

Audi Q9: Audi's first large full-size SUV tops the lineup

- The new Audi Q9* strengthens the brand's position in the U.S. — the world's second-largest automotive market — as well as other international markets
- The model family combines spacious interiors and business-class atmosphere with forward-looking technologies such as adaptive cruise assist plus with hands-free driving
- Audi CEO Gernot Döllner: "With the Audi Q9*, we are expanding our portfolio to include our first large full-size SUV — intentionally developed to meet the needs of our customers in the U.S"

Ingolstadt, July 29, 2026 — Following its major model initiative over the past two years, Audi continues to refine its lineup with the new Q9*. As the first large full-size SUV in the history of Audi, it stands out for its ample space, comfort, technology, and driving dynamics — addressing the specific needs of customers in the U.S. In this way, Audi is signaling the vital importance of the world's second-largest automotive market, after China, for the brand. Highlights of the Q9* include impressive interior space with individual electric seats in the second row, automatic doors, adaptive cruise assist plus with hands-free driving, a world first in lighting technology, and the largest panoramic sunroof¹ ever installed in an Audi. In selected markets, the Audi SQ9² will complement the model family. The first models will be delivered from the fourth quarter of 2026.

"With the Audi Q9*, we are expanding our portfolio to include our first large full-size SUV — intentionally developed to meet the needs of our customers in the U.S. The Audi Q9* combines state-of-the-art technology, the highest quality, and a spacious interior with a clear focus on comfort and safety. This shows how closely we listen to our customers and that we continue to strengthen our lineup in one of our most important markets," says Audi CEO Gernot Döllner.

¹ The illuminated panoramic sunroof with switchable transparency is not yet available for the start of presales. For the exact launch date, please contact your Audi partner.

² The vehicle is not currently available in Germany. Whether and when it can be offered in Europe/Germany is currently under review.

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.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

Vito Paladino, President of Audi of America, adds: “With the American-inspired Audi Q9*, we are establishing a new standard in the premium SUV segment. The Q9* is Audi’s flagship SUV and completes our SUV portfolio along with all-new models for Q3, Q7*, and top-performing Q5. A strong SUV lineup is the foundation for Audi’s ambitious growth strategy in the U.S.”

The exterior dimensions of the new large full-size SUV make a clear statement on their own: measuring 5.31 meters long, 2.21 meters wide (mirror-to-mirror), and 1.81 meters tall, with a wheelbase of 3.14 meters, it is the largest Audi of all time. The upright front and imposing rear emphasize the vehicle’s exclusivity.

A spacious feel and Audi’s largest panoramic sunroof¹

The interior of the Q9* provides maximum freedom of movement, an attribute that is highly valued in the U.S. Two interior variants offer customers numerous options for personalization. The Q9* comes standard with seven seats. An optional six-seat layout with two electrically adjustable individual seats in the second row creates a business-class atmosphere. In the third row, each seatback folds down individually at the push of a button. In the first row, the sports seat plus adds ventilation and massage functions. Maximum comfort is ensured by the five-zone automatic air conditioning and, for the first time, automatic doors that can be conveniently opened and closed from multiple control points and remotely via the [myAudi app](#). Surround sensors help prevent collisions. Regardless of which row they’re sitting in, passengers can enjoy the view through Audi’s largest panoramic sunroof¹, installed as standard in every Q9*. It features a glass surface of more than 1.5 square meters that can be opened wide or tilted. Optional features include switchable transparency and, for the first time, illumination of the glass roof whose color adapts to the personalized ambient lighting.

Hands-free driving with adaptive cruise assist plus for the first time

The advanced assistance systems in the new Audi Q9* are designed to meet the high standards of the premium full-size class. At speeds of up to 130 km/h or 85 mph, drivers can take their hands off the wheel while the system handles steering, acceleration, and braking. The feature will be available on approved highway and autobahn segments in the U.S., Canada, and Germany from market launch.

World first in lighting technology

At the rear, the Q9* features a world first: the new curved digital OLED panels are integrated even more seamlessly into the contours of the body — combining visibility, safety, and design. The outer curved OLED panel is the largest panel ever fitted in an Audi. Digital Matrix LED headlights with a micro-LED module provide excellent range, precise illumination, and high contrast on the road. An additional technological highlight are the advanced turn signals: when turning or changing lanes at night, they project a stylized turn signal onto the ground — in sync with the dynamic turn signals at the front and rear. This is more visible to other road users and significantly increases safety.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.* 2/5

Balanced and powerful engines

At launch in Germany, a 220 kW V6 diesel engine will be available in Germany (combined fuel consumption in l/100 km: 8.0–7.4 (29.4–31.8 *US mpg*); combined CO₂ emissions in g/km: 209–194 (336.4–312.2 *g/mi*); CO₂ class: G). A 180 kW version will also be offered in selected markets. The 220 kW version delivers 630 Nm of torque, while the 180 kW version delivers 500 Nm.

