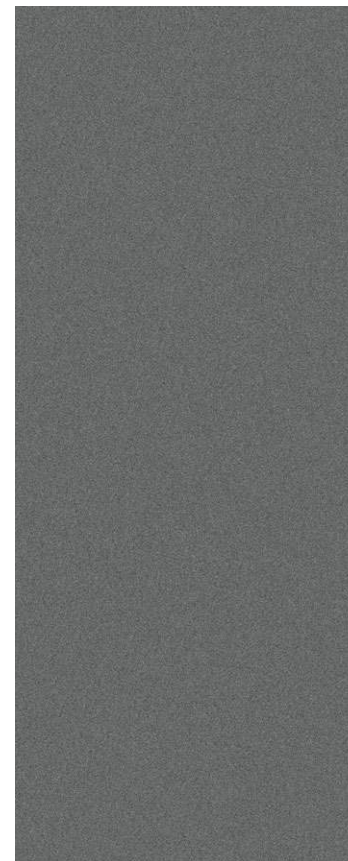
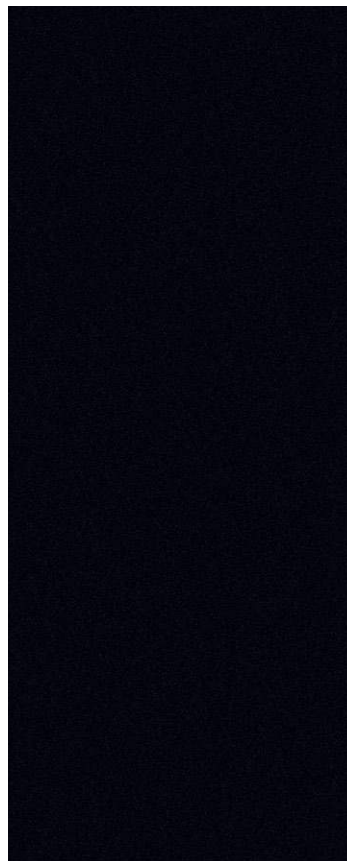
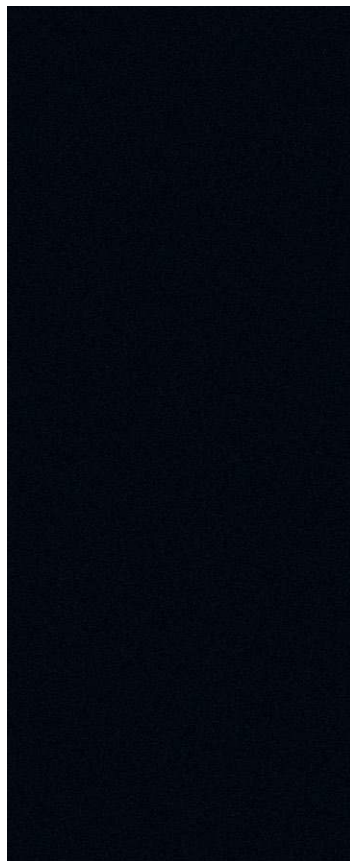
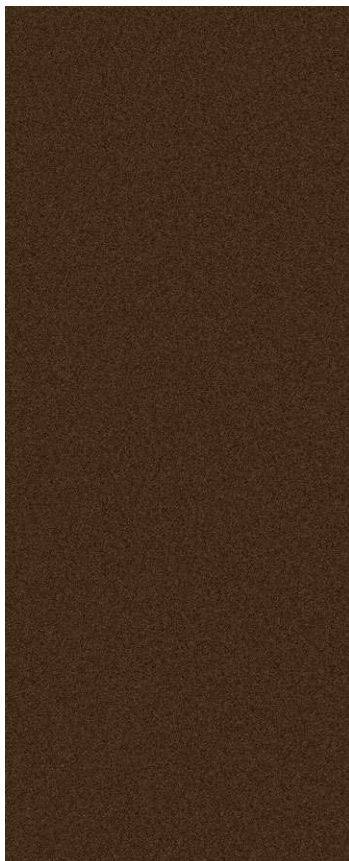
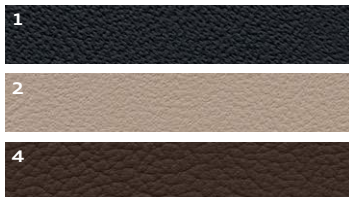
Q7 Cobalt Blue METALLIC



