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2020 Audi Q7 SUV earns 2020 Wards '10 Best UX' award

- **Refreshed for 2020, Audi Q7 comes standard with dual touchscreen MMI touch response infotainment**
- **Haptic and audible feedback provide concise control of various in-vehicle functions**
- **Natural speech recognition provides easy access to controls via voice without needing to remember specific commands**

HERNDON, Va., July 20, 2020 – The [2020 Audi Q7](#) has earned a 2020 Wards "10 Best UX" award for the technological experience and ease of use provided to drivers and passengers as voted by the expert analysts at WardsAuto.

The 2020 Q7 received refreshed interior and exterior designs, as well as a new, available engine options such as a 3.0-liter TFSI® V6 or 4.0-liter TFSI® V8 for [SQ7 models](#). Designers and engineers also equipped the award-winning SUV with Audi's latest dual-screen MMI touch response infotainment as the cornerstone of its revised cockpit.

The MMI touch response system stacks a multifunction 10.1-inch upper screen above an 8.6-inch lower screen, with each devoted to specific tasks. In the upper display, similar to a smartphone, function tiles are color-coded for quick access, and both haptic and audio feedback provide a tactile confirmation that the user has chosen a menu item. The lower screen provides separate controls for climate control, comfort and convenience functions, as well as natural handwriting inputs for navigation. Most functions can also be controlled via natural speech recognition that is able to understand casual commands in addition to using a smartphone assistant or integrated Amazon Alexa.

Parking information, weather updates and Yelp® review highlights are also now integrated within the MMI as well as internet radio streaming and [Amazon Music](#) (subscription required).

"This competition is about the user experience – what it's like for the driver to interact with the vehicle and vice versa," said Tom Murphy, WardsAuto managing editor. "We look for elements of surprise and delight, and the Q7 delivers on many



fronts, particularly the three high-resolution display screens that are loaded with information and easy to use. The driver-assistance technologies work splendidly, there are plenty of charging plugs and a Wi-Fi hotspot, and we never tire of the virtual cockpit. If owners take the time to drill down into the immense customization content, they will have a rewarding ownership experience.”

With the virtual cockpit display, the driver has a 12.3-inch, high-definition readout of instruments, infotainment and 3D satellite maps when equipped with the Audi connect PRIME 4G LTE package. Standard on Prestige models, a full-color head-up display enhances the experience, providing drivers relevant information projected onto the lower windshield.

For passengers in the other six seats, a built-in 4G LTE Wi-Fi hotspot allows up to eight devices to connect to the internet and stream content. Other available connected convenience technologies include:

- [Traffic Light Information](#) (TLI) uses vehicle-to-infrastructure (V2I) technology to help drivers ride “green waves,” with Green Light Optimized Speed Advisory (GLOSA) and a time-to-green countdown displayed in the virtual cockpit and head-up displays. TLI benefits include helping reduce driver stress and lessening time spent at traffic lights, with more than 20,000 connected traffic intersections throughout the U.S.
- Available **Audi phone box** connects compatible smartphones with the vehicle’s antenna and can charge the phone inductively (standard on Premium Plus and Prestige).
- Standard Audi smartphone interface provides access to **wireless Apple CarPlay®** and **Google™ Android Auto** for compatible devices.
- Available on Prestige models is the **Bang & Olufsen 3D Advanced Sound System**, which delivers nearly true-to-life surround sound through 23 speakers, powered by the 23-channel BeoCore amplifier and ICE power amplifiers with a peak output of 1,920 watts.
- Audi is the first automaker to implement an integrated toll module technology into production vehicles. Developed by supplier Gentex, [Integrated Toll Module \(ITM\)](#), a 2020 Automotive News PACE award winner, provides convenient access to select toll road services across the country while helping to eliminate windshield clutter and the need to manage multiple toll accounts. Drivers are able to adjust module settings through the vehicle’s MMI – including turning the ITM on/off and changing the occupant settings for HOV/HOT lanes (subscription required).
- Available **Top view camera** system with virtual 360° surround view combines four wide-angle cameras on the outside of the vehicle to project a virtual real-



time 3D model of the Q7, allowing the driver to toggle around the vehicle and zoom in and out to help with maneuvering in tight spaces.

- Other Audi connect functions such as a car finder, route planner, remote vehicle access, geo fencing and scheduling maintenance can be done via the **myAudi app**.

“Audi technologies create a complementary ecosystem of connectivity and entertainment are designed to add value to our customers’ experiences,” said Pom Malhotra, director, Connected Services, Audi of America. “We thank Wards for recognizing the achievements of our engineers, programmers and designers with the 10 Best UX award.”

For the competition, the editors of Wards editors tested a 2020 Audi Q7 Prestige, equipped with a 3.0-liter TFSI V6 engine.

For more information about the 2020 Wards 10 Best UX awards, visit:

<https://www.wardsauto.com/10-best-ux>.

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ABOUT AUDI OF AMERICA

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands, delivering about 1.845 million vehicles globally in 2019. In the U.S., Audi of America sold just over 224,000 vehicles in 2019 and launched the brand’s first fully electric vehicle, the Audi e-tron – one of four fully electric models coming to the U.S. market in the next two years. Globally, the brand aims to be CO2 neutral by 2050. Visit audiusa.com or media.audiusa.com for more information regarding Audi vehicles and business topics.

This information and any vehicle specifications are preliminary and subject to change.

Features and technical data apply to models offered in the USA. They may differ in other countries.



When using the MMI Touch response system, always pay careful attention to the road, and do not drive while distracted. See Owner's Manual for further details, and important limitations.

Driver Assistance features are not substitutes for attentive driving. See Owner's Manual for further details, and important limitations.

Always pay careful attention to the road, and do not drive while distracted. Connect PRIME services are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. Trial or paid subscription required. Connect PRIME services require vehicle cellular connectivity and availability of vehicle GPS signal; certain services collect location information, see Terms of Service for information about how to disable. Online services are subject to change at any time. The Wi-Fi hotspot feature is intended for passenger use only. Wifi feature is provided through Connect PRIME. For Wifi feature, see materials provided by wireless carrier for terms, privacy, data security details. Returning devices connect automatically and use plan data unless hotspot is removed from device settings. See Terms of Service, Privacy Policy, and other details at <https://www.audiusa.com/privacy> and <https://www.audiusa.com/technology/intelligence/audi-connect/connect-terms>.

Powered by Parkopedia. Requires parking facility participation. Audi not responsible for accuracy of pricing & payment options, hours of operation, and features. See parkopedia.com for important information and details. Standard text and data rates may apply.

The Traffic Light information feature is not a substitute for attentive driving. Always pay careful attention to the road and obey all speed and traffic laws. Requires compatible traffic infrastructure, which is not available in all areas. Not available on vehicles built prior to June 1, 2016. See Owner's Manual for further details, and important limitations.

Always pay careful attention to the road, and do not drive while distracted. The Wi-Fi hotspot feature is intended for passenger use only. Wifi feature is provided through Connect PLUS. Connect PLUS features and technologies are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. See materials provided by wireless carrier for terms, privacy, data security details. Returning devices connect automatically and use plan data unless hotspot is removed from device settings.



When using the myAudi app, standard text message and data rates apply. Always pay careful attention to the road, and do not drive while distracted.

The Integrated Toll Module requires registration and paid subscription with BestPass, Inc. Subscription fee does not cover individual tolls. Coverage area limited. See bestpass.com for details.