The V6 TDI features an electric-powered compressor (EPC – 7.5 kW peak power, 3.5 kW continuous power). To enhance efficiency and acceleration, both power levels use an MHEV plus system, comprising a powertrain generator refined for the Q9*, a belt alternator starter, and a lithium iron phosphate battery.

For the U.S. market, the Q9* is equipped with a three-liter V6 turbocharged gasoline engine. All V6 engines come standard with quattro permanent all-wheel drive with a center differential.

The SQ9², which Audi will offer in selected markets – including the U.S. and Canada – is powered by a revised 4.0-liter V8 twin-turbo engine producing 591 hp and 590 lb-ft of torque. It accelerates the model from 0 to 100 km/h in 4.0 seconds. Power is transmitted in the SQ9² via a new rear-biased quattro all-wheel drive with a controlled rear differential lock, which, in combination with mixed-size tires (maximum sizes: 285 in the front, 315 in the rear), ensures particularly dynamic handling. The Q9* and SQ9² feature adaptive air suspension and rear-axle steering as standard. Both large full-size SUVs can tow up to 3,500 kg. The Q9 family therefore meets the key requirements of North American customers.

Production at the Bratislava plant

The Q9 model family is manufactured at the [Volkswagen Group plant in Bratislava](#). The plant in the capital of Slovakia has more than 20 years of experience producing large SUVs. It has been manufacturing the [Audi Q7*](#) since the end of 2005 and the [Audi Q8*](#) since 2018. Covering more than two million square meters, the state-of-the-art manufacturing facilities ensure the highest levels of precision and efficiency.

A new chapter in Audi's U.S. success story

Audi's success story in the U.S. spans more than half a century. In 1969, the company introduced the Audi 100 to the American market, causing a sensation with its efficient drive and advanced aerodynamics. The brand's ultimate breakthrough came in the 1980s with the globally successful quattro all-wheel drive. Among the country's most successful models are the [A5](#), the [Q5](#), and, more recently, the fully electric [Q4 e-tron](#). Starting in mid-2026, the Q9 model family will continue Audi's legacy of successful cars in the U.S.

Deliveries to start in November 2026

The SUV will be available to order from the end of July 2026, with deliveries to commence in November. The entry-level price for the Q9 TDI with 220 kW (combined fuel consumption in l/100 km: 8.0–7.4 (29.4–31.8 US mpg) (preliminary); combined CO₂ emissions in g/km: 209–194 (336.4–312.2 g/mi); CO₂ class: G) is 108,400 euros.

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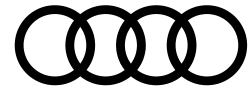
About Audi

Audi drives transformation and shapes the mobility of tomorrow – with intelligent, electric products.

The premium automotive brand is available in more than 100 markets. Its global production network spans 21 sites in 12 countries. **Vorsprung durch Technik** unites more than 88,000 employees. With courage, passion, responsibility, and trust, they are reinterpreting more than 100 years of automaking tradition for the future. In 2026, Audi is entering Formula 1 with a factory team in a bold expression of its motorsports DNA.

The Audi Group also includes the supercar manufacturer Lamborghini, the luxury brand Bentley Motors, and the motorcycle maker Ducati.

Learn more about the Audi Group [here](#).



Fuel/electric power consumption and emissions values of the models named above:

Audi Q7

Combined fuel consumption in l/100 km: 8.0–7.1 (29.4–33.1 US mpg);
combined CO₂ emissions in g/km: 209–186 (336.4–299.3 g/mi); CO₂ class: G

Audi Q8 SUV

Combined fuel consumption in l/100 km: 11.2–8.0 (21.0–29.4 US mpg);
combined CO₂ emissions in g/km: 255–210 (410.4–338.0 g/mi); CO₂ class: G

Audi Q9 TDI 220 kW

Combined fuel consumption in l/100 km: 8.0–7.4 (29.4–31.8 US mpg);
combined CO₂ emissions in g/km: 209–194 (336.4–312.2 g/mi); CO₂ class: G