



A8

Audi
Truth in Engineering



AB

The all-new Audi A8 represents the best of Audi engineering, technology, performance and luxury. The flagship A8 is the luxury class leader, establishing the benchmark by which all others will now be judged. Simply put, luxury has progressed.

pinnacle

With a long history as a performance-luxury icon, the progressive design, leading edge technology and outstanding capabilities of the A8 have given drivers a front row seat to pure luxury. Now, what was considered by many to be the best-in-class, just became even better. Elements like quattro® all-wheel drive and the lightweight aluminum Audi Space Frame (ASF®) are just a few of the hundreds of technologies that make the all-new, completely re-engineered and dramatically restyled A8 the luxury sedan for those with a passion for driving.

European vehicle and specifications shown.







brilliance



The A8 is an inspired study of progressive design. The new model is a collection of ideas and technologies that result in a shift of the luxury paradigm.

It's all in the details. Distinctive LED headlights boldly declare the arrival of the A8. Contours along the side accentuate its low, sleek profile.

From the rear, the wide stance is emphasized by the subtly squared corners. At every vantage point, the A8 is bold.

Beginning with the grand concept to the technical minutiae, the A8 clearly establishes its position as the new luxury leader.



seamless

Think for a moment what perfectly executed, sophisticated style looks and feels like and you'll envision the A8 interior. It's a carefully crafted palate of colors, textures and materials in perfect harmony. Precision-honed wood inlays along the dash, doors and in the rear of the front seats signal unprecedented attention to detail. To add a degree of personalization, the A8 offers a number of interior color choices and different wood inlay selections. An ambient lighting system dynamically adjusts the level of light when doors are opened

or closed and can be customized with three distinct moods to choose from.

Controls are also designed for intuitive operation. The all-new MMI® system is ergonomically positioned for optimum driving convenience. The large retractable 8" color MMI display is perfectly positioned within the driver's field of view for ease of use. Even the commanding shift lever provides a comfortable and effortless position to navigate the MMI system with your finger. The A8 interior offers a new standard for progressive design and luxury.

European vehicle and specifications shown.





sixth sense

Think of drawing in the sand with your finger and you understand the intuitive nature of MMI® touch. This innovative touchpad technology allows you to effortlessly interact with the MMI operating system. It puts the features of the AB literally at your fingertips and instantly recognizes handwritten inputs of letters and numbers.

MMI touch is further enhanced with a vibrant 8" retractable display artfully integrated in the dashboard and a 7" driver information system in the instrument panel. In addition to delivering key driving information, the system allows you to customize and view navigation,

phone, radio and other features without taking your eyes off the road.

The uncomplicated nature of this class-leading technology and engineering offers a driving experience that puts you in complete and total control.



European vehicle and specifications shown.



sublime



First impressions are indelible. It's why we exhaustively test our handpicked materials before they are selected for the A8. Once approved, tolerances where wood, Valcona leather and polished aluminum intersect are stringently controlled and cannot exceed a 0.2 mm variance. The result is an interior that feels solid, welcoming and luxurious.

Class-leading luxury also means the finest sound system ever created. Designed to recreate original sound, the available Bang & Olufsen® Advanced Sound System offers crystal clear, distortion-free sound through 19 strategically placed speakers. The difference between the Bang & Olufsen Advanced Sound System and a live concert is virtually imperceptible. The high notes are crisp and the lows are solid and clear. It is pure audio perfection. You don't just hear the music, you feel it.

European vehicle and specifications shown.





fast-forward



The A8 delivers performance and handling typically reserved for cars half its size. It all starts with the 4.2 FSI® V8 engine. Thanks to FSI technology, the 4.2 is powerful, responsive and offers impressive fuel efficiency.* That power is channeled through the legendary quattro® all-wheel drive system with available Sport Rear Differential, which offers variable

torque delivery to the rear wheels. The result? Sportscar-like handling for the world's most sophisticated and most luxurious sedan.

For drivers who want to realize the full performance potential of the A8, Audi drive select instantly allows you to change the driving characteristics of your car to suit your preference. By adjusting attributes such as

suspension stiffness, transmission shift points and steering assist, Audi drive select creates four distinct settings. The Comfort setting creates a more comfortable and relaxed driving experience, Dynamic is ideal for more sport-oriented driving while Auto offers a balance between both Comfort and Dynamic.

The Individual setting allows you to customize the driving characteristics to a total of 27 configurations. The progressive technology of the A8 offers a satisfying driving style to suit any mood.

* EPA estimates not available at time of printing.
European vehicle and specifications shown.



protective

The A8 offers the latest, most advanced safety systems designed to help avoid accidents while helping to protect you if an accident is imminent. At the heart of this technology is Audi pre sense.

All A8 models are equipped with Audi pre sense basic. This system offers a number of occupant protection features. These preventive measures are activated when an emergency driving maneuver is detected, such as heavy braking. At that moment, a number of systems are engaged. Safety belt pre-tensioners are activated and if extreme lateral forces are detected, the sunroof and windows close. Externally, emergency hazard warning lights are also turned on to warn surrounding vehicles. Once the situation has dissipated and normal driving conditions return, all systems revert to their original state.

Safety technology is elevated to new heights with Audi pre sense plus with Audi side assist and adaptive cruise control. It offers all of the preventive measures included in Audi pre sense basic and adds a number of other important features.

Should the system detect the risk of a frontal collision through adaptive cruise control, the driver will be given various warnings – both audible as well as a partial application of the brakes via Audi braking guard. In addition, the airbags are primed and the brake system pre-filled to ensure that maximum brake force is achieved with minimal pressure applied to the brake pedal. If a collision is imminent, full-braking is applied automatically following the initial warnings. This is designed to reduce the severity of the collision.

