



2014 | A8

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# A8

Audi A8

Audi  
Truth in Engineering



It's Audi because

## we're driven by human achievement.

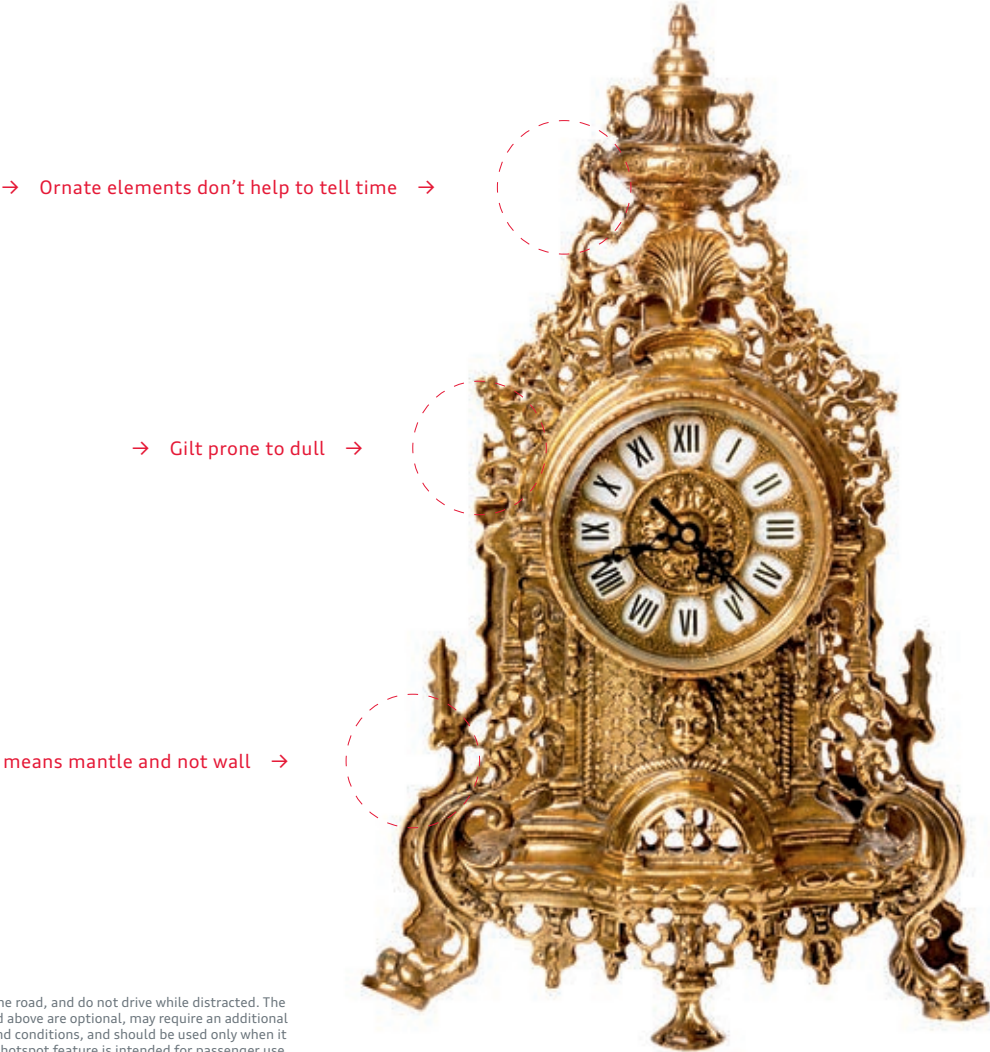
More than just cars, more than just performance. Audi is about the nature of perception, determining how people will respond to and interact with innovative design. It's about applied physics, how things glide through the air and overcome inertia through the application of power, acceleration and exhilaration.<sup>1</sup> 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.



It’s Audi because

luxury tells the ornate, the garish,  
the gilded and the over-indulgent...

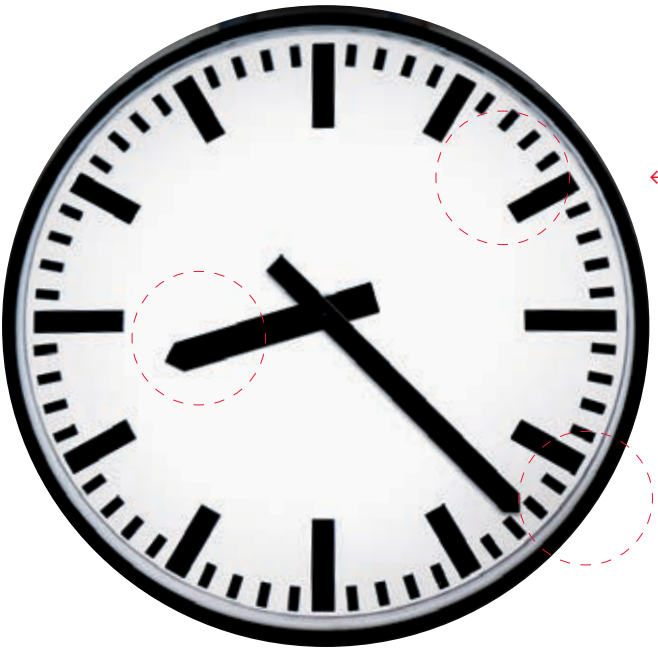


→ Ornate elements don’t help to tell time →

→ Gilt prone to dull →

→ Unnecessary weight means mantle and not wall →

...time’s up.



← Precise design and improved accuracy ←

← Easily processed information at a glance ←

← Design allows for hanging, for improved viewing angle ←

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®<sup>1</sup>, the seamless fit and finish of our materials and the unmistakable look of our Audi Singleframe® grille.<sup>2</sup> They all work in concert for a pure aesthetic of timeless taste and precision.

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 Features and technologies listed will not be available on all models.

It's Audi because

## our reputation hinges on the quality of things you don't see.

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 more than a symbol of welcoming you into your vehicle, they are products of Audi engineering, and our reputation hinges on them as much as our hinges help support the door.

### Acoustic enhancements

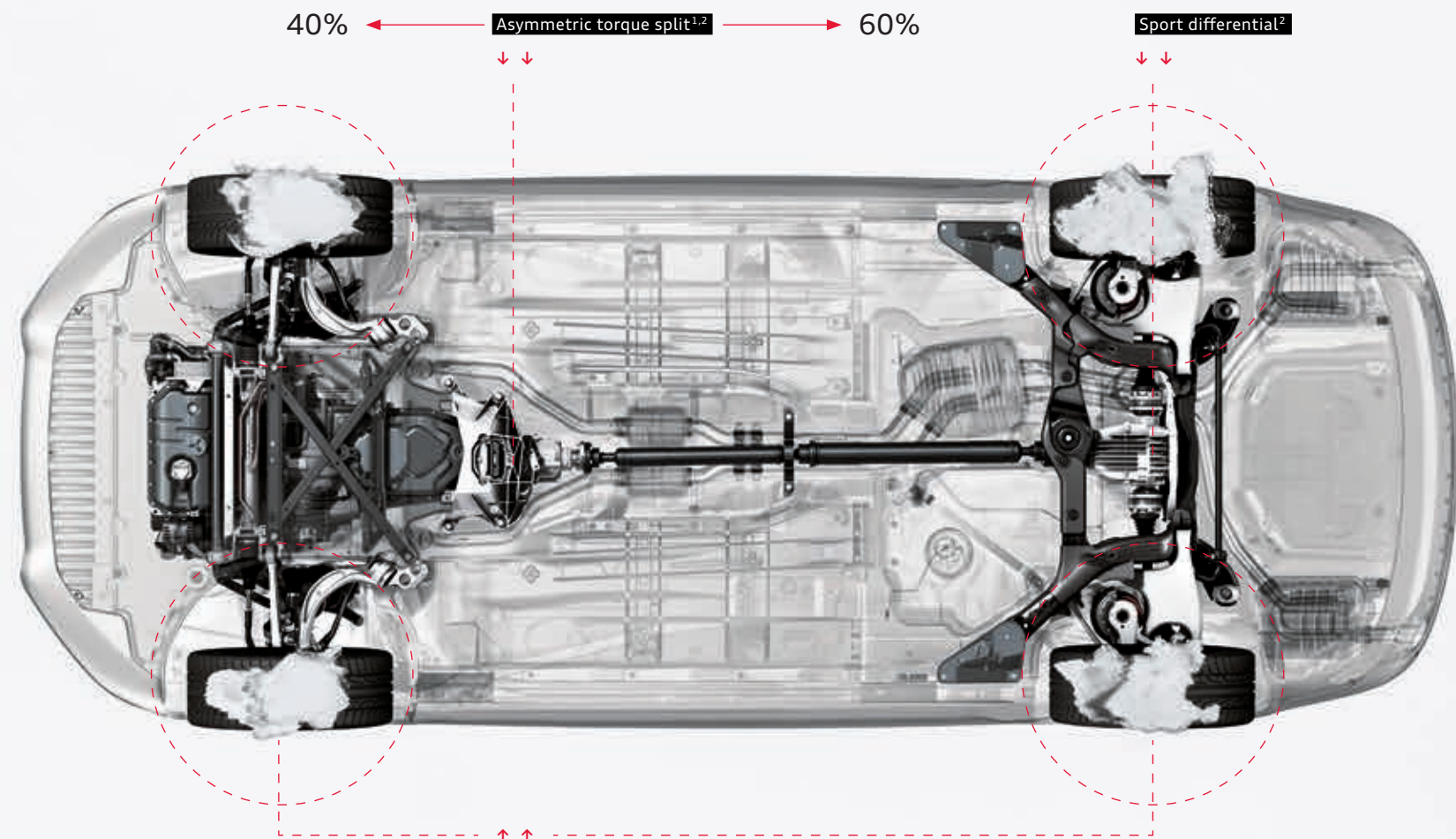
We spend countless hours listening, so you don't have to. By using soft-mounts on our window regulator, or a sound absorber backing within the door cavity itself, as well as a simple foam liner on our door-release cable, Audi engineers have nearly eliminated all of the ambient noise associated with other less-than-acute manufacturing practices.

