



A8



substance always wins the day

It takes more than hard work, dedication and vision to create the truly exceptional. It takes something intangible. Something you can't quite put your hands on. It's courage, guts, perseverance, passion and fierceness of focus all wrapped into one.

And it's this intangible characteristic that defines all of us at Audi. It's the driving force behind

every pencil line we draw, every calculation we make and every idea we deem not good enough.

It's why every inch and curve and angle has purpose. It's why we test our cars at the highest of speeds for hours on end so they can be driven on any surface and in any condition – rain, shine or white-out blizzard.

It's why substance always wins the day. It's why cutting a corner, even a weld seam in the trunk, would be sacrilegious. And it's why for us scrutiny is so deeply ingrained it's like the very act of breathing.

This is Truth in Engineering. And this is Audi.



A8 L

Luxury has progressed.



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peerless

The A8 is engineered to exceed expectations. To date, it is the most technologically advanced car ever designed and manufactured by Audi. It offers unparalleled sophistication in its capabilities as well as in its construction. Offering progressive technologies like MMI[®] touch, 3D navigation and night vision, the A8 redefines the luxury driving experience.



A8



enlightened

Standing still or at speed, the A8 creates a powerful presence. Timeless Audi design principles live on, and in fact, evolve magnificently with the A8. It embraces everything that makes the four rings a symbol of progress.

The wide stance of the A8 projects prestige, power and an indomitable spirit. Its elegant profile includes three distinct lines that converge to create its critically acclaimed and sophisticated look.

The character line creates a flowing link between the iconic front grille and the purposeful rear, emphasizing a coupe-like influence. The shoulder line runs just below the windows, dividing the body panels for a delicate tension between light and shadow that enhances its classic proportions. The lower dynamic line begins before the front

wheel arch and rises steadily to the rear of the vehicle, reinforcing the notion of the A8 hugging the road.

Complementary design elements accentuate the sculpted look of the A8. The distinguished Singleframe® grille has angled corners and chrome flourishes that create contrasting details to the sweeping hood, enhancing its stature.

The available full LED headlights add drama to the graceful lines and further accentuate the wide, muscular proportions of the A8. Technologically, they represent Audi ingenuity and progress. Aesthetically, they further establish the A8 as the category leader.

The overall appearance of the new A8 is taut, purposeful and powerful, tempered by a grace and poise that appeal to anyone with a keen eye for design and an authentic passion for driving.





A8 L



cultivated

The meticulously designed and crafted interior of the new A8 creates a sublime cabin environment. The evolution of this luxury benchmark includes hand-selected materials and thoughtful details for uncompromising luxury, convenience and comfort. Elegant, clean lines reflect a carefully cultivated aesthetic that produces a distinctive visual lightness.

Upon entering the A8, the driver and passenger are embraced by the wrap-around sky-liner design of the dash and doors. This broad arc encompasses the entire cabin and integrates the slim and sophisticated instrument panel. Starting beneath the windshield and sloping towards the passengers, the horizontal line created by the sculptural arc emphasizes the breadth and roominess of the cabin. Interior

doors echo the exterior design nuances by utilizing wedge shaped lines and subtle arcs to create visual balance.

Just as the interior design is pleasing to the eye, the materials and craftsmanship delight with the slightest touch. To create subtle textural differences and depths, the interior trim is comprised of two elements; the lower area features Brushed Aluminum in the A8 or

High-Polished Black trim in the A8 L, and the upper element is accented by genuine wood inlays polished to a flawless sheen.

The leather is carefully selected from impeccable hides and smell-tested to ensure the highest quality. Wood inlays are hand burnished, while aluminum accents create a tactile experience all their own. No other car offers the comfort and prestige of the new Audi A8.





crafted

Your initial experience with the A8 begins long before you drive it. As you approach the A8, the available keyless entry feature allows the door to unlock as soon as you touch the handle. Open the door and you are greeted with the soft luminescence of advanced LED lights highlighting the cabin. You can customize your lights by selecting the brightness in four distinct interior areas and further personalize the interior ambience by selecting between ivory, polar or ruby lighting. Once comfortably situated inside, the optional power door-closing feature* offers an added level of convenience.

While clean, sophisticated lines offer a treat for the eyes, the delicate scent of the fine Valetta leather seats embraces you. You'll

enjoy the available therapeutically-designed, 22-way, power-adjustable seats which ensure a personalized fit. Relax and feel refreshed by the heated seats that offer optional cooling and massage functions. The rear seats offer the same optional luxurious massage, heating and cooling options, and also offer 5" of enhanced legroom in the A8 L and a rear seat entertainment center with two display screens.

Part of a luxurious experience is hearing only what you want to hear. With the available noise-reducing glass, virtually all exterior sounds are eliminated so you're left to blissfully enjoy the optional state-of-the-art Bang & Olufsen® Advanced Sound System. With 1,400 watts of total power, clear, concert-like music

is delivered through 19 speakers strategically placed throughout the cabin.

Luxury is the sum of several carefully crafted and assembled elements. Every switch and button is engineered to precise actuation tolerances, creating a tactile sensation of precision luxury. From the reassuring sound the buttons generate, to the force required to engage them, they epitomize the exhaustive lengths our engineers have gone to achieve the perfect, quiet click.

The A8 interior does more than exceed expectations, it creates an entirely new level of luxury.

* Available on A8 L only.



Audi has long been known for its superior handling and the A8 advances this ethos to a new level, setting a new benchmark for the category. Its dynamic characteristics can be traced to a number of innovations that make it handle like a true sports sedan.

At the heart of its remarkable handling is the ASF[®]. The aluminum space frame helps reduce weight while offering increased stiffness over a comparable steel frame. The ASF offers exceptional torsional rigidity which translates into precise handling.

The quattro[®] all-wheel drive system is central to the cornering prowess of the A8, helping instill confidence with enhanced traction and power delivery. For an even higher level of control and agility, quattro with available Sport Rear

Differential varies torque between the two rear wheels to help reduce understeer through corners and helps create the sporty driving experience found in an Audi vehicle. The result is more precise, nimble handling.

The moment your hands turn the steering wheel, you experience the technology of speed sensitive steering. Regardless of whether you're on the highway or in the city, steering the A8 is always precise and responsive. Servotronic[®] steering varies power assistance based on vehicle speed. At low speeds, the steering operates with a high degree of power assist, making it easier to maneuver the car. At higher speeds on the open road, power assist is reduced, resulting in a high degree of straight line stability. With Audi dynamic steering, an added layer of

performance is achieved by varying the steering ratio up to 100 percent depending on the vehicle's speed and chosen drive select mode.

The A8 handling is even more evolved with the standard adaptive air suspension. It's designed to react to driving forces virtually instantaneously, producing a comfortable, responsive ride in nearly any driving condition. Additionally, body roll and pitch are reduced by increasing damping through corners and under braking, resulting in a more composed and responsive ride. For optimal personalization, adaptive air suspension offers four modes from which to select: Auto, Dynamic, Comfort and Lift. Depending on the modes from which to select, along with vehicle speed, the suspension can lower the body up to 20 mm.

Progressive Audi technology flourishes with many available vehicle handling and performance combinations thanks to Audi drive select. Choose Comfort, Auto or Dynamic mode, and Audi drive select helps manage the adaptive suspension, Audi dynamic steering, transmission shift characteristics and throttle response. Whether you prefer the smoother, luxurious ride of Comfort mode or the more direct and firmer responses of Dynamic mode, Audi drive select allows you to tailor the vehicle to your liking. With the simple press of a button, one of the three preset configurations can be selected. The result is a driving experience that helps ensure your A8 always performs to your preferences.

confident



A8



A8 L



evolved

Just as the A8 has dramatically progressed, so has the intuitive MMI® control system that lets you control and manage all vehicle functions, including your infotainment preferences. The groundbreaking MMI touch is a new level of customized convenience.

Audi engineers developed this latest version of MMI with hard and soft keys, dedicated buttons for commonly used controls and a revolutionary touchpad that interprets hand-written inputs. The MMI touch system can be used with ease. Just like drawing in the sand, your index finger allows you to enter navigation destinations and telephone numbers by simply “writing” with your finger on the touchpad. It allows you easier access to radio presets, map navigation, destinations and directories for a more personalized driving experience.

Every detail has been thought of, even the precise location and size of the gear lever which provides the ideal resting place for the driver’s wrist so the hand is perfectly placed when using the MMI controls.

For added convenience and ease-of-use, the MMI system features a large 8” high-resolution MMI display that fluidly emerges from the dashboard upon vehicle ignition. It offers a crisp, clear line-of-sight view of your navigation, Bluetooth-enabled phone options and other entertainment choices.

The 7” high-resolution Driver Information System located in the center of the instrument cluster offers an alternate view of your navigation instructions as well as infotainment selections. Voice operation helps the driver operate the system while driving, without distraction from the road.

Another equally impressive technology in the A8 is Audi night vision assistant. With thermal imaging, it helps detect the presence of people approximately 1,000 ft. away. When humans are detected they are highlighted in yellow within the color driver information display. If the individual walks into the path of the vehicle, the system warns the driver audibly and highlights the person in red.

Intuitive, innovative and inspired. Through advanced technology, luxury has progressed with the new A8.

progressive



As the Audi flagship and benchmark in the category, the A8 features the very latest performance technologies.

The heart of the A8 resides just behind the raked Singleframe® grille. The potent 4.2 liter V8 engine, which produces 372hp and 328 lb.-ft. of torque at 3500 RPM, propels the A8 to 60 MPH in 5.7 seconds. Part of this remarkable performance is due to FSI® direct injection which helps produce exceptional power while maximizing efficiency. Perhaps most notably, this powerful engine is made from lightweight aluminum alloy and weighs in at just 434 lbs., which contributes significantly to the overall well-balanced weight distribution and subsequently, the superior handling of the A8.

