

The new Audi SQ8





The Audi SQ8 brings together the perfect balance of power, precision, and sophistication. Sculpted with a bold design and powered by exhilarating performance, experience dynamic capability and refined comfort in every detail. From advanced quattro technology to an intuitively connected cockpit, the SQ8 transforms every journey into a commanding and memorable drive.



— Performance, perfected.

Built to perform.

The Audi SQ8 TFSI is designed to perform above all. Powered by the proven 4.0 TFSI V8 engine, delivering 373 kW and 770 Nm of torque, combined with a fast-shifting eight-speed tiptronic and quattro permanent all wheel drive – you experience performance at its peak.



Irresistible power.

The Audi SQ8 boasts performance of top speed. It sprints from 0 to 100 km/h in just 4.1 seconds and reaches top speed of 250 km/h* (electronically limited). The power it delivers is heard with its distinctive firing order, producing a deep, sonorous V8 sound; becoming a backdrop for the power you feel.

*The performance figures mentioned are specifications intended to illustrate the vehicle's capabilities. Actual performance may vary depending on driving conditions and other factors. Always adhere to local speed limits, traffic regulations, and drive responsibly.



Unstoppably dynamic.

The SQ8 comes together to provide the most dynamic driving experience - defined as balanced, solid, controlled, precise, and effortless. Suspension, steering, drivetrain, braking, and control systems work seamlessly together to deliver a dynamic yet comfortable driving experience. Ranging from refined in everyday driving to powerfully sporty when performance is called for, the SQ8 answers to you.



Adaptive by nature.

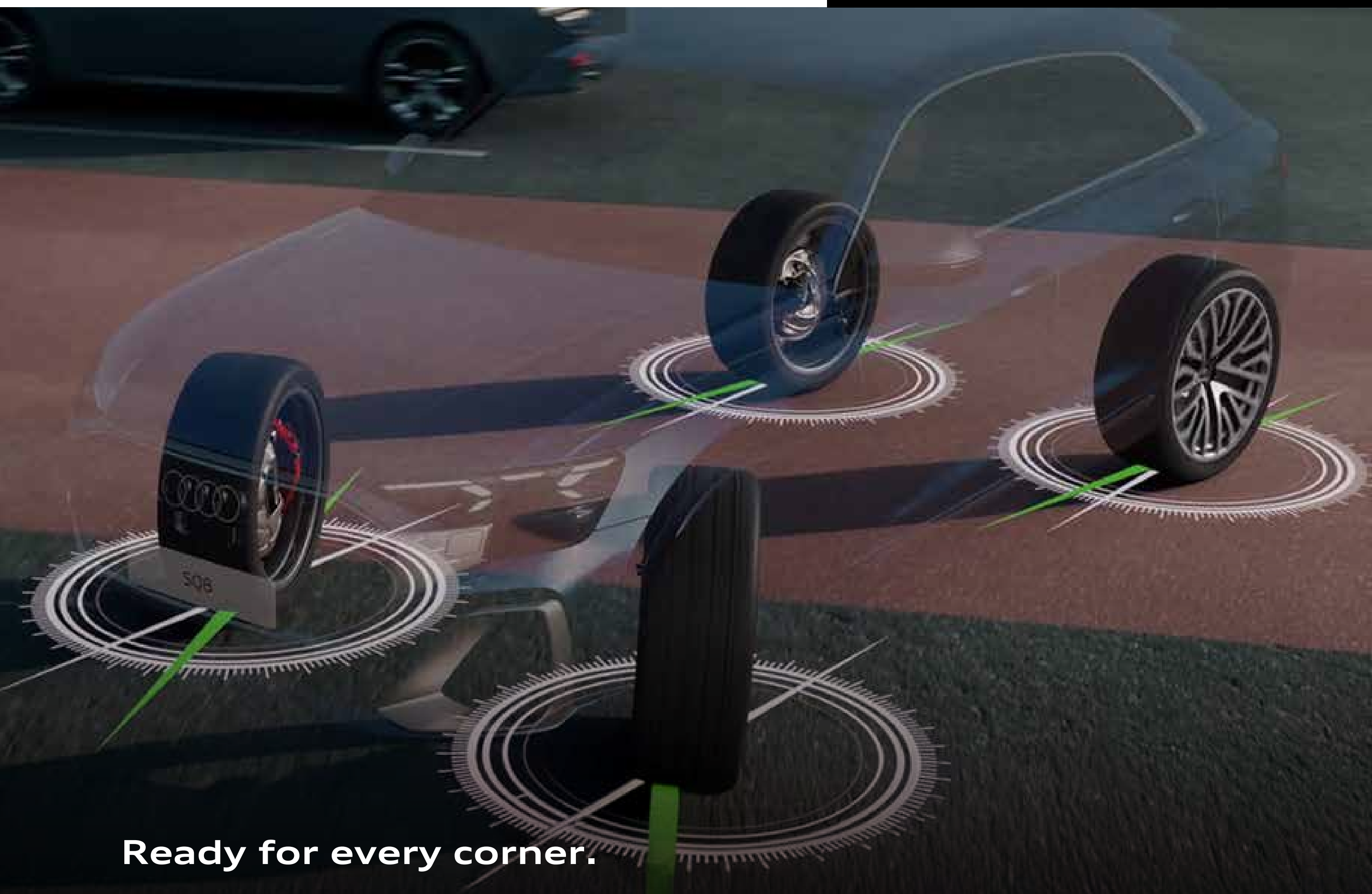
Tailor-made for every setting, Adaptive air suspension sport blends sporty dynamics with exceptional ride comfort through precise spring and damper tuning. With a lowered stance and S-specific setup, the SQ8 delivers a more athletic presence while maintaining everyday usability. Choose between comfort and dynamic modes and the system automatically adjusts damping and ride height to suit speed, load, and road conditions. By ensuring optimal performance, you experience a smooth drive at all times.





