Audi
MediaInfo

Audi Communications
Andrew Stephenson
Spokesperson – Marketing Manager
Phone: +64 21 297 0481
E-mail: astephenson@audi.co.nz
audi.co.nz/newsroom

All-new Audi Q7: exceptional specification and value confirmed for New Zealand

- **New Audi Q7 TDI priced from $164,990 plus on-road costs**
- **Extensive technology, seven-seat configuration, adaptive air suspension, all-wheel steering and tow bar as standard**
- **Customer deliveries are expected to start from early 2027**

New Zealand, October 5 2026 – Audi New Zealand has confirmed pricing and specification for the all-new Audi Q7, with the flagship seven-seat SUV starting from $164,990 plus on-road costs. The comprehensive specification delivers exceptional value within the luxury SUV segment, combining advanced technology, premium comfort and Audi's renowned quattro capability as standard.

The third-generation Q7 continues Audi's legacy of combining versatility, refinement and performance in a premium SUV designed for family life, business commitments and long-distance touring. The new model arrives in New Zealand exclusively with a powerful 220kW V6 TDI engine featuring mild-hybrid plus technology, delivering 630Nm of torque through an eight-speed Tiptronic transmission and quattro all-wheel drive system.

"We are delighted to announce pricing and specification for the all-new Audi Q7 and we believe it represents a compelling proposition for New Zealand customers," says Greg Leet, General Manager of Audi New Zealand.

"The new Q7 combines the space and versatility expected from a premium seven-seat SUV with an outstanding level of standard equipment. Features that are often optional elsewhere, including adaptive air suspension, all-wheel steering, electrically swiveling tow bar, a head-up display and a front passenger display, are all included as standard, creating exceptional value for our customers."

Extensive standard equipment

The new Audi Q7 will arrive generously equipped from launch, featuring S line exterior styling, 21” wheels, Matrix LED headlights with digital light signatures, digital OLED rear lights, privacy glass and an electrically swivelling towbar.

Inside, occupants benefit from sport front seats, four-zone climate control, heated front and second-row seats, front seat ventilation, surface heating for front door armrests and the centre console.

Technology is equally comprehensive, with Audi's new digital dash including a dedicated MMI front passenger display, head-up display, and dual wireless phone charging all included as standard.

Safety and convenience are also supported by a full suite of assistance systems including adaptive cruise assist plus, front and rear emergency brake assist, side assist, park assist pro, 3D 360-degree cameras and lane departure warning with emergency assist.

Designed for New Zealand lifestyles

With seating for seven occupants as standard, the new Q7 combines everyday practicality with impressive capability. The SUV offers 581 litres of luggage capacity behind the second row, expanding to 1,980 litres with seating folded.

The standard adaptive air suspension and all-wheel steering systems enhance both comfort and agility, whether navigating urban environments or embarking on longer journeys, while towing capacity extends to 3,500kg braked.

Pricing

Audi Q7 TDI 220kW quattro
MRP $164,990 plus on-road costs
Specifications can be downloaded here

Customers can further personalise their vehicle through a range of options and packages, including 6-seat configuration, Digital matrix LED headlights with projection functions, Panoramic sunroof with switchable transparency, Bang & Olufsen premium audio systems and Audi exclusive interior treatments.

The new Audi Q7 is available for order now through your local Audi dealership, with first customer deliveries expected to start from early 2027. Customers can also register their interest for further updates on the vehicle 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.