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It’s Audi because we’re driven by human achievement.

More than just cars, more than just performance. Audi is about the nature of perception, determining how people will respond to and interact with innovative design. It’s about applied physics, how things glide through the air and overcome inertia through the application of power, acceleration and exhilaration. It’s about artistry, and the way materials elicit a tactile response and provoke an emotional response. It’s chemistry and how it bonds with you. It’s poetry written in metal, engineering and design. Audi is the product of learning and application of knowledge. At its best, it is a dynamic example of what humans can create when they are vested in creating something better and bolder. So Audi is not just about cars. But then again, of course, it’s also about cars.
Excessive luxury is not our goal. But we feel that luxury doesn’t mean “more,” it means “proper.” Proper design, proper fit, proper precision—what Audi thinks of as design purity. Our engineers and designers know that a baroque clock won’t tell time any better than a streamlined one, and all the distractions that surround it actually detract from the purpose of the clock itself. Unless, of course, the purpose is just to be noticed, instead of used to its greatest potential. We think the real purpose of design is simplicity, elegantly rendered. We think you’ll see and feel that concept throughout our Audi models. In the clean design lines of the exterior, the streamlined dash, and Audi MMI® interface. In our intuitive available Audi connect®, the seamless fit and finish of our materials and the unmistakable look of our Audi Singleframe® grille. They all work in concert for a pure aesthetic of timeless taste and precision.

It’s Audi because luxury tells the ornate, the garish, the gilded and the over-indulgent...

...time’s up.
It’s said that when one door closes, another one opens. It sounds as if whoever said it spent some time at an Audi research and development facility. After all, while you’ll open and close the door on your Audi thousands of times without thinking about it, we’ve obsessed about it for you, in detail. Not just about the reliability of it opening and closing, obviously, but on the proper weight that will make it more pleasing to close. What it should sound like when it is shut. How the locks should click when they are engaged. The optimal acoustic placement for the speaker port. There are the hinges too, of course. And the door itself, which is designed to take the brunt of side-collision impacts, along with several dozen other considerations that we take into account when designing our doors (to say nothing of the countless other components, processors, sensors, features and the inner workings most people will never see). Our doors are products of Audi engineering, and our reputation hinges on them as much as our hinges help support the door.

It’s Audi because our reputation hinges on the quality of things you don’t see.

When Audi engineers set out to build the perfect door, they had one very important goal—lighten the load. By using fully press-formed aluminum doors, the weight of the Audi A6 door structure was reduced by an astonishing 44 lb, compared to the previous model. This feat, combined with the strength of its door hinges and ability to retain all of its mechanical, safety and infotainment features, is why it won the Bodies and Closures Innovation Award.

We spend countless hours listening, so you don’t have to. By using soft-mounts on our window regulator, or a sound absorber backing within the door cavity itself, as well as a simple foam liner on the door release cable, Audi engineers have nearly eliminated all of the ambient noise associated with other less-than-acute manufacturing practices. We work with our partners to select optimal placement of our speakers, a vital aspect of our door design, in order to deliver the most engaging and extraordinary sound you can find in the automotive space. Woofers use a specialized lightweight and ported enclosure to ensure optimum low-frequency reproduction.

We work with our partners to select optimal placement of our speakers, a vital aspect of our door design, in order to deliver the most engaging and extraordinary sound you can find in the automotive space. Woofers use a specialized lightweight and ported enclosure to ensure optimum low-frequency reproduction. The award is annually bestowed by Automotive Circle International for the most innovative door or closure development in automobile series production.

Speaker placement and enclosure
We work with our partners to select optimal placement of our speakers, a vital aspect of our door design, in order to deliver the most engaging and extraordinary sound you can find in the automotive space. Woofers use a specialized lightweight and ported enclosure to ensure optimum low-frequency reproduction.
You’ll find traction in your corner. Torque vectoring is a handling feature so advanced that it seems to respond to your impulses even before you turn the steering wheel. An evolution of cross-axle lock, this system works within the Audi quattro® all-wheel drive system while utilizing Electronic Stability Control (ESC) and the Anti-lock Braking System (ABS) to help sense reduced load or wheel-slip on the inside cornering tire, helping to make turns smoother and more responsive.  

As you can see, we’ve always felt that the best ideas are the ones that stick. And nowhere is that more true than with Audi quattro® all-wheel drive. Since 1980, we’ve been stuck on articulating an expanding vision of what progressive all-wheel drive technology can deliver. We didn’t simply look at it as something to use in poor conditions, but rather as a performance technology that’s built to handle roads from the Alps to the autobahn—and points beyond. You’ve seen quattro® capabilities in the way we dominated the World Rally Championship for years, in the grip you have in inclement weather, and in the variable near-wheel-biased power you enjoy in good conditions. For more than 30 years and with five million quattro® systems installed in Audi vehicles, we have continued to refine the technology, developing a rear sport differential to help maximize performance, and torque vectoring to assist with cornering traction while helping to improve handling. We boldly stuck to what worked while the world was trying to catch up, and we built on our vision by adding to a gripping heritage of Audi Sport® performance.  

It’s Audi because conditions don’t have to dictate how you stick it to the road.
It’s perfectly fine for us to admit that other engines have more cylinders, have more horsepower and have larger displacements. It’s just that we’ve made our engines lighter and more efficient than others, to optimize what we call power density. Because anyone who has driven an Audi knows unmistakable power when they feel it. It means strength that pulses with torque at the moment of acceleration, provides a true, quick response as you change lanes, and turns the most routine cloverleaf into a joyful application of performance handling. Sure, we love hitting the throttle and feeling the thrust of acceleration, but we also want our drivers to experience the balance and precision of Audi engineering. From the A3 to our track-bred line of Audi performance cars, we are in the business of engineering emotion using more compact engines that concentrate power, while using less weight to your advantage, helping improve handling to the point where others just feel heavy.

It’s Audi because power is measured by strength, not size.

AEs can carry up to 50 times their body weight. That got us thinking about lightweight structures, smart engineering and true performance.
If you are craving an Audi, we know your tastes run a little bold. But what happens when you crave spicy chicken, or a nice vindaloo, or some pepper salsa? Well, in your Audi, you can just say the word, and we’ll help find the heat. With available Audi connect® and Google™ Voice™ Local Search, you can ask your Audi to seek out your destiny, even if that’s just finding the closest gas station, or the best hotel. Audi connect integrates Google™ technologies, like Google Earth™ with 3D satellite imagery, with Audi MMI® Navigation plus. It also provides Wi-Fi® connectivity for up to eight passenger devices to help you stay informed. Check local fuel prices, weather information and, yes, the closest Szechuan restaurant using Google™ Local Search capabilities. Think of where that might take you.

If you are craving an Audi, we know your tastes run a little bold. But what happens when you crave spicy chicken, or a nice vindaloo, or some pepper salsa? Well, in your Audi, you can just say the word, and we’ll help find the heat. With available Audi connect®, we’ve developed a way to seek out your destiny, even if that’s just finding the closest gas station, or the best hotel. Audi connect integrates Google™ technologies, like Google Earth™ with 3D satellite imagery, with Audi MMI® Navigation plus. It also provides Wi-Fi® connectivity for up to eight passenger devices to help you stay informed. Check local fuel prices, weather information and, yes, the closest Szechuan restaurant using Google™ Local Search capabilities. Think of where that might take you.

