Audi Q7 – Lighting technology

In the new Q7, Audi consistently relies on cutting-edge lighting technology. It enhances road safety and enables a wide range of lighting functions. The digital Matrix LED headlights with micro LED technology ensure visibility and safety in darkness.

Lighting Technology: Visible and Safe

Audi has integrated advanced lighting technology in the new Q7 to actively assist in road traffic. The lighting functions of the digital Matrix LED headlights, such as lane and orientation lights, are now even more closely connected to the vehicle's assistance systems. Positioned within the immediate field of vision of the driver, the Q7 displays supportive information from the assistance systems directly in front of the vehicle, significantly increasing traffic safety.

During a lane change, if a vehicle is detected in the blind spot, the lane light illuminates this danger within the driver's view. Additionally, the lane departure warning is displayed via the orientation light on highways and rural roads, activating alongside the known indication in the instrument cluster when the lane marking is unintentionally crossed. For further safety measures, the Q7 projects a temporary snowflake warning symbol onto the road outside the city to alert the driver of potential icy conditions.

Another example of highly developed light functionality is its adaptive capability in complex situations such as construction zones. To simplify navigation in these areas, the digital Matrix LED headlights automatically adjust their lighting, dimming the lane light in favor of the orientation light. Additionally, the marking light in the digital Matrix LED headlights assists in identifying pedestrians. Persons near the roadway during nighttime are specifically highlighted through targeted illumination. These advanced lighting functions can be activated or deactivated via the MMI system.

World Premiere: Enhanced Turn Signal

Both front and rear turn signals remain an essential part of the lighting equipment; however, Audi takes this a step further with a groundbreaking innovation that significantly enhances pedestrian and cyclist safety. In combination with the digital OLED rear lights and the digital Matrix LED headlights, Audi introduces an extended turn signal system. This feature projects the turn signal onto the ground, synchronizing with the dynamic blinker in the front and rear. It activates automatically during nighttime when the low beam is on and the turn signal lever or hazard lights are engaged.

The rear of the Q7 also sets new standards for visibility and safety. With its third-generation digital OLED rear lights, the Q7 allows for significantly greater personalization compared to the first generation, while also alerting other road users to accidents or

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breakdowns proactively. Instead of the standard taillight graphic, the digital OLED panels display a static warning light signature with integrated symbols during critical driving or traffic situations.
Additionally, the communication light offers unique lighting signatures at both the front and rear to signal automated parking situations. For example, if another vehicle approaches the stationary Q7 too closely, such as during a traffic jam, the digital OLED panels initiate full-field illumination to alert the following driver.
A new part of the lighting experience is the projection light in the door area. Using an LED module located in the sill of the driver and front passenger doors, the light projects a solid white rhombus onto the ground. Under the rear doors, a dashed rhombus is displayed. Upon opening the doors, the rhombus

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