Q7 Graphite Gray METALLIC



Q7 Ibis White

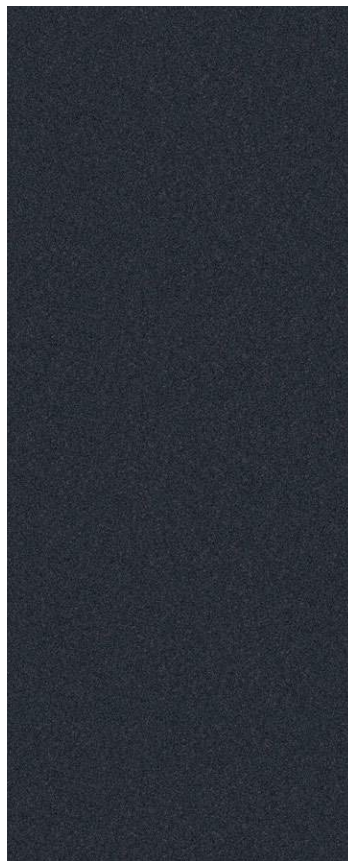
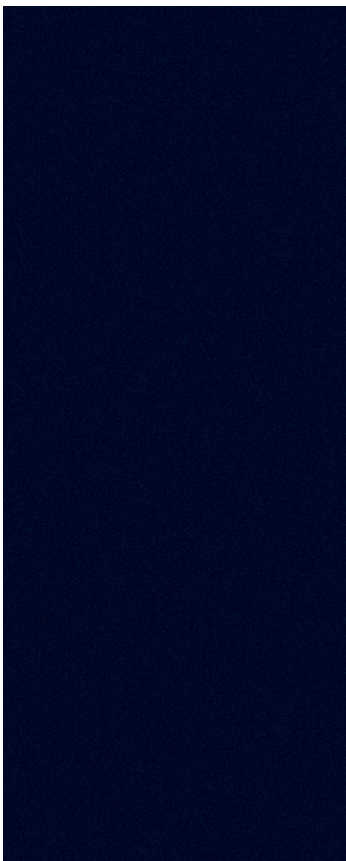




Q7 Mugello Blue PEARL EFFECT*



Q7 Daytona Gray PEARL EFFECT*



Q7 3.0T Premium Plus

Q7 Specifications | Configurations

Chassis Technical	Q7 3.0T	Q7 3.0 TDI®
Front double-wishbone with front steel spring suspension	S	S
Independent four-link steel spring rear suspension	S	S
Audi adaptive air suspension – air-ride suspension with five suspension settings	O	O
Servotronic® speed-sensitive power steering –varies assistance based on vehicle speed	S	S
quattro® permanent all-wheel drive system utilizing torque-sensing center differential–40:60 rear-biased torque split	S	S
Eight-speed Tiptronic® automatic transmission with Dynamic Shift Program (DSP)	S	S
Trailer hitch provision with 5500 lbs. maximum towing capacity and 550 lbs. tongue weight	S	S
Trailer hitch package with 6600 lbs. maximum towing capacity and 660 lbs. tongue weight –includes tow bar and increased cooling capacity	O	O
Fully galvanized steel unibody with multistep anti-corrosion protection –aluminum hood, fenders and tailgate	S	S

Safety Security	Q7 3.0T	Q7 3.0 TDI
Driver and front passenger advanced dual-stage airbag* supplemental restraints	S	S
Driver and front passenger seat-mounted side thorax airbag* supplemental restraints	S	S
Rear passenger (second row) side airbags* for outboard seating positions	O	O
Sideguard® head curtain airbags* with rollover sensor for all three rows of outboard seating positions	S	S
Front passenger occupant detection for airbag* supplemental restraints	S	S
Front three-point safety belts with automatic pre-tensioning and force limiters; height adjustable for rear seating positions	S	S
Rear second row three-point safety belts with belt force limiters for outboard passenger seating positions	S	S
Two third row, three-point safety belts with automatic pre-tensioning and force limiters	S	S
Safety belt reminder for driver and front passenger	S	S
Lower Anchors and Tethers for CHildren (LATCH) in rear seats	S	S
Pinch protection for passenger compartment windows	S	S
Central locking system with selective unlock feature	S	S
Integrated child door and window locks in rear doors–independently operated from the driver’s door	S	S
Impact protection –including reinforced high-strength steel/aluminum cross members, reinforced bumpers and rigid occupant cell	S	S
Tire pressure monitoring system	S	S
Electronic Stabilization Program (ESP®) with rollover mitigation and off-road mode	S	S
Anti-lock Brake System (ABS) with Electronic Brake-pressure Distribution (EBD)	S	S
Electronic Differential Lock (EDL)	S	S
Anti-Slip Regulation (ASR)	S	S
Front ventilated disc brakes	S	S
Rear ventilated disc brakes	S	S
Anti-theft vehicle alarm system with immobilizer and blinking theft deterrent light	S	S