1 Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi® hotspot feature is intended for passenger use only. 2 Audi 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 to locate addresses, destinations 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 route from your vehicle later. 3 Periodic mapping updates will be available for purchase at an additional cost. Consult your dealer or call 1-800-FOR-AUDI for details.

spicy chicken is your destiny.
It seems strange to say that, while we build strong, complex and high-performing machines, we’re naturalists at heart. Then again, it might not be that unusual, seeing how nature itself builds strong, complex and high-performing machines as well. When we developed the thinking behind our Audi ultra® lightweight technology initiative, we knew that nature would serve as an inspiration to greater structural efficiency. Take the structure of the elephant skull pictured here. It has to be lightweight, yet capable of carrying a heavy load. It’s porous, but its structure is such that it enhances its stability and strength. We do the same, for example, with aluminum. Positioned one way, aluminum materials can be flexible. Positioned another, they are strong and rigid, and give better support. We also looked to bamboo, which is strong at the conjoined areas (nodes), and flexible along its stem. Our designs allow for both rigidity and flexibility where each is most needed, and for efficiency overall. As we continue to develop strategies to improve the performance aspects and efficiency of our vehicles, we don’t shy away from the world around us. We boldly engage it even closer still.

It’s Audi because the elegant structure of nature becomes a blueprint of efficiency.

Features and technologies listed will not be available on all models. See www.fueleconomy.gov for EPA estimates. Your mileage will vary.
It’s Audi because

you I.D. our eye queue.

Even if you knew nothing about Audi, you’d still know if you were staring at one because we are unafraid to stare back. In fact, that exchange might just be love at first sight. That’s how much our iconic LED lighting technology stands out from the pack. So we had the bright idea to make our LED daytime running lights look even more intense. Now featuring a solid, sleek diode design that ingeniously reinvents our signature style, Audi LED lighting technology is once again unmistakably ours. It is an efficient, beautiful way to help you see and be seen during dawn and dusk. Look deeply into our eyes, and you’ll know the truth of our attraction.1

1 Features listed are available on all models.
Get away from it all, every day, around 6 p.m., when you leave work and enter into a customized world that’s completely dedicated to your comfort and entertainment. This place, of course, is the cabin of your Audi. Optimized luxury, designed by committed craftsmen who have you in mind when they choose the leather seating surfaces, create the adjustable seats or provide the refinement of ergonomic design and a more intuitive MMI. There are small touches that help simplify the overall design, like a stylish contoured electromechanical parking brake at the foot of the center stack and an available Bang & Olufsen® retracting acoustic lens, perfectly positioned for richly detailed sound quality. And there are large statements, like a steering wheel with easily accessed controls to help you feel comfortably at ease. It is your Audi interior, where you leave the world behind, even when the world might seem in front of you on the way home.

It’s Audi because optimized design makes your commute shine a little brighter.

1. Steering wheel
   The Audi steering wheel is both an ergonomic command center and an elegant structure of performance. Easily accessed controls on the wheel give you total control over your MMI® and Audi connect®, which is designed to give you effortless access to useful information on the driver information display.

2. Audi connect and MMI
   Simple voice or finger motions can help you access information, maps and Bluetooh® enabled features.

3. Electromechanical parking brake
   Properly positioned in the center console, the parking brake control is another small, but telling, design cue for Audi. The parking brake control serves to enhance the overall ergonomic intent of the vehicle, while delivering easy access and simple functionality.

4. Bang & Olufsen® Advanced Sound System
   With retractable acoustic lenses and speakers positioned around the Audi specifically to optimize sound quality, Bang & Olufsen® engineers have worked tirelessly with Audi sound designers to create an immersive audio experience.

1 Optional features. Features and technologies listed will not be available on all models. 2 Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require additional subscription with separate terms and conditions, and are designed only when it is safe and appropriate. The Wi-Fi hotspot feature is intended for passenger use only.
With innovative pigments and dyes, the Thermocool technology Audi uses in select leather seating surfaces just might prevent that startling moment on hot sunny days. You know the one, when you sit down and feel, immediately, an intense, searing feeling on your leg. Now you can keep your cool. This supple leather doesn’t heat up as much in direct sunlight as traditional leather does. In fact, the difference between untreated leather and the temperature on your seat treated with Thermocool can be as much as 86°F. A perfect solution for your Audi A5 Cabriolet, TT Roadster or R8 Spyder, Thermocool technology is Audi to its core. Because it keeps its cool, you can keep yours.

it’s as if we have SPF for seats.

Reduce as much as 86°F

*Images shown are for dramatization purposes only.*
While you may find it difficult to prioritize excellence, there are still certain things you’ve come to expect in a flagship sedan. We designed the Audi A8 with each driver, as an individual, in mind. With multiple engine offerings and industry-leading technologies in every vehicle we build, you’ll see that we not only elevate the call of the segment, but also respond to the desires of every driver. There are few, if any, who embrace this same philosophy of progress, and no vehicle in which it is realized as perfectly as it is in the Audi A8.

The story of our collection of obsessions:

Precision. Design. Vision. These are the kind of attributes that we deliver as a company, the kind of passions that go way past getting you from point A to point B. That’s because Audi knows that how you get to your destination is only part of the story. It’s what’s left behind that makes us a luxury brand. Our obsessions are our commitments, a collection of inspirations that make up our core truth: That from a foundation of brilliant engineering, we craft more than great vehicles—we tell great stories.
Renewing the belief that distinction still counts.

You can see at first glance that the designer’s intent is stature, a quality expressed in the dynamic lines of the Audi A8 that highlights its luxurious proportions while also giving it a modern, sleek elegance. Looking closer, you might also notice the considerable obsession put into the finest details, the character line running along the roof, linking front and rear, or the precise shoulder line and wide shaded edge, adding to the natural flow of a design that seamlessly extends from the headlights through the body and into the rear decklid. But while the A8 can be appreciated as sculpture, it’s not one that’s meant to be placed on a pedestal. It’s one that engages, entices, and demands to be driven. It is design as design is meant to be—something intended to relay a sense of prestige and distinction, while confirming yours the second you step inside.

Design
We do not follow design trends. We set them.
The intersection of fine art and four wheels.

While we know that the artist is compelled by an unseen, outside force during the creative process, it’s a lesser-known fact that our engineers and designers are driven by a similar power. Beginning with the chiseled V shape across the hood that originates from the Audi singleframe® grille, perfectly proportioned lines travel the length of the vehicle, culminating in the coupe-like rear end of the Audi A8. The iconic, bold illumination given off by signature LED daytime running light and taillight technology bookends the A8 with artisanal flair. So whether it’s the power of the available 4.0-liter TFSI® V8, the notable efficiency1 of the 3.0-liter TDI® clean diesel engine, or the exclusivity of the A8 L W12, we’ve committed ourselves to developing a vehicle for every kind of driver.

Enlighten

Shedding a new light on illumination just happened to be a design boon.

