Audi A7 Sportback – Lighting Design

The A7 Sportback is a testament to Audi's leading role in lighting technology and lighting design. The Gran Turismo's headlights are available in three versions: in LED technology, as HD Matrix LED and as HD Matrix LED with Audi laser light.

In continuation of the top slat of the Singleframe, the two Matrix variants are divided horizontally to make the headlights appear slim and sporty. The dominant upper area houses the daytime running lights and creates a look with plenty of character. The low beam module is in the "pupil." With the two HD Matrix variants, the daytime running lights signature is digital in character: Twelve light segments are positioned vertically next to each other here, separated by narrow spaces – conjuring up an association with the 0 and 1 of the digital world.

In the lower zone are the turning light and the two-line Matrix high beam, which is made up of 32 individually controllable LEDs. They illuminate the road dynamically and precisely while hiding other road users from the cone of light. The LEDs also act as cornering lights. With the top-of-the-line headlights, the lower segment also includes the laser spot with is X-shaped metal aperture and the blue light guide. The laser spot is activated at a speed of 70 km/h (43.5 mph) and doubles the range of the high beam.

The tail light of the big coupé also seems to be digital. Each unit comprises 13 vertical segments that alternate with the brake light, which is also segmented. The LED light strip – a typical feature of an Audi top-of-the-line model and at the same time an homage to the Ur-quattro – interconnects them. As on a racing car, the rear fog light is positioned in the center.

The Audi A7 Sportback stands for a new era in Audi lighting design – for aesthetics through movement. The HD Matrix LED headlights and above feature the coming home/leaving home function is used. When the car is locked and unlocked, the headlights and rear lights present dynamic lighting displays.

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