Audi engineers didn't stop at the engine in search of weight savings. Thanks to innovative engineering, the new eight-speed, drive-by-wire Tiptronic® transmission weighs the same as the previous six-speed transmission. Optimally spread gear ratios produce dynamic acceleration and help reduce fuel consumption by an estimated 6 percent*.

The A8 has accomplished what no other car has in its category: The power of a 372hp, performance-oriented V8 with the efficiency benefits normally found in a hybrid.

*When compared with a six-speed automatic transmission.







instinct

Safety is integrated into every aspect of the Audi A8. From the passive safety of ASF[®], with high-strength and lightweight alloys in critical areas, to the latest in advanced driver assistance technology, we have integrated multiple levels of safety features to mitigate the unexpected.

The holistic approach to safety begins with, quite simply, the four driven wheels. Of all the reasons you love quattro[®] all-wheel drive, you'll be reassured by the fact that it delivers unparalleled traction. Building upon the enhanced level of traction that quattro provides, Electronic Stability Control (ESC) incorporates a number of vehicle systems such as Anti-lock Brakes (ABS) and Anti-slip Regulation (ASR), among others, to help ensure your A8 maintains its intended direction of travel.

Elevating safety to a new level, standard Audi pre sense offers a collection of integrated systems that will initiate vehicle responses according to driver inputs and vehicle behaviors.

The available Driver Assistance Package includes a number of driver convenience features such as Audi side assist and lane assist. Audi side assist helps monitor your blind spot areas and alert you to vehicles you may not otherwise see. Once the turn signal is activated and a vehicle is

detected, flashing LED lights in the sideview mirror housing illuminate to help warn you.

Audi lane assist helps monitor the direction you're traveling in relation to your lane by sending a gentle vibration through the steering wheel as a precaution if the lane is unintentionally crossed. In addition to this feature, adaptive cruise control helps maintain your selected comfort spacing between you and the vehicle in front. It will help detect the risk of a frontal collision and automatically reduce the speed of the A8 as well as issue a number of warnings. Part of this response includes a partial application of the brakes and if need be, full braking via Audi braking guard in Audi pre sense plus. Once the the road ahead is clear, adaptive cruise control automatically increases the car's speed to its original preset speed.

These systems work together to help add safety and security for the driver, proactively warning you of approaching danger. Once danger is detected, the system takes preemptive measures to help reduce the severity of certain types of collisions.

With a long list of comprehensive active and passive safety features, no other car looks after your well-being like the new Audi A8.

A8



pulse



4.2 liter FSI® engine with 4163 cc of displacement

Maximum 372hp @ 6800 RPM

Maximum 328 lb-ft. of torque @ 3500 RPM

Specific power output of 88.5hp per liter of displacement

FSI direct injection with up to 120 bar of pressure

A high compression ratio of 12.5:1

0-60 MPH in 5.7 seconds

performance fueled by unconventional thinking

FSI®

FSI® offers the benefits of increased performance and fuel efficiency: FSI direct injection delivers a precise amount of fuel directly into the engine cylinders as opposed to the engine intake runners. This advanced process helps ensure a more complete combustion, thereby diminishing waste and increasing power.

Additionally, the specially designed piston heads compress the fuel-air mixture in a spiraling motion, creating the most efficient combustion possible. Making the most of these technologies allows for greater efficiency in the combustion process.

The beauty of FSI is that it works at any RPM, maximizing efficiency and generating responsive and optimal power during all driving conditions.

Innovative Thermal Management System

To allow your A8 to reach its operating temperature quickly and improve efficiency, the innovative thermal management system temporarily disengages the engine from the cooling system. This not only helps reduce the duration of the engine warm-up cycle, but also minimizes high-friction losses. Whether you're in the city or on the highway, in winter or in summer, you will enjoy greater efficiency and a car with a quickly comfortable interior.

Brake Regeneration

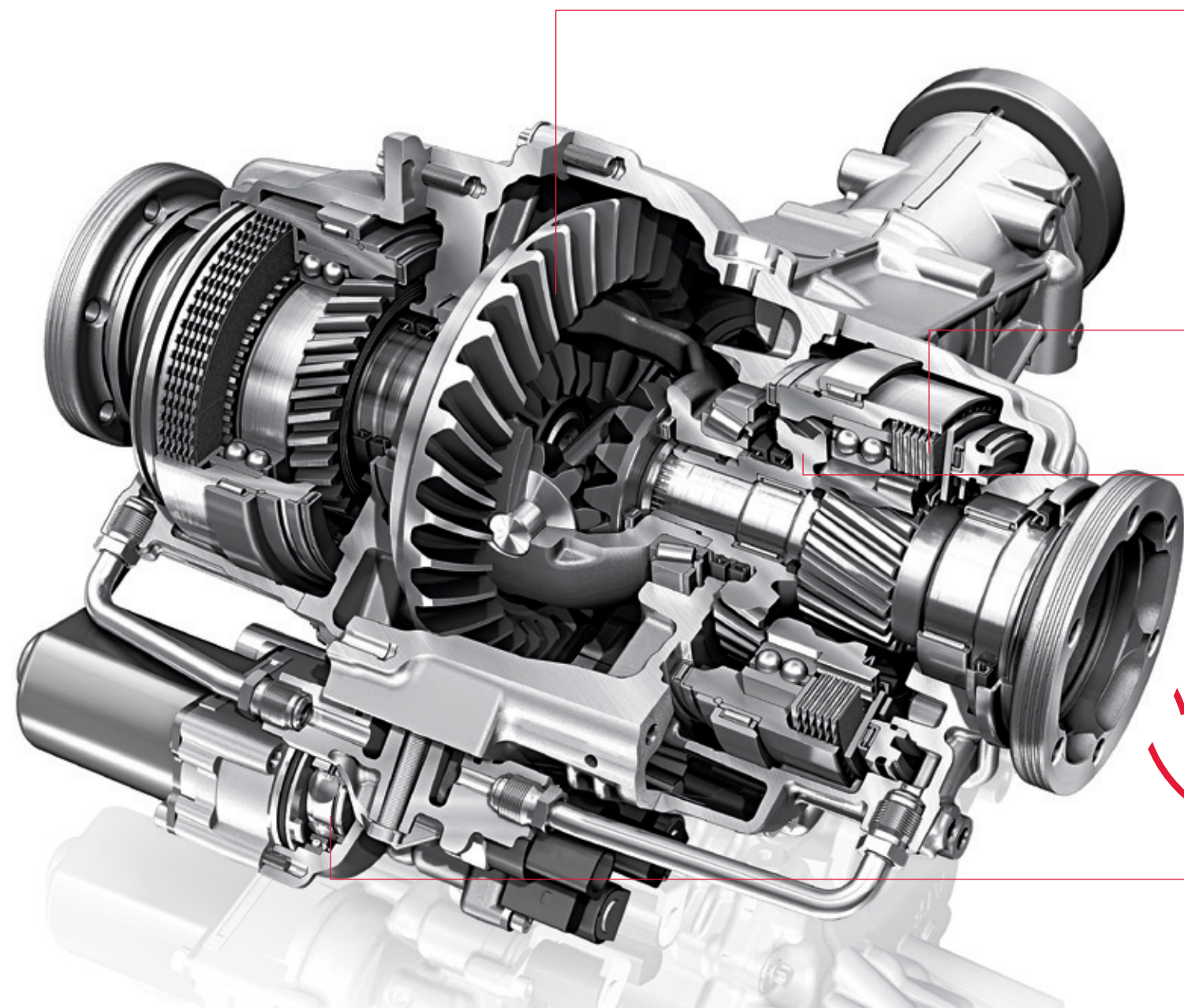
The A8 incorporates an ingenious way of increasing overall efficiency by way of brake regeneration. The system converts kinetic energy to electrical energy during braking and coasting; the corresponding electrical energy that is generated is stored in the battery. During acceleration, the energy is fed back into the system, helping reduce the load on the alternator.



4.2 FSI®

The powerful Audi 4.2 liter FSI V8 produces a remarkable 372hp and 328 lb-ft. of torque. Constructed of lightweight aluminum, the 4.2 FSI incorporates many fuel-saving technologies, including direct injection and a two-stage variable intake manifold. The combination of lightweight aluminum and advanced FSI technology creates a balance that contributes to increased efficiency of up to 27 MPG highway, improved vehicle dynamics and impressive power delivery.

* EPA estimate: 17/27/21 city/highway/combined MPG. Your mileage will vary.



Sport Rear Differential:
Varies torque between rear wheels

Clutch in Power Flow:
Minimal drag losses
Highest actuation dynamics
Optimal control accuracy

Overdrive Speed Difference via Internal Step Gear:
Compact design
Minimal weight
Optimal efficiency
Instantaneous response

Hydraulic Actuation:
Optimal control
Highest power density

awe



get ready, this is where it becomes visceral



The concept is ingenious, the solution brilliant. Often imitated, nothing drives like quattro[®], the world's most innovative all-wheel drive system. It's a technology that we've been developing for 30 years. And the competition? They're just now beginning to realize what we've known for three decades.

For you, quattro means unmatched traction and confidence in less-than-ideal driving conditions and unequalled performance all other times.

Permanent all-wheel drive systems are not created equal. And they certainly don't perform

that way either. quattro is essentially a mechanical system devised around a torque-sensing, self-locking center differential that shifts torque instantaneously to where it's needed. This means quattro is adjusting power between front and rear axles more than 100 times a second, helping ensure torque is delivered to the wheels where traction exists.

