

AUDI E7X: China-exclusive sister brand unveils its first SUV

- **Large all-electric premium SUV combines excellent comfort and versatility with dynamic performance**
- **Audi CEO Gernot Döllner: “The AUDI E7X extends the vision of our newly established brand to the important SUV segment. We look confidently to the future with more tailor-made models to come in the next few years.”**
- **Fermín Soneira, CEO of the Audi and SAIC Cooperation Project: “The E7X balances Audi heritage with the future. Totally new yet unmistakably AUDI with progressive design, superior driving dynamics, and the latest digital innovations.”**
- **AI-powered intelligence, multimedia rear-seat entertainment, and zero-gravity seats take in-cabin experience to the next level**

Ingolstadt/Beijing, April 24, 2026 – Dedicated to and tailor-made for China: following the successful debut of the AUDI E5 Sportback, the AUDI brand – born from Audi’s collaboration with SAIC—today unveiled its first all-electric SUV, the AUDI E7X, at Auto China 2026 in Beijing. As the brand’s second production model, this large SUV is set to stand out in the electric premium SUV segment in China, blending Audi’s progressive engineering excellence, iconic driving dynamics, and craftsmanship with China’s cutting-edge digital ecosystem and tailor-made in-cabin experience for Chinese lifestyles. Produced at the AUDI intelligent production base in Anting, Shanghai, the E7X will launch in the first half of 2026, expanding the brand’s footprint in the Chinese market and delivering on its core promise of the best of both worlds.

“With the E5 Sportback, which has been honored as China Car of the Year 2026, we opened a new chapter for Audi in China’s electric age. The AUDI E7X now extends that pioneering vision to the important SUV segment,” says Gernot Döllner, Chairman of the Board of Management of AUDI AG. “With a clear product development roadmap that is seamlessly integrated with the Chinese innovation ecosystem, we look confidently to the future with more tailor-made models to come in the next few years.”

“The AUDI E7X is the first SUV built on the Advanced Digitized Platform—a vehicle that balances Audi heritage with future. Totally new yet unmistakably AUDI. Progressive design, superior driving dynamics, and the latest innovations blended in a family-focused SUV,” says Fermín Soneira, CEO of the Audi and SAIC Cooperation Project.

Measuring 5,049 mm in length, 1,997 mm in width and 1,710 mm in height with a generous 3,060 mm wheelbase, the AUDI E7X is a progressive large SUV with a commanding on-road presence, dynamic proportions, and unrivaled versatility.

Built on the jointly developed Advanced Digitized Platform (ADP) with its zonal electronic architecture, it delivers next-generation connected vehicle functionality, full-vehicle over-the-air updates, and seamless integration with China's digital ecosystem.

The E7X is underpinned by a high-performance 900-volt architecture offering two powertrain variants: a 300 kW rear-wheel drive version and a 500 kW variant with quattro traction and dynamic acceleration from 0 to 100 km/h in just 3.9 seconds. Battery packs with 100 kWh or 109 kWh gross capacity offer generous CLTC range, with the larger battery delivering more than 750 kilometers. 4C fast charging replenishes the battery from 10% to 80% state of charge in just 13 minutes. The lidar-based AUDI 360 Driving Assist is tailored for China's complex traffic conditions. In the E7X cabin, zero-gravity seating, a 21.4-inch rear-seat entertainment display, the Bose Performance Series sound system, and the AI-powered AUDI Assistant 2.0 bring together cutting-edge intelligence and uncompromising comfort.

AUDI design language reimagined for the electric SUV

The E7X clearly embodies AUDI's design identity. Perfect proportions and clean surfaces create a monolithic, composed appearance defined by simplicity, reduction, and precision. Signature elements such as the AUDI Light Frame, the powerful shoulder line, and sculptural wheel arches give the SUV a confident road presence. Its strong, elevated SUV stance is balanced with the dynamic character of the E7X – flowing lines and sharp accents create a feeling of motion even when stationary. Short overhangs and frameless doors underscore its dynamic attitude.

