



A7 / S7 / RS 7

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Instinctively Distinctive

Unmistakably different, the Audi A7 Sportback was built to stand out. From its sharp lights with their striking signature illumination to its attention-grabbing front end with a single wide frame, from its coupé-like silhouette to its sculptural rear end; the Audi A7 Sportback embodies a revolutionary design language. Along with its classic quattro genes, the Audi A7 Sportback is proof that you can remain true to your DNA through reinvention.

The S7 is designed for sportiness from front to back. This is evidenced by the Audi Singleframe with radiator grille with a new structure and the newly designed rear

diffuser in matt chrome. The overall picture is rounded off by eye-catching exterior mirror housings in an aluminium look.

The mighty RS 7 Sportback is a wide-bodied, high performance four-door sedan. The stunning futuristic design is backed by exhilarating performance, complements of the 4.0 V8 TFSi engine and 8 speed tiptronic gearbox. The RS7 is bursting with extras that sharpen its appearance and make a more emotive driving experience.



Driven by innovation

As an icon of a new design language, the Audi A7 Sportback is at the forefront of automotive design. Tautly drawn lines and the coupé like silhouette are an expression of dynamic emotion. The roof stretches over the athletic body like a flowing dome from the A-pillar, set far back, all the way to a charismatically sculptural rear end with continuous LED light strip.

The design of the Audi S7 Sportback combines elegant aesthetics with progressive S character. The elegant and sporty coupé silhouette of the Audi S7 Sportback is especially impressive when viewed from the side.

Front spoiler, front side flaps, side sill inserts and the rear diffuser insert in matt grey underscore the impressive looks of the Audi RS 7 Sportback performance. Exterior mirror housings in matt grey round off the appearance.





The soul of Audi



Performance



The A7 offers a sporty driving style, and the standard sports suspension is perfect for dynamic, high-precision handling and superb directional stability. Thanks to the optional suspension with damper control, the Audi A7 Sportback combines the performance of a sports car with the refinement of driving a luxury saloon.

The Audi S7 offers a powerful and dynamic drive experience. With 331 kW of power and a torque of 600 Nm, the 2.9 V6 TFSI accelerates the vehicle from 0 to 100 km/h in 4.6 seconds. The standard quattro all-wheel drive transfers the power to the road. The sport differential on the rear axle improves the vehicle's positioning when cornering.

Feel and hear the elevated driving experience with the most powerful RS 7 engine to date in the Audi RS 7 Sportback performance. Reduced insulation between the engine compartment, the interior, and the rear of the vehicle, ensure the RS 7 performances will thrill drivers with an exciting, next-level sound experience. It boasts figures that will make you sit up and take notice: 4.0-litre V8 twin-turbo TFSI engine with 463 kW. Acceleration from 0 to 100 km/h in 3.4 seconds.



Designed around you



The Audi A7 offers an enhanced sense of comfort, spaciousness and light – luxury you feel wherever you turn. The new panoramic glass roof with 60% more viewing area allows the horizon to accompany you wherever you go. When closed, the sun protection blind provides 100% light protection, low heating of the interior and can be electrically adjusted based on light intensity.

The ambient lighting in the interior offers up to 30 colours to give you an unparalleled, customisable experience. The deluxe four-zone automatic air-conditioning ensures optimum temperature while also enhancing the feeling of space and fresh air.

You can experience more generous space and heightened comfort in the rear without sacrificing boot volume. While the seats in the front are power-adjustable and include a memory feature for the driver.

The interior of the Audi S7 Sportback welcomes you with illuminated door sill trims with aluminium inlays and S logo at the front. You will immediately feel in control as you grasp the flat-bottomed, sport leather steering wheel with multifunction and shift paddles in aluminium look and S emblem.

Focused on pure sportiness, the interior of the RS 7 lives up to the promise made by the exceptional exterior: a high-quality, sporty ambience with exclusive, RS performance-specific equipment features.





Elegance illuminated

The Audi A7, S7 and RS 7 feature advanced interior contour ambient lighting with up to 30 colour options, allowing drivers to customise the interior's ambiance. Select from pre-set colour themes or use the individual setting to choose colours for different surfaces and contours, and adjust their brightness. The system highlights interior design lines and materials, complementing the natural wood inlays, enhancing the sense of space and volume and creating an overall more premium and personalised experience.