1 EPA estimates. Your mileage will vary.
You don’t seek attention, you seek the best.

While others may use bells and whistles as a distinction when there isn’t anything interesting to say, we took a different approach. We strive to satisfy the driver who demands that every detail of a vehicle be thoroughly thought-out. With us, luxury is elevated to incorporate a powerful idea, imbuing the body with a commanding presence and the interior with the prestige you demand. Even the unseen features of the A8 convey our commitment to standing apart, as opposed to just sticking out. You’ll feel it in the way lightweight ASF® aluminum construction and Audi quattro® all-wheel drive work together for superior handling, or in the smaller touches, like a power trunk lid with hands-free release or power soft-closing doors. Large and small, these gestures comprehensively cater to your needs while confidently anticipating your wants. It turns out that quiet confidence says a lot more than you might think.

For those looking to take the gloves off, the available Sport plus package infuses athleticism by providing enhancements such as sport-tuned Audi adaptive air suspension, dynamic steering, and a sport differential, allowing you to test the limits of this specimen—if there are any.

You don’t seek attention, you seek the best.

For added convenience, a power trunk with open-close feature ensures that the trunk lid opens and closes effortlessly, while the hands-free release function operates by simply moving your foot under the rear of the A8.

Power trunk

For added convenience, a power trunk with open-close feature ensures that the trunk lid opens and closes effortlessly, while the hands-free release function operates by simply moving your foot under the rear of the A8.

Power soft-closing doors

Simply pull the door toward you and let it fall lightly into the latch. The Audi A8 does the rest, as power soft-closing doors utilize an electric actuator that closes the door flush automatically.
Craftsmanship
We’ve ensured that every stitch represents the detail that we put into every aspect of an Audi.

2014 Audi A8 L shown with nougat brown leather and available equipment.

— 8 —

Ambient lighting
Whether dawn or dusk, customizable lighting in your Audi A8 can capture your mood, change it or illuminate the way you really feel. Audi designers meticulously crafted ambient LED interior lighting technology to provide a comforting glow to the interior of your A8. With three color choices and four zones, you can brighten or dim the interior to create the optimal effect; whether you are looking for relaxation or invigoration. You are, as always, in control of your environment—we’ll just help with your mood.

Yacht throttle shifter
Ergonomically designed, the shifter on the A8 is the perfect place to rest your wrist while engaging MMI, and adds another sophisticated touch to the interior of your Audi A8.

Decorative inlays
Nestled crafted wood and Piano Black or Brushed Aluminum lower inlays adorn the interior of the Audi A8, helping to further embellish the luxurious interior. Find out more about customizing your Audi A8 with Audi exclusive.

Because you want to surround yourself with beauty.

Spacious design and meticulous craftsmanship are hallmarks of the Audi A8 interior. You feel the space as the curve of the door continues its sweep across the instrument panel, helping to frame your driving environment in visual style. You feel the craftsmanship in the highest standards of materials and finishes. Once seated, you’ll notice that first-class comfort envelopes you—from the available 22-way power front comfort seats to the unique design of the gearshift lever, which helps your hand rest while you control the Audi MMI® system. It’s the comprehensive attention to your needs—and the anticipation of them—that changes the definition of style from form to something deeper.

Because you want to surround yourself with beauty.
One of our most popular interior options is available on select A8 models: diamond-stitch Valcona leather. This premium, supple leather captures the essence of Audi—using the kind of materials and finish that show our commitment to luxury craftsmanship along with our passion for performance.

Ventilated front seats with massage function
Available front seat ventilation offers multiple levels of cooling, while its customizable massage function helps soothe or invigorate the body during extended drives.

22-way front comfort seats
Adding to the plush interior of the Audi A8 are the available 22-way driver and front passenger comfort seats that offer lumbar support, ventilation and massage functions.
First class isn’t just for flight.

No matter where you sit, the Audi A8L W12 with the available Executive Rear Seat Comfort package embodies the living image of luxury, with the added bonus of the smooth, immense power of the 12-cylinder engine. Side to side, front to rear, the expansive interior of the A8L W12 includes the kind of thoughtful details, matchless materials and overall sophistication that define your experience when riding in it. Genuine decorative wood inlays, evocative ambient LED interior lighting plus technology, handcrafted finish throughout—all create an exclusive atmosphere for a singular sanctuary.

Executive rear seating
Available exclusively in the A8L W12, the Executive Rear Seat Comfort package adds a level of personalized comfort to the benchmark in executive luxury. A passenger-side rear relaxation seat with power footrest immerses you in sumptuous relaxation; a fixed, leather-covered rear center console and rear seat entertainment system with dual 10” screens create a mobile business or pleasure center. The package also features a small refrigerator between the rear seats as well as rear-seat ventilation.

Panoramic sunroof
The available two-panel panoramic sunroof offers both the front and rear passengers an unobstructed view overhead while flood ing the cabin with natural light. And when you decide you need to say goodbye to the sun, the power sunshades are there to make it an easy task.

Rear seat entertainment
With vibrant dual 10” screens, the available Rear Seat Entertainment system lets display a world of media choices and access your own media controls located on the center armrest.

Rear seat entertainment
With vibrant dual 10” screens, the available Rear Seat Entertain ment system lets display a world of media choices and access your own media controls located on the center armrest.
It doesn’t matter if the world is ready. You are.

Most people may not think that a luxury car should wow their every sense, but this car wasn’t built for them. The Audi S8 takes luxury to the racetrack. A 4.0-liter turbocharged TFSI® V8 engine produces an astonishing 520 hp and 481 lb-ft of torque that delivers speed, power and excitement as soon as you climb behind the wheel. When you’re the driver of the Audi S8, you become part of an exclusive group of drivers who understand that performance and power are an extension of who you are.

Audi Sport

There’s more on the full range of S, RS, and R8 Audi performance models in the 2014 Audi Sport brochure. See your dealer or go to audiusa.com for details.

- Engine: 4.0-liter turbocharged TFSI® V8 engine producing 520 hp and 481 lb-ft of torque
- Drive Train: Audi quattro® all-wheel drive with sport differential, eight-speed Tiptronic® automatic transmission
- Chassis: S8 tuned Audi adaptive air suspension, Audi drive select and dynamic steering
- Brakes: 15.7” ventilated front disc brakes with S8 logo, 14.0” ventilated rear disc brakes
- Performance: Top track speed of 155 mph

1 Top track speed is electronically limited in the U.S. Obey all speed and traffic laws.
Conventional wisdom may suggest that an all-wheel drive system is there purely to provide confidence in inclement weather, but Audi quattro® all-wheel drive is much more than just a foul-weather friend. It’s performance engineering that takes on a dry, twisty mountain road as beautifully as it tracks through snow. In other words, quattro® helps enhance performance by appropriately transferring power to the necessary wheels when accelerating and turning, so you have confidence-inspiring performance for almost any road condition. Inclement weather aside, the really gripping story about quattro® is how it performs overall, forging a bond between you and the road that really connects.

1 When driving during cold, rainy, snowy or icy weather conditions, ensure that your vehicle is equipped with appropriate all-season or winter tires. Even with appropriate tires, you must always drive in a manner appropriate for the weather, visibility and road conditions.

2 All-out performance
You don’t win races by playing nice. That’s why quattro® features one of the most fierce performance features around—torque vectoring. By taking into account your steering input and desired level of acceleration, it can independently brake the inside wheels through a corner and transfer torque to the outside wheels, helping to promote neutral handling.

All-around confidence
Just like life, the road can throw you a curve. So throw one right back with the superior grip and control of quattro®. It helps provide the performance and confidence you would expect from Audi, no matter if you’re commuting in the city or crisscrossing the country. This is advanced engineering you can live with.