-	Not Available	O	Option	S	Standard
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Exterior	Q7 3.0T	Q7 3.0 TDI*
Singleframe® grille in Gloss Black with vertical chrome strips	S	S
Headlight washers—high pressure, retractable and heated	S	S
Heated windshield washer nozzles	S	S
Windshield wipers with four-position adjustable rain sensor rate	S	S
Rear window wiper and defroster [includes washer system]	S	S
Power-adjustable and heated side mirrors with integrated LED turn signals	S	S
Power-adjustable, auto-dimming, power-folding and heated side mirrors with integrated LED turn signals	O	O
Power open/close tailgate with programmable opening angle	S	S
Panorama sunroof [three-panel]	O	O
Privacy glass	S	S
Exposed dual exhaust tailpipes with polished 100mm tips	O	O
Lower bumper and door trim in contrast paint	S	-
Lower bumper and door trim in full-body paint finish with additional chrome elements	O	S
S line® exterior	O	O
Halogen headlights with integrated low and high beams	S	S
Audi xenon plus headlights with automatic self-leveling and LED daytime running lights and turn signals	O	O
Audi adaptive headlights	O	O
Front and rear foglights	S	S
LED rear lights with LEDs for turn signals, running lights and brake lights	S	S

Interior	Q7 3.0T	Q7 3.0 TDI
Four-spoke, multifunction, leather-wrapped steering wheel	S	S
Heated, four-spoke, multifunction, leather-wrapped steering wheel	O	O
Manual tilt and telescoping steering column	S	S
Power tilt and telescoping steering column	O	O
Ambient LED interior lighting, located in the doors and overhead console	S	S
Illumination for interior door release handles and air vent controls	S	S
Leather shift knob	S	S
Manual sunshades in rear doors and tailgate	O	O

Interior [CONTINUED]	Q7 3.0T	Q7 3.0 TDI
Genuine wood decorative inlays	S	S
Brushed Aluminum decorative inlays	O	O
Power central locking system with radio-operated key fob remote control for doors, deck lid and fuel door with selective unlocking	S	S
Automatic dual-zone climate control	S	S
Automatic four-zone climate control with additional cooling capacity	O	O
Electronic cruise control	S	S
Adaptive cruise control—maintains preset distance from vehicle front	O	O
Twelve-way power front seats with four-way power lumbar adjustment	S	S
Two-position driver memory for seat and mirror adjustments	O	O
Six-step heated front seats	S	S
Six-step heated rear seats	O	O
Second row bench seat, 40/20/40 split with load-through	S	S
50/50 split folding, third row seats	S	S
Ventilated front seats	O	O

Infotainment Technology	Q7 3.0T	Q7 3.0 TDI
Audi MMI® Navigation plus system†	O	O
Audi seven-channel DSP extended sound system	S	S
BOSE® Surround Sound with AudioPilot® noise compensation	O	O
Bang & Olufsen® Advanced Sound System	O	O
Audi music interface with iPod® and iPhone® cable	S	S
SIRIUS® Satellite Radio with three-month trial subscription	S	S
Auto-dimming interior mirror with digital compass	S	S
HomeLink® universal remote control	S	S
Bluetooth®** preparation for mobile phone	S	S
Backlit instrument cluster with automatic brightness control	S	S
Eight-color driver information display	O	O
Digital trip odometer with service interval indicator	S	S
Voice control system [controls mobile phone, audio and navigation]	O	O

The table above represents the standard equipment on the Premium model. Many popular options are combined and available on the Premium Plus and Prestige models. Please see the package contents in this brochure for complete details.

* Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age.

† Audi Navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle's electrical system, and existing wireless and satellite technologies, must be available and operating properly for the system to function. The system is designed to provide you with suggested routes in locating addresses, destination and other points of interest. Changes in street names, construction zones, traffic flow, points of interest and other road system changes are beyond the control of Audi of America, Inc. Complete detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible, therefore you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgement in determining whether or not to follow a suggested Audi Navigation plus route. Periodically, the mapping is updated, and a new DVD will be required in order to maintain the latest navigation information available to us. These will be available for purchase from time to time at an additional cost. Consult your dealer or call 1-800-FOR-AUDI for details.

