



Audi Q5 - Digital OLED lighting technology

Next-generation OLED lighting technology is available for the first time ever in the modified Q5. OLEDs are extremely efficient organic light-emitting diodes that generate a homogenous light surface. The optional OLED rear light is split into three tiles of six segments each, which enables Audi designers and developers to create different light designs and signatures from a single item of hardware.

“In addition to perfect contrast, the benefits of digital OLED are a high level of homogeneity and minimal gap between the segments,” explains Stephan Berlitz, head of development, light innovation at Audi. “Looking to the future, digital OLED is therefore the perfect technology for executing personalized light design with a high degree of precision and extensive variability. This technology offers all sorts of opportunities for further development.”

When ordering their Q5, customers can choose from three rear-light signatures, whereby each signature has its own specific designs for coming and leaving home. On switching the Audi drive select mode to “dynamic”, the lights change to yet another signature. The OLED rear-light cluster is also equipped with proximity detection: If a road user approaches a stationary Q5 from the rear to within less than two meters, all the OLED segments light up. When the Q5 starts to move, it returns to the original light signature. The full spectrum of the OLED rear lights is rounded off by dynamic turn indicators. The basic equipment for the Q5 is now LED headlamps, with matrix LED headlamps available as an option. Their intelligent, adaptable high beam offers greater safety and convenience without dazzling other road users.

07/2020