The case for unbreakable bonds.

All-weather capability
There is a reason quattro® is considered such a friend in foul weather. Under normal driving conditions, the center differential splits torque at a ratio of 40:60 front to rear, but as conditions change and become more challenging, the ratio is optimized to help maximize grip. And with the ability to transfer the majority of available torque mechanically to the wheels with the most grip, the operation is exceptionally smooth, even under extreme conditions.

1 All-around confidence
Just like life, the road can throw you a curve. So throw one right back with the superior grip and control of quattro®. It helps provide the performance and confidence you would expect from Audi, no matter if you’re commuting in the city or crisscrossing the country. This is advanced engineering you can live with.
You can’t always choose the road you’ll own. Just how you’ll drive it.

There are moments when everything feels in perfect sync. You make the green lights. The traffic opens up and the highway is yours! The local road with the sharp turns seems to bend to your will. The next time that happens, notice the driving dynamics of your Audi A8—you’ll find that all the systems are in equilibrium, engineered for you to take full advantage of the conditions and to produce a drive that is powerful, exhilarating and balanced. Audi engineers tuned the driving dynamics of the A8 to react to a variety of external forces, all focused on one result: producing the kind of personally adjustable ride and handling that make a driver want to immediately get behind the wheel again.

**steering/ suspension**

When you turn the steering wheel, you expect the vehicle’s steering and suspension to react accordingly. Audi drive select helps give you more input on how that will feel.

**Throttle-mapping**

Depending on the mode of Audi drive select you choose, the throttle can be precisely responsive or a little less so.

**sport differential**

The overdrive gearing in this available rear differential rotates 10% faster than the driveshaft. When turning into or accelerating within a curve, the majority of the torque is seamlessly directed to the outside wheel, helping to push the car through the curve.

**Audi adaptive air suspension**

Through an expansion and a continuously variable, electronically controlled damper system, Audi adaptive air suspension automatically optimizes load distribution and sense driving conditions, to produce a balanced, comfortable and dynamic drive.

**Transmission**

From very responsive, quick gear changes to more gradual acceleration, the transmission is at the heart of Audi drive select.

**engine**

From very responsive, quick gear changes to more gradual acceleration, the transmission is at the heart of Audi drive select.

1 Obey all speed and traffic laws.
Performance

The adage “good things come in small packages” has never been more true.

**Cylinder on demand**

The Audi A8 4.0T with cylinder on demand engine efficiency technology helps make your exciting driving experience more efficient. When they’re not needed, four of the eight cylinders stop firing, to save fuel, and seamlessly reignite when the drive requires all eight.1

**3.0 TFSI V6**

The 333 horsepower 3.0-liter TFSI V6 engine is paired with direct injection and a belt-driven supercharger that has counter-rotating four-vane rotors, spinning at speeds of up to 23,000 rpm, to force air through dual intercoolers, then through the intake runners, at boosted pressures of up to 11.6 psi. It is this combination of engineering achievements that allows for a nearly instantaneous buildup of 325 lb-ft of torque directly off of idle engine speeds. The result? Fuel savings you wouldn’t expect, and the kind of performance you should.

**Waste not, get more.**

It might seem as if we work unceasingly to deliver innovative luxury performance, but even Audi engineers believe in a little downtime. Well, in a manner of speaking. That’s why we did something unexpected in our 4.0-liter turbocharged TFSI® V8 engine—by adapting to your drive, we let some of our cylinders take a little break. Our cylinder on demand technology allows the A8 4.0T to operate with only four cylinders when the driving situation doesn’t require all eight. When you need the power of all eight cylinders, they are there, automatically and instantaneously. When traffic slows to a halt, or you’re the only one on the road, smart technologies help save fuel that doesn’t need to be burned.1

**A transmission that is as intuitive as it is responsive.**

The Audi A8 features an eight-speed Tiptronic® automatic transmission, a technical tour de force combining a range of ratios to match whatever the road throws at you. This wide spread of ratios between first and eighth gear not only helps reduce fuel consumption, but is also flexible enough to deliver everything from sporty acceleration to smooth cruising.1

**Eight-speed Tiptronic® automatic transmission**

This eight-speed Tiptronic® automatic transmission helps make your exciting drives experience more efficient. When they’re not needed, four of the eight cylinders stop firing, to save fuel, and seamlessly reignite when the drive requires all eight.1

**Start-stop efficiency system**

It’s pretty simple. Under certain driving conditions, the 4.0 TFSI® V8 engine will shut off when the vehicle is stopped. This helps save fuel and reduce CO2 emissions.1 The engine will restart before you fully take your foot off the brake or if other critical vehicle systems require it, so your performance is not hindered.1

---

1 EPA estimates not available at time of printing. See www.fueleconomy.gov for updated information. Your mileage will vary.
We thought you should know: Diesel sports a greater power density than traditional gasoline, which means that a gallon of diesel fuel has about 15% more energy than a comparable amount of gas, and combusts more efficiently in the engine. The Audi TDI® clean diesel engine has achieved ultra-low emissions vehicle (Bin-5/uLeV) status in all 50 states while producing approximately 20% fewer CO₂ emissions than the traditional gasoline-fueled engine. And the brains attribute don’t hide the brawn—in fact, Audi has dominated the 24 Hours of Le Mans over the years with Audi TDI® prototype race cars. With these facts in mind, maybe you are thinking that an Audi TDI® might be your choice—which goes to show that clean diesel really is fuel for thought.

Fuel for thought.

Combustion
A new refinement process binding sulfur molecules to hydrogen by reducing sulfur in diesel fuel by more than 97% in years past.

Combustion efficiency
Adding turbo power to diesel engines, our adjustable vane turbocharger produces impressive torque peak and mid-range passing speeds.

After-exhaust treatment
With innovative diesel particulate filters and the nontoxic AdBlue® reducing agent, we eliminate up to 95% of diesel NOx emissions.

Increased fuel efficiency
Another way diesel creates fewer emissions is that it gets better mileage, up to 33% more mpg than comparable gasoline engines, in fact!

Piezo direct injection
Precise injections help lower the combustion noise normally associated with diesel engines, while optimizing the distribution of fuel in the combustion chamber, helping to further reduce exhaust emissions.

Diesel packs more energy
On average, one gallon of diesel contains about 147,000 BTUs, versus 125,000 for gasoline.

there is more information on the Audi TDI® clean diesel model line in the all-new 2014 Audi TDI® clean diesel brochure. see your dealer or go to audiusa.com for details.

TDI® clean diesel

<table>
<thead>
<tr>
<th>Engine</th>
<th>DriveTrain</th>
<th>Fuel Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.0-liter TDI® clean diesel V6 with AdBlue® exhaust after-treatment</td>
<td>Eight-speed Tiptronic® automatic transmission and Audi quattro® all-wheel drive</td>
<td>24/34 highway/28 combined</td>
</tr>
</tbody>
</table>

3. Obey all speed and traffic laws. 2 24 city/36 highway mpg (2014 A8 L TDI® with eight-speed Tiptronic® automatic transmission and Audi quattro® all-wheel drive). ePA estimates. Your mileage will vary.
Driver Assistance

We're solving problems before you even know you have them.

