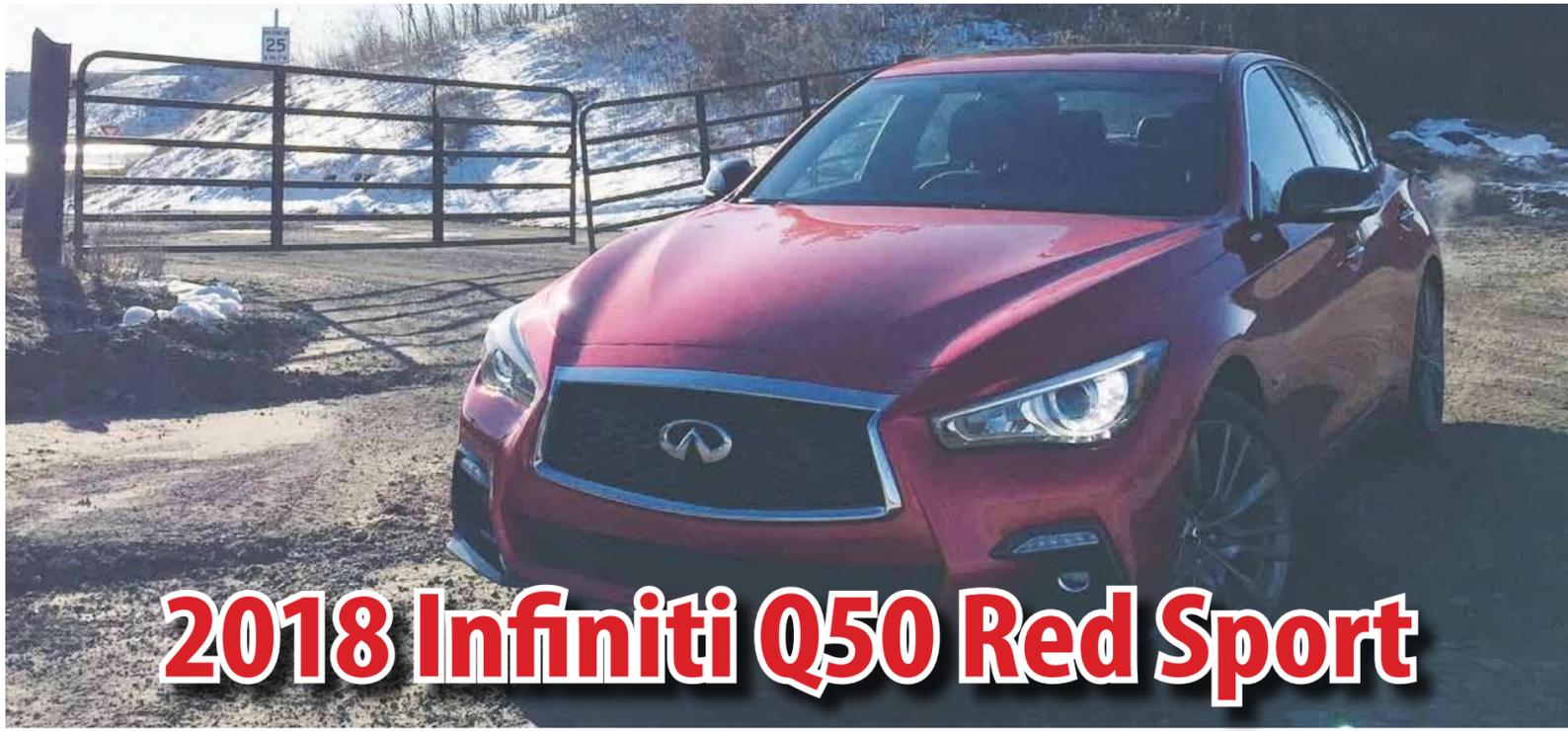


VOICE AUTOMOBILE



2018 Infiniti Q50 Red Sport

By Nauman Farooq

When Infiniti first launched the Q50 model, back in 2014, it replaced what was by far and away the most successful model the company had ever made, the G35/G37 series.

Replacing the “G” with a model carrying a different name – a naming strategy introduced by one of the car world’s most irritating C.E.O’s, Johan de Nysschen, who is now no longer with Infiniti– was risky, and it got off to a rocky start. I know of a lot of people within the Infiniti network, who still do not like the new naming strategy -all sedans and coupes name start with “Q”, while all SUVs and CUVs start with “QX”- but have made peace with it.

The name change also came at a point when Infiniti was taking new leaps in terms of technol-



ogy. The Q50 was the world’s first production car to feature a steer-by-wire system, which means, that the steering wheel is not mechanically connected to the front wheels, so your steering

input is sent electronically to the front wheels. While the system lacks the feel of a good mechanical steering setup, spend some time with it, and it grows on you. The reaction time is actually re-

ally good – in short, the system works, and bravo to Infiniti for leading the way.

Another area where the Q50 was a pioneer, was with their vehicle radars, which study traffic

all around the car, and can even detect a vehicle braking hard two vehicles ahead! So, the Q50 is one of the safest vehicles on the road, not only because of its impressive crash structure, and six airbags, but also because it tries its best to avoid an accident from happening in the first place.

So, the Q50 is a technological showcase, but how is the rest of the car, in particular, the 3.0t Red Sport 400 AWD model that I tested! Time to analyze in detail.

Styling: The Q50 is not the prettiest sedan on the market, but it is still quite attractive. Especially in the Red Sport trim, it looked sharp with its dark trimmed rims, and the twin exit exhaust looks and sounds good, too. I do wish that Infiniti would delete all the chrome adorning its cars -especially from the nose- because it does the design no favours. If I bought

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