Grounded by quattro.

Equipped with permanent quattro all-wheel drive with a self-locking center differential, the SQ8 delivers exceptional traction, stability and dynamic performance in all conditions. Under normal driving, the mechanical self-locking centre differential distributes torque primarily to the rear wheels for a sportier driving character, and when grip changes it instantly adjusts torque distribution to the axle with the best traction, enhancing control and confidence on every surface.



Ready for every corner.

Enhancing agility, stability, and comfort, the all-wheel steering system adds intelligent rear-axle control for a more composed drive. At low speeds, the rear wheels turn opposite to the front wheels, reducing the turning radius and making tight manoeuvres and parking effortless. At higher speeds, they turn in the same direction as the front wheels, improving steering precision, stability, and responsiveness. The result is confident handling, smoother dynamics, and a driving experience that feels both effortless and exhilarating.



Set your pace.

Audi Drive Select puts the power in your hands. The vehicle's character can be distinctly tailored to suit the driving situation, road conditions, or your personal mood. Whether you seek enhanced dynamics, greater comfort, or a customised blend of both, various selectable modes allow you to fine-tune the vehicle's behavior; ensuring your drive is always perfect.

The available modes are:

- > Auto
- > Comfort
- > Dynamic
- > All road
- > Offroad
- > Efficiency
- > Individual

Efficiency mode optimises the engine, transmission, climate control, and driver assistance systems for minimal consumption, while Individual mode allows personalised settings. The lift function raises the vehicle when needed, and steering, drivetrain, suspension, all-wheel steering, and lighting adapt automatically to suit the selected drive mode.



Unleash the sound.

The S - specific exhaust system underscores the SQ8's character with a powerful, unmatched sound. Delivering a refined tone in comfort settings and a deeper, more aggressive sound in dynamic mode, every driving experience turns into a symphony.



— The look of power.

Made to be noticed.

The new SQ8 arrives in a whole new look. It impresses with a redesigned spoiler at the front and an expressive diffuser at the rear. The Singleframe stands out with vertical L-shaped inlays in a sporty colour scheme. The larger air intakes feature honeycomb grilles across their surface. A sporty aluminum look for the exterior mirror housings, the inlays in the Singleframe, and the edging of the side air intakes, advances the sportiness further.



A beacon on every road.

The HD Matrix LED headlights deliver precise, high-resolution illumination while reducing glare for other road users. At higher speeds, Audi laser light extends the high beam range for enhanced visibility. Digital daytime running light signatures with four selectable designs allow personalisation via MMI, while the coming-home and leaving-home function adds extra convenience and presence.