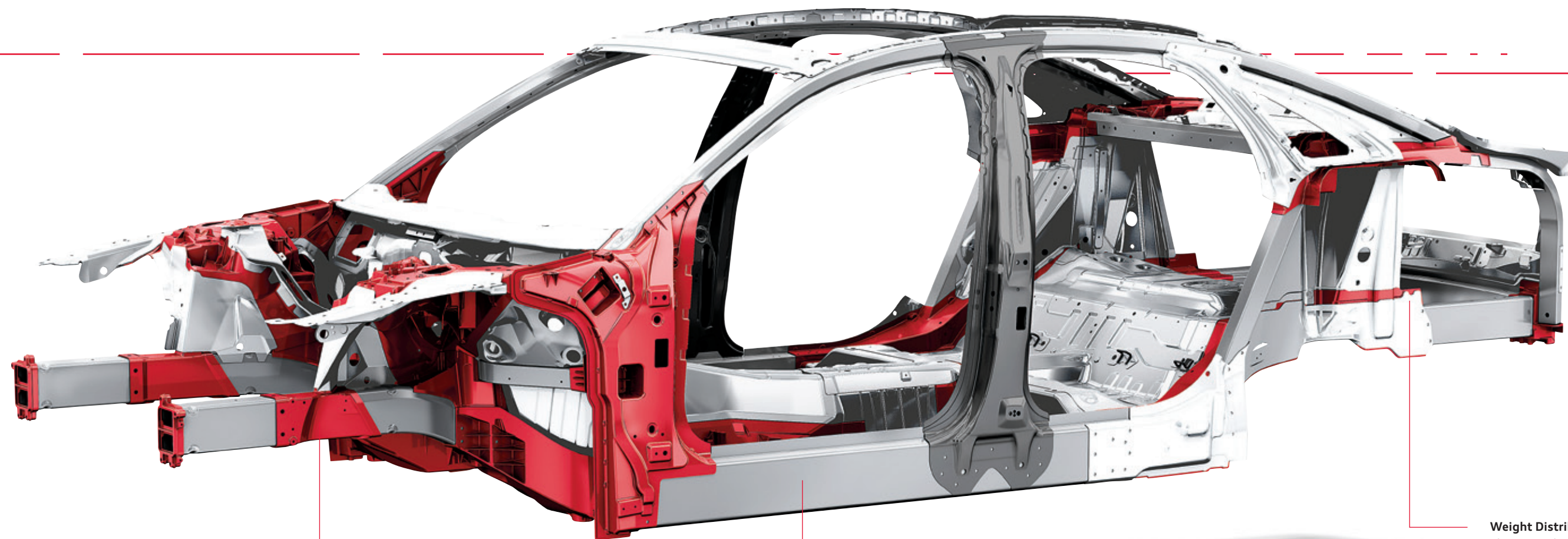
In normal driving situations, quattro distributes the power between each axle by sending 40 percent to the front wheels and 60 percent to the rear wheels, helping enhance the driving dynamics and maintain optimum control.

Constantly assessing grip, quattro helps ensure the best possible combination of traction and handling.

Additionally, quattro with available Sport Rear Differential senses which rear wheel to deliver an optimum level of torque. Specifically, it directs most of the power to the outer rear wheel to help steer the car through the corner. This helps reduce understeer, common among other all-wheel drive systems, and creates the true sportscar handling found in an Audi. The difference between other all-wheel drive systems and quattro is nothing less than dramatic.

What you experience behind the wheel is confidence-inspiring handling. Curves are relished. Rain and snow are greeted with relative indifference. And every drive is an experience in performance bliss. That's the benefit of having quattro[®] under you.





Passive Safety:

The Audi A8 features a number of strategically placed crumple zones. Each is designed to compress during a collision, minimizing the effect of the impact on the passenger cabin.

Weight Distribution:

The ASF is designed for better weight distribution and handling.

Aluminum Frame:

Reduces weight as well as enhanced body strength and handling.

perfection

reduced weight and stiffness
in perfect harmony

ASF*

The exclusive lightweight design of ASF* technology offers a number of significant advantages over traditional steel construction.

By utilizing lightweight aluminum, ASF technology helps reduce vehicle weight as well as enhance body strength and handling. The weight savings offers distinct advantages, resulting in better acceleration and braking, because less mass needs to be moved and stopped. Compared to the previous A8, Audi has increased the stiffness by 25 percent, while reducing weight by up to 20 percent. This is achieved through the use of a lattice-type structure that is pressure-cast to which extruded components are affixed. This framework provides an anchor point for the aluminum body panels. Other critical areas, such as the B-pillars, utilize high-strength alloys to further increase passenger safety.

Passive safety is also enhanced through the use of ASF. The doors of the A8 are aluminum with the added protection of steel impact beams. Thanks to the overall design of ASF, the body is stiffer, resulting in higher torsional rigidity.

This stiffness helps enhance handling by enabling the car to be more responsive, more precise and more stable. Another benefit of the extensive use of aluminum is its ability to absorb vibration, creating a smoother, quieter ride.

The A8 ASF is the latest generation of this revolutionary technology. The net effect for you is better handling, fuel efficiency* and an increased power-to-weight ratio.

* EPA estimate: 17/27/21 city/highway/combined MPG. Your mileage will vary.

With multiple available vehicle handling and performance combinations, Audi drive select allows you to alter the driving and handling characteristics to suit your preferences.

Whether you prefer the smooth, luxurious ride of Comfort mode or the more direct and firmer responses of Dynamic mode, Audi drive select helps you to tailor the vehicle's handling characteristics to your liking. With the simple press of a button, one of the three preset configurations can be selected. Choose Comfort, Auto or Dynamic mode, and Audi drive select manages the adaptive suspension, Audi dynamic steering, transmission shift characteristics and throttle response.

Comfort mode creates a more pliant ride by helping reduce the stiffness of the suspension, adjusting the throttle for smoother off-the-line acceleration and promoting earlier transmission upshifts while reducing steering resistance. Comfort mode is ideal for casual in-town driving, poor road surfaces or anytime the driver desires a more relaxed and comfortable ride.

By selecting Dynamic mode, Audi drive select accommodates more spirited driving by allowing later transmission upshifts at higher RPMs, thereby capitalizing on the available engine power. Dynamic mode also helps stiffen the suspension, tightens the steering and makes

the engine's throttle response more crisp. All of this adds up to a more visceral driving experience that will have you looking for the next sweeping bend in the road.

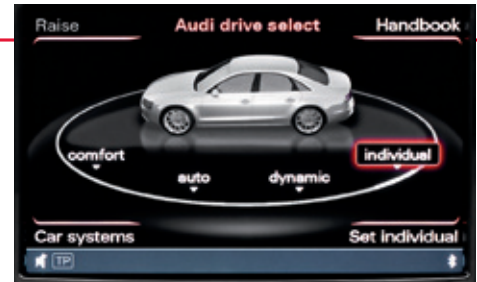
In Auto mode, Audi drive select adapts the vehicle dynamics according to driver inputs. In normal, around-town driving, the system behaves similar to how it does in Comfort mode, offering a comfortable and pliant experience. When the road opens up and the driving gets exciting, Audi drive select stiffens the suspension, tightens the steering and allows for upshifts to happen at higher RPMs. Auto mode is ideal for all-around driving and when there's a mixture of driving environments.

Adding to the versatility of Audi drive select, the Individual mode allows for personalized settings for throttle response, transmission shift characteristics, suspension and steering dynamics. Setting up the variables is intuitive and simple via the MMI® system. With the Individual mode managing many personalized variations, you can configure the vehicle's driving dynamics according to your precise preferences. For example, adaptive lighting and safety belt pre-tensioners are adjusted based on the mode you select. Dynamic mode offers a quicker response for adaptive lighting, as well as a firmer response from the safety belt pre-tensioners.



versatile

your Audi, your way



Engine

Audi drive select adjusts the engine's throttle response to ensure acceleration is smooth in Comfort mode, spirited in Dynamic mode and helps sense your driving style in Auto mode, responding and adjusting accordingly.

Transmission

Similar to altering the acceleration characteristics, Audi drive select adjusts the shift points of the transmission according to the mode selected. In Dynamic mode, Audi drive select helps the transmission to upshift later, allowing you to enjoy the linear power at higher RPMs. In Comfort mode, Audi drive select programs the transmission to shift earlier at lower RPMs, resulting in a more luxurious driving experience.

Suspension

Pliant and smooth or firm and precise? Depending on the chosen Audi drive select mode, the suspension responds as desired. Thanks to a unique algorithm for each mode, the response to road imperfections, speed, cornering and overall suspension, travel is tailored individually for the Comfort, Auto and Dynamic settings.

Servotronic® Steering

Servotronic® is speed-dependent power steering in which the amount of power assist provided is dictated by road speed, helping provide even more comfort and convenience for the driver. The amount of power assist is greatest at low speeds, making it easier to maneuver the car. At higher speeds, an electronic sensing system gradually reduces the level of power assist, creating a more dynamic steering sensation. In addition, the optional dynamic steering offers variable ratio and power assistance. The dynamic steering ratio can vary by almost 100 percent, depending on the car's road speed and chosen Audi drive select mode.



connected

customizing nearly every aspect
of your driving experience

MMI® touch

The innovative MMI® touch allows for handwritten inputs via your index finger and the touchpad. Change radio stations with six backlit button presets, scroll through navigation maps and input destinations or dial your Bluetooth®-enabled phone as if you were drawing with your index finger. It's a virtually effortless and completely intuitive way to personalize your driving experience.