### Award-winning design

When Audi engineers set out to build the perfect door, they had one very important goal—lighten the load. By using fully pressed 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 Doors and Closures Innovation Award.

### 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.



#### Torque vectoring²

You'll find truth 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-spin on the inside cornering tire, helping to make turns smoother and more responsive.²

European model shown with optional equipment. ¹ Torque split ratio will vary from model to model.  
² Optional features. Features and technologies listed will not be available on all models.

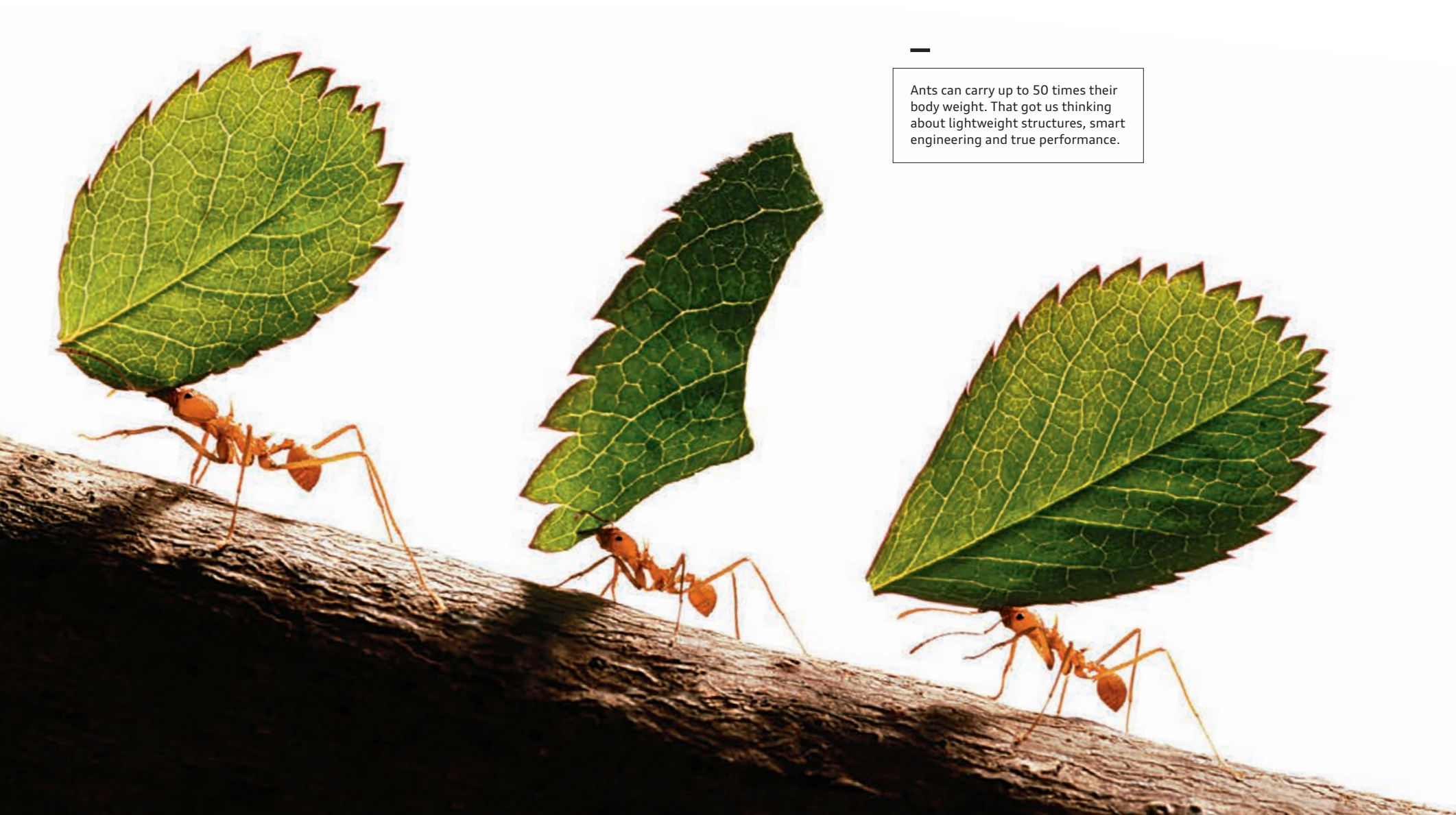


It's Audi because

**conditions don't have to dictate how you stick it to the road.**

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 rear-wheel-biased power you enjoy in good conditions.¹ 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.² 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.



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Ants can carry up to 50 times their body weight. That got us thinking about lightweight structures, smart engineering and true performance.

It's Audi because

## power is measured by strength, not size.

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.<sup>1</sup> 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;<sup>2</sup> 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.

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### TDI®

A turbocharged, fuel-sipping variant, our TDI® clean diesel engine delivers uncompromising Audi performance with bold efficiency.<sup>1</sup> Yes, it gets better mileage per gallon than comparable gasoline engines, but it also produces more low-end torque, which is best expressed in the elasticity you have when passing in the 30- to 60-mph range.

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### FSI®

The Audi FSI direct injection fuel management and delivery system directly injects fuel into the combustion chambers at precisely managed times and depths. What that means for drivers is that a fully homogenized intake charge helps increase power while also reducing fuel consumption and emissions, making efficiency more powerful.<sup>1</sup>

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### TFSI®

At Audi, TFSI represents a combination of two of the brand's core areas of expertise—direct injection and forced induction. By adding forced induction (turbocharging or supercharging) to Audi FSI direct injection, the pressurized intake charge is cooled by directly injected fuel, thus achieving efficiency and performance combined with higher compression ratios—previously only attainable by naturally aspirated engines.<sup>1</sup>

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<sup>1</sup> See [www.fueleconomy.gov](http://www.fueleconomy.gov) for EPA estimates. Your mileage will vary. <sup>2</sup> Obey all speed and traffic laws.



#### Mobile Wi-Fi® hotspot

Provides high-speed connectivity for up to eight passenger devices through an onboard wireless hub.<sup>1,3</sup>



#### City events

Get information about current events, exciting locations and places of interest at your travel destination, current location or other chosen location instantly.<sup>3</sup>



#### myAudi 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.<sup>3</sup>



#### 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.<sup>3</sup>



#### 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.<sup>3</sup>

It's Audi because

## spicy chicken is your destiny.

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®,<sup>1</sup> 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™ technolo-

gies, like Google Earth™ with 3D satellite imagery, with Audi MMI® Navigation plus.<sup>2</sup> 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.<sup>1,3</sup>

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 in locating 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 Audi MMI® Navigation plus route. Periodically mapping updates will be available for purchase at an additional cost. Consult your dealer or call 1-800-FOR-AUDI for details. 3. Optional features. Features and technologies listed will not be available on all models.





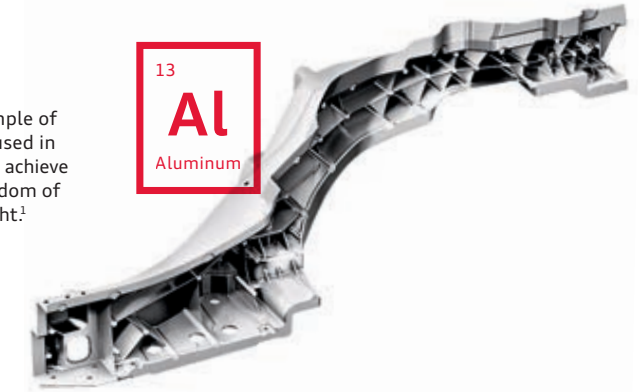
#### Elephant skull

How nature solved the apparent conundrum of an elephant's skull didn't escape the notice of Heinrich Timm, the longtime lead engineer for Audi. The weight of the tusks and the general size of an elephant's head would seem to make it impossible for the animal to actually be able to carry it. But the design genius behind the elephant's skull is actually to make it lightweight, yet sturdy. Its predominantly hollow design is buffered by thin, connective bone walls, which act as strong, weight-bearing cells. Audi designers used that idea when building our aluminum and steel structures. Reducing weight, yet enabling strength.

