



2016

European model shown.

A8

A8 | S8



Audi A8

The Audi A8 is, simply put, the flagship of our fleet. It represents the purest expression yet of Vorsprung durch Technik, and its enhancements will be obvious to even a casual observer. The distinctive LED headlights provide illumination similar in brightness to daylight, but without risk to oncoming drivers. In addition, these lights offer an all-weather function to reduce glare in wet or icy conditions, and their high beams dim automatically when oncoming traffic is detected.

And LED technology is just the beginning. From every angle, refined design cues establish your vehicle's dominance on the road. The trademark Audi Singleframe grille is now flatter and sportier, with crisper chamfers in the upper corners. On the hood, two swage lines lend the Audi A8 even more sculpted dimension. And the front air inlets are finished with wraparound chrome braces that integrate with the Audi Singleframe for a look of tasteful sophistication.

The fresh prominence of chrome continues at the rear of the Audi A8. A chrome brace has been integrated into the lights, and chrome trim embraces both the rear bumper and diffuser. This spirit of assertive luxury also shows itself in the diamond-shaped tailpipes, and in the black high-gloss accents that frame the Audi A8's windows. Consider the luggage compartment, too: It opens with a touch-free gesture, and inside, the capacity offers a generous total of 520 litres – enough to fit four full-sized golf bags.

As for the rest of the interior, handcrafted leather seating confirms that your comfort has received as much consideration as your style. Equal attention has been paid to your safety – for fewer distractions and safer driving, the head-up display projects your speed and GPS guidance within your field of vision.⁹

Look closely, and you'll agree that every aspect of the Audi A8 shows a relentless quest for the utmost in luxury, comfort, safety, and engineering excellence. We think you'll also agree that the Audi A8 demands nothing less.







European models shown.



Audi S8

The Audi S8 is your official welcome to the high life. It sits at the head of the S model family – large and luxurious, but with supreme performance. Featuring the 4.0 TFSI® engine, it delivers 520 hp and a constant 481 lb-ft of torque. The result? Unparalleled performance that takes you from 0 to 100 km/h in just 4 seconds.⁸

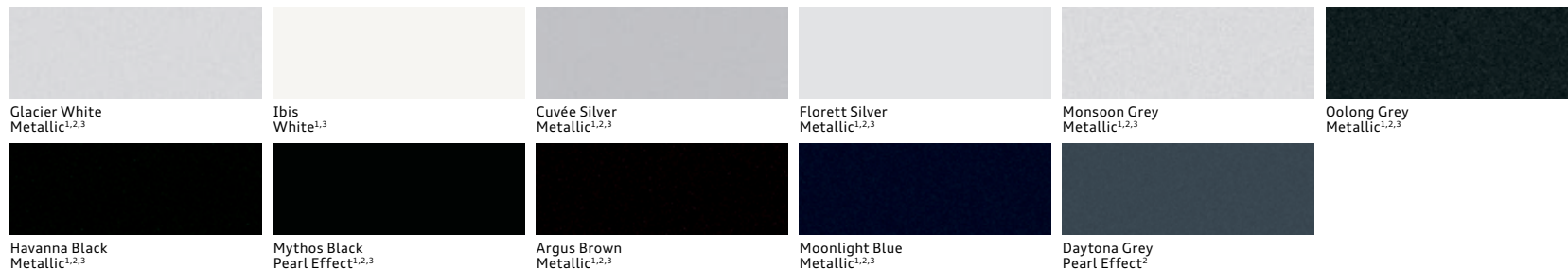
Standard to the Audi S8 is S sports adaptive air suspension for even sportier driving and precision handling. And lying at the heart of the Audi S8 is cylinder-on-demand technology. It optimizes the engine efficiency based on your individual driving style and circumstances by deactivating specific cylinders when less power is required. When you need more power, it switches back in an instant, making the performance of the Audi S8 as intuitive as it is impressive.

Stepping into an Audi S8 draws you into a realm of luxury. The multi-way, power-adjustable comfort sport front seats are standard on this model, upholstered in deluxe Valcona leather and equipped with massage and ventilation functions at the front. In addition, the upper inlays and selector lever are trimmed in carbon atlas, a nod to the vehicle's sport inspiration.