A8 Setup Features

The MMI system in the new A8 allows you to personally tailor a vast array of vehicle settings. For example, you can adjust Audi drive select, seating preferences, exterior lighting, central locking, background lighting, HomeLink®, driver assist settings and air conditioning. Individual preferences are all accessed, modified and stored via the MMI. The system will also monitor your service intervals to help ensure your A8 performs flawlessly for years to come.

Media

Managing your entertainment options with the MMI system is effortless. With a simple push of a button, MMI allows you to select among the radio tuner, CD/DVD player, Audi music interface or the integrated hard drive. The hard drive allows you to preload 20-GB of personal audio files. The media source menu and music options are easily viewed on the high-resolution MMI screen. Select the optional Rear Seat Entertainment Package and rear seat occupants will enjoy two 10" LCD monitors with a separate media server.

Voice Control

Building on the convenience of the MMI system, voice control allows you to operate the main functions, such as telephone and directory, with voice commands. The navigation system is also voice-enabled, allowing for town and street names to be spoken as a navigation destination. The same capability exists for the telephone feature.

Telephone

The MMI system offers integrated Bluetooth® technology to support more than one Bluetooth-compatible mobile phone. The system allows the driver or passengers to seamlessly switch among the supported phones and their listings as well as the contacts stored in the MMI system.

3D Navigation

The map displayed on the MMI screen is shown in a 3D topographical format. For added convenience, a large number of cities are displayed in a detailed 3D format, visually articulating building and road specifics for easier readability. Real time traffic information is also displayed offering an enhanced level of convenience.

Audi sets the standard for user interfaces with the MMI® touch technology. MMI touch offers several groundbreaking features. Among these is the revolutionary touchpad. It allows you to effortlessly input navigation destinations and directory information into the MMI system with only the touch of your finger as you comfortably rest your right hand on the gear selector.

The precise size and placement of the nautically-inspired gear selector allows for comfortable, intuitive access to the central control dial and the four soft keys for navigating the MMI system

menus. The four hard keys located above the control dial operate the vehicle setup, navigation, telephone and information. Additional menu and return buttons complete the central control area while audio functions enjoy their own interface located to the right.

Entering a destination or telephone number is as simple as spelling it with your finger tip, a completely familiar and intuitive action for everyone. Conveniently, the touchpad defaults to the six preset radio station buttons. The system acknowledges each entry acoustically to confirm the entry and allow the driver to

maintain focus on the road. Along with MMI touch, the system offers the operating functionality with the dial and voice control.

Whichever way you choose to interface with the MMI system, you'll enjoy the large 8" brilliant color screen. It gracefully deploys from the dashboard once the ignition is switched on. Important topics and navigation items are grouped in a new and innate logic around the main menu.





encore

custom-tailored concert sound



The available Bang & Olufsen® Advanced Sound System in the new A8 offers best-in-class audio that is virtually identical to a live concert. Carefully designed around the interior of the A8 for optimal sound delivery, the extraordinary Bang & Olufsen Advanced Sound System is as pleasing to the eye as it is to the ear.

At the heart of the system is the ICEpower amplifier. Its compact design offers impressive power output necessary for the crisp, clear sound. Featuring 1,400 watts and 19 speakers, the system is a treat for the ear. The Bang & Olufsen Advanced Sound System features tweeters that deploy out of the corners of the dash,

providing outstanding sound, as well as adding a graceful and understated look to the system.

Dedicated sound tuning of the system has been specifically engineered and adjusted according to the A8 interior dimensions, materials and multiple driving conditions.

Another secret behind the amazing sound reproduction of the Bang & Olufsen Advanced Sound System, is the use of the revolutionary audio invention, Acoustic Lens technology.

Unlike typical speakers, Acoustic Lens technology helps reduce the need for a central listening location. It helps ensure uniform high frequency

sound dispersion over a 180 degree angle, giving you the best possible acoustic experience from anywhere within the vehicle, with an incredible sense of space and realism. Digital Signal Processing (DSP) manages three distinct audio functions. First, sound focus enables the listener to optimize the Advanced Sound System for various occupants in the car. You can choose between front, driver, rear and all-seat settings by just using the MMI.[®]

Secondly, the surround level controls the width of the surround sound image, allowing you to customize the system to your preference. The volume normalization of the Advanced Sound

System is continually adjusted according to the vehicle's speed, fan and other noise present in the vehicle cabin.

Lastly, the dynamic adjustment helps ensure that the sound quality is optimized for the cabin conditions, regardless of media.

In total, the Bang & Olufsen Advanced Sound System easily offers the much sought after true sound of a live musical experience.

vigilant

proactive protection fueled by technology

The A8 offers the most advanced safety systems designed to help protect you in the event of an accident while also helping to avoid them in the first place. At the heart of this technology is Audi pre sense.

All A8 models are equipped with Audi pre sense. This system offers a number of occupant protection features. These preventive measures are activated when an extreme 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. Once the situation has dissipated and normal driving conditions return, all systems revert to their original state.

The available Driver Assistance Package takes driver convenience to new levels with Audi side assist, Audi lane assist, adaptive cruise control and Audi pre sense plus.

The Driver Assistance Package utilizes Audi side assist for enhanced occupant protection. Above 19 MPH, Audi side assist helps monitor blind spot areas and rapidly approaching vehicles from the rear up to a range of about 150 ft. If the system identifies another vehicle, it informs the driver via flashing LED lights in the exterior mirror.

Another system within the Driver Assistance Package is Audi lane assist. It's designed to help alert you to any unintentional lane changes by vibrating the steering wheel when lane markings are crossed above 40 MPH.

The Driver Assistance Package also includes adaptive cruise control, which monitors the distance to the vehicle in front via radar sensors, and automatically reduces or resumes speed to maintain the driver-selected distance.

Audi pre sense plus works within the Driver Assistance Package with Audi side assist and adaptive cruise control to enhance the features of Audi pre sense. Should Audi pre sense plus detect the risk of a frontal collision through the adaptive cruise control radar sensors, the driver will be given various warnings – both an audible warning as well as a partial application of the brakes via Audi braking guard. In addition, the airbags* are primed, and the brake system and air suspension are 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 following the initial warnings. This is designed to help reduce the severity of the collision.

When a collision scenario is detected from the rear with Audi pre sense plus, seats and headrests are adjusted for maximum support. Additional protection comes from the pneumatic seat side sections that are inflated while the airbags* are pre-conditioned.

All of these systems working together within the Driver Assistance Package add a layer of driver awareness, helping you stay out of harm's way.



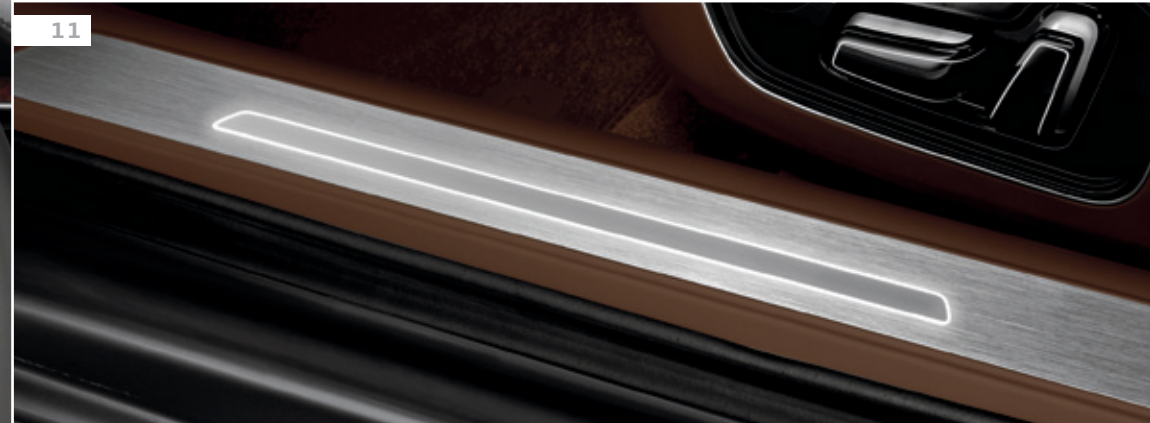
Audi Night Vision Assistant: Through thermal imaging, the optional Audi night vision assistant provides pedestrian detection, helping extend your natural vision beyond the range of your headlights up to approximately 1,000 ft. This means pedestrians can be seen in the night vision display in one of two stages. Once detected, the pedestrian is highlighted in yellow as a warning. If the detected pedestrian 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.

ASF: Underlying Audi pre sense technology is the aluminum ASF. It offers weight savings as well as overall increased body stiffness for more dynamic handling. These unique characteristics help result in a superb energy-dissipating collision structure.



* Airbags are supplemental restraints only and do not deploy in all crash circumstances. Always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age.



A8 Standard Equipment

1. Leather-wrapped, three-spoke, multifunction steering wheel with shift paddles | The leather-wrapped, three-spoke, multifunction steering wheel provides easy access to the Driver Information System (DIS), navigation voice prompts, audio volume control, Bluetooth® operation, and radio and CD track selection. Also included are shift paddles for rapid, track-like gear changes. [A8 only]

2. Driver and passenger memory | At the touch of a button, your driver or passenger seat position and side view mirror positions are set to your desired levels. This feature stores up to two driver settings.

3. 18-way, adjustable power front seats | The 18-way, power seats are equipped with a memory system and adjustment for forward/backward position, seat height, seat and backrest angle, as well as electric lumbar support, electronically adjustable headrests and height adjustment for safety belts.