The panorama glass sunroof with its extra-large tinted glass surface gives the interior an exclusive atmosphere. The light entering the vehicle underscores the progressive design of the interior. When open, the panoramic glass sunroof provides a fresh air experience.





The signature look of progress

With their distinctive A7 signature, the lights emphasise the car's progressive exterior.

The new multi-line HD Matrix LED headlights provides more precise and higher resolution illumination of the road without dazzling other road users. The rear light also impresses with its dynamic and distinctive course of flashing lights and elegant staging.

The S7 is brightly lit. High-resolution and dynamic light technology combine with innovative thrilling design. The signature and sequencing of the HD Matrix LED headlights are an integrated part of the progressive design language.

The Audi RS 7 offers as standard HD Matrix LED headlights with Audi laser light shed to ensure precise and sharp illumination of the road. The RS-specific darkened trims are a particular eye-catcher. When activated, the dynamic indicator is impressive with its striking, dynamic and highly visible light progression.

The rear lights with LED technology with dynamic indicator have a high recognition factor. The RS-specific dynamic light animation of the coming home/leaving home function exhibits the uniqueness of the standard HD matrix LED headlights and LED rear lights.



Advanced by design

The Audi A7 Sportback has reimagined connectivity. Integrated seamlessly, as if formed in one continuous mould, the high-resolution HD touchscreens are incorporated into the dashboard and give the advanced operating concept centre stage.

The driver controls the infotainment system on the upper display, while the lower display provides access to four-zone air conditioning, comfort functions and text input.

The MMI touch response operating concept offers the benefits of simple, intuitive control in the style of a smartphone and is safe to use even while driving, thanks to touch feedback.

The innovative Audi connect suite technology connects you and your Audi in real time and brings you a host of cutting-edge safety and security features while you're on the move.

*Audi connect services not available outside of South Africa

The Audi S7 is equipped with advanced technology such as the Audi Virtual Cockpit Plus for a customisable digital driver display, the MMI touch response system with dual touchscreens and haptic feedback, and a suite of intelligent driver-assistance features like cruise assist, lane guidance, and Night Vision Assistant. For entertainment, it offers a standard or optional Bang & Olufsen premium sound system and seamless smartphone integration.

The Audi RS 7 virtual cockpit is innovative and fully digital, and available as standard in two layouts: RS layout and the RS sport layout. The virtual cockpit offers a fully digital instrument cluster for a flexible and needs-based display of information. It includes an innovative fully digital 12.3-inch instrument cluster in RS-specific design and in full HD resolution. It also offers RS menu with power/torque display, G-metre, lap timer and tyre pressure control system.



Every note, perfectly delivered

Bang & Olufsen sound systems elevate your audio, offering 3D sound to create an immersive, concert-hall-like experience unlike any other. Advanced algorithms and specialised loudspeakers work to create impressive acoustics for a spatially enhanced, deep and broad soundstage inside your vehicle.



Functional comfort

The elegant seating in the Audi A7 is designed with comfort and ergonomics in mind. Seats include electric adjustment, lumbar support and heating as standard. The front and rear are upholstered in premium Milano leather for the ultimate in refinement and luxury.

The Audi S7 has S Sport front seats, which include integrated head restraints, prominent bolstering for support and the embossed S logo in the upholstery. They come in Valcona leather with a range of colour options.

In the Audi RS 7, the sports seats provide firm support for spirited driving while remaining plush and comfortable. They are upholstered in premium black Valcona leather with honeycomb stitching. They have the embroidered RS logo and are colour-perforated for ventilation, available in a range of colour options.





Make the road your runway

The Audi A7's 20-inch cast alloy, 5-double-spoke V-style wheels are a perfect blend of elegance and dynamic presence. The V-style enhances the sense of motion and agility, even when the car is stationary, enhancing its aggressive, sporty appearance.

The Audi S7 21-inch have cast alloy wheel, 5-spoke V style, which are innovatively engineered to meet the demands of the open road, perfectly integrating form and function.

The weight-optimised 22-inch alloy wheels in 5-Y-spoke design emphasise the Audi RS 7 performance in impressive style. Alongside matt grey, three other surface colours are available.





**A palette
curated
for the
exceptional**



Playing with colour

Exterior Colours



Daytona Gray



Glacier White



Mythos Black



Daytona Gray



Nardo Gray



Mythos Black



Glacier White



Ascari Blue

The Audi A7 is available in different finishes from Brilliant Black, Ibis White, Firmament Blue, Navarra Blue and Glacier White to Florett Silver, Carat Beige, Mythos Black, Soho Brown, Seville Red, Typhoon Grey, Tango Red, Triton Blue, Vesuvius Grey and Daytona Gray.

