



Audi Communications

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New portfolio flagship – the Audi Q9 redefines space and comfort as the first of its kind

- **Audi CEO Gernot Döllner: “The Audi Q9 is the new flagship of the Audi portfolio. With our first large full-size SUV, we are elevating our brand’s premium positioning.”**
- **The new full-size SUV impresses with an unrivalled sense of space; premium materials, individual electric seats in the second row, and automatic doors underline the business-class atmosphere**
- **The new flagship model represents technical excellence with comprehensive driver assistance, Audi’s largest panoramic sunroof, and curved digital OLED rear lights – a world first**

New Zealand, July 29 2026 – With its largest SUV to date, Audi is assigning the number 9 for the first time and strategically expanding the top end of its model portfolio. The new Audi Q9 combines spaciousness, precise dynamics, and technological innovations in a single vehicle. Highlights include third generation curved digital OLED rear lights, individual electric seats in the second row, automatic doors, and the largest panoramic sunroof ever fitted to an Audi. Sophisticated suspension and quattro all-wheel drive, paired with highly efficient powertrains, guarantee remarkable performance and composure on almost every surface. The SUV will be available to order from October with pricing, with cars landing in New Zealand early 2027.

“In the future, ‘Vorsprung durch Technik’ will increasingly be defined by the in-car experience – because cars are much more than just a means of transportation. For many of our customers, they are becoming mobile living spaces,” says Audi CEO Gernot Döllner. “That is exactly what the Audi Q9 represents as the new flagship of our portfolio. Premium materials, individual electric seats in the second row, and automatic doors underscore our commitment to quality in the interior. When combined with the latest driver assist systems and a holistic user experience, it becomes clear where we are taking the Audi brand.”

General Manager of Audi New Zealand Greg Leet says, “With the introduction of the Q9, Audi has created a flagship SUV that redefines what customers can expect from a premium large SUV. Its exceptional interior space, innovative technology and sophisticated design combine to deliver a truly first-class driving experience.”



The interior of the new Q9, featuring premium materials and standout features, underscores Audi's commitment to quality. Two interior variants with distinct equipment packages offer customers numerous options for personalisation. The new Q9 seats seven passengers as standard. Large families will appreciate that all three seats in the second row feature mounting points for child seats. The Q9 is optionally available with six seats – delivering extra space and a business-class atmosphere. All six seats are partially power-adjustable with an optional heating function. The two electrically adjustable individual seats in the second row are a particular highlight. In the third row, each seatback folds down individually at the push of a button. In the first row, the sports seat plus also adds ventilation and massage functions. For the first time, automatic doors offer increased comfort when entering and exiting the vehicle. Extensive surround sensors protect against collisions: an obstacle detection system stops the door if it cannot be opened fully. An electric soft-close mechanism ensures the doors shut gently. The automatic doors can be conveniently opened and closed from multiple control points and remotely via the myAudi app.

Another highlight of the Q9 interior is the largest-ever panoramic sunroof in an Audi, fitted as standard. It features a glass surface of more than 1.5 square metres that can be opened wide or tilted. Optional features include switchable transparency and, for the first time, illumination of the glass roof whose colour adapts to the personalised ambient lighting.

The Audi Q9 is unapologetically high status. Measuring 5.31 metres long, 2.21 metres wide, and 1.81 metres tall, with a wheelbase of 3.14 metres, it is the largest Audi of all time. Its upright front gives the full-size SUV an assertive stance and unmistakable character. The S line exterior, which will be the only trim available to New Zealand, delivers a sportier edge. Alloy wheels of up to 23 inches amplify the presence of the new Q9, while design elements such as the roof rails, bold rear overhang, and upright cabin emphasise the utility and generous proportions of the SUV.

Advanced lighting technology adds to the Q9's powerful presence – including a world first. The third-generation digital OLED rear lights set new standards for form, function, and safety. The outer digital OLED panels are curved in three dimensions thanks to ultra-thin glass. This not only opens up new design possibilities – allowing the panels to flow with the vehicle's silhouette – but also increases visibility, as the light can be seen from a wider angle. A second innovation in lighting technology similarly boosts road safety: the advanced turn signals. At night, this feature projects a stylised turn signal onto the ground in sync with the dynamic signals at the front and rear, ensuring high visibility for other road users. Digital Matrix LED headlights with a micro-LED module provide excellent range, precise illumination, and high contrast. Their expanded light guidance functions ensure added safety on the road.

At launch, the Q9 will be available with a three-litre V6 diesel engine delivering 220 kW and 630 Nm of torque. The three-litre V6 diesel engine with MHEV plus technology features an electric-powered compressor for direct throttle response. The MHEV plus technology, including a next-generation powertrain generator, supports the drivetrain with up to 18 kW of extra power. The three-litre V6 diesel engine thus offers powerful starts and highly efficient driving. The Q9 is equipped with a fast-shifting eight-speed tiptronic and quattro permanent all-wheel drive as standard.

Q9 comes standard with adaptive air suspension. It combines continuously variable damping with adjustable ride height, handling everyday driving situations and a variety of terrain with equal confidence. The adaptive system automatically adjusts to speed, load, and driving conditions. Drivers can also manually adjust the ride height as needed via drive select. The total adjustment range between the lowest and highest lift mode is 90 millimetres. From balanced mode, the car can be lowered by 62 millimetres to comfort exit height.



Adaptive air suspension not only ensures comfort but, in combination with all-wheel steering, also delivers a composed and confident driving experience. All-wheel steering increases the vehicle's manoeuvrability at low speeds, while at higher speeds it enhances steering precision and stability. The system can steer the rear wheels by up to 5 degrees. The all-wheel steering operates fully automatically. At low speeds – such as in parking lots or narrow city streets – the rear wheels turn in the opposite direction to the front wheels, reducing the turning circle. At highway speeds, the rear wheels turn in the same direction as the front wheels, improving stability when changing lanes. The system also ensures the vehicle tracks more smoothly through sweeping curves and responds more dynamically in tight corners.

The new Audi Q9 will be available to order in New Zealand from October along with pricing, however customers can register their interest now by speaking with their local Audi dealership or visiting audi.co.nz. Vehicles are expected to arrive early 2027.

You can find detailed information about the Audi Q9 [here](#).

To register your interest in updates on this brand-new model, visit the Audi website [here](#).

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 22 sites in 13 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](#).