4. MMI® touch | The concept behind the MMI® touch is elegantly simple. Designed to recognize the handwriting inputs of your index finger, accessing the navigation feature along with a host of other MMI features can be done intuitively and virtually distraction-free. Simply write the letters and digits for directory and navigation destination one by one. You can also reposition navigation maps with short strokes of the finger. The six preset radio stations are also backlit on the touchpad for easy handwritten navigation.

5. Audi MMI Navigation plus | MMI Navigation plus features an 8" full-color LCD screen and MMI control logic. The A8 comes equipped with the latest generation of MMI, powered by a 40-GB hard drive that offers a juke box with 20-GB of storage for WMA and MP3 music files and an NVIDIA® processor to enhance graphics. This generation MMI offers HD Radio™ Technology and a color driver information system with real-time traffic and 3D topography graphics that include the buildings in many cities. Also included is voice control for navigation, telephone and entertainment functions.

6. Bluetooth® mobile phone preparation | The advanced technology of the Audi A8 allows you to conveniently access your Bluetooth®-enabled phone's features via the MMI operating system, including access to audio streaming and easy, hands-free communication. For specific compatibility and operation instructions, refer to audiusa.com/bluetooth or contact your local Audi dealer for the latest listing of compatible phones.

7. BOSE® Premium Sound System | The 14 high performance speaker, 630 watt sound system is individually tailored to the vehicle interior. The BOSE® Premium Sound System offers 14 speakers including BOSE Acoustic Wave speaker technology that's further enhanced by the AudioPilot® noise compensation feature, which adjusts volume in response to unwanted road noise, enhancing the listening experience.

8. Audi music interface | This connective technology offers intelligent integration with the iPod® and iPhone®. Any iPod Generation 4 and higher may be connected through the glove box, providing full iPod controls on the MMI screen. This feature allows connection of a USB flash drive or a conventional auxiliary audio input as well.

9. HomeLink® | HomeLink® is integrated into the overhead controls and uses a simple three-button system to control garage doors, gates and even lights in your home.

Features listed are standard on the A8 and A8 L models unless otherwise noted.

+ FEATURE NOT SHOWN

A8 Standard Equipment

7. Audi xenon plus adaptive headlights with LED daytime running lights | The signature LED daytime running lights and high-intensity headlights not only add a distinct look to the vehicle, they also improve visibility while using half the energy of conventional bulbs. In addition, Audi adaptive headlights utilize input from the vehicle's steering and speed, and pivot up to 15 degrees to allow you to see ahead in the dark by lighting up corners more effectively.

8. LED taillights | LED lights are superior to conventional bulbs thanks to faster activation speeds and bright light emissions. In addition, they can last an entire vehicle lifetime and consume up to 50 percent less energy while adding a signature look to your Audi.

9. 7" color DIS screen | The high-resolution screen offers the driver clarity of important driver information such as temperature, time, gear selection, trip distance and overall distance in separate status lines. With a clear tab concept, the driver can display different screens for audio, phone, navigation and night vision.

10. 19" ten-Y-spoke wheels with all-season tires | The luxurious appearance of these 19" wheels with all-season tires offers a refined complement to the style of the A8.

11. Illuminated doorsills | The stylish sill plates provide protection and complement the overall interior excellence of the vehicle by illuminating when the doors are open.

12. Light and rain sensor | As an enhanced level of convenience and safety, an embedded sensor detects the level of light and automatically turns on the headlights if needed. The rain sensor offers the same convenience in wet conditions by automatically adjusting the rate of the wiper sweep to the rainfall.

13. Heated front seats | With a convenient touch of a button, the multilevel seat heating system warms the entire surface of the seat.

14. Power rear sunshade | With the touch of a button, the rear sunshade covers the back window to keep unwanted sunlight out and occupants comfortable.

15. Audi pre sense | Audi pre sense comprises various preventive occupant protection systems that are activated if a critical driving situation happens to arise. These preventive measures are activated when an emergency driving maneuver is detected, such as heavy braking. At that moment, a number of safety systems are engaged. Safety belt pre-tensioners are activated and if extreme lateral forces are detected, the sunroof and windows close. Immediately following, 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.

16. Power tilt steering column | The power-adjustable steering column is an added touch of luxury and convenience, ensuring your driving position is optimized and comfortable.

Features listed are standard on the A8 and A8 L models unless otherwise noted.

+ FEATURE NOT SHOWN

A8 Standard Equipment



A8L Standard Equipment



A8 Standard Equipment

¹ **Audi drive select** | Exclusive to Audi, this system provides advanced control of the vehicle's adaptive air suspension, steering, transmission shift characteristics and engine response. The system offers drivers the ability to configure vehicle drive characteristics exactly to their liking with the choice of Comfort, Auto, Dynamic or Individual settings.

² **Audi adaptive air suspension** | Designed to react to driving forces nearly instantaneously, Audi adaptive air suspension provides a comfortable, responsive ride in any driving condition. Additionally, body roll and pitch are reduced by increased damping through corners and under braking, resulting in a composed and responsive ride. For optimal personalization, there are four modes from which to select: Auto, Dynamic, Comfort and Lift.

³ **Eight-speed Tiptronic® transmission** | The new eight-speed Tiptronic® transmission offers both increased performance and increased fuel efficiency. At the low end, the A8 delivers impressive acceleration and silky smooth shifts. At higher speeds, taller gears allow for increased efficiency. With the integrated shift-by-wire, the shift commands are transmitted electronically instead of mechanically. The result is improved fuel economy, responsiveness and driving comfort.

⁴ **4.2 liter V8 engine** | The powerful Audi 4.2 liter FSI® V8 produces a remarkable 372hp and 328 lb-ft. of torque. Constructed of lightweight aluminum, the 4.2 FSI incorporates direct injection and a two-stage intake manifold. The combination of lightweight aluminum and advanced FSI technology creates a balance that delivers improved vehicle dynamics and impressive power delivery.

Features listed are standard on the A8 and A8 L models unless otherwise noted.

A8L Standard Equipment

⁵ **Leather-wrapped, four-spoke, multifunction steering wheel with shift paddles** | The leather-wrapped, four-spoke, multifunction steering wheel has a refined look and feel, providing easy access to the Driver Information System (DIS), navigation voice prompts, audio volume control, Bluetooth® operation, voice control and radio and CD track selection. Also included are shift paddles that allow for quick gear changes. [Standard on A8 L. Available with Driver Assistance Package on A8.]

⁶ **Audi advanced key** | With this convenient keyless entry system, your vehicle can be locked or unlocked and started without removing the key from a pocket or purse. When the key is present, doors can be unlocked, the steering wheel can be released and the vehicle can be turned on without inserting the key into the ignition.

⁷ **Power rear window and rear side window sunshades** | The A8 L offers the convenience of a power rear window sunshade and rear side window sunshades. The power rear window and rear side window sunshades are deployed with a touch of a button. All shades offer an additional level of protection from the sun.

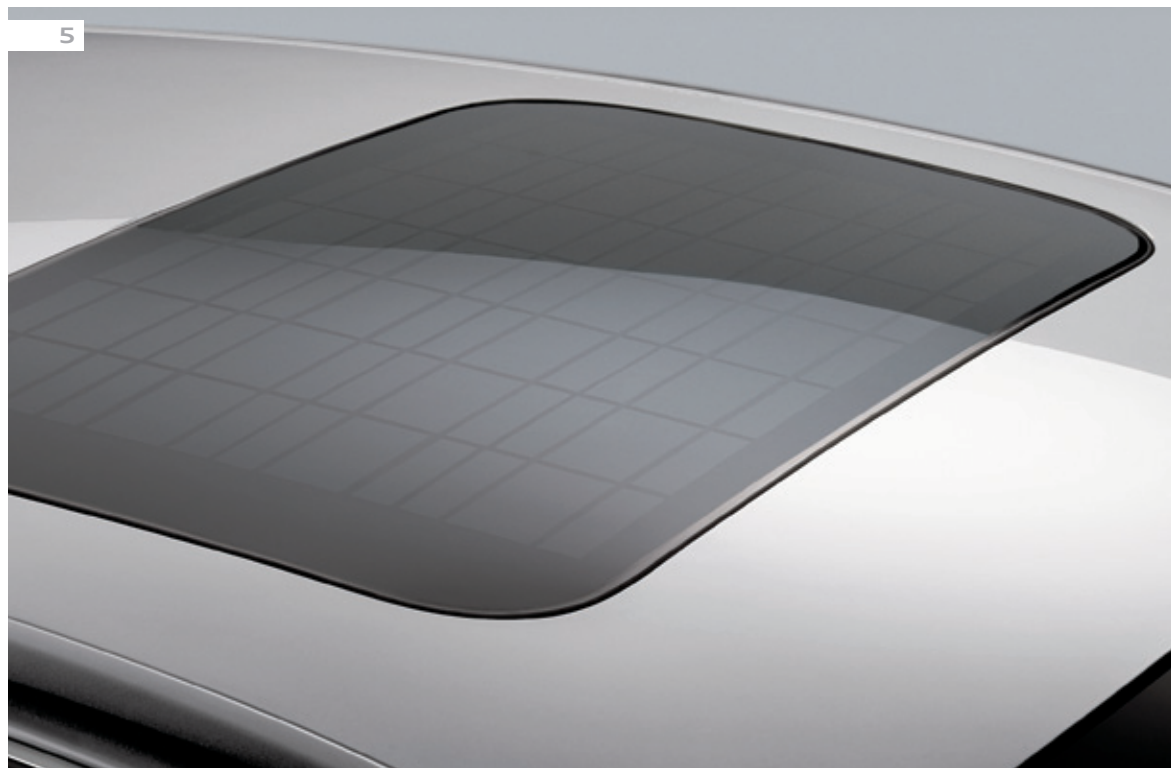
⁸ **Audi parking system plus with rearview camera** | This safety-enhancing system integrates a rearview camera for real-time viewing of the rear parking area, while front and rear ultrasonic parking sensors measure the distance to the nearest object and audibly warn you when the distance becomes unsafe.

