
Audi A7 Sportback – Exterior design

Dynamics at their most beautiful: the exterior design

The exterior design of the A7 Sportback is an expression of the new design language that Audi introduced with the prologue study and made its production debut in the new Audi A8. With large surfaces, sharp edges and taut, athletic lines, the A7 signals dynamics and progressiveness from every perspective.

Up front, the Singleframe grille – wider and lower than that of the Audi A8 – the narrow headlights, the boldly contoured air inlets and the flat front end convey at a glance the sportiness of the Gran Turismo. The headlights are available in three versions. With the middle and top equipment lines, the light signature takes up the subject of digitalization: 12 adjacent lighting segments separated by narrow intervening spaces evoke associations with the binary digits 0 and 1. The top version is the HD Matrix LED headlights with Audi laser light.

The Audi A7 Sportback is an athletic sculpture with a long engine hood, long wheelbase and short overhangs. Pronounced contours emphasize the wheels, which measure up to 21 inches in diameter, and reference Audi's quattro genes. These genes determine the proportions of the vehicle's body. The silhouette is defined by the dynamic roofline, which drops sharply toward the rear. Four figures delineate the sporty character of the large coupe: It is 4,969 millimeters (16.3 ft) long, has a wheelbase of 2,926 millimeters (9.6 ft) and is 1,908 millimeters (6.3 ft) wide, but stands only 1,422 millimeters (4.7 ft) high.

As with the previous model, the rear end is tapered like that of a yacht. The long luggage compartment lid terminates in a pronounced, curved lip from which an integrated spoiler extends automatically at 120 km/h (74.6 mph). A flat light strip – a design feature common to all of Audi's top models – joins the rear lights, whose tail lights are made up of 13 vertical segments. When the doors are unlocked and again when they are locked, fast-moving light animations play in the rear lights and in the headlights, highlighting the big coupe's dynamics while standing still. The progressive exterior design of the new Audi A7 Sportback is largely devoid of chrome. The paint range offers a choice of 15 colors, eight of which are new. The optional S line exterior package further hones the look, with modifications to the radiator grille and the front air inlets, the sills and the front and rear diffusers. They are trimmed in gloss black and more strongly sculpted.

