



A new freedom

The Audi A7 Sportback



Future is an attitude

Audi Vorsprung durch Technik

Instinctively distinctive

Unmistakably different, the Audi A7 Sportback was created to stand out. From its sharp lights with their distinctive light signature to its attention-grabbing front end with a single wide frame, from its coupé-like silhouette to its sculptural rear end; the Audi A7 Sportback is an ambassador of a revolutionary design language. Along with its classic quattro genes, the Audi A7 Sportback is proof that one can remain true to oneself through reinvention.

Audi Vorsprung durch Technik



See and be seen

The Audi A7 offers an enhanced sense of space: the optional new panoramic glass roof with 60% more viewing area allows the horizon to accompany you wherever you go. When closed, the sun protection blind offers 100% light protection and low heating of the interior and can be comfortably adjusted electrically according to light intensity.

Experience generous space with improved spatial comfort in the rear without sacrificing boot volume.

Quality sound matches quality views with the Bang & Olufsen Sound System, consisting of a 19-channel amplifier and 19 speakers.

The new 3D sound creates a surround-sound effect in the front seats giving all passengers an unequalled audio experience.

Audi Vorsprung durch Technik



Intuition isn't something you learn

Integrated seamlessly, as if cast from a single mould, the high-resolution HD touchscreens are incorporated into the dashboard and give the progressive operating concept the centre stage it deserves.

The driver controls the infotainment system on the upper display, while the lower display provides access to air conditioning, comfort functions and text input.

Audi Vorsprung durch Technik



The MMI touch response operating concept offers the benefits of simple, intuitive control in the style of a smartphone and is safe to use even while driving thanks to touch feedback.

The innovative Audi connect* suite links you and your Audi in real time and brings you a host of advanced safety and security features, while you're on the move.

Audi Vorsprung durch Technik



*Audi connect is not supported outside of South Africa.

Driven by innovation

As the ambassador of a new visual language, the Audi A7 Sportback is at the very cutting-edge of automotive design. Tautly drawn lines and the coupé-like silhouette are an expression of dynamic emotion. With their distinctive A7 signature, the lights emphasise the car's progressive exterior. The roof stretches over the athletic body like a flowing dome from the A-pillar, set far back, all the way to a charismatically sculptural rear end with continuous LED light strip.

Experience the intelligent assistance systems and automated driving functions of a new era. Take the next step on your way to a piloted driving experience of the digital era.

Audi Vorsprung durch Technik



Model highlights

- Audi virtual cockpit and MMI navigation
- HD touch displays for NNI and air-conditioning with haptic feedback
- Contour ambient lighting with up to 20 colours
- Brighter interior with panoramic glass roof
- HD Matrix LED headlights with animation
- Bang & Olufsen Sound System
- 4-zone Comfort automatic air-conditioning
- Audi smartphone interface
- Audi connect
- 20-inch standard wheels





Future is an attitude



Audi Vorsprung durch Technik

Locate Dealer