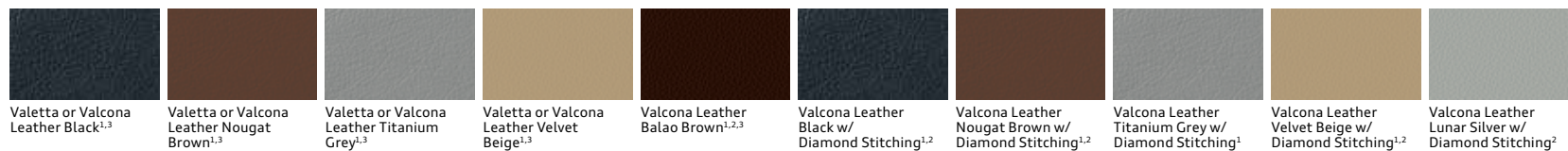
And of course, the exterior of the Audi S8 is equally remarkable. Form truly meets function here, with features that include a sharp, single-frame grille in platinum grey with eight double bars covered in chrome, standard 21" cast-aluminum alloy wheels in "S" design, full-time LED headlights, and unprecedented door power closures. With its unequalled performance, elite styling, and the most intuitive functions in its class, it's clear that the Audi S8 is more than just a luxury vehicle. It's a tour de force on wheels.

A8 / S8 Specs

Exterior colours



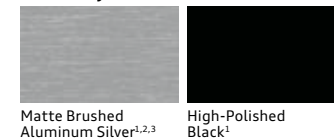
Interior surface colours and trims



Upper Inlays



Lower Inlays



Wheels



Package contents

Sport Package¹

- ▶ Sport adaptive air suspension (NWB)
- ▶ quattro w/ sport differential
- ▶ 3-spoke multi-function heated sport steering wheel w/ shift paddles
- ▶ 20" 5-double-spoke galvano silver wheels w/ performance tires: 265/40
- ▶ Dynamic steering

Driver Assistant Package¹

- ▶ Adaptive cruise control with stop & go function
- ▶ Audi active lane assist
- ▶ Audi pre sense plus
- ▶ Audi head-up display

Front Seats Comfort Package¹

- ▶ 22-way power front seats
- ▶ Ventilated front seats
- ▶ Massage function for front seats

Luxury Package¹

- ▶ Valcona leather seat surfaces
- ▶ Alcantara headliner
- ▶ Dual pane glass, acoustic and break resistant
- ▶ Comfort sport seats w/ diamond stitching pattern

Rear Seat First Class Package^{1,3}

- ▶ Separate power rear outboard seats
- ▶ Ventilated outboard rear seats
- ▶ Front passenger seat adjustment from rear seat
- ▶ Massage function for outboard rear seats
- ▶ Fixed rear centre console (4-pass configuration)
- ▶ One rear relaxation seat w/ power footrest
- ▶ Rear seat entertainment system
- ▶ Audi exclusive cool box (deletes pass-through)
- ▶ 12-volt rear outlet & 115-volt inverter
- ▶ Front passenger seat w/o massage/lumbar
- ▶ 4-way power lumbar support for outboard rear seats

Rear Seat Comfort Package¹

- ▶ Separate power rear outboard seats
- ▶ Ventilated outboard rear seats
- ▶ Massage function for outboard rear seats
- ▶ Front passenger seat adjustment from rear seat
- ▶ 4-way power lumbar support for outboard rear seats

Audi Design Selection Balao Brown Package^{1,2,3}

- ▶ Valcona leather seat surfaces
- ▶ Alcantara headliner
- ▶ Dual pane glass, acoustic and break resistant
- ▶ Full leather package
- ▶ Fine grain ash balsamic upper inlays
- ▶ Brushed aluminum lower inlay

