

AUTOMOTIVE

Audi introduces new nomenclature to specify horsepower

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Audi introduces new nomenclature

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German automaker Audi is adding new nomenclature to its model names to help distinguish the power output of each vehicle, but many experts wonder if this will confuse customers.

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Basic model names for Audi vehicles will stay the same but the automaker will be adding two more numbers to each name. Each number will signify a horsepower range and whether it is economy fuel or CO2 emissions.

New nomenclature

Audi's new nomenclature will be ushered in with the new Audi 8 this fall worldwide. The automaker claims the new initiative will result in a "clearly defined hierarchy in each model series."

Previous models leading up to the Audi 8 will remain the same without the added numerals.



Each sub-classification will be named with a two-number combination based on the power output of individual

models in kilowatts. For instance, the number 30 will signify power outputs of between 81 and 95 kW, while 45 represents between 169 and 185 kW.

Alongside these numbers, Audi will also include either TFSI, TDI, g-torn or e-tron in regards to the engine technology.

Each number combination increases in levels of five to represent the hierarchy within the respective model series and the brand's overall model range. The new naming system will range from the Audi A1 25 TFSI with 70kW to the Audi A8 55 TFSI with 250kW.

To signify top status within the Audi model range, the high-performance S and RS models as well as the Audi R8 will continue to be manufactured under these names.



Starting off the new nomenclature is the 3.0 TDI with 210 kW rebranded as the Audi A8 50 TDI, and the 3.0 TFSI with 250 kW as the Audi A8 55 TFSI.

Mercedes-Benz similarly went through a name change in 2015, also aimed at making its different models easier for consumers to understand ([see story](#)).

Audi advancement

As Audi changes the naming system of its models, the automaker is also continually moving forward in many other sectors.

For instance, Audi appealed to drivers that rely on Android operating systems in a new partnership that embeds Google into its dashboard.

During the Google I/O developer conference on May 17 the automaker showcased the new Audi Q8 sport concept technology platform. The interface will allow users to interact with various Google applications through Audi's infotainment system, without having to need a smartphone ([see more](#)).

Audi also made significant steps forward in keeping up with the race for autonomy with the release of its A8 model.

Revealed at the Audi Summit in Barcelona, Spain on July 11, the Audi A8 has been created as a luxury automobile with significant advancements in driverless piloting. Alongside a new, more natural voice control operating system, drivers will be able to make use of driverless features such as its AI Traffic Jam pilot ([see more](#)).

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