Gently secured.

Power latching ensures gentle, reliable closing of partially latched doors. Simply let the doors fall slightly into the lock, and the system will automatically secure them.



Crafted for the road.

Experience the 53.34 cm (R21) Graphite Grey alloy wheels, complemented by striking red brake callipers as standard. The refined 5-segment spoke design blends athletic elegance with performance - inspired detail, creating a powerful visual statement that perfectly reflects the vehicle's dynamic character.

Indulge in the view.

The electronically operated two-part panoramic glass sunroof gives you and your co-passengers the perfect glimpse of the beautiful sky above, making every drive memorable.



Effortlessly efficient.

Experience the ultimate convenience with our luggage compartment flap, designed for effortless operation with its advanced electric opening and closing mechanism. Simply press a button to smoothly access or secure your cargo space, making loading and unloading a breeze.

Optional exterior equipment



Carbon Style Package

Carbon fibre elements create bold contrasts that highlight the SQ8's sporty character. Includes carbon mirror housings, door inserts, and rear panel for a refined, performance-focused finish.

Black Styling Package

Black accents enhance the dynamic design with a sportier look, featuring black detailing on the Singleframe, window trims, and front and rear bumpers.

Black Styling Package Plus

Adds to the Black Styling Package with anthracite grey Audi rings at the front and rear for a more exclusive and commanding presence.



R22 wheels,
5-twin-spoke V S-design,
graphite grey, gloss



R22 wheels,
5-twin-arm,
graphite grey, gloss



R22 wheels,
5-arm-falx,
graphite grey, gloss



— **Powerful from within.**



Designed to hold you.

Tailored for driving enthusiasts, the front sports seats in the SQ8 combine dynamic support with refined comfort. Their contoured design and pronounced side bolsters provide excellent lateral support, while electric adjustment of seat height, longitudinal position, and seat and backrest inclination, along with manually adjustable thigh support, headrest, belt height, and 4-way electric lumbar support, ensure a tailored fit and long-distance comfort. Optionally, Sports seats plus with integrated headrests add extended electric adjustments, pneumatic bolster and lumbar support, diamond stitching, and optional active seat ventilation with automatic supplementary heating and massage.

Clarity at a glance.

The optional high-contrast head-up display projects key driving information directly into the driver's line of sight, enhancing visibility and reducing distraction. It can show speed, warnings, navigation details, and selected assistance system data, ensuring a more focused and informed driving experience – making you the best driver you can be.



Take the wheel.

The sport-contour leather steering wheel, flattened at the bottom, emphasizes the SQ8's dynamic character while its sculpted rim ensures a secure and comfortable grip. Electric adjustment for height and reach allows effortless customisation of the steering position and also makes entry and exit more convenient. With the touch of a button, the wheel smoothly adjusts to create an ergonomic driving position tailored to individual preferences. Designed for intuitive control, the steering wheel integrates multifunction buttons for operating the infotainment system, while paddle shifters enable precise manual gear changes, enhancing the overall driving experience.



Immerse in ambience.

The ambient Lighting package plus bathes the interior in a customisable, multi-coloured glow, highlighting contours and surfaces with precision. Choose from six predefined profiles or personalise with up to 30 colours, with separate settings for contour and ambient lighting. An interactive mode adapts to Audi drive select, while the theme world motif synchronises the lighting mood to match your chosen setting.





— **Comfort in every mile.**



Perfectly positioned.

Audi park assist plus helps detect suitable parking spaces and guides you with ease. Four surrounding cameras provide a clear, wide-angle view around the vehicle for greater comfort and control. Four wide-angle surrounding cameras cover the entire area immediately around the vehicle and enable a variety of different views for the comfort you command.



Calibrated comfort.

The four zone deluxe automatic air conditioning system offers individual temperature control for all passengers. Rear climate can be adjusted via an intuitive touch panel, with dedicated vents for optimal airflow. Intelligent features such as occupant detection, automatic air recirculation, sun-dependent regulation, and personalised climate profiles ensure efficient, tailored comfort on every journey.