1. Available on A8. 2. Available on S8. 3. Available on A8L W12.

Technical features

| | A8 3.0 TFSI quattro | A8/A8L 4.0 TFSI quattro | A8L W12 6.3 FSI quattro | S8 4.0 TFSI quattro |
|--|---------------------|-------------------------|-------------------------|---------------------|
| 6-cylinder engine, 3.0 TFSI, 333 hp | ● | – | – | – |
| 8-cylinder engine, 4.0 TFSI, 450 hp | – | ● | – | – |
| 8-cylinder engine, 4.0 TFSI, 520 hp | – | – | – | ● |
| 12-cylinder engine, 6.3 FSI, 500 hp | – | – | ● | – |
| 8-speed automatic transmission with Tiptronic® | ● | ● | ● | ● |
| Start-stop system with energy recovery | ● | ● | – | – |
| Cylinder-on-demand technology | – | ● | – | ● |
| Dynamic steering wheel | ○ | ○ | ○ | ● |
| Audi adaptive air suspension | ● | ● | ● | – |
| Audi S sport adaptive air suspension | – | – | – | ● |
| quattro all-wheel-drive system | ● | ● | ● | ● |
| Horsepower (hp @ rpm) | 333 @ 5300–6500 | 450 @ 5100–6000 | 500 @ 6200 | 520 @ 5800–6400 |
| Torque (lb-ft @ rpm) | 326 @ 2900–5300 | 444 @ 1500–5250 | 461 @ 4750 | 481 @ 1700–5500 |
| Acceleration 0–100 km/h (sec) NWB/LWB | 5.6 | 4.3/4.4 | 4.5 | 4 |
| Fuel consumption ¹¹ | | | | |
| City, automatic (L/100 km) NWB/LWB | n/a | 12.9/13.1 | n/a | 14.2 |
| Highway, automatic (L/100 km) NWB/LWB | n/a | 8.0/8.3 | n/a | 8.8 |
| Dimensions (mm) | | | | |
| | Length: 5135/5265 | Length: 5135/5265 | Length: 5265 | Length: 5147 |
| | Width: 1949 | Width: 1949 | Width: 1949 | Width: 1949 |
| | Height: 1460/1471 | Height: 1460/1471 | Height: 1471 | Height: 1458 |

● Standard ○ Option – Not Available

Specifications are preliminary, based on information available at the time of printing. Final specifications for the Canadian model have not yet been confirmed. See your Audi dealer or audi.ca for the latest information and Natural Resources Canada's 2016 Fuel Consumption Guide for fuel consumption ratings.

