



Audi Communications

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Audi New Zealand announces pricing and specification for the all-new Audi Q9 flagship SUV

- All-new Audi Q9 priced from \$194,990 plus on-road costs
- 220 kW 3.0-litre V6 TDI with MHEV plus technology
- Digital Matrix LED headlights, Sports seats plus in Fine Nappa leather and panoramic glass roof with switchable transparency included as standard
- World premiere – curved digital OLED technology
- Customer deliveries are expected to start from early 2027

New Zealand, October 12 2026 – Audi New Zealand has announced pricing and specification for the all-new Audi Q9, the most luxurious and technologically advanced SUV ever offered by the brand. As Audi's flagship SUV and largest model to date, the Q9 combines exceptional space, craftsmanship and innovation, creating an experience designed to elevate every journey. The Audi Q9 is available exclusively in S line specification for New Zealand customers.

The introduction of the all-new Audi Q9 marks a new chapter for the four rings, bringing together sophisticated design, progressive technology and uncompromising comfort in a vehicle created for those who demand the very highest standards of luxury. The SUV comes standard with seven-seat configuration (six-seat optional) delivering a commanding presence on the road while offering a refined interior environment defined by premium materials, meticulous attention to detail and innovative features throughout.

Greg Leet, General Manager of Audi New Zealand, says "the Audi Q9 represents the pinnacle of the Audi SUV range. It has been designed for customers who value exceptional comfort, advanced technology and effortless capability in equal measure. Every aspect of the vehicle has been carefully considered, from its striking design and commanding proportions through to the craftsmanship and innovation found throughout the cabin."

"The standard specification available to New Zealand customers reflects the flagship status of the model. Features such as Digital Matrix LED headlights, Sports seats plus with massage, ventilation and heating, Bang & Olufsen 3D audio and the panoramic glass roof with switchable transparency combine to create an experience that is distinctly Audi and unmistakably luxurious."

Luxury in its highest form



Reflecting its position at the pinnacle of the Audi range, the Q9 arrives with a carefully curated specification.

At its heart is a 220 kW 3.0-litre V6 TDI engine featuring advanced MHEV plus technology. Producing 630 Nm of torque, the refined powertrain delivers effortless performance while supporting efficiency through intelligent electrification. An eight-speed tiptronic transmission and legendary quattro permanent all-wheel drive system are fitted as standard.

The standard S line exterior emphasises the Q9's confident character, complemented by 22-inch alloy wheels and distinctive design elements that accentuate the vehicle's flagship proportions.

Inside, the focus is on creating an environment of exceptional comfort. Sports seats plus upholstered in Fine Nappa leather are fitted as standard, featuring front seat ventilation, heating, massage functionality with adjustable side bolsters and heated armrests and centre console. The second row of seating will come with heated seats and door arm rests. Five-zone climate control ensures personalised comfort for all occupants throughout the cabin, further enriching the luxury experience.

The expansive panoramic glass roof includes switchable transparency technology comes as standard, allowing occupants to tailor the ambience of the interior at the touch of a button. Rear electric sun blinds and acoustic glazing contribute to the serene cabin environment, ensuring every journey is completed in exceptional comfort.

A Bang & Olufsen Premium 3D Sound System delivers an immersive listening experience, transforming the cabin into a concert hall-quality acoustic environment.

Defining the future of Audi lighting technology

The Audi Q9 also showcases some of the brand's most advanced lighting innovations to date. Digital Matrix LED headlights with projection functionality provide highly precise illumination while introducing new possibilities for driver assistance and communication.

At the rear, Audi introduces the world premiere of its latest curved digital OLED technology, setting a new benchmark in design, innovation and safety. The curved digital OLED panels create a distinctive three-dimensional lighting signature while increasing the vehicle's visibility from the side. Featuring 512 individual segments, the system enables highly dynamic 3D lighting effects, complemented by semi-active and active digital light signatures that allow customers to tailor the vehicle's visual character. The integrated communication light further enhances safety by providing intelligent, situation-specific visual cues to surrounding road users.

A second innovation, advanced projection turn signals also come as standard. At night, the system projects a stylised turn signal onto the road surface in synchronisation with the vehicle's dynamic indicators, increasing visibility and helping other road users immediately recognise the driver's intended direction of travel.

Pricing

Audi Q9 TDI 220kW quattro
MRP \$194,990 plus on-road costs
Specifications can be downloaded [here](#)



Customers can further personalise their vehicle through a range of options and packages, including 6 and 7 seat configurations.

The all-new Audi Q9 is now available to order in New Zealand, with the first deliveries taking place from late February 2027. Customers can also register their interest in 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](#).
