Introducing Audi for 2008. Twenty-one models, united by four interlocking rings. Beyond more models than ever before, a paradigm shift, the automotive landscape forever transformed. You feel the momentum – you’re not just seeing more and more of these cars. You’re seeing them in all the right places. Not merely turning corners, but turning heads as well.

From the all-new flagship R8 to the stunningly new TT to the sleek and sexy S5 to the ample yet nimble A8 L W12, there’s a certain swagger. A confident grace. A realization that when a car company hits on all cylinders, nothing is impossible.

And for you, our timing couldn’t be any better.

The stars are all perfectly aligned. It’s our moment.

It’s time for Audi.

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Named for arguably the most successful endurance car of all time, the 2008 Audi R8 continues to outpace both top competition and lofty expectations. Nothing less than the sports car only Audi could build. Given our history with all-aluminum, mid-engined, all-wheel drive sports car concepts over the past 15 years, the car we absolutely had to build. Dutch Mandel of *AutoWeek* put it rather succinctly: “Quite simply, the R8 is in a class by itself.” Writing in the *Sunday Times* of London, Jeremy Clarkson summed up his reaction to the R8 with these words: “It is one of the truly great cars and the only hesitation I have in giving it five stars is that, ideally, I’d like to give it six.”
Upon introduction, the original TT Coupe and Roadster were widely hailed as design icons. Words like timeless and classic were everywhere. To say we took the responsibility of creating a new TT seriously doesn’t begin to describe the process. As you can see, we succeeded brilliantly. Both a nod to the past and an avatar of the future. Every line stretched to perfection. Every curve, a revelation. But it’s what you can’t see that’s the real news here. An all-new ASF® that unites aluminum and steel for ideal proportions and optimal handling prowess. And then we dial it up yet again: The option of Audi magnetic ride. As well as quattro®. Not to mention expansive new interpretations of the interior and exterior design language that made the TT an icon in the first place. Whether you choose the 2.0 TFSI® or the 3.2 V6, a pure delight.
Presenting the all-new Audi S5 and A5. Beyond a sensory sensation, daring and dynamic takes on what a grand touring car from Audi can be. Not just the lowest and widest stance in the class, a combination of elegance and eagerness to run that’s positively captivating. A car that will not be ignored.

The S5 sports a 4.2 V8 with 354 hp, while the A5 offers a 3.2 V6 with 265 hp. Both deliver effective, efficient power through FSI Direct Injection. And both offer tenacious grip and uncanny balance thanks to new chassis architecture, new suspensions, and a new rear-biased quattro all-wheel drive system. And if you think these cars look good in pictures, wait until you see them in person.
Introducing the 2008 Audi A3. All the evidence you need that luxury and large are not mutually exclusive. Proof that an urban car can be decidedly urbane. Whether you opt for the 200 hp 2.0 TFSI or a V6 with 250 hp, justifiably at the heart of it all is the 5 line package. Rest assured that we never forget that functional starts with fun. From an Open Sky sunroof to Audi navigation system to SIRIUS® Satellite Radio and more, options abound. Standard on every A3: Outstanding safety ratings from the Insurance Institute for Highway Safety (IIHS). After all, we put everything we know about safety into all of our cars.
With Sedan, Avant and Cabriolet models to choose from, there’s bound to be a 2008 A4 that stirs you to action. Beyond body styles, we offer a wealth of engine, transmission and driveline options. Both our 200 hp and 255 hp engines feature FSI Direct Injection technology designed to extract more power with less fuel. New for 2008: An S line package exterior, standard. An array of standard equipment and select options awaits the discerning driver.

Power, performance, style. When you add it up, every 2008 A4 has it all. And then some. For more information on special packages and offerings for 2008, see your dealer or go to audiusa.com for details.
A perfect union of style and substance, the 2008 Audi A6 Sedan and A6 Avant succeed brilliantly on any number of levels. Starting with the riveting performance of both the 3.2 V6 and the 4.2 VR – with 255 hp and 350 hp respectively. In addition to engines, the Sedan features transmission and driveline choices, while the Avant offers sure-footed quattro all-wheel drive and the efficient, effective power of a V6 with FSI Direct Injection as standard. From Audi music interface to Bluetooth® connectivity, there are a wealth of ways to personalize your A6. If you’re looking for winning design, compelling performance and form and function in delightful harmony, look no further.
The 2008 A8, A8 L and A8 L W12: For 2008, a sharpened focus on details. Inside and out. However, the essence of these automobiles remains unchanged – all-aluminum Audi Space Frame (ASF®). Lighter, stronger and safer than steel, a true breakthrough. A choice of wheelbase lengths. Adaptive air suspension. A powerfully smooth, sonorous V8 with 350 hp or the mellifluous 450 hp 12-cylinder A8 L W12.