A close-up photograph of a person's hand in a dark green shirt placing a smartphone on a wireless charging pad located in the center console of a car. The pad is illuminated with a green light. To the right, the gear shift and handbrake are visible, along with a wood-grain trim panel.

Stay powered.

The Audi phone box light allows for wireless charging of compatible smartphones. This eliminates the need for charging cables and ensures your phone is always powered up during your journey.

A photograph of the rear of a blue SUV with its tailgate open. The cargo area is visible, containing a black leather bag and a white bag. The car is parked on a paved surface, and the background shows a building and a clear sky.

Effortless access.

The optional comfort key enables seamless keyless access via wireless communication. Simply touch the door handle to lock or unlock the vehicle, including the luggage compartment. When your hands are full, the tailgate can be opened conveniently with a foot gesture, ensuring effortless everyday convenience.



— The world, tuned to you.



Visualise full control.

The Audi virtual cockpit plus features a 31.24 cm Full HD digital display with multiple view modes, including S-Performance, Dynamic, and Sport. Drivers can customise layouts to show key information such as speed, RPM, navigation, and media. The multifunction steering wheel's view button allows seamless switching between displays for clear, driver-focused readability.



Precision meets navigation.

Navigate, communicate, and enjoy a wide range of infotainment options with the dual-screen MMI navigation plus with MMI touch response. This intuitive system offers haptic feedback and various functions, from 3D map navigation to other controls. Operate it via touch display, voice control, or enhanced character recognition for an exceptional experience.



Rhythm of refinement.

The Bang & Olufsen premium sound system with 3D sound puts you right in the middle of a concert hall. Featuring 17 speakers and an impressive 730W output, it delivers an authentic 3D surround experience.



Seamlessly synced.

The smartphone* interface seamlessly integrates your device with the MMI touch display via a compatible USB connection. Access navigation, calls, music, and select apps easily through touch or voice control.

