

AUDI E7X: all-electric premium SUV for China

- AUDI, the China-exclusive sister brand, unveils the exterior of its second production model
- Fermín Soneira, CEO of the cooperation project between Audi and SAIC: “The AUDI E7X is an SUV without compromises. Its confident stance, sporty proportions and progressive design come together to create a perfect balance of emotion and everyday usability.”
- The model will debut in April 2026 at Auto China in Beijing

Beijing, December 8, 2025 – The unveiling of the AUDI E SUV concept car at Auto Guangzhou 2025 is now followed by a first look at the exterior design of the production model: the AUDI E7X is a progressive, fully electric premium SUV and the second production model from the China-exclusive sister brand AUDI. Tailored to the needs of Chinese customers, it combines Audi's technological expertise with the innovations of its partner SAIC in China's digital ecosystem. The AUDI E7X will debut at the Auto China 2026 motor show, set to take place in Beijing from April 24 to May 3, 2026.

Futuristic SUV design with perfect proportions: the AUDI E7X carries the expressive design language of the [AUDI E SUV concept](#) through to series production. With a length of 5,049 mm, a width of 2,002 mm, and a height of 1,708 mm, along with a wheelbase of 3,060 mm, the fully electric premium SUV combines the comforts of a spacious interior with a dynamic, prestigious appearance.

Clean surfaces and the characteristic light graphics at the front and rear give the AUDI E7X a monolithic, calm, and striking design. Its upright front with digital Matrix LED headlights vertically arranged in the black wraparound loop makes a bold statement. Powerfully sculpted wheel arches and short overhangs underscore the dynamic character of the E7X. Two powertrain variants with system outputs of 300 kW and 500 kW respectively ensure superior driving performance.

“The AUDI E7X is an SUV without compromises,” says Fermín Soneira, CEO of the Audi and SAIC Cooperation Project. “Its confident stance, sporty proportions and progressive design come together to create a perfect balance of emotion and everyday usability, shaping an SUV that feels instantly right for our customers.”

The best of both worlds

Following the [AUDI E5 Sportback](#), the E7X is the AUDI brand's second model. With the launch of its sister brand – without the four-ring logo, instead written in capital letters – in November 2024, Audi has been breaking new ground to address additional customer segments in the important Chinese market.

Based on the Advanced Digitized Platform and jointly developed with SAIC, the AUDI models are next-generation intelligent connected vehicles to complement the global Audi brand's portfolio in China. Development teams in Germany and China work closely together, enabling significantly reduced development time.

True to the brand philosophy, the AUDI E7X again combines the best of both worlds: with its brand-defining driving dynamics and premium quality, the fully electric SUV unmistakably carries the Audi DNA. With its seamless integration into China's digital ecosystem, the E7X is consistently geared towards the needs of particularly tech-savvy Chinese customers.

The AUDI E7X will make its debut at the Auto China 2026 motor show in Beijing from April 24 to May 3, 2026, and be launched to market in the first half of 2026.

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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 22 locations in 13 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 55,000 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.