Beyond broad strokes, attention to detail: All the very latest driving and communication tools, interior appearance enhancement options as well as options you’ll find absolutely nowhere else: a Bang & Olufsen® Advanced Sound System with Acoustic Lens Technology, for example. We could go on and on. And you will in one of these cars.
Built with North America in mind, the Audi Q7 is finding friends all over the world. Both the Audi Q7 3.6 and 4.2 feature FSI Direct Injection technology for effective, efficient power – 280 and 350 hp respectively. Legendary quattro all-wheel drive, a given. As well as an award-winning interior with all the very latest communications and entertainment gear. Including the option of a Bang & Olufsen Advanced Sound System. Not to mention five-star crash ratings from NHTSA* – the highest possible rating. From its commanding exterior to its welcoming interior, a new standard in SUVs. The one that others are forced to benchmark.

*A government star ratings are part of the National Highway Traffic Safety Administration’s (NHTSA’s) New Car Assessment Program. See safety.gov.
Whether it’s a Sedan, a Cabriolet or stylish Avant, every 2008 S4 shares common virtues: A 340 hp V8. Legendary quattro all-wheel drive. Incomparable style and extraordinary attention to detail. Whether mated to a six-speed Tiptronic or a six-speed manual, the V8 is a delight. Power to pull ahead smartly in all forward gears. An aural sensation to boot. Every one of these cars feels as if it were built precisely for the driver. The fact that friends can come along quite comfortably, a bonus.
Some are first drawn to the 2008 S6 on looks alone. The bold grille, the piercing Bi-xenon headlights underscored by new programmable daytime LED driving lights. Its impressive dimensions and flowing shape are also appealing. But then you hear the magnificent V10. All 435 hp begging you to get going. An ideal complement to its sport-tuned six-speed Tiptronic transmission and road-gripping quattro all-wheel drive. Zero to 60 mph in 5.1 seconds and 398 lb-ft of torque. But numbers don’t begin to tell this story. You must drive the car.
How do you dazzle those for whom nothing less than the best will do? Take a normal wheelbase A8. Substitute a V10. Lower and stiffen the adaptive air suspension for a sportier feel. Orient the power of the quattro system to the rear, too. Take advantage of its unique all-aluminum construction in every way possible. From an emboldened front grille to distinctive side mirrors to a shape that's at once timeless and futuristic, the 2008 S8 shines completely and absolutely. Inside, a commanding declaration of strength and clarity of purpose. Beyond all the very latest communication and driver-assistance options, choices you'll find nowhere else. An optional Bang & Olufsen Advanced Sound System with Acoustic Lens Technology and unsurpassed sound. But then again, once you hear the V10 in full glory you may not care about other sound systems. When you look up visceral in an illustrated dictionary, this is what you should see.
Audi RS 4

RS 4 Sedan
RS 4 Cabriolet

Presenting a one-two punch like no other. In addition to the 2008 RS 4 Sedan, Audi is proud to introduce the 2008 RS 4 Cabriolet. The first time we’ve ever offered more than one RS model in the U.S. After the kind of praise that’s been heaped on the Sedan, how could we not? Both models sport a high-revving 420 hp, rear-biased quattro all-wheel drive, a short throw six-speed manual and massive brakes. Now add the exclusivity of Dynamic Ride Control (DRC), a diagonally opposed hydraulic suspension that absolutely flattens the road under rather extreme conditions. The RS 4. Still alone at the top of the class. But with more company.
When others attempt interior upgrades, this is what they’re striving for.

First impressions count. But not as much as the test of time. When it comes to interior design, we’ve never been better. Strong words when one is widely acknowledged as the industry’s leader. From a zeal to raise the bar in fit and finish to an insistence on nothing but the highest quality materials, every Audi is designed to forge a bond that’s instantly welcoming and forever fascinating. While never forgetting how important it is to delight driver and occupants. From our growing collaboration with Bang & Olufsen to our innovative Audi music interface for the quintessential iPod® experience to the look and feel of every touch, every control, every surface.

The interior of the new TT may be unique, but it shares common values with every Audi. A driver-centric approach. A raised center console. Attention to detail. Visual harmony. Seamless transitions. An open invitation to trust your intuition. An environment that inspires confidence. Materials that will hold up to today’s world. Technologies that add to the driving experience without distraction. And more. After all, we’re Audi.