#### Aluminum



Our large aluminum castings are a telling example of Audi ultra® lightweight technology. Primarily used in high-stress areas, these multifunctional castings achieve exceptional rigidity while also allowing for freedom of design, all while remaining extremely lightweight.<sup>1</sup>



It's Audi because

## the elegant structure of nature becomes a blueprint of efficiency.

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.<sup>2</sup> 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.<sup>2</sup> We boldly engage it even closer still.

<sup>1</sup> Features and technologies listed will not be available on all models. <sup>2</sup> See [www.fueleconomy.gov](http://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 in-

tense. 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.<sup>1</sup>

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<sup>1</sup> Features listed are available on all models.



**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 control over your MMI® and Audi connect®, while it is designed to give you effortless access to visual information on the driver information display.<sup>1,2</sup>

**2 Audi connect and MMI**

Simple voice or finger motions can help you access information, music and BLUETOOTH® enabled features.<sup>1,2</sup>

**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.<sup>1</sup>

**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.<sup>1</sup>

It's Audi because

## optimized design makes your commute shine a little brighter.

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.<sup>1</sup>

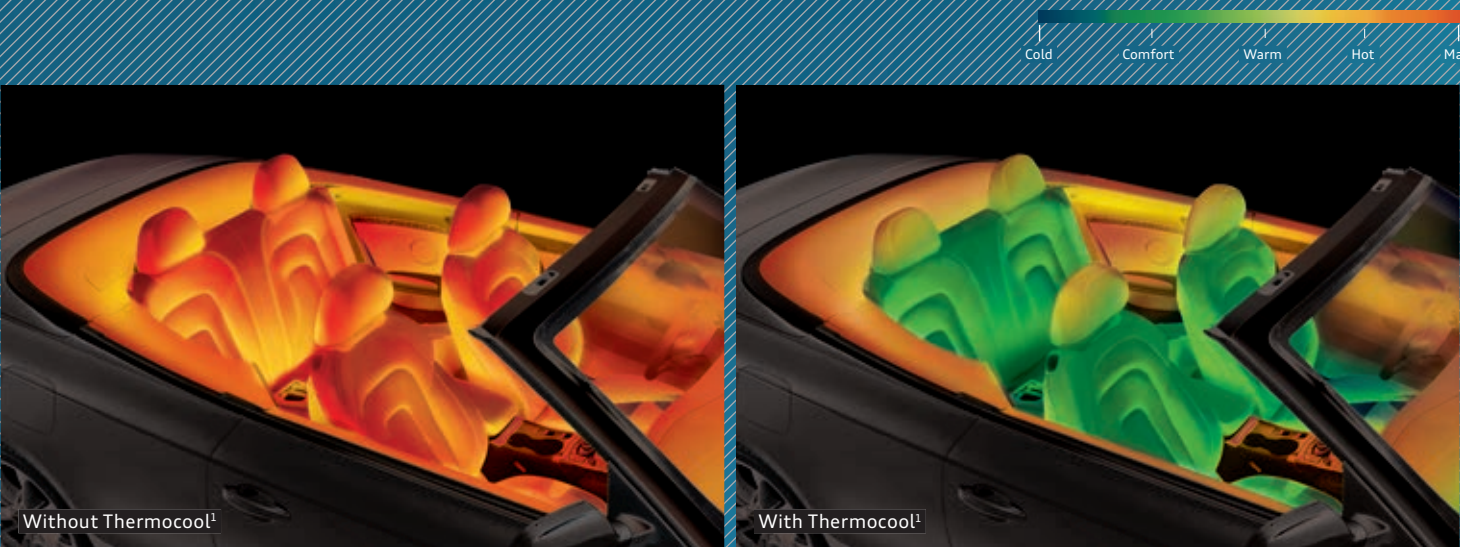
1 Optional features. Features and technologies listed will not be available on all models. 2 Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed above are optional, may require additional subscription with separate terms and conditions, and should be used only when it is safe and appropriate. The Wi-Fi hotspot feature is intended for passenger use only.

It's Audi because

# it's as if we have SPF for seats.

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°. 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.



¹ Images shown are for dramatization purposes only.



# Audi

## 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. And so it is with us as 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.

## A8

### The standard by which to strive.

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 answer 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.



### *Design*

We do not follow design trends. We set them.

## 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 naturalistic 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, enlivens, 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.





#### *Enlighten*

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

## 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 efficiency<sup>1</sup> 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.

<sup>1</sup> 24 city/36 highway mpg (2014 Audi A8 L 3.0 TDI® with eight-speed Tiptronic® automatic transmission and Audi quattro® all-wheel drive). EPA estimates. Your mileage will vary.

## You don't seek attention, you seek the best.

While others may use bells and whistles as a distraction when there isn't anything interesting to say, we took a different approach, and built a vehicle that speaks softly for itself. We strove 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.

### 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.





#### Decorative inlays

Finely 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 envelops 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.



#### 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.

#### 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.



#### Craftsmanship

We've ensured that every stitch represents the detail that we put into every aspect of an Audi.



## Normally, a throne isn't as malleable.

Climbing into the Audi A8, you'll first notice the striking driver-centered cockpit and wraparound curve of the dashboard, giving you absolute power over your surroundings. You'll have control at the tips of your fingers with the multifunction leather-wrapped steering wheel. Thanks to 18-way adjustable front seats or the available 22-way front sport/comfort seats, you'll see the payoff of our compulsive dedication to every last detail with the available Titanium Gray Valcona leather seating surfaces with diamond-stitching. Available front seat ventilation offers cooling and soothing massage features that extend the hand of luxury on long commutes. And with the elegantly designed yacht throttle shifter, and ambient lighting creating the perfect atmosphere for any drive, you'll find that you have complete authority of your kingdom.

### Diamond-stitch leather

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.





#### Rear seat entertainment

With vibrant dual 10" screens, the available Rear Seat Entertainment system can display a wealth of media choices and information, including navigation. Each rear seat occupant can access their own media controls located on the center armrest.



#### Panoramic sunroof

The available two-panel panoramic sunroof offers both the front and rear passengers an unobstructed view overhead while flooding 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.

## First class isn't just for flight.

No matter where you sit, the Audi A8 L 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 A8 L 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 A8 L 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, while a fixed, leather-covered rear center console and Rear Seat Entertainment system with dual 10" screens create a mobile business or pleasure center. This package also features a small refrigerator between the rear seats as well as rear-seat ventilation.



**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**

The story doesn't stop here. 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](http://audiusa.com) for details.



ENGINE // 4.0-liter turbocharged TFSI® V8 engine producing 520 hp and 481 lb-ft of torque

DRIVETRAIN // 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<sup>1</sup>

<sup>1</sup> Top track speed is electronically limited in the U.S. Obey all speed and traffic laws.

# The case for unbreakable bonds.

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 powder.<sup>1</sup> 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.<sup>1</sup>



▼ 56°F to 78°F



2014 Audi A8 shown with adaptive xenon plus headlights and LED daytime running light technology.

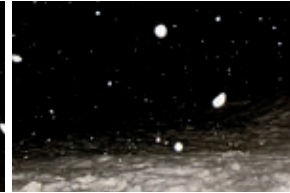
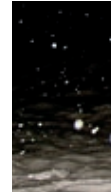


## All-around confidence

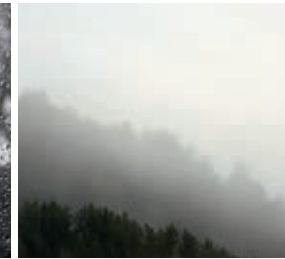
Just like life, the road can throw you a curve. So throw one right back with the superior grip and control of quattro®. It helps provide the performance and confidence you would expect from Audi, no matter if you're commuting in the city or crisscrossing the country. This is advanced engineering you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



<sup>1</sup> 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. <sup>2</sup> Obey all speed and traffic laws.