Night vision assistant
Using infrared technology to detect what lies ahead, this available feature uses thermal-imaging technology to help you avoid trouble. Pedestrians can be detected over 300 feet in front of the vehicle, while objects can be detected over 900 feet ahead—all shown on the 7” color driver information system.

Audi adaptive cruise control with stop & go
Not only retains a preset distance from vehicles ahead, but resumes acceleration when you’re ready. Using long-range radar and a camera, the available Audi adaptive cruise control with stop & go helps read the traffic conditions and adjusts the speed, helping to bring the vehicle to a full stop before accelerating when traffic flow resumes.

Audi lane assist
Unlike road-detection systems that override a driver’s decision-making process, the available Audi lane assist helps warn of errant steering with a simple vibration on the steering wheel, thus trusting the human element to make the correct on-road decision.

Audi pre sense® plus
The available Audi pre sense plus offers comprehensive driving assistance with sensors in the front, side and rear. After visual, physical and aural collision warnings, there are four distinct phases for automatic preparation to the un simulable: an upsurge of brake pressure, safety belt pre-tensioning, partial braking, and sunroof and window preparation. When the sensor data suggest an imminent collision, the pre sense plus will engage full braking and deceleration.

Audi adaptive cruise control with stop & go
Not only retains a preset distance from vehicles ahead, but resumes acceleration when you’re ready. Using long-range radar and a camera, the available Audi adaptive cruise control with stop & go helps read the traffic conditions and adjusts the speed, helping to bring the vehicle to a full stop before accelerating when traffic flow resumes.

We shed light on your blind spots.

Audi strives to constantly up the ante on the driver assistance tools built right into the Audi A8, and they’re all designed to work in tandem with you, wherever you go. Whether it’s advanced technologies like night vision assistant that uses infrared technology to spot pedestrians and other obstacles on the road, or radar sensors that Audi side assist utilizes to inform you of vehicles approaching from the side and rear, you’ll find that we’ve developed them to work together to help keep you in charge of the road. The whole suite of available driver assistance features can be found in the A8. It’s another testament to the effort Audi puts into helping ensure that you’re not the only one keeping an eye on the road.
Audi engineers don’t equate strength with size. Big is just big—strong is a more flexible concept. While you may not think about weight savings when it comes to strength, we’d like you to take a second and think again. The ASF® aluminum construction developed by Audi engineers, and utilized in the Audi A8, is a revolution in lightweight technology. It offers an innovative approach to both weight savings and strength as part of the Audi ultra® lightweight technologies. The ten standard airbags in the A8 rely on a technology that is designed to respond differently based on seat position, and specially constructed crumple zones give way upon impact to help mitigate potential injury in a collision. All of this, combined with the rigidity of laser seam-welded joints that enhance the strength of every Audi we make, helps diminish the impact of an unavoidable event.

ASF® aluminum construction

Lightweight yet unyielding, revolutionary Audi ultra lightweight technology offers an innovative approach to weight savings—a benefit you will notice in the overall efficiency, enhanced performance and remarkable handling of the Audi A8. These unique characteristics also help to absorb the normal bumps of the road, delivering a smoother ride.

Ten airbags

The A8 is equipped with a full complement of ten airbags to offer additional protection in the event of a collision. Head airbags for both driver and front passenger are designed to specifically target and protect the head during collisions, for added protection. 1 Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear using restraint systems appropriate for their size and age.

1. Ten airbags (drivers’ and front passenger’s head airbags, front passenger knee airbags, front passenger seat-mounted thorax side airbags, driver-side seat-mounted thorax side airbags, passenger-side seat-mounted thorax side airbags, driver-side sideguard® head curtain airbags for both rows of seats, passenger-side sideguard head curtain airbags for both rows of seats, and passenger-side rear seat-mounted thorax side airbags) and ten standard airbags (drivers’ and front passenger’s head airbags, front passenger knee airbags, front passenger seat-mounted thorax side airbags, driver-side seat-mounted thorax side airbags, passenger-side seat-mounted thorax side airbags, driver-side sideguard® head curtain airbags for both rows of seats, passenger-side seat-mounted thorax side airbags, passenger-side rear seat-mounted thorax side airbags, and passenger-side sideguard® head curtain airbags for both rows of seats) are part of the Audi A8’s complete safety systems.

Passive safety refers to all dedicated measures that help protect the vehicle’s occupants against injury. The passive safety measures in the A8 include its safety belt system, ten airbags, the rigid occupant cell and crumple zones at the front and rear of the vehicle.

Audi ultra®

Heavy thinking on lightweight technology.

Aluminum castings

Our large aluminum castings are a telling example of Audi ultra® lightweight technology. Primarily used in high-stress areas, these multifunctional castings offer exceptional rigidity while allowing for freedom of design, all while remaining extremely lightweight.
Car consciousness.

A lot can be said with a simple touch. Case in point, Audi MMI® touch. A revolution in intelligent simplicity, MMI touch with handwriting recognition is a technology that gives you the ability to give commands and retrieve media simply by its recognizing a few strokes of your finger. Access information such as music files, contact information and destinations through the Audi MMI touch—or give input to Audi connect®, an innovative infotainment system with Google Earth™ mapping service. Now staying in touch with your world isn’t just a good gesture, it’s one simple gesture.1,2

Audi MMI touch

Developed by the Audi Human Machine Interface (hMI) team, Audi MMI touch illustrates why making something simple to use can be so complex. The hMI team built a system so advanced, it can read almost anyone’s handwriting—even if you choose to write with your non-dominant hand.

MMI System

We’ve brought the backseat driver front and center.

Audi MMI touch

Developed by the Audi Human Machine Interface (hMI) team, Audi MMI touch illustrates why making something simple to use can be so complex. The hMI team built a system so advanced, it can read almost anyone’s handwriting—even if you choose to write with your non-dominant hand.

MMI System

We’ve brought the backseat driver front and center.

Menu button

choose your path of least resistance.

Function buttons

helping you navigate through the MMI system with ease are four well-placed function buttons. Each button relates to a command at the corner of the screen and, when pressed, takes you to your desired selection.

Tone button

going beyond the “treble” and “bass” levels, the Tone button allows you to set surround effect levels throughout your cabin, to give you the full experience of your BOse® surround sound system. It also allows you to activate AudioPilot® to deliver dynamic driving noise compensation, adjusting the volume levels automatically to the ambient cabin sounds.

MMI System

We’ve brought the backseat driver front and center.

Infotainment/Technology section of the Featured content page for important information regarding Audi mmI® navigation plus and required siriusXM® subscriptions.

1 Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. Access information such as music files, contact information and destinations through the Audi MMI touch—or give input to Audi connect®, an innovative infotainment system with Google Earth™ mapping service. Now staying in touch with your world isn’t just a good gesture, it’s one simple gesture.1,2

2 Car consciousness. Go ahead. Cross the country. We assure you, you’ll never run out of entertainment options, with over 130 channels of music, talk, sports and news.2

Tone button

Using the middle "treble" and "bass" levels, the Tone button allows you to set surround effect levels throughout your cabin, to give you the full experience of your BOse® surround sound system. It also allows you to activate AudioPilot® to deliver dynamic driving noise compensation, adjusting the volume levels automatically to the ambient cabin sounds.

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MMI System

We’ve brought the backseat driver front and center.

