

# 2011 Audi Q7 Why-Buys in 3D

**DESIGN**  
what design attributes make it special?

**DYNAMICS**  
how does this feature impact the user?

**DIFFERENTIATION**  
in what ways is it unique or different from the competition?

1. New 3.0-liter supercharged TFSI® engines	"The combination of FSI, supercharging, variable valve timing and variable intake manifold..."	"...offers more power, better fuel economy <sup>1</sup> and faster off-the-line acceleration..."	"...and no competitor offers a supercharged engine in this class."
2. TDI® and FSI® technologies	"With more than 20 years of refining direct-injection technology..."	"...the Audi Q7 makes the most of every drop of fuel for propulsive acceleration and towing torque..."	"...delivering the longest driving range in the city among direct competitors." <sup>2</sup>
3. Optional third-generation MMI® with voice recognition	"The single-point user control, in combination with optional live traffic reports, voice activation and navigation..."	"...displays in stunning clarity and helps increase overall driver safety and convenience..."	"...it's considered the most user-friendly driver-interface system in the luxury segment."
4. quattro® all-wheel drive with new 40:60 torque split configuration	"With more than 30 years of refining the art of managing traction..."	"...quattro provides superior handling to help enhance safety AND performance..."	"...under virtually all surface conditions, from dry pavement to snow to ice."
5. Audi side assist	"Audi side assist in the Audi Q7 uses radar technology to help monitor the driver's blind spots..."	"...to help identify encroaching vehicles when changing lanes..."	"...and it's not available on competitors like BMW and Lexus."
6. Progressive design	"With its coupe-like profile, the Audi Q7..."	"...projects a distinctive, progressive aura..."	"...and the efficiency of the lowest aerodynamic drag coefficient in class."
7. Well-executed seating concept	"The second and third rows of the 7-passenger Audi Q7 have a 40/20/40 and a 50/50 split..."	"...providing the variability of 28 different seat configurations..."	"...and a level of versatility and practicality unmatched by the competition."
8. 8-speed Tiptronic® transmission	"Eight gears, two with overdrive, with sport and manual shift programs..."	"...deliver engine power on demand throughout the torque range and best-in-class fuel economy..."	"...and it's not available on any competitor."
9. Wraparound power tailgate	"The aluminum tailgate's integrated LED tail lights and wide opening..."	"...offer tremendous practicality and design elegance..."	"...in a distinctive style not available on any competitor."
10. Award-winning, benchmark interior design	"The Audi Q7 is world-class in its overall craftsmanship and materials..."	"...that surround driver and passengers with attention to detail and a true upscale experience..."	"...that makes Audi interiors the very best in the industry."



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# Q7

# 2011 Audi Q7 Product Highlights

## Change points for 2011

### Design:

- Black headliner included with S line package
- Lower body panel strategy:
- 3.0T has contrast paint
- TDI® has full-body paint
- 3.0T S line has S line exterior
- Discontinued: Cricket leather

### Offer Structure:

- Audi Xenon plus with adaptive light standard on TDI Prestige and 3.0T S line
- Ventilated front seats standard on TDI Prestige and 3.0T S line
- Power tilt/telescoping steering wheel now included in TDI Prestige
- HD radio now included with Audi MMI® Navigation plus (optional on Premium, standard on Premium Plus and Prestige)
- Warm-weather package now standard on TDI Prestige
- TDI available as a Premium, Premium Plus or Prestige model

	FEATURE	BENEFIT
EXTERIOR	Powerful Singleframe® grille design	Distinctive, unique “family” face differentiates from competition
	Audi Xenon plus headlights with automatic self-leveling feature	Longer component life, brighter, more focused light beams for increased visibility
	Coming home/leaving home function	Provides greater security and safety when approaching or leaving vehicle—automatically switches on vehicle’s tail lights and front fog lights
	Front and rear fog lights	Help increase visibility for other drivers in adverse weather conditions
	Aluminum wraparound power tailgate	Has the widest opening in its class, infinite height adjustability
	Towing package (optional)	Trailer hitch preparation includes tow bar, stronger cooling and alternator, and electrical control unit and increases the vehicle’s towing capacity to 6,600 lb. (with 660-lb. tongue weight)
INTERIOR	Award-winning, benchmark interior with world-class design, materials and craftsmanship	Adds to the vehicle’s value; the details of the interior, such as the leather, trim and layout, enhance the ownership and driving experience
	Automatic dual-zone and automatic four-zone climate control (four-zone standard on Prestige, optional on Premium Plus)	Increases individual occupant comfort; second air-conditioning compressor offers discrete comfort; the glove box features an air-conditioned area to keep items cool
	Reclining and sliding 40/20/40 split-folding second row	Increases storage space and flexibility
	Power 12-way front passenger seats with fore and aft adjustments, including power four-way lumbar adjustment	Allow front passengers to tailor seating position and comfort to their taste
PERFORMANCE	Optional heated four-spoke, leather-wrapped, multifunction steering wheel, tilt and telescope	Optimal steering wheel placement for driver; steering-wheel-mounted controls provide both safety and convenience
	3.0 TFSI® engines—272 hp and 330 hp (S line)	Spirited performance and power on demand in all driving situations over a wide torque range, ultra-low emissions, smooth power delivery
	TDI clean diesel with ultra-low emissions systems	Powerful, clean, quiet, fuel-efficient <sup>3</sup> with common-rail fuel injection system that helps dispel old perceptions about diesel engines
	8-speed Tiptronic® transmission	Wide gear spread optimizes engine power; Tiptronic transmission offers sport mode, shift paddles and Dynamic Shift Program (DSP), which adapts to driver preferences
	Servotronic speed-sensitive steering	Adjusts steering assist by gauging vehicle speed; increased assist helps make turning easier at lower speeds, while less assist helps increase responsiveness and enhances the feel of the road