▼ HUMIDITY 95%



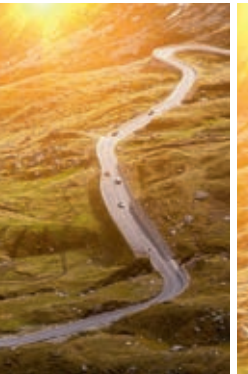
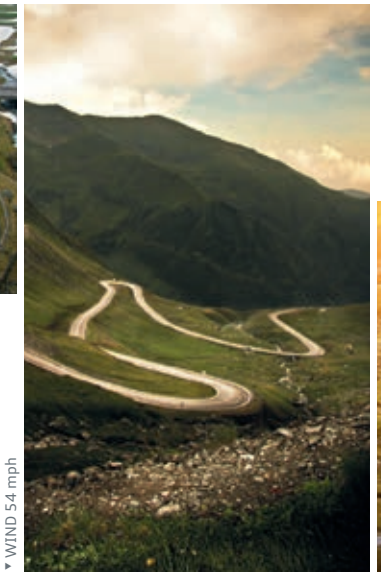
## All-weather capability

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.<sup>1</sup>



## All-out performance

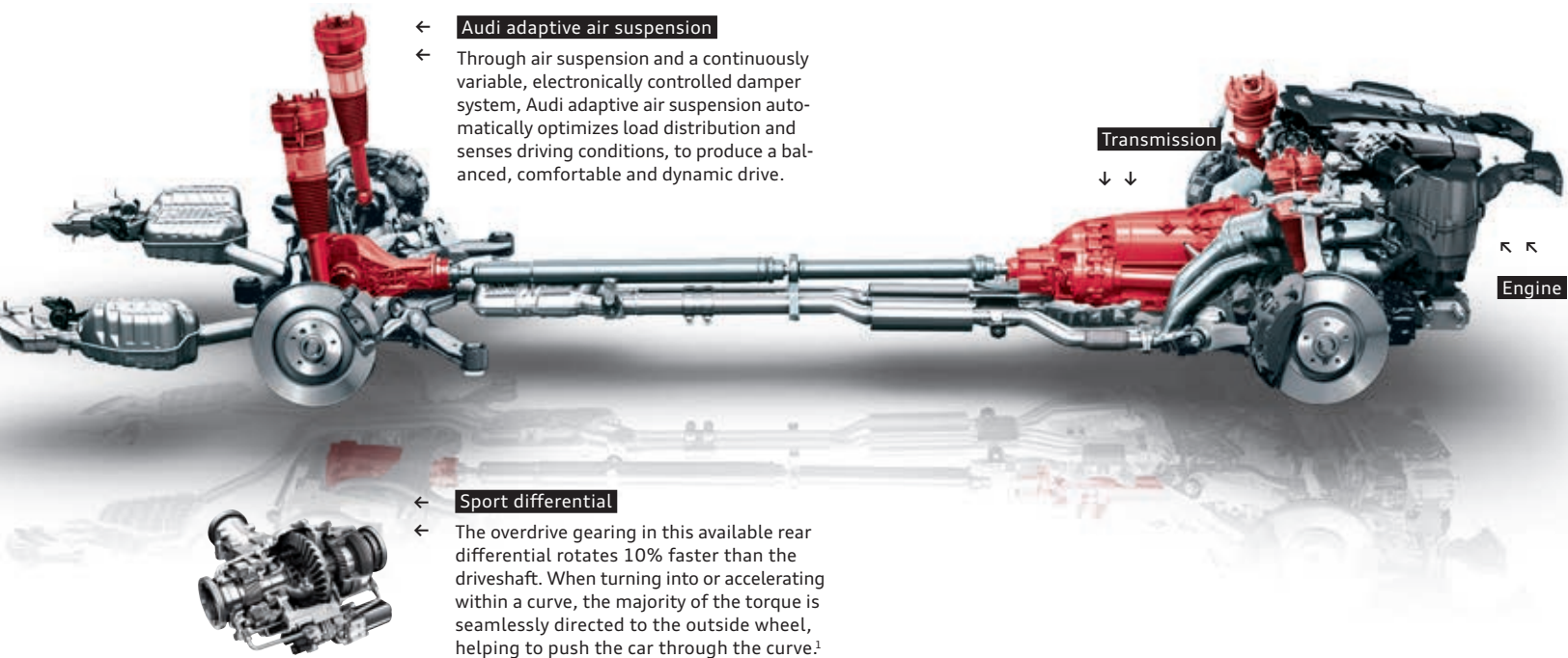
You don't win races by playing nice.<sup>2</sup> That's why quattro® features one of the most fierce performance features around—torque vectoring. By taking into account your steering input and desired level of acceleration, it can independently brake the inside wheels through a corner and transfer torque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



▼ WIND 54 mph

# 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.<sup>1</sup> 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.



<sup>1</sup> Obey all speed and traffic laws.



1	2	3	4
<b>Comfort mode</b> Perfect for less-than-perfect roads, this setting adds optimized suspension and steering and a closer shift pattern to help provide a more relaxed drive.	<b>Dynamic mode</b> Tighter steering and a more responsive throttle give this setting an aggressive feel and focused performance.	<b>Auto mode</b> The best of both worlds, dialed to automatically adjust settings for a seamless combination of comfort and responsiveness based on your driving style and road conditions.	<b>Individual mode</b> Take the turn your way—this mode allows you to adjust the steering, suspension, throttle and transmission upshifts to your style.



Performance

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

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 turbo-charged TFSI® V8 engine—by adapting to your drive, we let some of our cylinders take a little break. Our cylinder on demand™ engine efficiency 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.<sup>1</sup>

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, the rotors 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.

6.3 FSI® W12

The 6.3-liter W12 engine with Audi FSI® direct injection produces 500 hp and 463 lb-ft of torque. As the pinnacle of what is possible with engine design, this 12-cylinder powerhouse has a compact layout in “W” or offset cylinder formation, making it one of the only vehicles in its class offered with an all-wheel drive system. And, thanks to a lightweight aluminum-silicon-alloy cylinder block and a large displacement that delivers effortless thrust, the W12 is a poetic response to what's become conventional in an automotive flagship.

4.0 TFSI V8

Dual twin-scroll turbochargers nestled inside the “V” of the 4.0-liter TFSI® engine provide low and high engine speed responsiveness, ultimately supplying you, the driver, with 420 horsepower and a relentless 444 lb-ft of torque across the entire rpm range. But, power aside, this 4.0-liter V8 engine also helps enhance fuel efficiency through the use of cylinder on demand technology, with little obstruction to the enjoyment of the drive. This is further refined with active engine mounts and active noise cancellation; both technologies limit the minor vibrations and or ambient engine noises inside the cabin normally associated with cylinder deactivation and re-ignition.

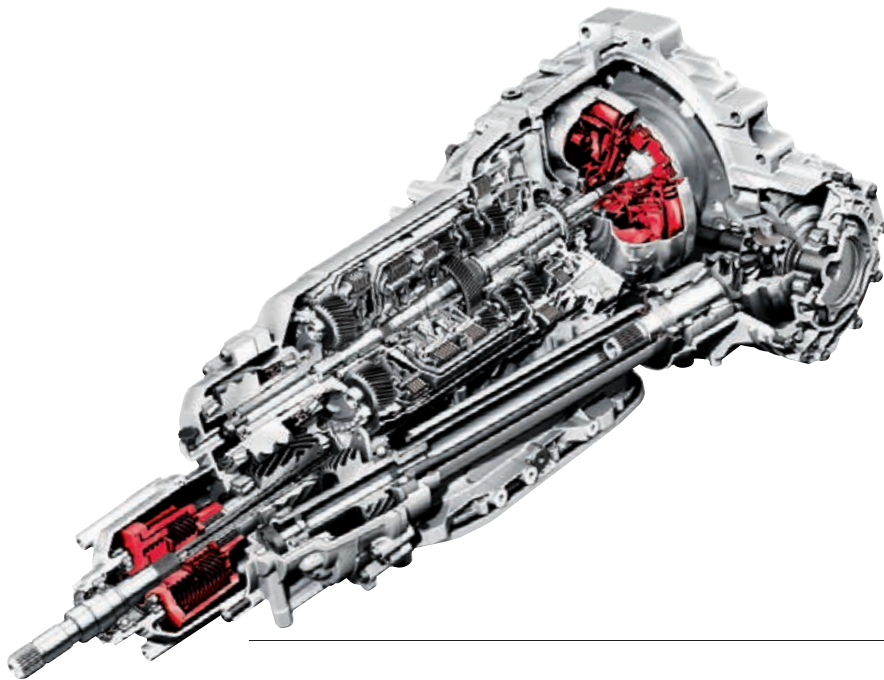
Cylinder on demand

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.<sup>1</sup>



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.<sup>1</sup>



Shift-by-wire

The eight-speed Tiptronic® automatic transmission in the Audi A8 utilizes a shift-by-wire technology, and is fully engaged by the vehicle's onboard computer. Efficient design and computer-managed shift styles add to the vehicle's efficiency.<sup>1</sup>

gear	
1ST	4.714:1
2ND	3.143:1
3RD	2.106:1
4TH	1.667:1
5TH	1.285:1
6TH	1.000:1
7TH	0.839:1
8TH	0.667:1
ratio	

Eight-speed Tiptronic® automatic transmission

This eight-speed Tiptronic® automatic transmission helps provide impressive fuel efficiency due to its shift versatility. And with the top two gears helping deliver more efficient highway cruising, it is a perfect companion for almost any road trip.<sup>1</sup>

Start-stop efficiency system

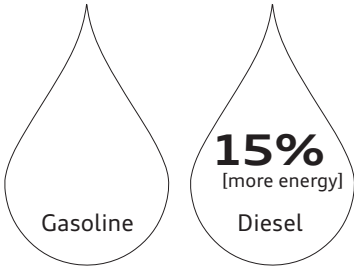
It's pretty simple. Under certain driving conditions, the A8 3.0T, 3.0 TDI® and 4.0T model's engine will shut off when the vehicle is stopped. This helps save fuel and reduce CO<sub>2</sub> emissions.<sup>1</sup> The engine will restart before you fully take your foot off the brake or if other critical vehicle systems require it, so your performance is not hindered.

<sup>1</sup> EPA estimates not available at time of printing. See [www.fueleconomy.gov](http://www.fueleconomy.gov) for updated information. Your mileage will vary.