The bold, upright front embodies status and confidence, emphasized by a striking vertical lighting signature. The front and rear feature a black wraparound loop that integrates all functional elements – high and low beam, taillights, sensors, air intakes – into one cohesive, expressive design. With the iconic AUDI Light Frame, lighting elements remain elegantly invisible when inactive. When activated, more than 1,000 individual triangular lights glow through the paint surface to form the brand's visual signature element, accentuating the SUV's width at night and blending cutting-edge technology with emotional design.

The E7X is equipped with Digital Matrix LED headlights, boasting excellent illumination, precision, and strong contrast on the road for ultra-clear night vision while intelligently shielding oncoming and preceding vehicles to avoid glare. The lane light illuminates the car's own lane to help the driver focus on driving events. Integrated position marking from the orientation light predictively indicates the position of the E7X between the lane markers, encouraging safe driving in the center of the lane. Dynamic warning indicators projected onto the road show the driver the distance to the preceding vehicle at night or in rainy and foggy weather, reducing the risk of rear-end collisions. Warning patterns during parking inform pedestrians and other vehicles about ongoing maneuvers.

A smart cabin for exceptional travel comfort

The interior of the AUDI E7X is a stylish, comfortable, and fully connected retreat – a space where digital intelligence empowers well-being, and visual reduction meets sophisticated craftsmanship at every turn.

The calm and serene atmosphere emerges from the cabin's horizontally layered architecture and the seamless integration of functions such as smart invisible air vents and speakers with sophisticated sound mesh.

The first AUDI SUV is available in two distinct configurations tailored to the diverse lifestyles of Chinese consumers: a five-seater designed for active families and a four-seater crafted for business leaders seeking an exclusive, first-class travel experience. Both configurations offer zero-gravity seating as a defining feature.

In the four-seat executive configuration, two independent rear seats are tailored for an enhanced zero-gravity experience: each unfolds into a deeply relaxed lounge position with a maximum recline angle of 120 degrees, supported by a 23-airbag pneumatic adjustment system and a 16-point massage function for the back and cushion. The four-way adaptive headrest, adjustable in height and tilt, accommodates both viewing and resting scenarios, while the integrated electric footrest extends up to 400 mm.

The E7X delivers a flagship-level cinema experience with an expansive in-car entertainment screen for rear-seat passengers combined with sophisticated audiovisual technology. The 21.4-inch rear-seat entertainment screen deploys from the headliner on command – controllable by voice, remote, or touchscreen – to transform the cabin into a shared cinema or personal gaming space. Multi-screen interaction with the AUDI Panoramic Display in the dashboard enables simultaneous or split-screen viewing for front and rear passengers, with compatibility for wireless and wired screen projection.

The Bose Performance Series sound system – combining up to 26 speakers with an immersive 360-degree spatial audio architecture – introduces a three-dimensional, object-based audio experience to the E7X, recreating a realistic surround sound field for deeper immersion in music and film. The system also features ultra-nearfield seat speakers – including front shoulder speakers and independent headrest speakers for the rear seats. Different volume levels can be set independently across seats, allowing passengers to rest or enjoy entertainment simultaneously without mutual interference.

Via AUDI Scene Modes, a single touch transforms the entire space. In Cinema Mode, for example, the rear entertainment screen deploys, the panoramic roof dims, seats recline, and ambient lighting shifts – the cabin reconfigures itself around the moment.

To deliver an intuitive and seamless digital experience, the E7X introduces the AUDI Assistant 2.0 as an AI-powered in-car companion that goes well beyond voice control. It manages vehicle functions, answers navigation and range queries, plays music, and engages in open-ended conversation on virtually any topic. Powered by advanced AI, it understands natural conversation, interpreting multiple intents, following context across exchanges, and responding to an unlimited range of requests. Custom-developed with ByteDance, it dynamically adjusts tone and pace to context: concise and efficient on highways, soft and measured at night.