*Works with Compatible Smartphone Models



— **Built to handle more.**

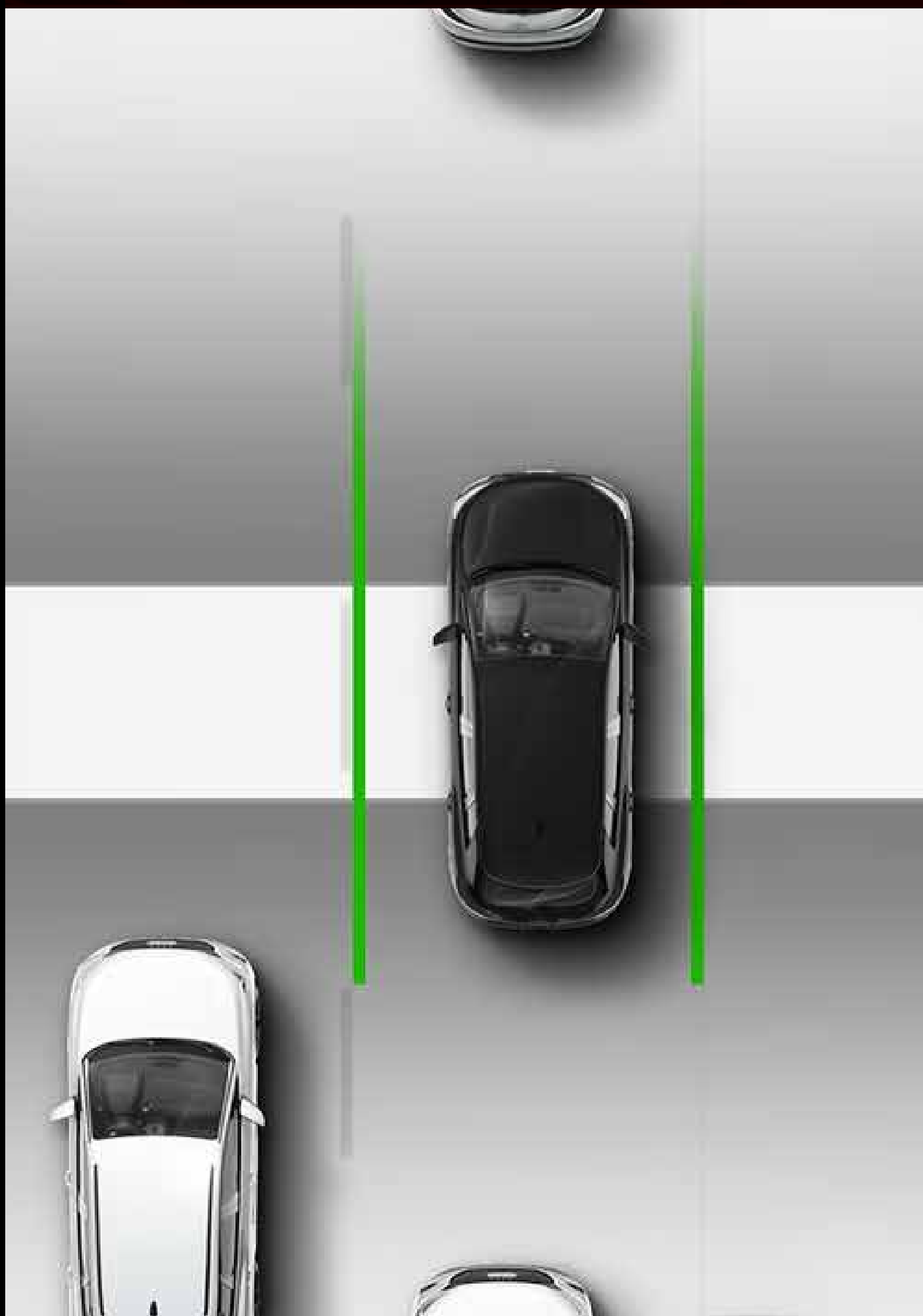


All round protection.

Eight airbags provide comprehensive occupant protection, including front, side, and head airbags. Rear side airbags further enhance safety for second-row passengers, ensuring confident protection in the event of a collision.

On track, always.

The optionally available system detects lane markings and provides corrective steering input if the vehicle unintentionally drifts without signalling. A configurable steering wheel vibration adds further awareness. It operates between approximately 60 and 250 km/h and can be controlled via the MMI.



Balanced at every turn.

Sensors continuously monitor tyre pressure and temperature, with visual and acoustic alerts displayed in the Audi virtual cockpit and MMI if irregularities occur - helping ensure optimum safety, stability, and performance at all times.



Loading...



Loss of pressure (rear left)! Please check all tires and store pressures in MMI



Always on course.

A tyre sealant and 12-volt compressor offer a temporary solution in the event of a puncture, allowing you to continue to the nearest workshop at speeds up to 80 km/h.



Exterior colour options



Mythos Black



Daytona Grey*



Glacier White



Ascari Blue*



Chili Red



Sakhir Gold*



Satellite Silver



Waitomo Blue

Exterior colours marked with* are available on chargeable basis.