# Fuel for thought.

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 CO<sub>2</sub> emissions than the traditional gasoline-fueled engine. And the brainy attributes 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.

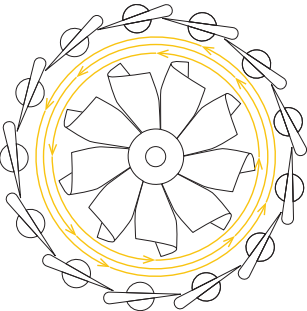
## →→ → TDI® clean diesel



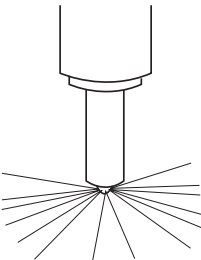
↑ ↑  
**Diesel packs more energy**  
On average, one gallon of diesel contains about 147,000 BTUs, versus 125,000 for gasoline.



↑ ↑  
**Making diesel cleaner**  
A new refinement process binding sulfur molecules to hydrogen has reduced sulfur in diesel fuel by more than 97% in years past.



↑ ↑  
**Variable vane turbocharger**  
Adding turbo power to clean diesel engines, our adjustable vane turbocharger produces impressive torque punch and mid-range passing speeds.<sup>1</sup>

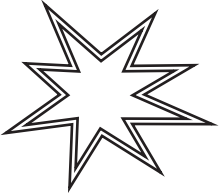


↑ ↑  
**Piezo direct injection**  
Precise injections help lower the combustion noise normally associated with diesel engines, while optimizing the distribution of fuel in the combustion chamber, helping to further reduce exhaust emissions.

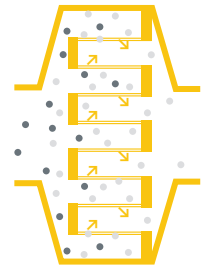
↓  
**Engine**  
3.0-liter TDI® clean diesel V6 with 240 hp and 406 lb-ft of torque with AdBlue® exhaust after-treatment

↓  
**Drivetrain**  
Eight-speed Tiptronic® automatic transmission and Audi quattro® all-wheel drive

↓  
**Fuel economy**  
24 city/36 highway/28 combined<sup>2</sup>



↑ ↑  
**Combustion**  
Combining a high compression ratio with direct injection makes combustion more efficient, and produces emissions cleaner than those of engines with a lower compression ratio.



↑ ↑  
**After-exhaust treatment**  
With innovative diesel particulate filters and the nontoxic AdBlue® reducing agent, we eliminate up to 95% of diesel NO<sub>x</sub> emissions.

up to  
**33%**  
more efficiency

↑ ↑  
**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.<sup>2</sup>

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](http://audiusa.com) for details.

<sup>1</sup> Obey all speed and traffic laws. <sup>2</sup> 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.

## 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 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.



#### 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 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 for the unavoidable: an upsurge of brake pressure, safety belt pre-tensioning, partial braking, and sunroof and window preparation. In severe cases, Audi pre sense plus will engage full braking and deceleration.



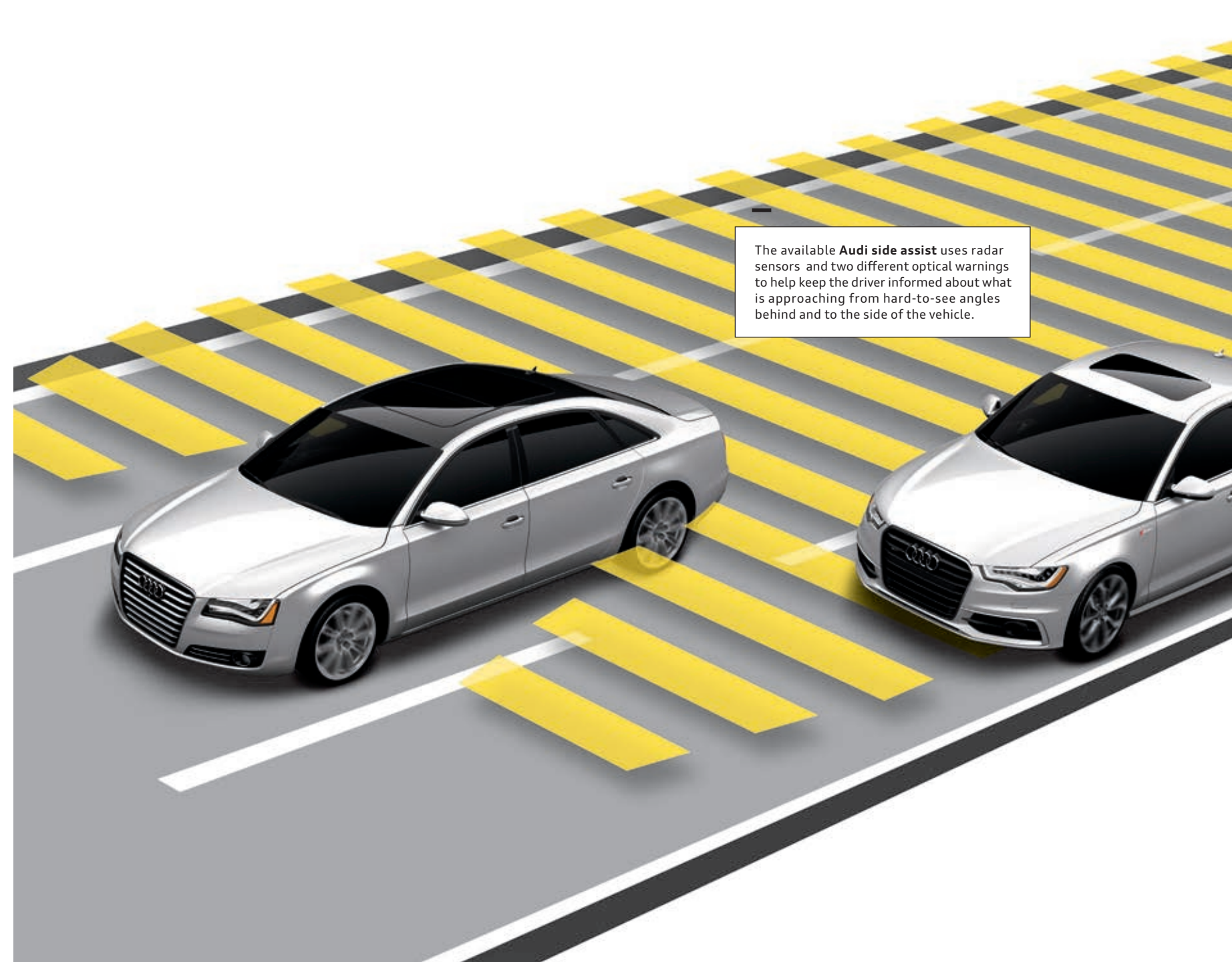
#### Top and corner view cameras

Four cameras on this available technology allow for an overhead view of your surroundings, making parking just a little easier. The technology shows you where your vehicle is in relation to obstacles nearby, giving you the confidence to maneuver in practically any environment.

#### 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.

The available **Audi side assist** uses radar sensors and two different optical warnings to help keep the driver informed about what is approaching from hard-to-see angles behind and to the side of the vehicle.





Audi ultra®

Heavy thinking on  
lightweight technology.

## We don't see safety as an option, or a luxury.

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.<sup>1</sup> 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