# 2011 Audi Q7 Product Highlights

## Change points for 2011

### Engine and drivetrain

- 3.0 TFSI® supercharged engine replaces 3.6 FSI and 4.2 FSI
- 3.0 supercharged TFSI has two power levels: 272 hp and 333 hp for S line
- New 8-speed Tiptronic® transmission standard
- New quattro® torque split: 40:60 replaces 42:58

The Audi Q7's safety features help prevent crashes and increase its performance when unavoidable collisions occur. These include:

- High-strength body shell
- Electronic Stability Control (ESP®) Brake Assist
- Rollover sensors and protection
- Dual front and side airbags<sup>3</sup>
- Sideguard® head airbags for all three seating rows<sup>3</sup>
- Optional rear side airbags<sup>3</sup>
- Three-point safety belts for all passengers
- LATCH attachments for child seats
- The Audi Q7 earned a five-star front- and side-crash test rating from the National Highway Traffic Safety Administration (NHTSA).<sup>4</sup> It was also an Insurance Institute for Highway Safety (IIHS) Top Safety Pick for 2009.<sup>5</sup>

## FEATURE

## BENEFIT

### TECHNOLOGY

Voice control (Standard on Prestige, optional on Premium and Premium Plus)	Lets driver operate infotainment options via voice commands for more convenience
Adaptive air suspension (Optional on Prestige)	Five modes (Lift, Off-road, Comfort, Automatic and Dynamic) provide excellent ride comfort in virtually all road conditions; cargo loading mode lowers the rear axle for easier loading; self-leveling when carrying heavier loads
Audi MMI® Navigation Plus system (Standard on Prestige, optional on Premium and Premium Plus)	Permits the simple, logical and intuitive operation of the vehicle and provides infotainment components
Audi parking system plus with rearview camera (Standard on Premium Plus and Prestige)	Greater confidence in backing maneuvers; helps reduce potential for accidents and allows for greater maneuverability in tight parking situations
Audi cell phone preparation with Bluetooth®	Enables hands-free communication and helps reduce driver distraction
Advanced key (Standard on Prestige)	Greater driver convenience because doors can be locked or unlocked without active use of the key fob; the engine is started by pushing a button on the center console
Bose® Surround Sound featuring AudioPilot®	Features AudioPilot noise compensation technology that automatically and continuously helps minimize the effects of unwanted background noise; Centerpoint® signal-processing circuitry allows listeners to enjoy surround sound from their CDs
Bang & Olufsen® premium sound system	14 active loudspeakers, Digital Signal Processing (DSP), more than 1,000 watts make this sound system among the best in the world, and Audi was the first automaker to partner with this world-class manufacturer of audio systems
Audi music interface with iPod® cable	Permits full iPod integration via infotainment controls

### SAFETY

Light sensor	A safety and convenience feature—turns on headlights automatically when it gets dark
Rain-sensing wipers	Activate windshield wipers automatically when moisture is sensed on the windshield to help maintain maximum visibility
Advanced, two-stage, occupant-sensing airbag supplemental restraints <sup>3</sup>	Help provide superior passive safety protection that adapts to the severity of the crash impact, aided by seat-mounted front airbags and Sideguard® head-protection airbags
Indirect Tire Pressure Monitoring System (TPMS)	The Indirect Tire Pressure Monitoring System uses wheel-speed sensors to track tire rotation. Under-inflated tires tend to rotate faster and the system will alert the driver in this situation.
Reinforced high-strength steel/aluminum cross-members, reinforced bumpers and rigid occupant cell	Provide impact protection to shield occupants in a collision and contribute to the vehicle's overall safety concept
Electronic Stability Program® (ESP) with off-road mode	Monitors vehicle sensors and intervenes to help maintain vehicle control to avoid potential rollover situations
Height-adjustable safety belts for front- and second-row outboard passengers	Allow adjustment of safety belt routing over shoulder for optimum occupant fit
Safety-belt pre-tensioners	Activated in severe front and side collisions and rollover situations to reduce excess slack in the safety belt and help reduce occupants' forward movement during the collision



# 2011 Audi Q7 Consideration Set

## Model Competitive Comparison

### Competitive Advantage Summary

In any direct comparison, the Audi Q7 has numerous advantages over the competition.