Equipment highlights

| A8/A8L 3.0 TFSI/4.0 TFSI quattro | S8 4.0 TFSI quattro | A8L W12 6.3 FSI quattro |
|--|---|--|
| <p>Equipment highlights:</p> <ul style="list-style-type: none"> ▶ 19" 15-spoke alloy wheels ▶ Adaptive xenon plus headlights ▶ LED headlights ▶ Glass sunroof (NWB) ▶ Panoramic roof (LWB)^{4,0 TFSI} ▶ Power trunk open/close ▶ "Kick-to-open" trunk release ▶ Power-assisted doors closing ▶ 4-zone automatic climate control ▶ Valetta leather seat surfaces ▶ 14-way power front seats ▶ 4-way power lumbar support for front seats ▶ Heated front & rear seats ▶ Power sunshade for rear and rear side windows ▶ MMI® Navigation plus ▶ Bose® sound system w/ 14 speakers ▶ SiriusXM® satellite radio ▶ Bluetooth® ▶ HomeLink® garage door opener ▶ Advanced key w/ start button | <p>Equipment highlights:</p> <ul style="list-style-type: none"> ▶ Advanced parking system w/ front & rear sensors ▶ Top view camera ▶ Audi side assist ▶ Audi drive select ▶ Electrically foldable auto-dimming heated exterior mirrors ▶ 4-spoke multi-function heated steering wheel w/ shift paddles ▶ Electric tilt & telescopic steering wheel adjustment ▶ MMI® touch w/ hand-writing recognition ▶ Front seats memory ▶ Driver information system w/ colour display ▶ Light and rain sensor ▶ Audi pre sense rear^{4,0 TFSI} ▶ Ventilated front seats^{4,0 TFSI} ▶ Massage function for front seats^{4,0 TFSI} ▶ 21" 5-arm Structure alloy wheels ▶ LED headlights ▶ High beam assistant ▶ Glass sunroof ▶ Power trunk open/close ▶ "Kick-to-open" trunk release ▶ Power assisted doors closing ▶ 4-zone automatic climate control ▶ 18-way power front seats ▶ Ventilated front seats ▶ Massage function for front seats ▶ 4-way power lumbar support for front seats ▶ Heated front & rear seats ▶ Electric sunshade for rear and rear side windows ▶ MMI® Navigation plus ▶ Bose® sound system w/ 14 speakers ▶ SiriusXM® satellite radio ▶ Bluetooth® | <p>Equipment highlights:</p> <ul style="list-style-type: none"> ▶ HomeLink® garage door opener ▶ Advanced key w/ start button ▶ Advanced parking system w/ front & rear sensors ▶ Top view camera ▶ Audi side assist ▶ Audi drive select ▶ Electrically foldable auto-dimming heated exterior mirrors ▶ 3-spoke multi-function heated steering wheel w/ shift paddles ▶ Electric tilt & telescopic steering wheel adjustment ▶ MMI® touch w/ hand-writing recognition ▶ Audi pre sense rear ▶ Audi head-up display ▶ Front seats memory ▶ Light and rain sensor ▶ Audi active lane assist ▶ Driver information system w/ colour display ▶ Adaptive cruise control w/ stop & go function ▶ Audi pre sense plus ▶ 20" 15-spoke Notary alloy wheels ▶ Bang & Olufsen® sound system w/ 19 speakers ▶ Night vision assistant ▶ Rear seat entertainment system ▶ Adaptive cruise control w/ stop & go function ▶ Audi active lane assist ▶ 18-way power front seats ▶ Audi head-up display ▶ Valcona leather seat surfaces ▶ Alcantara headliner ▶ Dual pane glass, acoustic & break resistant ▶ Separate power rear outboard seats ▶ Ventilated outboard rear seats ▶ Massage function for outboard rear seats ▶ Front passenger seat adjustment from rear seat ▶ 4-way power lumbar support for outboard rear seats |

A8 / S8

6. Do not drive distracted. The use of mobile devices while driving, other than in hands-free mode, is illegal in many regions and unsafe.

7. Your Audi vehicle may be equipped with a phone preparation utilizing Bluetooth® interface to enable hands-free functionality (compatible mobile phones sold separately). You will need a Bluetooth®-enabled mobile phone in order to utilize this function. Not all Bluetooth®-enabled mobile phone models are compatible with Audi phone preparation. Contact your local Audi dealer for the latest listing of compatible phones.

8. Please drive safely and obey all traffic laws, including speed limits.

9. Audi side assist, Audi pre sense, active lane assist, night vision, cruise control, parking system, head-up display and all other safety and convenience features are means of assisting the driver only. Drivers must continue to devote their full attention to safe driving. Some features are available as options and may not be available on all models. Airbags are supplemental restraints only and will not deploy under all accident circumstances. Always use safety belts and seat children only in the rear seats, using restraint systems appropriate for their size and age.

10. The Audi Navigation System depends upon 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 or other road system changes are beyond the control of Audi Canada. Complete, detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible, therefore you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested Audi Navigation System route. Periodically new mapping data is available. HDD update is required in order to maintain the latest navigation information. Updates are available for purchase from time to time at additional cost. Consult your dealer or call 1-800-FOR-AUDI for details.

11. Fuel consumption ratings are estimates based on Natural Resources Canada's (NRCan) fuel consumption criteria and testing methods for 2016 model year vehicles. Please note that comparisons to seemingly similar vehicles pre-2015 model year will show discrepancies due to the difference in NRCan approved calculation methods for 2014 model year and older vehicles. Please refer to NRCan's Fuel Consumption Guide 2016 for estimated fuel consumption figures. Actual fuel consumption will vary based on driving conditions, driver habits and the vehicle's condition, weight carried and additional equipment.

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