The Audi S7 comes in selection of distinctive colours from Brilliant Black, Ibis White, Firmament Blue, Navarra Blue

and Glacier White to Florett Silver, Carat Beige, Mythos Black, Tango Red, Vesuvius Grey and Daytona Gray.

The Audi RS 7 individual paint finishes come in a wide range of elegant and striking colours from Nardo Gray, Navarra Blue and Tango Red to Florett Silver, Glacier White, Myth Black, Daytona Gray and Sebring Black.





Style, your way

Make your Audi uniquely yours by customising its colours and materials. You can choose from a wide range of sophisticated finishes and designs to express your individual style. Love every curve and feature, from the exterior colour, down to the smallest interior detail.





Standard Equipment - A7

Wheels

- > 20-inch Cast alloy wheels, 5-double-spoke V style, 8.5J x 20
- > Space-saving spare wheel
- > Tyre pressure monitoring system

Safety and convenience

- > Audi phone box
- > Audi smartphone interface
- > Audi virtual cockpit
- > MMI Navigation plus with MMI touch response
- > Audi connect Navigation & Infotainment
- > Parking aid Plus
- > Rear view camera system
- > Cruise control
- > Auto-dimming interior rearview mirror, frameless
- > Driver and front passenger airbag with front passenger airbag deactivation
- > Side airbags in front and curtain airbag system
- > Anti-theft alarm system
- > Anti-theft wheel bolts and loose wheel warning
- > Fuel tank (63 litres)
- > Folding rear bench seat (rear seats: 2+1 seater)
- > First aid kit, warning triangle and safety vests
- > ISOFIX child seat anchors and top tether for outer rear seats
- > ISOFIX child seat anchors for the front passenger seat
- > LTE support for Audi phone box
- > Seat heaters in front
- > Storage package
- > Sun visors with illuminated vanity mirrors on driver and front passenger side
- > Comfort centre armrest in front
- > 4-way lumbar support for the front seats
- > Power-adjustable front seats including memory feature for the driver seat
- > Mild hybrid (system convenience, not performance)
- > Start/stop system
- > Progressive steering (could also be performance; placed here due to comfort function)
- > Operating buttons in Black glass look with haptic feedback including extended aluminium look



☞☞ Lighting

- > Contour/ambient lighting package, multi-colour
- > HD Matrix LED headlamps with dynamic light design and dynamic turn signal
- > Headlamp washer system

👉 Exterior Equipment

- > Exterior mirrors, power-adjustable, heated, folding, auto-dimming with memory, front passenger lowering function
- > Body-coloured exterior mirror housings
- > Panoramic glass sunroof
- > Luggage compartment lid, electrically opening and closing
- > Luggage compartment floor mat
- > Comfort key with sensor-controlled luggage compartment release
- > Aluminium scuff plates in front and rear, without illumination
- > Additional front underbody guard
- > Tool kit and jack
- > Windshield with heat-insulating glass
- > Heat-insulating glass
- > Upper interior elements in leatherette (interior trim but treated as equipment)

☞☞ Performance and suspension

- > Quattro with ultra technology
- > Electromechanical power-steering
- > Electric steering wheel adjustment
- > Audi drive select





Standard Equipment - S7

Wheels

- > 21-inch Cast alloy wheels, 5-spoke V style
- > Space-saving spare wheel
- > Tyre pressure monitoring system

Safety and convenience

- > Audi phone box
- > Audi smartphone interface
- > Audi virtual cockpit
- > MMI Navigation plus with MMI touch response
- > Audi connect Navigation & Infotainment
- > Parking aid Plus
- > Rear view camera system
- > Auto-dimming interior rearview mirror, frameless
- > Comfort centre armrest in front
- > Comfort key with sensor-controlled luggage compartment release
- > 4-way lumbar support for the front seats
- > Power-adjustable front seats including memory feature for the driver seat
- > S sport seats
- > Valcona leather with S embossing
- > Seat heaters in front
- > Head restraints in front
- > Folding rear bench seat (rear seats: 2+1 seater)
- > Driver and front passenger airbag with front passenger airbag deactivation
- > Side airbags in front and curtain airbag system
- > Anti-theft alarm system
- > Anti-theft wheel bolts and loose wheel warning
- > First aid kit, warning triangle and safety vests
- > ISOFIX child seat anchors and top tether for outer rear seats
- > ISOFIX child seat anchors for the front passenger seat
- > LTE support for Audi phone box
- > Storage package
- > Sun visors with illuminated vanity mirrors on driver and front passenger side
- > Decorative inlays in matte brushed aluminium
- > Upper interior elements in leatherette
- > Operating buttons in Black glass look with haptic feedback including extended aluminium look
- > Pedals and footrest in stainless steel
- > Mild hybrid (comfort/efficiency classification)
- > Cruise control