- Benchmark interiors—envy of the automotive industry
- quattro® all-wheel drive
- Optional third-generation MMI® with voice navigation
- Three-panel panoramic sunroof
- Bang & Olufsen® premium sound system
- Optional Audi adaptive cruise control

	2011 Audi Q7 3.0 TFSI Premium	2011 BMW® X5 xDrive35i	2011 Acura® MDX	2010 Volvo® XC90 3.2	2011 Mercedes-Benz® ML350
Third-row seating	STD	N/A	STD	STD	N/A
Second-row split	40/20/40	40/60	40/60	40/20/40	40/60
Power tailgate	STD	N/A	STD	N/A	STD
Bluetooth®	STD	OPT	STD	STD	OPT
HomeLink®	STD	N/A	—	OPT	N/A
iPod® integration	STD	STD	OPT	OPT	STD
Parking system	Rear parking sensors	OPT	OPT	OPT	OPT
LED tail lights	N/A	N/A	—	N/A	OPT
Satellite radio	STD	OPT	STD	OPT	OPT
All-wheel drive	STD	STD	STD	OPT	OPT
Base MSRP	\$45,700	\$45,800	\$42,230	\$38,200	\$46,490

	2011 Audi Q7 3.0 TDI Premium	2011 BMW® X5 xDrive35d	2011 Mercedes-Benz® ML350 BlueTEC
Third-row seating	STD	OPT	N/A
Second-row split	40/20/40	40/60	40/60
Power tailgate	STD	OPT	OPT
Bluetooth	STD	OPT	STD
HomeLink	STD	N/A	N/A
iPod integration	STD	OPT	OPT
Parking system	Rear parking sensors	OPT	OPT
LED tail lights	N/A	N/A	OPT
Satellite radio	STD	OPT	OPT
All-wheel drive	STD	STD	STD
Spare tire	Temporary	Space saver	Run-flat
AdBlue refill location	By fuel refill	By service only	Under cargo floor in place of spare tire
Base MSRP	\$50,900	\$51,300	\$50,490

## 2011 Audi Q7 Accolades

Since its debut, the Audi Q7 has earned praise and awards from the most discriminating and credible organizations in the United States.

### American Awards

- 2010 Earth, Wind & Power “Most Environmentally Progressive Truck of the Year”
- *Strategic Vision* 2010 Total Quality Index™ Award
- 2009 *Kelley Blue Book*™ Best Resale Value Award—Luxury SUV<sup>6</sup>
- 2009 Strategic Vision’s SmartGreen™ Award—Luxury Utility SUV
- 2007 “Best Bet”—The Car Book
- 2006 Auto Interior of the Year—*WardsAuto.com*<sup>7</sup>
- 2006 *Robb Report* “Best of the Best” SUV

### American Accolades

“Externally, the Q7 comes across as the King Kong edition of the A6 Avant, but inside it is pure luxury limo. The cabin design mixes A6 and A8 elements with Audi’s usual fine materials and faultless craftsmanship. The instrument panel and switchgear are upper-class Audi...”

— *Automobilemag.com*

“The Q7’s interior is downright wonderful...seat stitching is perfect, and there’s a harmony of colors and textures you wouldn’t expect from something with so many different colors and textures.”

— *MotorTrend Magazine*

“Like other Audis, the Q7 is a paragon of driving elegance and interior refinement.”

— *NewCarTestDrive.com*

“As a third-gen SUV, Audi’s new Q7 manages it all, effectively blending luxury and space with prowess both on and off the pavement.”

— *RoadandTrack.com*



# Q7

## 2011 Audi Q7 Disclaimers

- 1: 16 city/22 highway mpg (2011 Audi Q7 3.0T with Tiptronic®). EPA estimates. Your mileage will vary.
- 2: 17 city/25 highway mpg (2011 Audi Q7 3.0 TDI). EPA estimates. Your mileage will vary.
- 3: Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.
- 4: Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ([www.safercar.gov](http://www.safercar.gov)).
- 5: "Top Safety Pick" based on 31 mph side-impact crash test, 40 mph frontal-offset crash test and 20 mph rear impact test and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit [iihs.org](http://iihs.org).
- 6: For more information on *Kelley Blue Book's* 2009 Best Resale Value Awards, please visit [www.kbb.com/BRVA](http://www.kbb.com/BRVA)
- 7: Ward's Automotive Group Interior of the Year Award. For a list of the vehicles evaluated and winners, see [WardsAuto.com](http://WardsAuto.com).



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