⁹ **Power trunk** | The trunk conveniently opens and closes with the touch of a button. The desired opening height can be programmed to your preference.

¹⁰ **Power closing doors** | The front and rear doors of the A8 L are equipped with a power door close assist feature. This provides enhanced comfort and convenience when entering and exiting the vehicle.

Features listed are standard on A8 L models unless otherwise noted.

+ FEATURE NOT SHOWN



A8 Options

¹ **Panorama sunroof** | The two-panel Panorama sunroof produces a unique, light-filled driving experience. Both front and rear glass elements can be tilted, and the front panel can be opened. The sunroof features a front power sunshade for automatic opening as well as a rear sunshade and mesh wind deflector. [A8 L only]

² **Night vision assistant** | The thermal imaging technology of night vision extends your field of view beyond the lights. The infrared camera can detect pedestrians approximately 1,000 ft. ahead. Once registered, the system identifies them in yellow. If they move into the anticipated path of the A8, they are highlighted in red and accompanied by an acoustic warning.

³ **Rear seat entertainment with dual 10" screens** | The luxurious rear cabin offers a number of thoughtful features including dual 10" LCD screens situated on the back of the front seats. Each passenger has access to their own media controls located on the center armrest and a separate media server in the back seats.

⁴ **LED headlights** | The A8 offers the unmistakable LED lighting technology that mimics daylight, helping to reduce eye strain. Consuming only 40 watts, the high beams, turn signals, daytime running lights and low beams all feature this efficient, yet powerful technology.

⁵ **20" ten-parallel-spoke wheels with summer performance tires*** | The unique and dramatic profile of these ten-parallel-spoke alloy wheels highlights the progressive look of the A8.

⁶ **Power rear side window sunshades** | Standard on the A8 L, the A8 offers the convenience of a power rear side window sunshade. [Available on A8 only]

A8 Options

⁵ **Solar sunroof** | The solar sunroof supplies power to the ventilation system to reduce interior temperatures by circulating fresh air while the ignition is off.

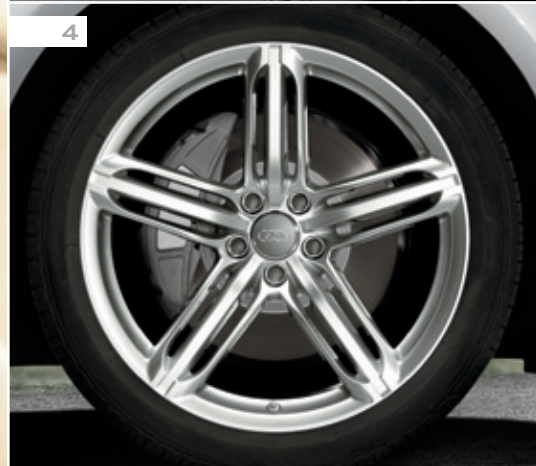
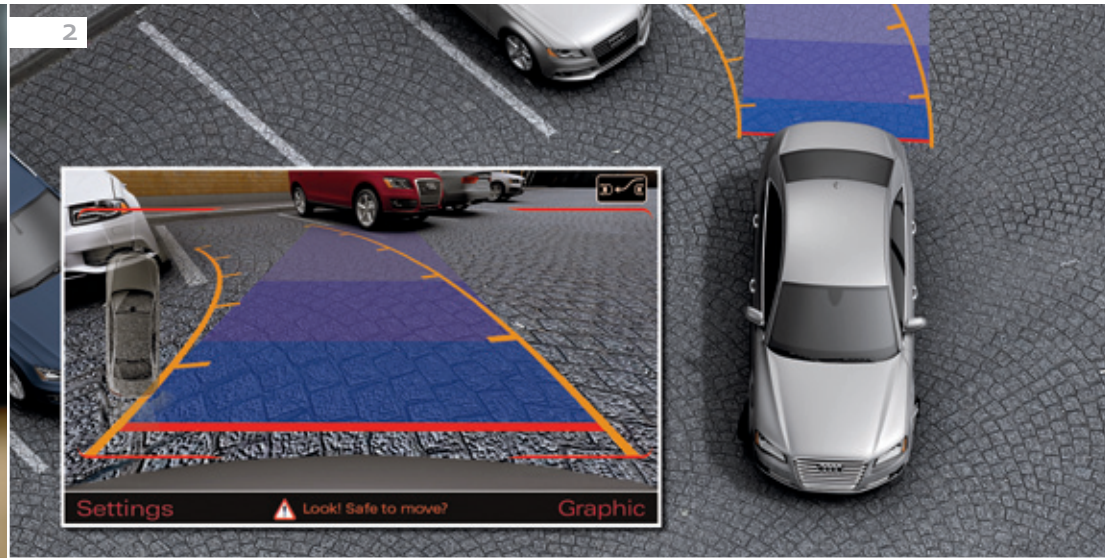
⁶ **Four-zone, automatic climate control** | Occupants in the driver and front passenger seats, as well as the occupants of the outer rear seating areas can select and control their desired level of heating or cooling via the center console. A light sensor on the dashboard adjusts the system based on the sun's intensity.

⁷ **Bang & Olufsen® Advanced Sound System** | This unrivaled 1,400 watt sound system combines state-of-the-art technologies that include Acoustic Lens technology, proprietary Digital Signal Processing (DSP) and ICEpower digital amplification with a detailed study of the Audi interior. More than a sound system built into a car, with 19 speakers, the system is a virtual concert hall on wheels.

⁸ **Alcantara® Package** | A unique suede-like fabric, the Alcantara® headliner adds a luxurious yet durable touch to the vehicle interior.

⁹ **Dual-pane, acoustic and security glass** | The dual-pane laminated acoustic security glass dampens outside noise for a quieter cabin experience as well as offering a greater level of break-in protection.

*See page 49 for important safety information regarding summer performance tires.



A8 Packages

¹ **Premium Package** | Add to the plush interior of your A8 or A8 L with the Premium Package that offers 22-way driver and passenger comfort seats with lumbar support, ventilated seats and massage functions. The wood trim included on the rear of the seat adds an extra touch of distinction.

² **Convenience Package** | The A8 Convenience Package includes many thoughtful features to make your driving experience effortless. The power trunk feature allows you to open and close the trunk with the push of a button, while the Audi parking system plus integrates a rearview camera for real-time viewing of the parking area. This safety-enhancing system offers front and rear ultrasonic parking sensors that measure the distance to the nearest object and audibly warn you when the distance becomes unsafe. The package also includes keyless entry, allowing you to lock or unlock your vehicle without removing the key from a pocket or purse. [Optional on A8. Standard on A8 L.]

³ **Driver Assistance Package** | This package includes technologies to keep you out of harm's way, while increasing the comfort of your ride. Within the interior, the four-spoke, multifunction steering wheel includes shift paddles that allow for quick gear changes. Technologically advanced systems are included throughout as well. The adaptive cruise control system monitors distance to the vehicle in front via radar sensors and automatically reduces speed, as well as resumes speed to maintain the driver-selected safe distance. Audi lane assist informs the driver if the vehicle unintentionally leaves its lane, while Audi side assist monitors blind spot areas and warns you via LED lights in the exterior mirrors when there are fast-approaching vehicles at a range of 150 ft. Finally, Audi pre sense plus monitors traffic on the road and activates alerts to notify the driver if a potential collision scenario is detected. [Requires Convenience Package on A8. Optional on A8 L.]

⁴ **Sport Package** | For a more sport-oriented character, the Sport Package includes impressive 20" five-tri-spoke wheels with summer performance tires*, which help improve handling and driving dynamics. Also included is Audi adaptive air suspension sport, which has been tuned to deliver a more dynamic ride. quattro® with Sport Rear Differential provides state-of-the-art handling while reducing understeer and creating true sportscar handling. Inside, you'll enjoy 22-way driver and passenger sport comfort seats with lumbar support, ventilation and massage functions. Seats are wrapped in Valcona leather with a stitched diamond pattern. [A8 only]

⁵ **Alcantara® Package** | A unique suede-like fabric, the Alcantara® headliner adds a luxurious yet durable touch to the vehicle interior.

*See page 49 for important safety information regarding summer performance tires.

A8 Packages

⁵ **Cold Weather Package** | In addition to the standard front heated seats, this package provides the driver, front passenger and rear occupants their ideal level of comfort via the multilevel seat heating system, which is designed to heat the entire surface of the seat; warming is initiated with a convenient button. Also included is a heated, multifunction steering wheel with shift paddles, which provides easy access to volume control, radio station and CD track selection, navigation voice prompts and telephone dialing, while shift paddles allow for quick gear changes. The ski sack, with rear seat pass-through included, optimizes the storage space and usability of the already roomy A8 interior.