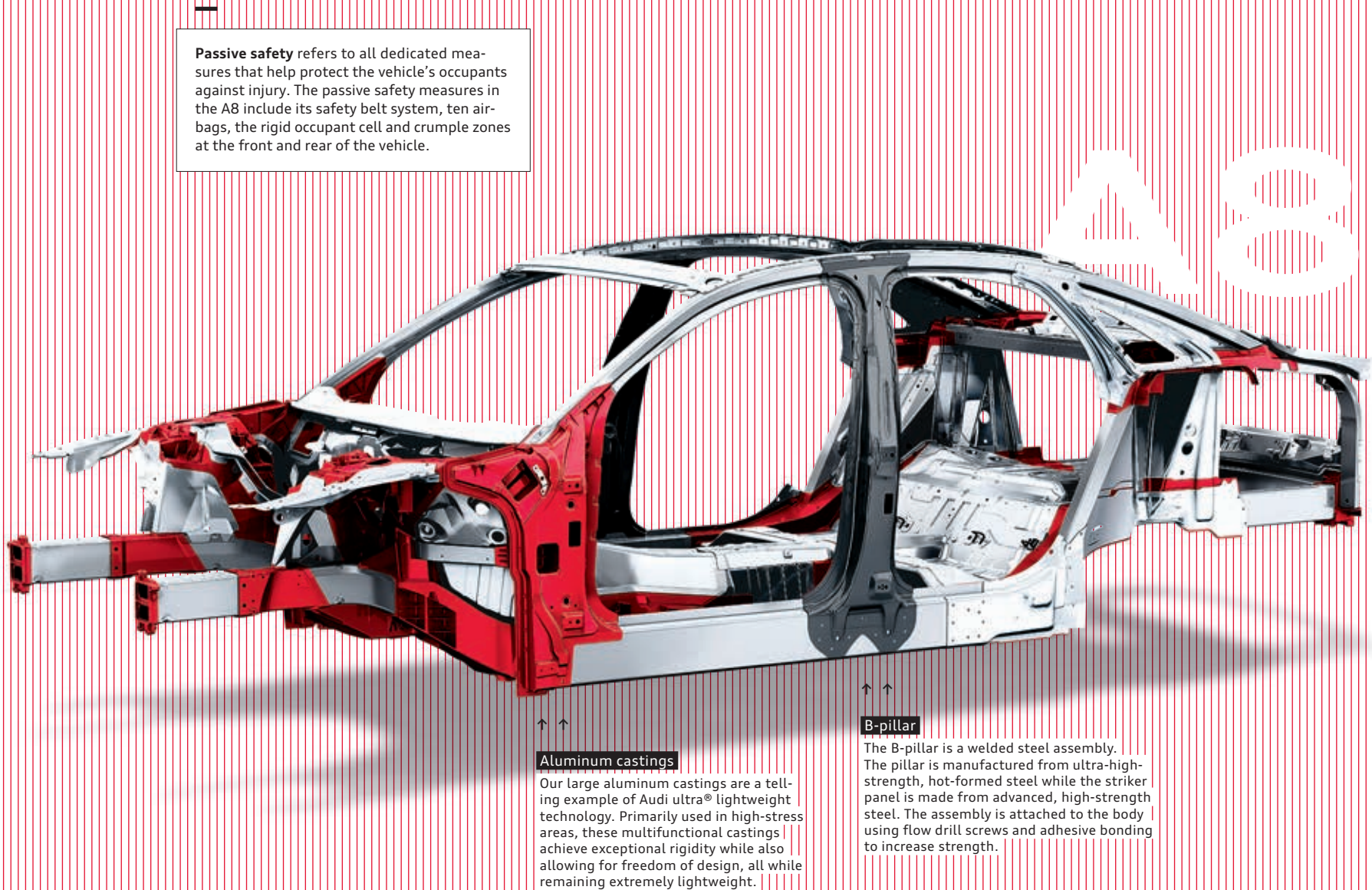
Lightweight yet unyielding, revolutionary Audi ultra lightweight technology offers an innovative approach to weight savings—a benefit you will notice in the overall efficiency;<sup>2</sup> enhanced performance and remarkable handling of the Audi A8. These unique characteristics also help to absorb the 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.<sup>1</sup>

- ▶ driver's head airbag
- ▶ driver's knee airbag
- ▶ driver-side seat-mounted thorax side airbag
- ▶ driver-side Sideguard® head curtain airbag for both rows of seats
- ▶ driver-side rear seat-mounted thorax side airbag
- ▶ front-passenger head airbag
- ▶ front-passenger knee airbag
- ▶ front-passenger seat-mounted thorax side airbag
- ▶ passenger-side Sideguard head curtain airbag for both rows of seats
- ▶ passenger-side rear seat-mounted thorax side airbag

<sup>1</sup> 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. <sup>2</sup> See [www.fueleconomy.gov](http://www.fueleconomy.gov) for EPA estimates. Your mileage will vary.



**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.



### Aluminum castings

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



### B-pillar

The B-pillar is a welded steel assembly. The pillar is manufactured from ultra-high-strength, hot-formed steel while the striker panel is made from advanced, high-strength steel. The assembly is attached to the body using flow drill screws and adhesive bonding to increase strength.



### MMI System

We've brought the backseat driver front and center.

## 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.<sup>1,2</sup>

### 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.



↑ ↑

### Audi MMI touch

- ▶ letter and number entries for destinations and contacts
- ▶ radio preset selection
- ▶ album-cover scrolling
- ▶ map scrolling
- ▶ sound distribution adjustment

### 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 correlates to a command at the corner of the screen and, when pressed, takes you to your desired selection.

### SiriusXM® Satellite Radio

Go ahead. Crisscross the country. We assure you, you'll never run out of entertainment options, with over 130 channels of music, talk, sports and news.<sup>2</sup>

↓ ↓



↑ ↑

### 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.

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. See Infotainment/Technology section of the Featured Content page for important information regarding Audi MMI® Navigation plus and required SiriusXM® subscriptions.

# 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.<sup>1</sup> 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.

## POI

### Point-of-interest

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

myAudi

### myAudi 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.

NEWS

### News feeds

Stay on top of the news by having headlines and stories delivered right to your Audi MMI® display.



### Mobile Wi-Fi® hotspot

Provides high-speed connectivity for up to eight passenger devices through an onboard wireless hub.



### SiriusXM® Traffic

Get traffic information overlaid onto 3D satellite imagery to visualize a true aerial view of your route, and let the Audi MMI Navigation plus system reconfigure your route to avoid traffic.<sup>2</sup>



### 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

Current 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.



### Google Maps Street View

With Google Maps Street View, your vehicle can show you a driver's-eye view of your destination right before you arrive so it's easy to recognize.



### Parking information

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.



### City events

Get information about current events, exciting locations and places of interest at your travel destination, current location or other chosen location instantly.



### Travel info

Discover local 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.

<sup>1</sup> 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. <sup>2</sup> See Infotainment/Technology section of the Featured Content page for important information regarding required SiriusXM® subscriptions.



## 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 drivetrain 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 optimized speaker placement. Add to that AudioPilot® 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.

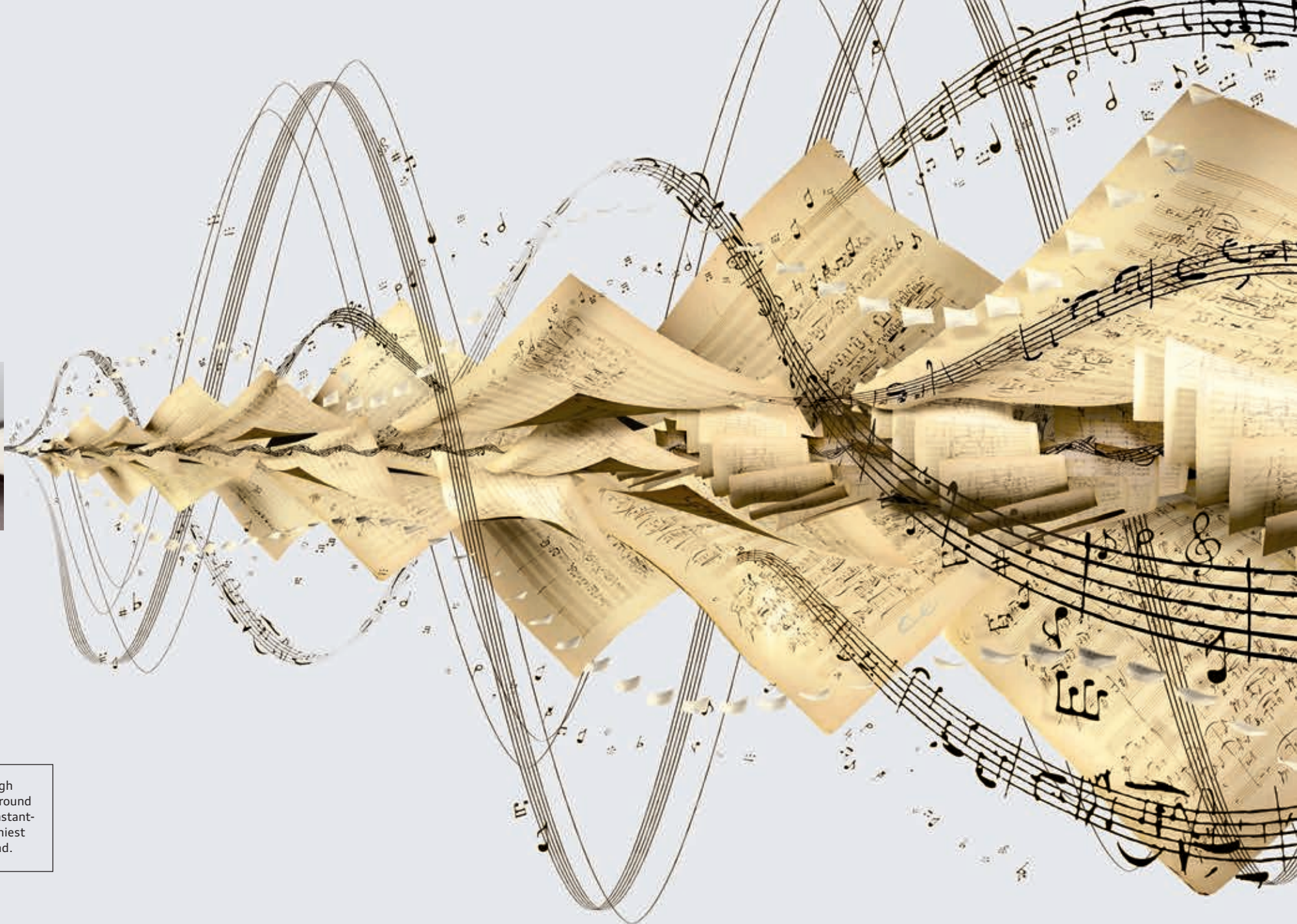
### Bang & Olufsen® Advanced Sound System

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 help to sculpt meticulously rendered sound 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.