Adapted new technology in the back seat and reduced costs. Dual parallel cold starts and manual control, and on-demand power is included in all options for even more innovative and user-friendly features. The Audi MMI Integration Team is always on the lookout for new technologies and has sought to bring the latest advancements to your vehicle. Now staying in touch with your world isn’t just a good gesture, it’s one simple gesture.1,2

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If nothing else, you know your car is listening to you.

Don’t reach— relax. While touchscreens are seemingly everywhere, they don’t need to be in your vehicle. With available Audi connect®, you may never have to reach out again:1 Thanks to Google Voice™ Local Search, Audi connect allows you to search Google™ by simple voice commands. The crisp display is nestled farther up, closer to the windshield, so your eyes don’t have to focus and refocus between the screen and the road ahead of you. For those times when you are feeling tactile, we’ve placed toggle buttons near the gear shifter, where your hand naturally rests while you drive. So while other automobile manufacturers still want you to reach out, we’ve found a few ways for you to make information a lot more accessible while your hands are on the wheel.

1 2 3 4 5 6 7 8 9 10
functions

11 11

MyAudi features
Point Of Interest
Mobile Wi-Fi hotspot
Google Earth 3D satellite imagery
Audi Music
Travel Info
Google™ Street-View
Weather information
SiriusXM Traffic
News feeds
City Events

Google Earth™ with 3D satellite imagery
With Google Earth™ integration, you’ll enjoy 3D satellite imagery, including Google Maps Street View, displayed right on the Audi MMI display.

Weather information
Contact local conditions and forecasts for your destination can help you prepare for your trip.

Google Voice™ Local Search
Simply tell your Audi what you are in the mood for, then let the cloud-processing power of Google™ speech recognition interpret your request and bring up a list of destinations in the area of your choice.

Travel info
Directly find landmarks in your area of interest, set them as your destinations, and let your vehicle lead the way as you explore the world around you.

Traffic info
Search for parking in your area of interest, check space availability, and set your selection as a destination to navigate directly to the garage entrance.

Point-of-interest features
Plan travel from your personal computer. Send your desired destinations to your vehicle ahead of time and access your route from your vehicle later.

Mobile Wi-Fi® hotspot
Provides high-speed connectivity for up to eight passenger devices, through an onboard wireless hub.

Traffic flow
Steer clear of the news by having headlines and stories delivered right to your Audi MMI® display.

Point of Interest
The point-of-interest search with voice control means that the digital world is with you in every journey.

1 Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require an additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The MY2007 Touchscreen features are intended for passenger use only. 1 Use “Enhancement Technology services” with “Frequency data map” page for important safety information regarding “Google™” services.
Sound

Audi is Latin for “listen,” so you know we take sound very seriously.

When even a German lullaby is an ode to sound engineering.

It would be an interesting challenge, a note-perfect Brahms’ Lullaby delivered through the tuned speakers of an Audi sound system versus the exhilaration of the passing lane. Either way, performance wins. But it goes way beyond the gentle tones of a German composer. Audi sound engineers don’t simply make the cabin acoustics sound perfect for your music, they make the drive itself sing. Or, if not sing, then put it in harmony with every other element of the driving experience. From the sound of a shutting door, to the click of a turning knob, to the full integration of the BOSE® or available Bang & Olufsen® sound systems, there’s an orchestra of engineering that fills your cabin with faithfully rendered, thrilling sound. Whatever it is you are looking for, Audi sculpts sounds in a way that matches your mood, even when you need soothing while in traffic.

BOSE® Surround Sound System

Hitting the right note on every drive, the BOSE® Surround Sound System turns your Audi into a 14-speaker powerhouse with the help of innovative sound engineering and strategically placed speakers around the cabin. AudioPilot®, BOSE® noise compensation, which helps maintain a consistent volume under varying speeds and road conditions, and you get an acoustic listening environment that rivals any live performance.

Bang & Olufsen® Advanced Sound System

The passion of Bang & Olufsen® matches well with Audi. By focusing on design and performance together, we bring out the best in outstanding acoustics. Bang & Olufsen® engineers have worked through 19 speakers (including two innovative retractable aluminum acoustic lenses) and an impressive 1,400 watts of pure power.

19 speakers

Optimized sound flows through strategically placed speakers around the cabin. Hear it, and you’ll instantly become engrossed in the tiniest detail and warmth of the sound.

When even a German lullaby is an ode to sound engineering.
Committed to leaving you with a lasting impression.

We wanted to say goodbye with style—that’s the only way we do it. Our flagship Audi A8 exemplifies supreme luxury, from headlights to taillights. We haven’t left anything to the imagination, and have insisted on incorporating only the most brilliant features throughout the A8. Attention to every detail inspired us to design LED lighting technology into the taillights, as we did with the available full LED headlights, to continue the bold statement we’ve committed to throughout the vehicle. The LED taillight technology punctuates our commitment to designing a vehicle that inspires you, from end to end. Everyone knows when an Audi is approaching—it’s now clearer than ever when one passes you by.

**LED taillight technology**

LEDs are among the most luminous taillights available. And, like Audi vehicles, they are efficient, technologically advanced and long lasting.
Exterior Colors

- Brilliant Black
- Ibis White
- Emerald Black metallic
- Glacier White metallic
- Havana Black metallic
- Ice Silver metallic
- Monsoon Gray metallic
- Moonlight Blue metallic
- Oolong Gray metallic
- Quartz Gray metallic
- Night Blue pearl
- Phantom Black pearl
- Savana Beige pearl

Interior Colors | Seat Selections

- Standard Seat
- Comfort Seat
- Sport/Comfort Seat

- Black leather
- Nougat Brown leather
- Titan Gray leather
- Velvet Beige leather
- Silk Beige leather
- Balao Brown leather

1 Limited availability. 2 Late availability. 3 Interior leathers are available in Valetta or Valcona grains. Each offers the comfort, quality and workmanship you would expect from Audi. Not all leather colors are available in all grains. See your dealer for details.
### Decorative Inlays

**Upper Decorative Inlay Options**
- Dark Brown Walnut Wood inlay
- Assam Grey Vavona Wood inlay
- Velvet Brown Fine Grain Ash Wood inlay
- Piano Black Wood inlay

**Lower Decorative Inlay Options**
- Brushed Aluminum inlay
- Piano Black inlay

#### Wheels

- **19" 10-spoke design**
  - 255/45 all-season tires
- **19" 15-spoke design**
  - 255/45 all-season tires

- **20" 10-parallel-spoke design**
  - 265/40 all-season tires
- **20" 15-spoke design**
  - 265/40 all-season tires

---

1. Decorative inlay options will vary based on model and interior color combination. See your dealer for details.
2. Limited availability.
3. These tires are supplied and warranted by their manufacturer. High-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, we recommend all-season or winter tires, which offer better traction under those conditions.
4. Please also remember to regularly check and maintain the inflation pressure of your tires. These high-performance tires also have a lower aspect ratio that aids performance and handling; however, they may ride less comfortably and make more noise than other choices. Finally, these tires may wear more quickly than other choices.
### Technical Specifications