⁶ **Rear Seat Comfort Package** | The Rear Seat Comfort Package includes a number of thoughtful features designed to enhance the driver and passengers' experience. These include convenient power reclining rear seats with memory. The rear lumbar support offers enhanced comfort while seat ventilation for front and rear seats ensures year-round driving pleasure. Four-zone climate control ensures an ideal cabin environment. Rear vanity mirrors add convenience. [A8 L only, requires Premium Package]

⁷ **Executive Rear Seating Package** | The A8 Executive Rear Seating Package includes the Comfort Package as well as the added benefit of power rear single seats with massage functions and memory for personalized comfort. Rear seat passengers will also enjoy a fixed leather rear center console and integrated foot rests, one of which is an executive seat with power foot rest. Both front and rear passengers enjoy the luxurious comfort of Valcona leather. A refrigerator is included for added convenience. The rear seat entertainment system includes two 10" LCD screens and a DVD player. [A8 L only]

⁸ **Extended Leather Package** | The Extended Leather Package includes the look and feel of luxurious leather on the center console, knee rest, door armrest and the airbag cap. This package also includes contrast stitching for a more sophisticated look.

⁴ **Drive Select Plus Package** | The Drive Select Plus Package offers the benefits of Audi dynamic steering and quattro® with Sport Rear Differential. Whichever drive select mode you choose, dynamic steering adapts accordingly. For example, in Comfort mode, Audi dynamic steering creates a more pliant handling experience. quattro with Sport Rear Differential provides state-of-the-art handling while reducing understeer and creating true sportscar handling. [A8 L only]

A8 Accessories



A8 Wheels



A8 Accessories

¹ **20" Cartesia five-arm wheel** | An elegant, open design with five parabolic arms, each described by one thin and one medium blade. The blades and rim edge are machined to a bright finish, and the remaining surfaces are graced by a rich silver tone. Every Audi alloy wheel design is engineered, manufactured and tested to meet rigorous factory and regulatory standards – an area where other wheels often fall short.

² **Audi Guard indoor storage cover** | A lightweight, easy-to-use cover helps protect the finish of your A8. Intended for indoor use only. Includes a storage bag.

³ **Audi Guard all-weather cargo mat** | Custom fit for your A8. Textured material helps control load shifting. A raised lip helps contain spills and prevent stains.

⁴ **Audi Guard all-weather floor mats** | Deep-ribbed, channeled design helps protect the floor and carpeting from water, mud, sand and snow. Rubber mats come in Black and feature the vehicle logo.

⁵ **Audi Guard textile floor mats** | These precision-fit mats are made of long-life fabric to help protect the interior of your Audi from the elements. Skid-resistant. Available in Black with Gray piping.

⁶ **Audi TravelSpace compact cargo carrier** | A trim, aerodynamic design that offers a generous 16.95 cu. ft. capacity. Size: 81" long, 30" wide, 15" high.

A8 Wheels

¹ **19" ten-Y-spoke wheels with 255/45 all-season tires** | The luxurious appearance of these 19" wheels offers a refined complement to the style of the A8, while the all-season tires help provide a safe and comfortable ride in a variety of weather conditions.

² **20" ten-parallel-spoke wheels with 255/35 summer performance tires*** | The unique and dramatic profile of these ten-parallel-spoke alloy wheels highlights the progressive look of the A8. [Optional]

³ **20" five-tri-spoke wheels with 255/35 summer performance tires*** | The dynamic look of the 20" wheels is complemented by the summer performance tires, which provide improved driving dynamics, and superior handling and performance. [Optional with A8 Sport Package only]

* Summer performance tires are designed for optimum performance and handling in warm climates. They are not suitable for cold, snowy or icy weather conditions. If you drive under those circumstances, you should equip your vehicle with all-season or winter tires, which offer better traction under those conditions. We suggest you use the recommended winter or all-season tires specified for your car or their equivalent. These summer performance tires also have a lower aspect ratio that aids performance and handling. However, in order to avoid tire, rim or vehicle damage, it is important that the inflation pressure is regularly checked and maintained at recommended levels. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces, or upon encountering road debris or obstacles. Please also remember in making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than other choices. Finally, these tires may wear more quickly than other choices. For more information on all of these topics, please consult the owner's manual, your local dealer or call 1-800-FOR-AUDI.

BLACK VALETTA OR VALCONA LEATHER | ASSAM GRAY WOOD/HIGH-POLISHED BLACK INLAY



TITANIUM GRAY VALETTA OR VALCONA LEATHER | ASSAM GRAY WOOD/HIGH-POLISHED BLACK INLAY



SILK BEIGE VALETTA OR VALCONA LEATHER | PEARL BEIGE WOOD/HIGH-POLISHED BLACK INLAY [A8 L only]



NOUGAT BROWN VALETTA OR VALCONA LEATHER | DARK BROWN WALNUT WOOD/HIGH-POLISHED BLACK INLAY



VELVET BEIGE VALETTA OR VALCONA LEATHER | ASSAM GRAY WOOD/HIGH-POLISHED BLACK INLAY



UPPER DECORATIVE INLAY OPTIONS

ASSAM GRAY WOOD INLAY

DARK BROWN WALNUT WOOD INLAY

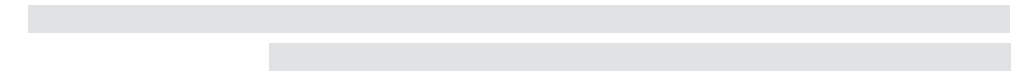
PEARL BEIGE WOOD INLAY

LOWER DECORATIVE INLAY OPTIONS*

BRUSHED ALUMINUM INLAY

HIGH-POLISHED BLACK INLAY

*Brushed Aluminum inlay standard on A8.
High-Polished Black inlay standard on A8 L.



A8 Make yours.



A8 A8L Oolong Gray METALLIC



A8 A8L Ice Silver METALLIC



A8 A8L Phantom Black PEARL EFFECT



A8 A8L Night Blue PEARL EFFECT



A8 A8L Havana Black METALLIC



A8 A8L Ibis White



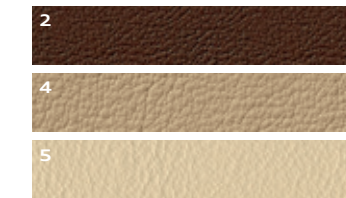
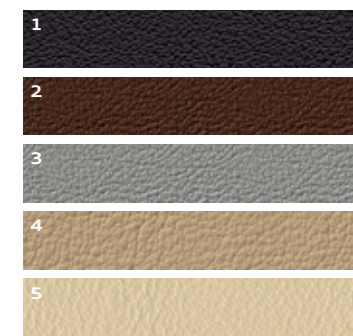
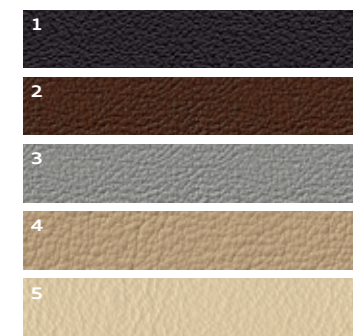
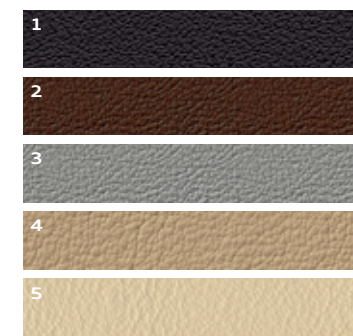
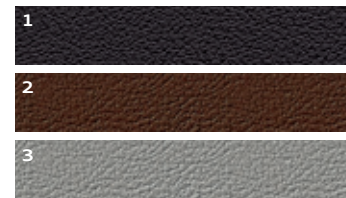
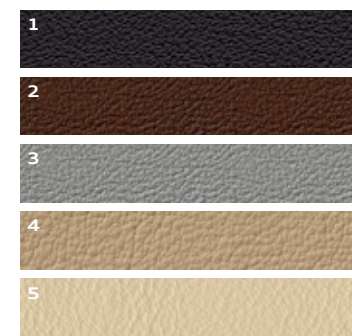
A8 A8L Quartz Gray METALLIC



A8 A8L Emerald Black METALLIC



A8 A8L Savana Beige PEARL EFFECT



- 1 | Black
- 2 | Nougat Brown
- 3 | Titanium Gray
- 4 | Velvet Beige
- 5 | Silk Beige [A8 L only]



A8 Specifications | Configurations

Chassis Technical	A8	A8 L
ASF* aluminum construction, with aluminum alloy body panels	S	S
Five-link front suspension with upper and lower control arms stabilizer bar and individual, gas-charged coil spring/shock absorbers	S	S
Independent trapezoidal-link rear suspension	S	S
Servotronic* speed-sensitive power steering - varies assistance based on vehicle speed	S	S
quattro® permanent all-wheel drive system	S	S
quattro with Sport Rear Differential	0	0
Audi adaptive air suspension	S	S
Audi adaptive air suspension - sport	0	-
Eight-speed Tiptronic® automatic transmission	S	S
Audi drive select	S	S

Safety Security	A8	A8 L
Full-size dual-threshold airbags* for driver and front passenger	S	S
Driver and front passenger seat-mounted head and thorax side airbags*	S	S
Driver and front passenger knee airbags*	S	S
Rear side airbags*	S	S
Rigid body shell with energy-absorbing zone	S	S
Side intrusion protection	S	S
Anti-theft alarm system with vehicle immobilization device	S	S
Safety belts, three-point inertia-reel for all occupants, with belt pre-tensioners and force limiters at the front	S	S
Lower Anchors and Tethers for CHildren (LATCH) in rear seats	S	S
Audi backguard system	S	S
Power central locking system with safety unlock feature if airbag* deploys	S	S
Electronic Stability Control (ESC)	S	S
Audi hill hold assist	S	S
Anti-Slip Regulation (ASR)	S	S
Tire pressure monitoring system	S	S
Anti-lock Brake System (ABS)	S	S
Dual-circuit brake system	S	S
Electromechanical Parking Brake (EPB)	S	S
Front ventilated disc brakes	S	S
Rear ventilated disc brakes	S	S
Audi pre sense	S	S

The table above represents the standard equipment on the A8 and A8L models. Please see the package contents in this brochure for complete details.