#### LED taillight technology

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

**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.

Exterior Colors

Brilliant Black



Ibis White



Emerald Black metallic



Glacier White metallic



Havanna Black metallic



Ice Silver metallic



Monsoon Gray metallic<sup>2</sup>



Moonlight Blue metallic<sup>2</sup>



Oolong Gray metallic



Quartz Gray metallic<sup>1</sup>



Night Blue pearl<sup>1</sup>



Phantom Black pearl



Savana Beige pearl



Interior Colors | Seat Selections

Standard Seat



Comfort Seat



Sport/Comfort Seat



Black leather<sup>3</sup>



Nougat Brown leather<sup>3</sup>



Titanium Gray leather<sup>3</sup>



Velvet Beige leather<sup>3</sup>



Silk Beige leather<sup>3</sup>



Balao Brown leather<sup>3</sup>



Audi design selection

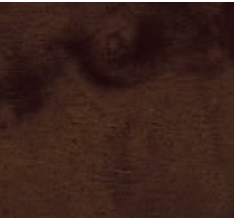
<sup>1</sup> Limited availability.   <sup>2</sup> Late availability.   <sup>3</sup> Interior leathers are available in Valetta or Valcona grains. Each offers the comfort, quality and craftsmanship you would expect from Audi. Not all leather colors are available in all grains. See your dealer for details.

Decorative Inlays

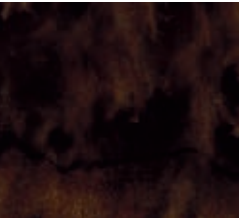


Upper Decorative Inlay Options<sup>1</sup>

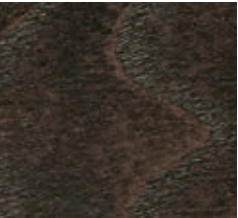
Dark Brown Walnut Wood inlay<sup>2</sup>



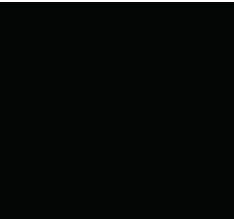
Assam Gray Vavona Wood inlay



Balsamic Brown Natural Fine Grain Ash Wood inlay



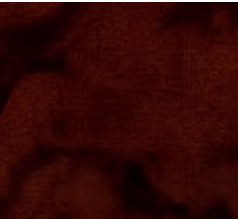
Piano Black Wood inlay



Velvet Brown Fine Grain Ash Wood inlay



Brown Walnut Wood inlay<sup>2</sup>

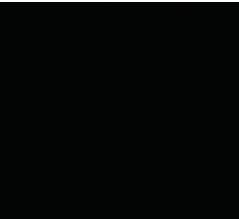


Lower Decorative Inlay Options<sup>1</sup>

Brushed Aluminum inlay



Piano Black inlay



Wheels

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



A8 3.0T and A8 L TDI®

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



A8 4.0T  
A8 L W12 (optional)

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



A8 L W12  
A8 3.0T, A8 L TDI® and A8 4.0T (optional with  
265/40 all-season or summer performance tires<sup>3</sup>)

<sup>1</sup> Decorative inlay options will vary based on model and interior color combination. See your dealer for details.   <sup>2</sup> Limited availability.

<sup>3</sup> 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, you should equip your vehicle with all-season or winter tires, which offer better traction under those conditions. We suggest you use the recommended winter or all-season tire specified for your car or its equivalent. These high-performance tires also have a lower aspect ratio that aids performance and handling; however, in order to avoid tire, rim or vehicle damage, it is important that the inflation pressure is regularly checked and maintained at optimum levels. Please also remember in making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than other choices. Finally, these tires may wear more quickly than other choices.

Technical Specifications

Engineering   Performance	A8 3.0T (NWB/LWB)	A8 L TDI®	A8 4.0T (NWB/LWB)	A8 L W12
Engine type	Six-cylinder	Six-cylinder	Eight-cylinder	Twelve-cylinder
Engine block/Cylinder head	Aluminum-alloy	Cast-iron/Aluminum-alloy	Aluminum-alloy	Aluminum-alloy
Displacement (cc)/Bore and stroke (mm)	2,995/84.5 x 89.5	2,967/83.0 x 91.4	3,991/84.5 x 89.5	6,299/86.1 x 90.4
Horsepower (@ rpm)	333 @ 5,500	240 @ 3,550	420 @ 5,000	500 @ 6,200
Torque (lb-ft @ rpm)	325 @ 2,900	406 @ 1,750	444 @ 1,500	463 @ 4,750
Compression ratio	10.3:1	16.3:1	10.1:1	11.8:1
Valvetrain	24-valve DOHC	24-valve DOHC	32-valve DOHC	48-valve DOHC
Induction/Fuel injection	Supercharged/TFSI®	Turbocharged/TDI®	Turbocharged/TFSI®	FSI®
Cylinder on demand™ engine efficiency technology	—	—	■	—
Start-stop efficiency system	■	■	■	—
Acceleration (0–60 mph, NWB/LWB)	NA	6.4 seconds	NA	NA
Top track speed <sup>1</sup>	130 mph	130 mph	130 mph	130 mph

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: 1.285, 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	■	■	■	■
Audi adaptive air suspension—sport	Available	Available	Available	Available
Ventilated front disc/Ventilated rear disc brakes (in)	14.0/13.0	14.0/13.0	15.0/14.0	15.7/14.0
Audi servotronic® power steering system	■	■	■	■
Dynamic steering	Available	Available	Available	■
Steering ratio	15.1:1	15.1:1	15.1:1	15.1:1
Turning diameter, curb-to-curb (ft, NWB/LWB)	40.4/41.7	41.7	40.4/41.7	41.7
Sport differential	Available	Available	Available	Available

Exterior measurements	A8 3.0T (NWB/LWB)	A8 L TDI®	A8 4.0T (NWB/LWB)	A8 L W12
Wheelbase, NWB (in)	117.8	—	117.8	—
Wheelbase, LWB (in)	122.9	122.9	122.9	122.9
Length, NWB (in)	202.2	—	202.2	—
Length, LWB (in)	207.4	207.4	207.4	207.4
Height, NWB (in)	57.5	—	57.5	—
Height, LWB (in)	57.9	57.9	57.9	57.9
Overall width with mirrors (in)	83.1	83.1	83.1	83.1
Overall width without mirrors (in)	76.7	76.7	76.7	76.7
Track, front/rear (in)	64.7/64.4	64.7/64.4	64.7/64.4	64.7/64.4
Curb weight, NWB (lb)	4,365	—	4,508	—
Curb weight, LWB (lb)	4,464	4,564	4,619	4,784
Drag coefficient (Cw)	.26	.26	.27	.27

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	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	41.4/42.9	41.4/42.9
	Shoulder room (in, front/rear)	59.1/57.8	59.1/57.8	59.1/57.8	59.1/57.8
	Cargo volume (cu ft)	13.2	13.2	13.2	13.2
	Seating capacity	5	5	5	4 (5 optional)

EPA mileage estimates   Capacities   Emissions				
	Tiptronic® automatic transmission (city/highway/combined)	NA <sup>2</sup>	24/36/28 <sup>3</sup>	NA <sup>2</sup>
	Engine oil (qt)	7.2	7.2	8.1
	AdBlue® (gal)	—	NA	—
	Fuel (gal)	23.8	23.8	23.8
	Required fuel	Premium	Ultra-low-sulfur diesel	Premium
	Emissions rating	ULEV II	ULEV II	ULEV II



Technical specifications and featured content for Audi S8 can be found in the **2014 Audi Sport brochure**. See your dealer or go to [audiusa.com](http://audiusa.com) for details.

<sup>1</sup> Top track speed is electronically limited in the U.S. Obey all speed and traffic laws. <sup>2</sup> EPA estimates not available at time of printing. See [www.fueleconomy.gov](http://www.fueleconomy.gov) for updated information. Your mileage with vary. <sup>3</sup> EPA estimates. Your mileage will vary.