Audi pre sense plus also utilizes Audi side assist for enhanced occupant protection. When a collision scenario is detected from the rear, seats and head restraints are adjusted for maximum support. Additional protection comes from the pneumatic seat side sections, which will be inflated while the airbags are pre-conditioned.

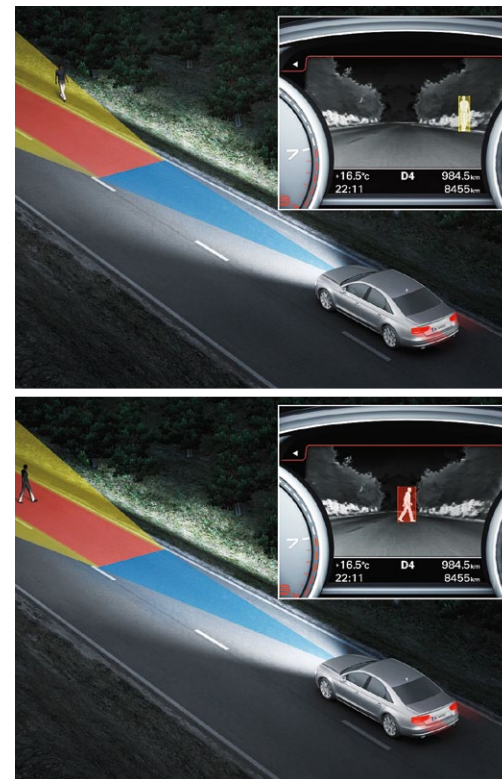
Additional safety features of the A8 include:

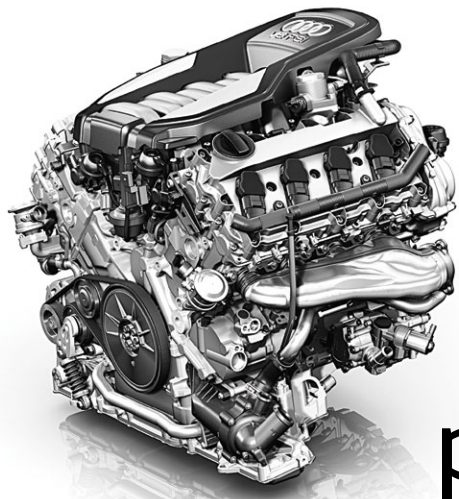
Audi lane assist: Audi lane assist alerts you to any unintentional lane changes by vibrating the steering wheel when lane markings are crossed above 40 MPH.

Audi night vision assistant: Audi night vision assistant provides pedestrian and object detection extending your natural vision beyond the range of your headlights up to 300 yards through thermal imaging. This means that despite how dark it may appear, pedestrians and animals can be seen in the night vision display. When people are detected, they are highlighted in yellow as a warning. If the detected individual moves into your path, they are highlighted in red, signifying a possible critical situation.

Airbags*: The A8 is equipped with a full complement of ten airbags to offer additional protection in the event of a collision.

Audi Space Frame (ASF®): Accompanying the Audi pre sense technology is the aluminum Audi Space Frame (ASF®). It offers class-leading weight-savings as well as overall increased body stiffness for dynamic handling. These unique characteristics result in a superb energy-dissipating crash structure.





powerfully smart

More than 15 years ago we turned to lightweight aluminum to create the core structure of the A8; the aluminum Audi Space Frame (ASF®). We were able to increase both handling and safety performance thanks to the stiffer body. Not surprisingly, the significant weight-savings offered considerable improvements on overall fuel efficiency* as well.

As a point of comparison, a comparable body made from steel would weigh approximately 40 percent more.

We also looked at other areas where greater power and efficiency can play a significant role. The 4.2 liter engine offers FSI® direct injection that increases both efficiency and performance. The result is instant throttle response and improved fuel efficiency.

Another innovative element to the 4.2 liter engine of the A8 is its capacity for thermal management. By controlling the heat flow between the engine, the transmission and the interior, the warm-up phase is dramatically shortened, and fuel consumption and emissions are reduced.

*EPA estimates not available at time of printing.
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■ **FSI®**

FSI® offers the benefits of increased performance as well as fuel efficiency. FSI injects a highly precise amount of fuel into the engine cylinders that is perfectly matched to the volume of air.

Within the cylinder, the specially designed piston heads compress the fuel-air mixture, creating a

spiraling effect. The result is the most efficient combustion possible. Making the most of the fuel and air combustion results in maximum efficiency and responsive power at any RPM.





quattro



A8 Model Specifications

4.2 FSI® with eight-speed Tiptronic® automatic transmission and quattro® all-wheel drive

Power and Performance

+ 4.2 liter DOHC V8 with FSI direct injection

+ Horsepower: 372hp

+ Torque: 328 lb-ft. @ 3500 RPM

+ 0-60 MPH in seconds: 5.7*

+ Top track speed†: 155 MPH

+ Fuel economy estimate, city/highway‡: N/A

* Estimated.

† Top track speed for A8 electronically limited to 155 MPH in the U.S. Obey all local speed and traffic laws.

‡ EPA estimate not available at time of printing.



welcome to the next generation

The legacy of luxury and performance begins a new chapter with the all-new A8. It represents what's possible when innovation and attention to detail work in concert. It's the pinnacle of Audi engineering, luxury and design.

To learn more about the remarkable A8, visit us online at Audiusa.com/A8 or visit your Audi dealer.

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Audi Truth in Engineering

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