Lighting

- > Contour/ambient lighting package, multi-colour
- > HD Matrix LED headlamps with dynamic light design and dynamic turn signal
- > Headlamp washer system

Exterior Equipment

- > Exterior mirrors, power-adjustable, heated, folding, auto-dimming with memory, front passenger lowering function
- > Aluminium exterior mirror housings
- > Panoramic glass sunroof
- > Aluminium scuff plates in front and rear, with S logo illuminated
- > Luggage compartment lid, electrically opening and closing
- > Tool kit and jack
- > Heat-insulating glass
- > Windshield with heat-insulating glass
- > Additional front underbody guard

Performance and suspension

- > S sport suspension with damper control quattro with self-locking centre differential
- > Progressive steering
- > Electromechanical power steering
- > Audi drive select
- > Sports contour leather-wrapped multifunction steering wheel with shift paddles, flat-bottomed



Standard Equipment - RS 7



Wheels

- > Light alloy wheels, 5-V-sp. trapezoid. style, Matte Titanium Gray, diamond-turned, 10.SJ x 22, 285/30 R22 tires
- > Anti-theft wheel bolts & loose wheel warning
- > Tyre mobility system
- > Tyre pressure monitoring system



Exterior Equipment

- > Exterior mirror housings in matte aluminium look
- > Exterior mirrors, power-adjustable, heated and power-folding, auto-dimming on both sides, with memory feature
- > Matte Aluminum Styling package
- > Panoramic glass sunroof
- > RS bumpers in body colour (full paint finish)
- > RS exterior parts in matte aluminium look/glossy black
- > Electric rear spoiler
- > RS scuff plates



Interior Equipment

- > Rear view camera system
- > 4-way lumbar support for the front seats
- > 4-zone climate control system
- > Ambient lighting package plus
- > Auto-dimming interior rearview mirror, frameless
- > Comfort centre armrest in front
- > Comfort key with sensor-controlled luggage compartment release with SAFELOCK
- > Decorative inserts "Aluminum Race", Anthracite
- > Driver and front passenger airbag with front passenger airbag deactivation
- > Luggage compartment lid, electrically opening and closing
- > Electric steering wheel adjustment
- > Fuel tank with increased volume
- > Gloss black operating buttons with haptic feedback and aluminium look interior
- > Headliner in black fabric
- > ISO FIX child seat anchors and top tether for the rear seat
- > ISO FIX child seat anchors for front passenger seat
- > Leather-wrapped flat bottomed steering wheel, 3-spoke, with multi-function Plus and steering wheel heating
- > Pedals and footrest in stainless steel
- > Perforated Valcona Leather package with honeycomb stitching





Interior Equipment

- > Power front seats with memory feature for driver
- > Folding rear bench seat (rear seats: 2+1-seater)
- > Seat heaters in front
- > Seat ventilation in front
- > Sports seats Plus in front
- > Upper and lower interior elements in leatherette

Lighting

- > HD Matrix LED headlamps with Audi laser light, dynamic light design and dynamic turn signal
- > LED rear combination lamps with dynamic light design and dynamic turn signal



Performance and suspension

- > 48-V electric system and active battery cooling
- > RS adaptive air suspension
- > Cruise control system with speed limiter
- > Audi pre sense basic
- > Parking aid Plus
- > Quattro (with self-locking centre differential)
- > RS sports exhaust system
- > RS steel brakes in front & rear with gloss red brake calipers



Audio and communications

- > Audi connect Emergency Call & Service with Audi connect Remote & Control
- > Audi connect Navigation & Infotainment
- > Audi music interface in the rear seat area
- > Audi phone box
- > Audi smartphone interface
- > Audi virtual cockpit
- > Bang & Olufsen premium sound system with 3D sound





Audi Vorsprung durch Technik