Featured Content

Safety   Security	A8 3.0T (NWB/LWB)	A8 L TDI®	A8 4.0T (NWB/LWB)	A8 L W12
Driver and front passenger dual-stage airbags, front thorax side airbags, knee airbags and Sideguard® head curtain airbags¹	■	■	■	■
Rear-passenger thorax side airbags¹	■	■	■	■
Front passenger occupant detection for airbags¹	■	■	■	■
Safety belt reminder for driver and front passenger	■	■	■	■
Lower Anchors and Tethers for CHildren (LATCH) in rear seats	■	■	■	■
Power central locking system with safety unlock feature if airbags deploy	■	■	■	■
Electronic Stability Control (ESC) with traction control (ASR)	■	■	■	■
Anti-lock Brake System (ABS) with Electronic Brake-pressure Distribution (EBD) and brake assist	■	■	■	■
Tire pressure monitoring system	■	■	■	■
Electromechanical parking brake	■	■	■	■
Anti-theft alarm system with immobilizer	■	■	■	■

Exterior				
Audi Singleframe® grille	■	■	■	—
Audi Singleframe® grille with twin-bar design and diamond mesh inserts	—	—	—	■
Adaptive xenon plus headlights with LED daytime running light technology	■	■	■	—
Full LED headlight technology	Available	Available	Available	■
High-beam assistant	Available	Available	Available	■
Headlight washing system	■	■	■	■
Automatic headlights	■	■	■	■
LED taillight technology and rear fog lights	■	■	■	■
Power-adjustable, power-folding, auto-dimming, heated exterior side mirrors with memory	■	■	■	■
LED turn indicator light technology integrated into the exterior side mirrors	■	■	■	■
LED puddle lighting technology	■	■	■	■
Heated windshield washer nozzles	■	■	■	■
Aluminum trim around exterior windows	■	■	■	■
Power soft-closing doors	■	■	■	■
Power trunk open/close and hands-free release	■	■	■	■
Dual exhaust outlets	■	■	—	—
Integrated twin-trapezoidal exhaust outlets	—	—	■	■

Interior	A8 3.0T (NWB/LWB)	A8 L TDI®	A8 4.0T (NWB/LWB)	A8 L W12
Dual-zone automatic climate control	■/—	—	■/—	—
Four-zone automatic climate control	Available/■	■	Available/■	■
Four-spoke multifunction steering wheel with shift paddles	■	■	■	■
Heated steering wheel	Available	Available	Available	■
Power tilt and telescopic adjustable steering column	■	■	■	■
Leather-wrapped shift lever	■	■	■	■
Decorative interior inlays (see Decorative Inlays page for more detail)	■	■	■	■
Ambient LED interior lighting technology	■	■	■	■
Alcantara® headliner (light or black option)	Available	Available	Available	■
Dual-pane acoustic glass	Available	Available	Available	■
Power rear side sunshades	Available/■	■	Available/■	■
Power rear sunshade	■	■	■	■
Panoramic sunroof	—/Available	Available	—/Available	■
Sunroof (solar power integration optional)	■	■	■	Available

Seating				
18-way power front seats, including power lumbar adjustment and memory	■	■	■	—
22-way power front comfort seats, including power lumbar adjustment and memory	Available	Available	Available	■
22-way power front sport/comfort seats, including power lumbar adjustment, memory, and diamond-stitch pattern	Available	Available	Available	—
Heated front seats	■	■	■	■
Ventilated front seats with massage function	Available	Available	Available	■
Power rear seats with power lumbar adjustment	—/Available	Available	—/Available	—
Power rear single seats with power lumbar adjustment, memory and fixed center console	—	—	—	■
Heated rear seats	Available	Available	Available	■
Ventilated rear seats with massage function	—/Available	Available	—/Available	■
Passenger-side rear relaxation seat with power footrest (eliminates front passenger seat massage function and limits front passenger seat to 10-way power adjustment)	—	—	—	Available
Refrigerator in center pass-through (10.4-liter capacity, eliminates rear seat pass-through with ski bag)	—	—	—	Available
Front and rear comfort headrests	■	■	■	■
Rear seat pass-through with ski bag	Available	Available	Available	■

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.

Featured Content

Infotainment   Technology	A8 3.0T (NWB/LWB)	A8 L TDI®	A8 4.0T (NWB/LWB)	A8 L W12
Audi MMI® Navigation plus with voice control system¹	■	■	■	■
Audi MMI® touch with handwriting-recognition technology	■	■	■	■
Audi connect® with six-month trial subscription²	■	■	■	■
7" color driver information system	■	■	■	■
BOSE® Surround Sound System with 14 speakers, AudioPilot® noise-compensation and 630 watts	■	■	■	■
Bang & Olufsen® Advanced Sound System with 19 speakers and 1,400 watts	—	Available	Available	Available
HD Radio™ Technology	■	■	■	■
SiriusXM® Satellite Radio with 90-day trial subscription³	■	■	■	■
SiriusXM® Traffic with four-year subscription³	■	■	■	■
SD card slot with 32GB operating capacity (dual slots)	■	■	■	■
Audi music interface with iPod® integration	■	■	■	■
In-dash DVD player	■	■	■	■
Rear Seat Entertainment with dual 10" screens and single DVD player	Available	Available	Available	■
BLUETOOTH® wireless technology preparation for mobile phone⁴	■	■	■	■
Two 12-volt power outlets	■	■	■	■
Garage door opener (Homelink®)	■	■	■	■
Audi advanced key—keyless start, stop and entry⁵	■	■	■	■
Cruise control with coast, resume and accelerate features	■	■	■	■
Audi adaptive cruise control with stop & go	Available	Available	Available	Available
Audi lane assist	Available	Available	Available	Available
Audi side assist and pre sense® rear	Available	Available	Available	■
Audi pre sense® plus	Available	Available	Available	Available
Night vision assistant with pedestrian detection	Available	Available	Available	Available
Audi drive select	■	■	■	■
Parking system plus with rear view camera (front and rear sensors)	■	■	■	■
Top and corner view camera system	Available	Available	Available	■
Rain/light sensor for automatic windshield wipers and headlights	■	■	■	■

■ Standard    — Not applicable

1. 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 in locating 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 Audi MMI® Navigation plus route. For mapping updates please see your Audi dealer or call 1-800-FOR-AUDI for details.    2. See Audi connect® page for important information regarding Audi connect®.    3. SiriusXM® Satellite Radio and Traffic subscriptions sold separately or as a package after trial expires. SiriusXM® Traffic service available in select markets. Subscriptions are governed by SiriusXM® Customer Agreement (see www.siriusxm.com) and are continuous until you call SiriusXM® to cancel. SiriusXM® U.S. Satellite Service available only to those 18 and older in the 48 contiguous U.S.A., D.C. and Puerto Rico (with coverage limitations).    4. Requires compatible phone.    5. Some Audi models are equipped with a keyless ignition feature. The details as to how the system works can vary, and Audi owners should consult their owner's literature or an authorized Audi dealer if they have further questions about the operation of this feature. Please note that Audi warns against leaving the vehicle unattended with the engine running, particularly in enclosed spaces.

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.



Accessories

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.



**A8 base carrier bars**  
Attached to strong side brackets, these are the durable foundation of the Audi roof-rack system<sup>2,3</sup>



**Aluminum bike rack**  
This locking holder fits 20- to 80-mm bike frames with both wheels on the bike and helps keep the bike upright as you secure it in place.<sup>3,4</sup>



**Ski and snowboard rack**  
Push-button, keyed locks open and close easily. Rubber-cushioned aluminum bars hold securely. Standard attachment (shown) holds two sets of skis or two snowboards. Deluxe attachment holds up to three sets of skis or four snowboards.<sup>3,4</sup>



**20" 5-arm parabolic wheels**  
An elegant, open design with five parabolic arms, each described by one thin and one medium blade. The blades and rim edge are machined to a bright finish, and the remaining surfaces are graced by a rich Anthracite tone. Every Audi alloy wheel design is engineered, manufactured and tested to meet rigorous factory and regulatory standards.



**Premium textile floor mats**  
These skid-resistant, precision-fit mats are made of long-life fabric to help protect the vehicle’s interior from the elements. Mats are black with silver piping and available in sets of two for front or rear. Rear mats are not available for A8 L.



**Indoor car cover**  
A lightweight, easy-to-use cover helps protect the finish of the A8. Intended for indoor use only. Includes a storage bag.



**A8 all-weather floor mats**  
Deep-ribbed, channeled design helps protect the floor and carpeting from water, mud, sand and snow. Black mats feature the vehicle logo and are available in sets of two for front or rear.

Other accessories not shown

→ **Audi Genuine Sport and Design Accessories**  
→ Your Audi vehicle features a bold, aggressive stance and strong, stunning lines. Enhance it by adding Audi Genuine Sport and Design Accessories. All are carefully scrutinized in the design and development process. So while they’re striking in appearance, they’ve also passed rigorous quality assessments, including corrosion testing. If you’re looking for a bolder appearance or a finishing touch, there is a solution designed by Audi that makes every mile more enjoyable—and more yours.

**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 trunk liners that help make clean-up quick and easy, or an easy-to-use storage cover that helps shield the vehicle. Use them all to help reduce wear and tear and 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 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 the vehicle’s electrical systems, allowing you to enjoy every aspect of Audi technology with almost all your senses. Demand the best and drive with added confidence.

**Audi Genuine Alloy Wheels**  
Strike the perfect balance between breathtaking design and awe-inspiring performance with Audi Genuine Alloy Wheels. Audi experts have meticulously designed these wheels especially for each Audi model. They’re engineered to the highest standards and endure rigorous testing to help ensure long-term quality. Experience eye-catching style that is yours and yours alone. Nothing enhances the bold, dynamic look of your Audi vehicle faster.

**Audi TravelSpace Transport Accessories**  
You go almost everywhere. Give your Audi the proper invitation to be part of your adventures. Never leave the necessary gear behind. 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. Wherever you go, make sure almost everything fits with a variety of intelligent and innovative solutions. Accessories designed for your life—the passionate, active part.

1 See dealer for details. 2 Base carrier bars are not compatible with the A8 L. 3 All roof-rack system attachments require the base carrier bars. All attachments sold separately. 4 Recreational equipment, sporting equipment and luggage not included.