For left:
- The interior of the all-new A5.
- Acoustic Lens Technology. Part of the Bang & Olufsen Advanced Sound System. Available in the A8, S8, and Audi Q7 models.
- Audi music interface for class-leading iPod connectivity. Available on A6, A8, S6, S8 and Audi Q7 models.
- Center console, including MMI® control of the Audi Q7.

For right:
- The cockpit of the all-new TT Roadster, shown with optional equipment.
To say technology motivates us to new heights is a bit of an understatement.

Any discussion of the essence of Audi must begin with engineering. It’s who we were more than 100 years ago. It’s who we are today. In 2001, we introduced FSI Direct Injection while winning the 24 Hours of Le Mans. Today you’ll find it on models throughout our line. In 1989, we introduced most of the world to our wondrous TDI technology. We took it to the track and won Le Mans. Again. Soon, you’ll understand exactly what we mean. When you’re Audi, the search for truth never ends. To our way of thinking, good enough rarely is.

From new ways and new places to simultaneously test an automobile’s aerodynamic and acoustic qualities to new ways to form and join both steel and aluminum to a series of firsts in the new world of LED lighting, Audi innovates. Ceaselessly.

For example, we introduced quattro in 1980 and still haven’t stopped improving it. Not just a winner in inclement weather and on bad roads, a performance plus anywhere and everywhere. Essentially mechanical in nature with electronic overlays, quattro spells superior confidence and control in any language. Not to mention in a variety of conditions.

For left:
- Legendary quattro delivers power to the wheel or wheels with the most grip.

For right:
- FSI Direct Injection technology means more power with less fuel.

For left, top to bottom:
- An A8 L in our new, state-of-the-art wind tunnel.
- Every Audi is designed to sacrifice itself in order to better protect occupants in the event of an accident.
- We use LED lighting in some of our rear lights because they’re quicker to fire than conventional lights.

For right:
- Legendary quattro delivers power to the wheel or wheels with the most grip.
### Key Features

#### Audi RS
- Bang & Olufsen Sound System
- DVD-based Audi navigation† with Audi music interface
- Rear camera
- Bose Surround Sound
- Bluetooth® capability

#### Audi TT Coupe
- Bose® Surround Sound System
- iPod® interface/adapter (located in glove box)
- Bang & Olufsen
- Power windows with one-touch up/down feature
- HomeLink® garage door transmitter
- Anti-theft alarm system
- Ambient lighting
- Comfort seats

#### Audi TT Roadster
- Bose® Surround Sound System
- iPod® interface/adapter (located in glove box)
- Bang & Olufsen
- Power windows with one-touch up/down feature
- HomeLink® garage door transmitter
- Anti-theft alarm system
- Ambient lighting

#### Audi A5
- Bose® Surround Sound System
- iPod® interface/adapter (located in glove box)
- Bang & Olufsen
- Power windows with one-touch up/down feature
- HomeLink® garage door transmitter
- Anti-theft alarm system
- Ambient lighting

#### Audi S5
- Bose® Surround Sound System
- iPod® interface/adapter (located in glove box)
- Bang & Olufsen
- Power windows with one-touch up/down feature
- HomeLink® garage door transmitter
- Anti-theft alarm system
- Ambient lighting

#### Audi A3
- Bose® Surround Sound System
- iPod® interface/adapter (located in glove box)
- Bang & Olufsen
- Power windows with one-touch up/down feature
- HomeLink® garage door transmitter
- Anti-theft alarm system
- Ambient lighting

#### Audi A4 Sedan
- Bose® Surround Sound System
- iPod® interface/adapter (located in glove box)
- Bang & Olufsen
- Power windows with one-touch up/down feature
- HomeLink® garage door transmitter
- Anti-theft alarm system
- Ambient lighting

### Performance Tires

Performance tires are designed for optimum performance and handling in warm climates. They are compatible with Audi's phone preparation. Audi recommends use of the Audi phone cradle (sold separately) with your mobile phone. For more information on all of these topics, please consult the owner's manual, your local dealer or call 1-800-FOR-AUDI.
The Audi navigation system depends upon signals from the worldwide Global Positioning System (GPS). If you drive under those circumstances, you should equip your vehicle with GPS compatible tires suitable for cold, snowy or icy weather conditions. If you drive under those conditions, we suggest you use the recommended winter or all-season tires for your car or its equivalent.

The specifications in this brochure include selected features and options. For more detailed information, please see audiusa.com. *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 GPS compatible tires suitable for cold, snowy or icy weather conditions. If you drive under those conditions, we suggest you use the recommended winter or all-season tires for your car or its equivalent.