#### Engine | Performance

<table>
<thead>
<tr>
<th>AR 3.0T (NWB/LWB)</th>
<th>A8 L TDI®</th>
<th>AR 4.0T (NWB/LWB)</th>
<th>A8 L W12</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Engine type</strong></td>
<td>Six-cylinder</td>
<td>Six-cylinder</td>
<td>Eight-cylinder</td>
</tr>
<tr>
<td><strong>Cylinder head</strong></td>
<td>Aluminum-alloy</td>
<td>Aluminum-alloy</td>
<td>Aluminum-alloy</td>
</tr>
<tr>
<td><strong>Displacement</strong></td>
<td>3.0L/185 cu in</td>
<td>3.0L/185 cu in</td>
<td>4.0L/244 cu in</td>
</tr>
<tr>
<td><strong>Compression ratio</strong></td>
<td>10.2:1</td>
<td>16.3:1</td>
<td>10.1:1</td>
</tr>
<tr>
<td><strong>Valvetrain</strong></td>
<td>24-valve DOHC</td>
<td>24-valve DOHC</td>
<td>32-valve DOHC</td>
</tr>
<tr>
<td><strong>Induction/Fuel injection</strong></td>
<td>Supercharged/TSI®</td>
<td>Turbocharged/TSI®</td>
<td>Turbocharged/TSI®</td>
</tr>
<tr>
<td><strong>Start-stop efficiency system</strong></td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td><strong>Top track speed</strong></td>
<td>130 mph</td>
<td>130 mph</td>
<td>130 mph</td>
</tr>
</tbody>
</table>

#### Transmission | Drivetrain

- Eight-speed Tiptronic® automatic transmission with Audi quattro® all-wheel drive
- Gear ratios: 1st: 4.714, 2nd: 3.143, 3rd: 2.106, 4th: 1.667, 5th: 1.316, 6th: 1.000, 7th: 0.839, 8th: 0.667, reverse: 3.317, final drive: 3.204 for 3.0T and 4.0T models, 2.624 for TDI® models, 3.076 for W12 models

#### Body | Suspension | Chassis

- Audi ultra® lightweight technology—AsF® aluminum construction
- Five-link front suspension
- Trapezoidal-link rear suspension
- Audi adaptive air suspension—sport
- Audi adaptive suspension—sport

#### Exterior measurements

<table>
<thead>
<tr>
<th>AR 3.0T (NWB/LWB)</th>
<th>A8 L TDI®</th>
<th>AR 4.0T (NWB/LWB)</th>
<th>A8 L W12</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wheelbase, nWB (in)</strong></td>
<td>117.8</td>
<td>——</td>
<td>117.8</td>
</tr>
<tr>
<td><strong>Wheelbase, LWB (in)</strong></td>
<td>122.9</td>
<td>——</td>
<td>122.9</td>
</tr>
<tr>
<td><strong>Length, nWB (in)</strong></td>
<td>202.2</td>
<td>——</td>
<td>202.2</td>
</tr>
<tr>
<td><strong>Length, LWB (in)</strong></td>
<td>207.4</td>
<td>——</td>
<td>207.4</td>
</tr>
<tr>
<td><strong>Height, nWB (in)</strong></td>
<td>57.5</td>
<td>——</td>
<td>57.5</td>
</tr>
<tr>
<td><strong>Height, LWB (in)</strong></td>
<td>57.9</td>
<td>——</td>
<td>57.9</td>
</tr>
<tr>
<td><strong>Width with mirrors (in)</strong></td>
<td>76.7</td>
<td>——</td>
<td>76.7</td>
</tr>
<tr>
<td><strong>Drag coefficient (cw)</strong></td>
<td>.26</td>
<td>——</td>
<td>.26</td>
</tr>
</tbody>
</table>

#### Interior measurements

| **Head room with sunshade, nWB (in, front/rear)** | 37.2/38.1 | —— | 37.2/38.1 | —— |
| **Head room with sunshade, LWB (in, front/rear)** | 37.2/39.1 | —— | 37.2/39.1 | —— |
| **Leg room, nWB (in, front/rear)** | 41.4/38.7 | —— | 41.4/38.7 | —— |
| **Leg room, LWB (in, front/rear)** | 41.4/42.9 | —— | 41.4/42.9 | —— |
| **Shoulder room (in, front/rear)** | 59.1/57.8 | —— | 59.1/57.8 | —— |
| **Cargo volume (cu ft)** | 11.2 | —— | 11.2 | —— |

#### EPA mileage estimates | Capacities | Emissions

<table>
<thead>
<tr>
<th>AR 3.0T (NWB/LWB)</th>
<th>A8 L TDI®</th>
<th>AR 4.0T (NWB/LWB)</th>
<th>A8 L W12</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Engine oil (qt)</strong></td>
<td>7.2</td>
<td>7.2</td>
<td>8.1</td>
</tr>
<tr>
<td><strong>AdBlue® (gal)</strong></td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td><strong>Fuel (gal)</strong></td>
<td>23.8</td>
<td>23.8</td>
<td>23.8</td>
</tr>
<tr>
<td><strong>Required fuel</strong></td>
<td>Premium</td>
<td>Premium</td>
<td>Ultra-low-sulfur diesel</td>
</tr>
<tr>
<td><strong>Emissions rating</strong></td>
<td>4.6g CO₂</td>
<td>4.6g CO₂</td>
<td>4.6g CO₂</td>
</tr>
</tbody>
</table>

1. Top track speed is electronically limited to 110 mph in the U.S. To view speed and traffic laws, see the Audi Sport brochure. Your mileage will vary. 2. EPA estimates not available at time of printing. See www.fueleconomy.gov for updated information. Your mileage will vary.
### Safety

<table>
<thead>
<tr>
<th>Safety</th>
<th>Security</th>
<th>A8 3.0T (NWB/LWB)</th>
<th>A8 L TDI®</th>
<th>A8 4.0T (NWB/LWB)</th>
<th>A8 L W12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Driver and front passenger dual-stage airbags, front thorax side airbags, knee airbags and Sideguard® head curtain airbags</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rear passenger thorax side airbags</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front passenger occupant detection for airbags</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety belt reminder for driver and front passenger</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lower Anchors and Tethers for Infants (LATCH) in rear seats</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power central locking system with safety unlock feature if airbags deploy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic Stability Control (ESC) with traction control (ASR)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anti-lock Brake system (ABS) with Electronic Brake-pressure Distribution (EBD) and brake assist</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tire pressure monitoring system</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Serrate mechanical parking brake</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Exterior

<table>
<thead>
<tr>
<th>Exterior</th>
<th>A8 3.0T (NWB/LWB)</th>
<th>A8 L TDI®</th>
<th>A8 4.0T (NWB/LWB)</th>
<th>A8 L W12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audi Singleframe® grille</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audi Singleframe® grille with twin-bar design and diamond mesh inserts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adaptive xenon plus headlights with LED-Daytime running light technology</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full LED headlight technology</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>High-beam assistant</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Headlight washing system</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automatic headlights</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LED taillight technology and rear fog lights</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power adjustable, power-folding, auto-dimming, heated exterior side mirrors with memory</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LED turn indicator light technology integrated into the exterior side mirrors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LED puddle lighting technology</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heated windshield washer nozzles</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aluminum trim around exterior windows</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power soft closing doors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power trunk opener and hands-free release</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dual exhaust outlets</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Integrated two/sport-reinforced exhaust outlets</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Interior