Interior colour options



Black with rock grey stitching, sport seats



Valcona black with rock grey stitching*, sport seats



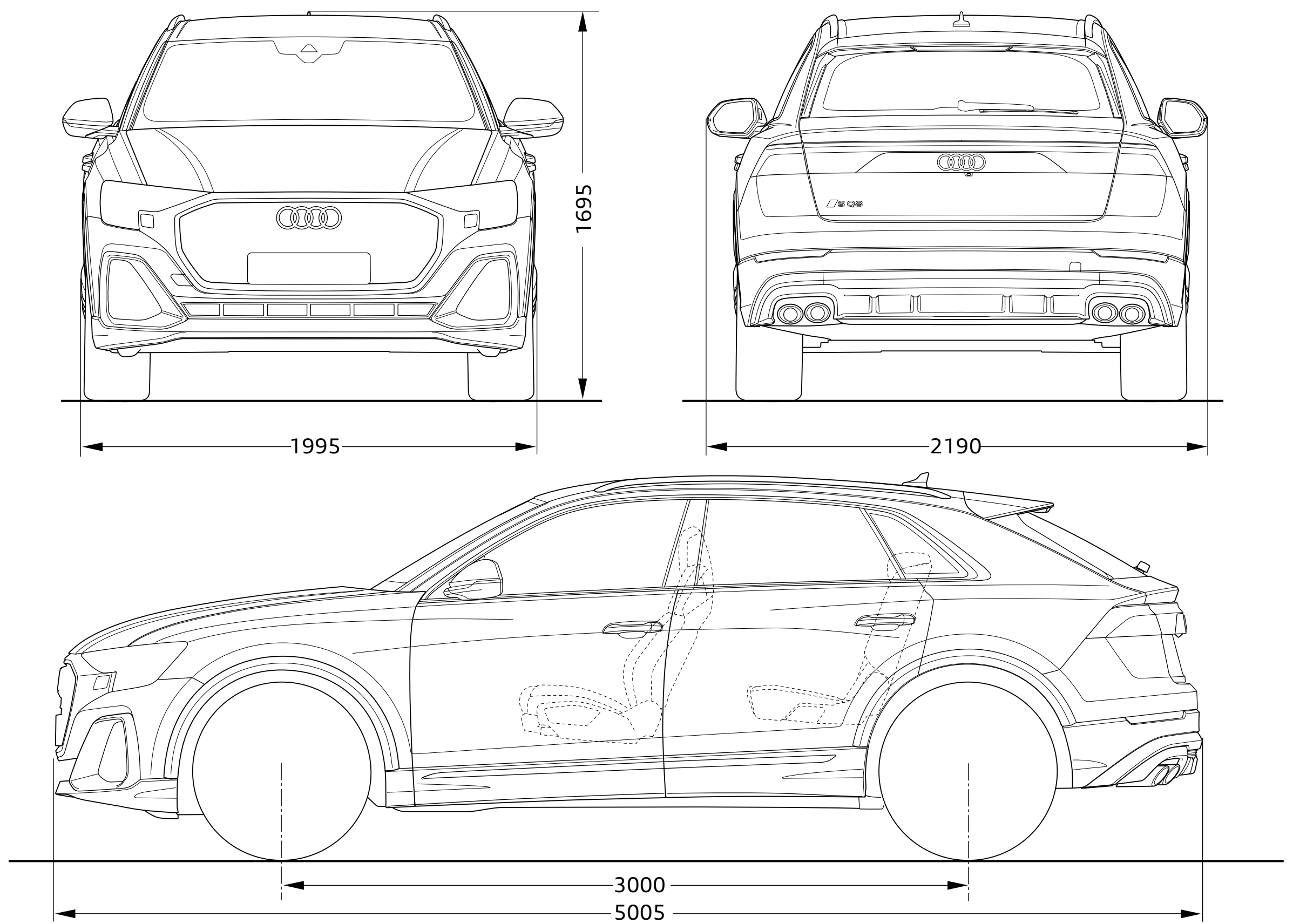
Black with rock grey stitching, sport seats plus*



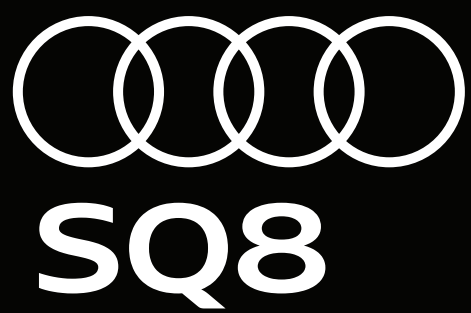
Rotor grey with anthracite stitching, sport seats plus*



Arras red with anthracite stitching, sport seats plus*



All measurements in MM



Technical specifications

Engine type/Displacement (cc)

V8 engine/3996

Max. power output in kW @ rpm

373 @5500

Max. torque in Nm @ rpm

770 @2000 - 4000

Top speed in km/h*

250

Drive type

quattro permanent all-wheel drive

Acceleration, 0-100 km/h

4.1 s

Wheelbase (mm)

3000

*The performance figures mentioned are specifications intended to illustrate the vehicle's capabilities. Actual performance may vary depending on driving conditions and other factors. Always adhere to local speed limits, traffic regulations, and drive responsibly. European car model shown for representation purpose only. Exterior colours and features marked with * are available on chargeable basis. Features, accessories, and equipment may vary depending on variant and may not be available in all models currently offered. The dark shade of the glass shown may be due to lighting effects. Specifications, features, and availability are subject to change without prior notice. Please contact your nearest authorized Audi dealer for further details.