On the center console, the AUDI Control – a touch-sensitive bar and roller control – merges Audi’s iconic haptic quality with intuitive digital interfaces. It adapts contextually to any function or content featured in the AUDI Panoramic Display: a curved 27-inch 4K touch display spanning the full width between the A-pillars to bring all visual information together. Customizable top-level screen layouts, immersive real-time 3D environments, and the core promise of delivering the right information, at the right time, in the right place, are powered by the AUDI OS operating system.

A carefully crafted premium experience

Carefully selected premium materials – including open-pore chestnut, oak wood, and Fine Nappa leather - surround passengers, while indirect ambient lighting adds to the balance of organic warmth with advanced technology. The slatted door inlays – natural wood or microfiber crafted into a sculptural surface pattern with indirect lighting integrated invisibly within - are a signature expression of this design ethos. As an innovative fusion of material and light, they are inspired by modern architecture.

High-end materials, a rich tactile experience, and the airy ambiance of the spacious E7X cabin are further elevated by natural light. The panoramic sunroof with two individual sections features smart-dimming technology with five transparency levels ranging from full daylight to complete privacy. An adaptive system maintains soft, comfortable lighting throughout.

Impressive electric driving dynamics: unmistakable Audi DNA

The AUDI E7X inherits the quintessential Audi driving DNA, reinterpreted for the electric era: with agility, precise handling, and refined, comfortable ride quality, expertly tuned to master China’s diverse road conditions. Customers can choose between two fully electric powertrain variants with system outputs of 300 kW and 500 kW. The rear-wheel drive version with 300 kW delivers 500 Nm of torque, while the range-topping 500 kW quattro version boasts 800 Nm and accelerates the car from 0 to 100 km/h in just 3.9 seconds, with intelligent four-wheel power distribution that instantly adapts to road conditions for unrivaled traction in all scenarios.

The E7X comes standard with all-wheel steering across the entire range. Paired with the progressive steering system for effortless parking and urban driving, it delivers a turning circle of only 10.3 meters, enabling agile U-turns and more stable and precise control during high-speed lane changes. With adaptive air suspension, the E7X further elevates the smooth, comfortable ride. The AUDI drive select off-road mode with dedicated air suspension and ESC settings allows the E7X to venture effortlessly beyond the tarmac.

Built on the Advanced Digitized Platform’s high-performance 900-volt architecture, the E7X features two battery sizes with gross capacities of 100 kWh and 109 kWh. The large battery packs allow more than 750 kilometers of range according to CLTC, making the AUDI E7X the ideal companion for both daily urban commutes and long-distance road trips. The 900-volt architecture enables 4C fast charging, allowing the battery to recharge from 10% to 80% in just 13 minutes.

Innovative driver assistance systems for China

The E7X is equipped with the lidar-based AUDI 360 Driving Assist System, co-developed with Momenta and rigorously tested to meet the highest global safety standards. It is tailored specifically for China's complex traffic conditions and unique driving scenarios for a smooth and intuitive assisted driving experience. Nationwide highway and urban driving assistance with support for both longitudinal and lateral vehicle control can be activated with one click after setting the destination, supporting a more relaxed and confident driving experience for daily commutes and long-distance travel alike.

For parking convenience, the E7X offers an extensive range of parking assist functions: memory parking that can be activated with one click at the entrance of garages or parking lots for both aboveground and underground spaces, non-standard parking for flexible parking in built-up residential areas, head-in parking for easier trunk access, and adjustable parking speed to match individual driving preferences.

A new era for Audi in China

The AUDI brand stands for shared Audi DNA with clear differentiation, and the E7X consistently embodies this identity: it builds on Audi's engineering excellence, iconic design, and uncompromising quality standards, while embracing China's digital innovation, unique lifestyle preferences, and evolving market needs to create a premium electric SUV developed from the ground up specifically for discerning consumers.

With the E5 Sportback, launched in September 2025, and the upcoming E7X, the AUDI brand is rapidly expanding its product portfolio to address new customer groups in China. The AUDI E7X will celebrate its market introduction in the first half of 2026. The third model of the AUDI brand, an all-electric sedan, is scheduled to premiere as early as 2027.

Further information on Audi at Auto China 2026 can be found in the [press kit](#).

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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](#).