Key Standard Features*

• Headlight washers
• Rain sensor / light sensor
• Bi-xenon headlights
• Audi lane assist
• Audi Adaptive Cruise Control
• Adaptive air suspension
• LED taillights and side mirror blinker
• Full power front and rear seats
• Full power, heated outside mirrors
• Power driver and passenger seats with power
together with memory, and four-way lumbar
support
• Leather, heated, front seats (standard on 3.2)

• 12-way power driver seat with power
features
• Power windows with one-touch up/down feature
• Dual-zone climate control
• 3.2 FSI V6 255 hp / quattro AWD / six-speed Tiptronic
• 3.2 FSI V6 255 hp / FrontTrak FWD / six-speed Tiptronic
• 2.0 TFSI 200 hp / quattro AWD / six-speed Tiptronic
• 2.0 TFSI 200 hp / FrontTrak FWD / six-speed Tiptronic

• 2.0 TFSI 200 hp / quattro AWD / six-speed Tiptronic
• 3.0 TFSI 300 hp / FrontTrak FWD / six-speed Tiptronic
• 3.0 TFSI 300 hp / quattro AWD / six-speed Tiptronic
• 3.0 TFSI 300 hp / FrontTrak FWD / six-speed Tiptronic
• 3.0 TFSI 300 hp / quattro AWD / six-speed Tiptronic

• 4.2 FSI V8 350 hp / quattro AWD / eight-speed Tiptronic
• 4.2 FSI V8 350 hp / FrontTrak FWD / eight-speed Tiptronic
• 6.0 W12 450 hp / quattro AWD / six-speed Tiptronic
• 3.0 TDI 240 hp / FrontTrak FWD / six-speed Tiptronic
• 3.0 TDI 240 hp / quattro AWD / six-speed Tiptronic

• Bang & Olufsen Advanced Sound System
• BOSE Surround Sound System
• Bang & Olufsen Advanced Sound System
• BOSE Surround Sound System
• Bang & Olufsen Advanced Sound System

• Front and rear heated seats
• Preparation for mobile phone (Bluetooth)††
• Front seat ventilation and massage (includes rearview camera)
• Audi lane assist
• SIRIUS Satellite Radio
• Bang & Olufsen Advanced Sound System
• Audi parking system advanced
• MMI backlit color display and operating system
• Leather seating surfaces (full leather with 4.2)
• Headlight washers
• Dual-zone climate control
• Wood / leather segmented steering wheel
• Bam & Olufsen Advanced Sound System
• Bang & Olufsen Advanced Sound System
• Audi parking system advanced
• MMI backlit color display and operating system
• Leather seating surfaces (full leather with 4.2)
• Headlight washers
• Dual-zone climate control
• Wood / leather segmented steering wheel
• Front seat ventilation and massage (includes rearview camera)
• Audi lane assist
• SIRIUS Satellite Radio
• Bang & Olufsen Advanced Sound System
• Audi parking system advanced
• MMI backlit color display and operating system
• Leather seating surfaces (full leather with 4.2)
• Headlight washers
• Dual-zone climate control
• Wood / leather segmented steering wheel
• Bang & Olufsen Advanced Sound System
• Audi parking system advanced
• MMI backlit color display and operating system
• Leather seating surfaces (full leather with 4.2)
• Headlight washers
• Dual-zone climate control
• Wood / leather segmented steering wheel
**Key Standard Features**

- 3.6L V6 280 hp / quattro AWD / six-speed Tiptronic
- Power steering
- Power door locks
- Power windows
- ABS (Antilock Braking System)
- Air conditioning

- 3.6 Premium
  - Four-zone climate control
  - Power outside mirrors with defog feature
  - Power tailgate
  - BOSE Surround Sound System
  - Heated front seats

- 4.2 Premium
  - Power steering
  - Power door locks
  - Power windows
  - ABS (Antilock Braking System)
  - Air conditioning
  - Four-zone climate control
  - Power outside mirrors with defog feature

- 4.2 V8 340 hp / quattro AWD / six-speed automatic
  - Power door locks
  - Power windows
  - Anti-lock brake system
  - Traction control
  - Driver airbag
  - Air conditioning
  - Multi-function steering wheel
  - Power outside mirrors with defog feature

- 5.2 FSI V10 435 hp / quattro AWD / six-speed Tiptronic
  - Bi-xenon headlights
  - Power door locks
  - Power windows
  - Anti-lock brake system
  - Traction control
  - Driver airbag
  - Air conditioning
  - Multi-function steering wheel
  - Power outside mirrors with defog feature

- 5.2 FSI V10 450 hp / quattro AWD / six-speed Tiptronic
  - Bi-xenon headlights
  - Power door locks
  - Power windows
  - Anti-lock brake system
  - Traction control
  - Driver airbag
  - Air conditioning
  - Multi-function steering wheel
  - Power outside mirrors with defog feature

