
Audi Q6 e-tron prototype - Digital OLED rear lights

Intelligent and vibrant lighting: the Audi Q6 e-tron with second-generation digital OLED technology

With second-generation digital OLED rear lights, the Audi Q6 e-tron is taking light design, range of functions, and road safety to a new level. Audi is gradually developing the technology into intelligent displays that can communicate with other road users by displaying information via the exterior lights - this is the new communication light. The active digital light signature is another world first making its debut in the Audi Q6 e-tron. It makes an entirely new and vibrant impression, pointing the way to the future of Audi lighting technology. For the first time, customers can optionally select digital light signatures for this new evolution of digital daytime running lights in the Matrix LED headlights and the new generation of digital OLED rear lights. In addition, customers may book digital light signatures on demand.

The second generation of digital OLED technology shapes the look of new Audi models and increases their range of functions many times over. This, in turn, improves road safety, as impressively demonstrated by the communication light in the digital OLED rear lights. The Q6 e-tron also sets new standards in personalization: With a total of eight optional digital light signatures in the redesigned daytime running lights in the Matrix LED headlights and digital OLED rear lights 2.0, customers can design the look of their Q6 e-tron like never before. This is possible via the MMI and, for the first time, via the mAudi app. Customers are also able to buy digital light signatures after purchasing their car.

Signature and movement combined for the first time: the active digital light signature

The headlights and rear lights look alive at first glance - this is how customers should imagine the active digital light signature, a world first from the brand with the four rings. It comes as part of the optional package of digital light signatures.