** Your Audi vehicle is equipped with a phone preparation utilizing Bluetooth interface to enable hands-free functionality [compatible mobile phones sold separately]. You will need a Bluetooth-enabled mobile phone in order to utilize this function. Not all Bluetooth-enabled mobile phone models are compatible with Audi phone preparation. Visit audiusa.com/bluetooth, or contact your local Audi dealer for the latest listing of compatible phones. Audi recommends use of the Audi phone cradle [sold separately] with your mobile phone while operating this vehicle.

Q7 Model Configurations

3.0 liter TFSI® with eight-speed Tiptronic® automatic transmission and quattro® all-wheel drive

Power and Performance

+ 3.0 liter supercharged, DOHC V6 gasoline engine with FSI® direct injection and variable intake manifold

+ Horsepower: 272hp @ 4750 RPM

+ Torque: 295 lb.-ft. @ 2250 RPM

+ 0-60 MPH in seconds: 7.8

+ Top track speed*: 130 MPH

+ Fuel economy estimate, city/highway†:
N/A at time of printing

+ Cargo capacity:
10.9 cu. ft. behind third row
42.0 cu. ft. behind second row
72.5 cu. ft. with second and third row folded

+ Ground clearance: 8.1 in.

3.0 liter TFSI S line® with eight-speed Tiptronic automatic transmission and quattro all-wheel drive

Power and Performance

+ 3.0 liter supercharged, DOHC V6 gasoline engine with FSI direct injection and variable intake manifold

+ Horsepower: 333hp @ 5500 RPM

+ Torque: 325 lb.-ft. @ 2900 RPM

+ 0-60 MPH in seconds: 6.9

+ Top track speed*: 130 MPH

+ Fuel economy estimate, city/highway†:
N/A at time of printing

+ Cargo capacity:
10.9 cu. ft. behind third row
42.0 cu. ft. behind second row
72.5 cu. ft. with second and third row folded

+ Ground clearance: 8.1 in.
9.4 in. with optional air suspension

3.0 TDI® with eight-speed Tiptronic automatic transmission and quattro all-wheel drive

Power and Performance

+ 3.0 liter turbocharged, direct injection, DOHC V6 clean diesel engine with variable turbine geometry

+ Horsepower: 225hp @ 3750 RPM

+ Torque: 406 lb.-ft. @ 1750 RPM

+ 0-60 MPH in seconds: 8.5

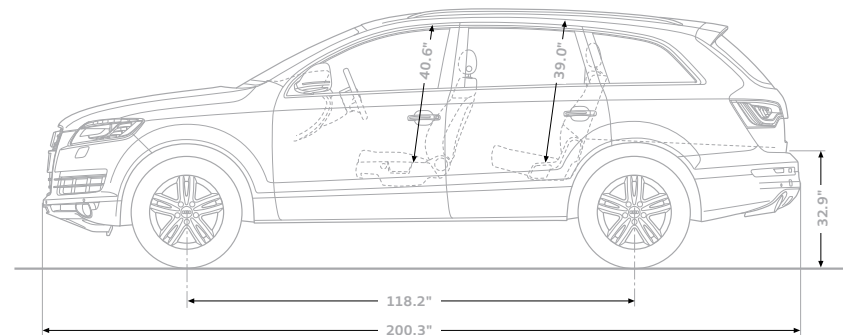
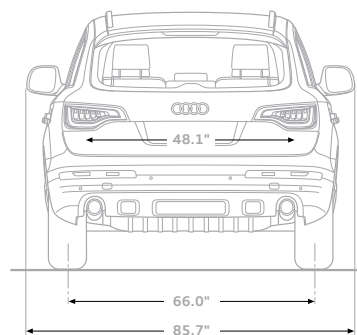
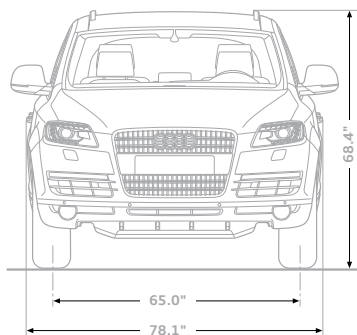
+ Top track speed*: 130 MPH

+ Fuel economy estimate, city/highway†:
N/A at time of printing

+ Cargo capacity:
10.9 cu. ft. behind third row
42.0 cu. ft. behind second row
72.5 cu. ft. with second and third row folded

+ Ground clearance: 8.1 in.
9.4 in. with optional air suspension

Q7 Dimensions



* Top track speed for Q7 electronically limited to 130 MPH in the U.S. Obey all local speed and traffic laws.

† EPA fuel economy estimates not available at time of printing. Your mileage will vary.

2011 | Q7

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BR-Q7-10-1900US

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