-	Not Available	0	Option	S	Standard

Interior	A8	A8 L
Auto-dimming interior mirror with compass	S	S
Interior electric trunk opening	S	S
Power closing doors	0	S
Driver and front passenger sun visors with illuminated mirrors	S	S
Rear vanity mirrors	-	0
Aluminum door sills	S	S
18-way power, heated driver and front passenger seats, including four-way, power lumbar adjustment	S	S
22-way, comfort seats with ventilation and massage, with wood trim on rear side of seat	0	0
22-way, comfort sport seats with ventilation and massage, with wood trim on rear side of seat, perforated with diamond stitching [requires Sport Package]	0	-
Heated rear seats	0	0
Power, ventilated, heated rear seats [outboard passenger seats only]	-	0
Front and rear comfort headrests	S	S
Driver and passenger seat memory	S	S
Cargo net on front passenger footwell	S	S
Storage space and pass-through in rear center console	S	S
Door handles with LED lighting	S	S
Lighting Package, extended ambient lighting including illuminated door sills	S	S
Three-spoke, multifunction steering wheel with shift paddles	S	-
Four-spoke, multifunction steering wheel with shift paddles	0	S
Heated steering wheel	0	0
Power tilt steering column	S	S
Brushed Aluminum lower inlay	S	-
High-Polished Black lower inlay	-	S
Power rear sunshade	S	S
Power rear side sunshades	0	S
Dual-zone, automatic climate control	S	S
Four-zone, automatic climate control	0	0
Extended leather on center console, knee rests, door armrest, airbag cap, stitching	0	0
Alcantara® Package	0	0
Dual-pane glass - acoustic and break resistant	0	0
Sunroof	S	S
Solar sunroof	0	0
Panorama sunroof	-	0
Power rear footrest	-	0
Refrigerator in rear	-	0

* Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age.

* Your Audi vehicle is equipped with a phone preparation utilizing Bluetooth interface to enable hands-free functionality (compatible mobile phones sold separately). You will need a Bluetooth-enabled mobile phone in order to utilize this function. Not all Bluetooth-enabled mobile phone models are compatible with Audi phone preparation. Visit audiusa.com/bluetooth, or contact your local Audi dealer for the latest listing of compatible phones. Audi recommends use of the Audi phone cradle [sold separately] with your mobile phone while operating this vehicle.

Infotainment Technology	A8	A8 L
Bluetooth™ preparation for mobile phones	S	S
HomeLink* remote transmitter	S	S
Electronic cruise control with coast, resume and accelerate features	S	S
Audi adaptive cruise control	0	0
BOSE® Surround Sound System with AudioPilot™ noise-compensation feature	S	S
Bang & Olufsen® Advanced Sound System	0	0
Rear seat entertainment with dual 10" screens	0	0
Audi MMI® Navigation plus* with real-time traffic information	S	S
MMI touch	S	S
SIRIUS® Satellite Radio with three-month trial subscription	S	S
Audi music interface	S	S
Keyless go	S	S
Keyless entry	0	S
In-dash DVD player	S	S
Light sensor	S	S
Rain sensor for automatic windshield wipers	S	S
HD Radio™ Technology	S	S
Audi parking system plus with rearview camera	0	S
Audi lane assist	0	0
Audi side assist	0	0
Audi pre sense plus	0	0
Night vision assistant	0	0
Audi drive select	S	S

Exterior	A8	A8 L
Singleframe® grille	S	S
Audi xenon plus with LED daytime running lights and adaptive headlights	S	S
Full LED headlights	0	0
LED taillights	S	S
Dual exhaust pipes	S	S
Headlight washers	S	S
Rear foglights	S	S
LED indicator lights integrated in side mirrors	S	S
Power-adjustable, power-folding, auto-dimming, heated side mirrors	S	S
Integrated trunk spoiler	S	S

* MMI Navigation plus depends on signals from the worldwide Global Positioning Satellite network. The vehicle's electrical system, and existing wireless and satellite technologies, must be available and operating properly for the system to function. The system is designed to provide you with suggested routes in locating addresses, destination and other points of interest. Changes in street names, construction zones, traffic flow, points of interest and other road system changes are beyond the control of Audi of America, Inc. Complete detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible; therefore, you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested Audi Navigation plus route. Periodically, the mapping is updated, and a new DVD will be required in order to maintain the latest navigation information available to us. These will be available for purchase from time to time at an additional cost. Consult your dealer or call 1-800-FOR-AUDI for details.

A8 Model Configuration

4.2 FSI® 372hp 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 @ 6800 RPM

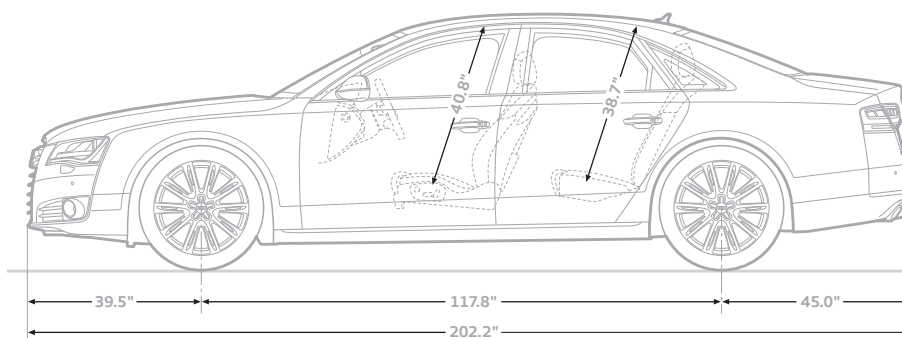
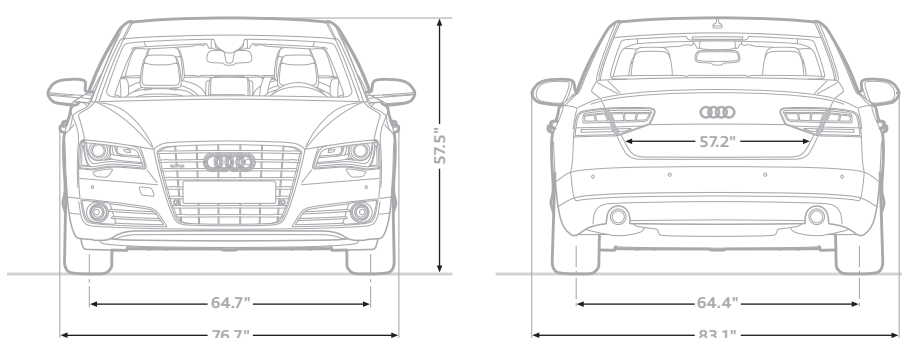
+ Torque: 328 lb-ft. @ 3500 RPM

+ 0-60 MPH in seconds - A8: 5.7, A8 L: 5.8

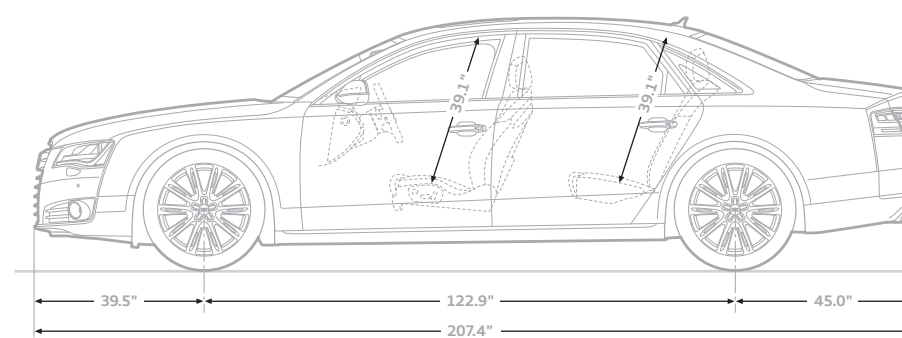
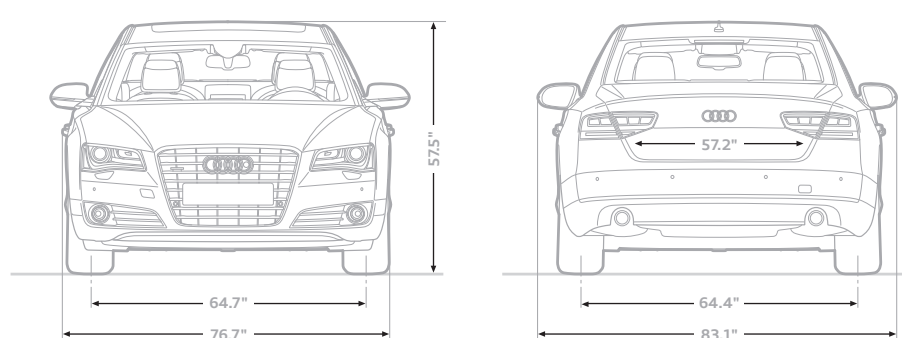
+ Top track speed*: 130 MPH

+ Fuel economy estimate, city/highway/combined*: 17/27/21 MPG

A8 Dimensions



A8 L Dimensions



* Top track speed for A8 and A8 L electronically limited to 130 MPH in the U.S. Obey all local speed and traffic laws. * EPA estimates; your mileage will vary.

2011 | A8

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