



Audi Communications

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The new Audi Q5 SUV range: proven concept in its third generation

- **The new Audi Q5 range: Dynamic design, high variability, new infotainment, and modern operating concept**
- **First SUV model on the Premium Platform Combustion (PPC) with efficient, partially electrified combustion engines**

New Zealand, 11 June, 2025 – Audi is now presenting the latest generation of the Audi Q5 – which has been one of the most popular SUVs in the midsize-segment in Germany and Europe for more than 15 years. In New Zealand, Audi is forecasting the new Q5 to be its biggest volume seller for 2025.

The Q5 range is Audi's first SUV based on the Premium Platform Combustion (PPC) and is powered by efficient petrol engines that have become even more economical thanks to MHEV plus technology. The platform allows Audi to launch high-volume models with high technical standards in different segments. It impresses with a modern infotainment system and operation concept, customisable digital light signatures and modern driver assistance systems.

Greg Leet, General Manager of Audi New Zealand, says the new Audi Q5 range builds on a proven formula that Kiwi drivers know and trust:

"The all-new Q5 is an evolution of one of our most popular SUVs," says Leet. "As the second model in our new generation of highly efficient combustion engines, it represents an important step in bringing the latest Audi technology and performance to our top-selling SUV. The new Q5, a sporty all-rounder with dynamic SUV design, carries forward its strong legacy in New Zealand."

Pricing and market launch

The new Audi Q5 models will be launched in New Zealand from quarter 3 2025. Starting at \$111,990*. Audi will offer the Q5 SUV in an S line variant with a 2-litre TFSI engine delivering 150 kW and 340 Nm. It will also be equipped with quattro all-wheel drive as standard.

Arriving at the same time, Audi is also bringing the Audi SQ5 SUV starting at \$149,990* and the SQ5 Sportback, starting at \$153,990, as the top models in the series. These 3-litre V6 TFSI engines 270kW and a maximum torque of 550 Nm.

More practical than ever: space concept and variability

The latest generation of the new Audi Q5 has gained significantly in key product attributes. In combination with the new interior concept, the result is a comfortable feeling of space with excellent head and legroom.



A particularly practical feature of the Audi Q5 range is the fully adjustable rear seat. It can be moved lengthways and tilted, thus increasing the trunk volume or comfort for rear passengers as required. At the same time, three people can be comfortably seated on the rear bench. With the rear seats folded down, the transport volume increases to up to 1,473 liters.

Other practical features include an even larger storage compartment under the center armrest compared to the previous model, numerous smaller storage areas for sunglasses, keys and other everyday items, an inductive and cooled charging tray with 15 watts of charging power in the front center console, two USB-C ports in the front, and two in the rear.

The exterior design

The third generation of the Q5 models has become even sportier and offers perfect proportions. The taut and high shoulder line creates a powerful silhouette, connects the front and rear lights, and makes the vehicle appear longer. Above the sill, a rising line runs over the wheel arches and into the rear bumper, giving the vehicle a dynamic appearance even when stationary.

The sporty, wide Singleframe sits high and is flanked by vertical, functional air curtains. The strongly filed and sculpturally shaped headlights create a sharp, focused look, manifesting the agile and self-confident character of the car right from the front. The exterior S line impresses with striking and sporty body components, such as the Air Curtain Tubes with matt anthracite chrome-look accents. On the S models, these elements have a matt silver chrome look.

The diffuser is integrated into the raised bumpers as an island. The positioning and shape of the functional tailpipes depends on the engine: rectangular tailpipes on the right and left (for all petrol engines). The S model features the four iconic twin round tailpipes in a new, sharpened design.

Impressive by day and night: the lighting design

With the new Audi Q5 range, Audi not only underlines its leading role in lighting design and technology but also goes one step further. The rear lights have a three-dimensional design, spectacularly bringing together the physical and digital worlds in combination with the light strip, which spans the entire width of the vehicle. At the rear, the strikingly designed second-generation digital OLED rear lights and the projection light in the spoiler above the rear window, deliver increased safety. It projects a graphic into the upper rear window area, thereby enlarging the brake light area. It is also integrated into the Coming Home and Leaving Home scene when leaving and unlocking the vehicle.