<table>
<thead>
<tr>
<th>Interior</th>
<th>A8 3.0T (NWB/LWB)</th>
<th>A8 L TDI®</th>
<th>A8 4.0T (NWB/LWB)</th>
<th>A8 L W12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dual-zone automatic climate control</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Four-zone automatic climate control</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Four-spoke multifunction steering wheel with shift paddles</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heated steering wheel</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power tilt and telescopic, adjustable steering column</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leather-wrapped shift lever</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decorative interior (see Decorative Inlays page for more details)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ambient LED interior lighting technology</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AluSal® headliner (light or black option)</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Dual-zone climate control</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power rear side sunshades</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power rear sunshade</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power soft-closing doors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power trunk open/close and hands-free release</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dual-pane acoustic glass</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power rear side sunshades</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power rear sunshade</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power rear side sunshades</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power soft-closing doors</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power trunk open/close and hands-free release</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Dual-pane acoustic glass</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power rear side sunshades</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power rear sunshade</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
</tbody>
</table>

### Seating

<table>
<thead>
<tr>
<th>Seating</th>
<th>A8 3.0T (NWB/LWB)</th>
<th>A8 L TDI®</th>
<th>A8 4.0T (NWB/LWB)</th>
<th>A8 L W12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-way power front seats, including power lumbar adjustment and memory</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22-way power front seats, including power lumbar adjustment and memory</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>22-way power front seats, including power lumbar adjustment, memory and diamond-stitch pattern</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Heated front seats</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ventilated front seats with massage function</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power rear seats with power lumbar adjustment</td>
<td>Not Available</td>
<td>Not Available</td>
<td>Not Available</td>
<td></td>
</tr>
<tr>
<td>Power rear single seats with power lumbar adjustment, memory and fixed center console</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Heated rear seats</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Ventilated rear seats with massage function</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power rear seats with power lumbar adjustment</td>
<td>Not Available</td>
<td>Not Available</td>
<td>Not Available</td>
<td></td>
</tr>
<tr>
<td>Power rear single seats with power lumbar adjustment, memory and fixed center console</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power rear seats with power lumbar adjustment, memory and fixed center console</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power rear seats with power lumbar adjustment</td>
<td>Not Available</td>
<td>Not Available</td>
<td>Not Available</td>
<td></td>
</tr>
<tr>
<td>Power rear single seats with power lumbar adjustment, memory and fixed center console</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power rear seats with power lumbar adjustment, memory and fixed center console</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Power rear seats with power lumbar adjustment, memory and fixed center console</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td></td>
</tr>
</tbody>
</table>

1. Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.
Think of it as an inside job.

Experience an even deeper sense of luxury with the Audi design selection package. Featuring Balao Brown Valcona leather seating surfaces along with Snow White seat stitching and piping, we think you’ll find that this sensuous pairing brings out the depth of the Balsamic Brown natural Fine grain Ash Wood upper inlays and contrasts perfectly with the Brushed Aluminum inlays that lie below. This package, tastefully proclaimed by special badges on the door sills, is available on select Audi A8 models, giving the A8 a sort of insider’s arrangement.

Infotainment | Technology

<table>
<thead>
<tr>
<th>Feature</th>
<th>A8 3.0T (NWB/LWB)</th>
<th>A8 3.0T W12</th>
<th>A8 4.0T (NWB/LWB)</th>
<th>A8 L W12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audi MMI® Navigation plus with voice control system†</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Audi MMI® touch with handwriting-recognition technology</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Audi connect® with six-month trial subscription²</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>7&quot; color driver information system</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>BOSE® Premium Surround System with 14 speakers, Audi®Fi® noise-compensation and 650 watts</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Amp &amp; Uconnect® Advanced Sound System with 10 speakers and 1,400 watts</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>HD Radio™ Technology</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>SiriusXM® Satellite Radio with 30-day trial subscription⁷</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>SiriusXM® Traffic with four-year subscription⁷</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>3G card slot with 32GB operating capacity (dual slot)</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Audi music interface with iPod® integration</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>In-dash DVD player</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Rear Seat Entertainment with dual 10&quot; screens and single DVD player</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>BlueTOOTH® wireless technology preparation for mobile phone⁴</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Two 12-volt power outlets</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Garage door opener (HomeLink®)</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Cruise control with coast, resume and accelerate features</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Audi Selection cruise control with stop &amp; go</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Audi lane assist</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Audi side assist and pre sense® rear</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Audi pre sense® plus</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Night vision assistant with pedestrian detection</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Audi drive select</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Parking system plus with rear view camera (front and rear sensors)</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Top and corner view camera system</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Rear light sensor for automatic windshield wipers and headlights</td>
<td>—— Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
</tbody>
</table>
| Standard — Not applicable
Add a new point of view, a dash of distinction and the ultimate in self-expression with Audi Genuine Accessories. Whether you load the cargo carrier with climbing gear or add a set of sporty new wheels, we’ve got the accessories that will help enhance every facet of your lifestyle. Designed for seamless compatibility with your Audi, all pieces are backed by your vehicle’s 4-year/50,000-mile limited warranty or the accessory’s 12-month/12,000-mile limited warranty, whichever extends longer from the accessory purchase date. If you’re looking to personalize or protect, Audi offers an intelligent solution.

Audi genuine sport and design accessories

Your Audi vehicle features a bold, aggressive stance and strong, striking lines. Whether it’s a badly needed Audi genuine Sport and Design Accessories or a single finishing touch, there is a solution designed by Audi that makes every mile more enjoyable—and more yours.

Audi genuine electronics accessories

The illuminating technology that graces each Audi vehicle provides the inspiration for Audi Genuine Electronics Accessories. Similarly, all of these accessories are impressively advanced and inspiring. Our audio options let you enhance your listening pleasure. Other accessory options help promote more convenient travel. All are designed and tested to help ensure compatibility with your Audi vehicle, so you can be assured of their quality and durability.

Audi genuine alloy wheels

Inspired by the very best and drive with added confidence. Each Audi genuine alloy wheel offers similar engineering, manufactured and tested to meet rigorous factory standards. Every Audi alloy wheel design is graced by a rich Anthracite tone. Every Audi alloy wheel design is.

Audi TravelSpace transport accessories

You go almost everywhere. Give your Audi the proper invitation by taking your adventures in stride. Bring it with Audi Travelspace Transport Accessories. The list includes bike racks, ski racks, a variety of watersports equipment carriers and various sizes of cargo carriers. Whatever you may, go make sure and everything fits with a variety of intelligent and innovative solutions. Accessories designed for your life—the passionate, active part.

Audi guard comfort and protection accessories

Help protect what you love. Audi Guard Comfort and Protection Accessories offer functional, practical items that help keep your Audi in pristine condition. Choose from such useful items as truck covers that help keep the vehicle dry and protected. Use them or load it, keep the vehicle looking like new—inside and out. All are engineered to stringent Audi standards, so you can be assured of their quality and durability.

Audi genuine floor mats

Add a new point of view, a dash of distinction and the ultimate in self-expression with Audi Genuine Accessories. Whether you load the cargo carrier with climbing gear or add a set of sporty new wheels, we’ve got the accessories that will help enhance every facet of your lifestyle. Designed for seamless compatibility with your Audi, all pieces are backed by your vehicle’s 4-year/50,000-mile limited warranty or the accessory’s 12-month/12,000-mile limited warranty, whichever extends longer from the accessory purchase date. If you’re looking to personalize or protect, Audi offers an intelligent solution.

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Audi genuine floor mats

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