- 4.2 FSI V8 420 hp / quattro AWD / six-speed manual
  - Bi-xenon headlights
  - Power door locks
  - Power windows
  - Anti-lock brake system
  - Traction control
  - Driver airbag
  - Air conditioning
  - Multi-function steering wheel
  - Power outside mirrors with defog feature

**Key Options**

- 3.6L V6 280 hp / quattro AWD / six-speed Tiptronic
  - Bi-xenon headlights
  - Power door locks
  - Power windows
  - Anti-lock brake system
  - Traction control
  - Driver airbag
  - Air conditioning
  - Multi-function steering wheel
  - Power outside mirrors with defog feature

- 3.6 Quattro 280 hp / quattro AWD / six-speed Tiptronic
  - Bi-xenon headlights
  - Power door locks
  - Power windows
  - Anti-lock brake system
  - Traction control
  - Driver airbag
  - Air conditioning
  - Multi-function steering wheel
  - Power outside mirrors with defog feature

- 3.6 Premium
  - Power steering
  - Power door locks
  - Power windows
  - ABS (Antilock Braking System)
  - Air conditioning
  - Leather seating surfaces
  - Four-zone climate control
  - Power outside mirrors with defog feature

- 4.2 Premium
  - Power steering
  - Power door locks
  - Power windows
  - ABS (Antilock Braking System)
  - Air conditioning
  - Four-zone climate control
  - Power outside mirrors with defog feature

- 4.2 V8 340 hp / quattro AWD / six-speed automatic
  - Power steering
  - Power door locks
  - Power windows
  - ABS (Antilock Braking System)
  - Air conditioning
  - Four-zone climate control
  - Power outside mirrors with defog feature

- 5.2 FSI V10 435 hp / quattro AWD / six-speed Tiptronic
  - Bi-xenon headlights
  - Power door locks
  - Power windows
  - Anti-lock brake system
  - Traction control
  - Driver airbag
  - Air conditioning
  - Multi-function steering wheel
  - Power outside mirrors with defog feature

- 5.2 FSI V10 450 hp / quattro AWD / six-speed Tiptronic
  - Bi-xenon headlights
  - Power door locks
  - Power windows
  - Anti-lock brake system
  - Traction control
  - Driver airbag
  - Air conditioning
  - Multi-function steering wheel
  - Power outside mirrors with defog feature

- 4.2 FSI V8 420 hp / quattro AWD / six-speed manual
  - Bi-xenon headlights
  - Power door locks
  - Power windows
  - Anti-lock brake system
  - Traction control
  - Driver airbag
  - Air conditioning
  - Multi-function steering wheel
  - Power outside mirrors with defog feature
“The only innovations that interest me are the ones that lead to greater strength and quality.” – August Horch, Founder – Horch/Audi

A man of strong convictions, August Horch left a comfortable position when it became clear that the only way to see if his innovations would work was to start his own car company. First Horch. And then Audi. Two of the four companies symbolized by interlocking rings. His belief in advanced technology, responsive performance, inspired design and consummate safety led to quattro, the ASF, FSI, TDI as well as hundreds of checkered flags from Le Mans to Pike’s Peak. From the iconic TT to the intuitive MMI operating system to zinc galvanizing to high safety scores across the board, a zeal to test limits and challenge convention. You can see it in the all-new R8. Feel it in every car with quattro. Sense it in the stunning all-new S5. Hear it every time you close a door.

From humble origins in Germany more than 100 years ago to cars sold in more than 100 markets around the globe, it’s been quite a journey. The singular vision of one man now shared by millions. And growing by leaps and bounds. All because of a conviction that when it comes to design, performance, technology and safety, there are no shortcuts. TRUTH IN ENGINEERING.
Note: A word about this brochure. Audi of America, Inc. believes the specifications in this brochure to be correct at the time of printing. However, specifications, standard equipment, options and colors are subject to change without notice. Some equipment may be unavailable when your vehicle is built. Please ask your dealer for advice concerning current availability of standard and optional equipment and verify that your vehicle will include the equipment you ordered. Vehicles in this brochure are shown with optional equipment. See your dealer for complete details on the limited warranty, Audi 24-hour Roadside Assistance and 12-year limited warranty against corrosion perforation. Tires supplied by various manufacturers.

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A word about updated service information, Audi regularly sends its dealers useful service information about its products. Audi monitors product performance in the field, then prepares bulletins to better service its products and help avoid costly repairs. To order, see your local Audi dealer.

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