In the case of the second-generation digital OLED combination rear lights, the six digital OLED panels with a total of 266 segments generate a new image several times per second using a specially developed algorithm.

For the first time, the second-generation digital OLED combination rear lights can communicate with the vehicle's immediate surroundings (Car-to-X) in a targeted manner. Proximity detection, which was first introduced in 2020, has been expanded in the new Q5 to include communication light. It warns other road users of accidents and breakdowns.

Technology also sets new standards in terms of individualization. With up to eight digital light signatures in the Matrix LED headlights and in the digital OLED taillights, drivers can personalise their Q in a completely new way. A specially designed Coming Home and Leaving Home scene is available for each digital light signature when leaving and unlocking the vehicle.



Ultra-modern combustion engines with MHEV plus

All models in the Q5 series are equipped with the highly efficient MHEV plus technology. The new MHEV plus system with 48-volt electrical system supports the combustion engine, reduces CO2 emissions and at the same time increases performance and driving comfort. Purely electric maneuvering and parking are also possible to a limited extent. The powertrain generator generates an additional drive torque of up to 230 Nm and up to 18 kW of power. The 48-volt system also enables the use of an electrically driven air conditioning compressor. This offers the advantage that even when the engine is switched off – for example when coasting or at a red light – the air conditioning system continues to operate at full power and keeps the interior at a comfortable temperature.

The lithium-ion battery is based on lithium iron phosphate chemistry (LFP) and has a storage capacity of 1.7 kilowatt hours. The new powertrain generator (PTG) enables electric driving, relieves the combustion engine, and helps reduce fuel consumption. When decelerating, the powertrain generator (TSG) feeds up to 25 kW of energy back into the battery (recuperation). The PPC enables gradual electrification in the form of mild hybrids. Later in the lifecycle of the new Audi Q5, plug-in hybrids with a large battery and external charging options will also follow.

Agile handling and comfort

The new Audi Q5 rolls off the production line with enhanced progressive steering and dynamically tuned steel suspension as standard. Alternatively, a sports suspension (standard on the Audi SQ5 and SQ5 Sportback) is available. The steel spring suspension, in combination with the passive damping system FSD (Frequency Selective Damping) and a more agile front axle, gives the Q5 an even firmer ride on the road. Adaptive damper control is available in the optional air suspension. The basic configuration of this air suspension can be adapted to individual requirements via Audi drive select.

Compared to the predecessor model, it offers a much more noticeable spread between comfort and sport mode.

Display and operating concept

The learning voice assistant, the Audi assistant, can be used to control numerous vehicle functions. The digital assistant with AI support is deeply integrated into the vehicle and is depicted for the first time by an avatar in the central touch display of the MMI and in the head-up display. An icon in the instrument display shows the status of the Audi assistant.

Individually configurable: the head-up display

The Audi Q5 is optionally available with a configurable Head-Up Display (HUD). The HUD can display a wide range of information in a clear and concise manner, such as speed, assistance systems, navigation instructions or media data.

In the new Audi Q5 range, drivers have the option of controlling vehicle and infotainment functions via the head-up display. The controls also allow scrolling through lists with direct selection via steering wheel buttons – a first. This makes it even easier for drivers to select recent destinations without taking their eyes off the road. Incoming calls can also be shown in the Head-Up Display and answered directly by the driver using the steering wheel button.

Colours and wheels

There is a choice of ten colours for the new Audi Q5 models, including the Arkona White solid paint finish. Glacier White, Mythos black, Navarra Blue, Grenadine Red (new), District Green and the



new colour Volcano Grey are available as metallic paint finishes. Ultra Blue metallic, Daytona Grey and the new Sakhir Gold metallic are available exclusively for the S line or S models.

The new Audi Q5 models will be equipped with alloy wheels, the S line will come with 20-inch wheels as standard, and the S models will be equipped with 21-inch wheels.

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**On-road costs not included.*

The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2024, the Audi Group delivered 1.7 million Audi vehicles, 10,643 Bentley vehicles, 10,687 Lamborghini vehicles, and 54,495 Ducati motorcycles to customers. In the 2024 fiscal year, Audi Group achieved a total revenue of €64.5 billion and an operating profit of €3.9 billion. As of December 31, more than 88,000 people worked for the Audi Group, more than 53,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.