



2014 | A8

Audi of America
Audiusa.com
Facebook.com/Audi

AoA1414207

Note: A word about this brochure. Audi of America, Inc., believes the specifications in this brochure to be correct at the time of printing. However, specifications, standard equipment, options, fabrics, and colors are subject to change without notice. Some equipment may be unavailable when your vehicle is built. Please ask your dealer for advice concerning current availability of standard and optional equipment, and your dealer will verify that your vehicle will include the equipment you ordered. Vehicles in this brochure are shown with optional equipment. See your dealer for complete details on the Audi New Vehicle Limited Warranty, twelve-year limited warranty against corrosion perforation, and Audi 24/7 Roadside Assistance. (Roadside assistance coverage provided by Road America in the U.S. Certain conditions apply; see your dealer for details.) Tires supplied by various manufacturers. "Audi," all model names, "Audi connect," "Audi Sport," "Audi ultra," "ASF," "cylinder on demand," "FSI," "MMI," "pre sense," "quattro," "Sideguard," "Singleframe" and the Singleframe grille design, "TFSI," "Truth in Engineering," and the four rings logo are trademarks or registered trademarks of AUDI AG. "AdBlue" is a registered trademark of the Verband der Automobilindustrie. "Alcantara" is a registered trademark of Alcantara S.p.A. "Bang & Olufsen" is a registered trademark of Bang & Olufsen. The BLUETOOTH word mark and logos are owned by the Bluetooth SIG, Inc., and any use of such marks by AUDI AG is under license. "BOSE" and "AudioPilot" are registered trademarks of the BOSE Corporation. "Google," "Google Earth" and "Google Voice" are trademarks of Google Inc. "HD Radio" and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation. "Homelink" is a registered trademark of Johnson Controls Technology Company. "iPod" is a registered trademark of Apple Inc. "Servotronic" is a registered trademark of the AM General Corporation. "SiriusXM" and all related marks and logos are trademarks of Sirius XM Radio Inc. and its subsidiaries. "TDI" is a registered trademark of Volkswagen AG. "Tiptronic" is a registered trademark of Dr. Ing. h.c. F. Porsche AG. "Wi-Fi" is a trademark of the Wi-Fi Alliance. All other trademarks are the property of their respective owners. Some European models shown.

© 2013 Audi of America, Inc. Printed in the U.S.A.

A8

Audi A8

Audi
Truth in Engineering



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.



BE →
CAUSE



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.





2014 AUDI A8 L[®] OT SHOWN IN PHANTOM BLACK PEARL WITH AVAILABLE EQUIPMENT.





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 efficiency¹ of the 3.0-liter TDI® clean diesel engine, or the exclusivity of the A8 L W12, we've committed ourselves to developing a vehicle for every kind of driver.

1. 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.

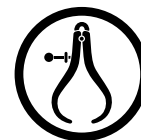


Yacht throttle shifter

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

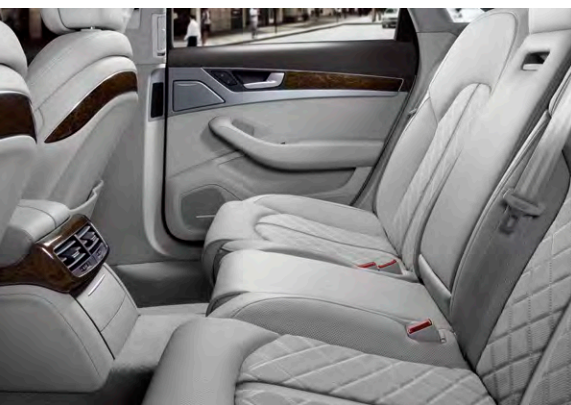
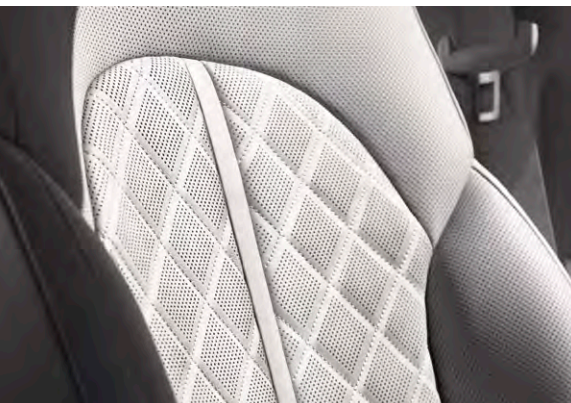
Whether dawn or dusk, customizable lighting in your Audi A8 can capture your mood, change it or illuminate the way you really feel. Audi designers meticulously crafted ambient LED interior lighting technology to provide a comforting glow to the interior of your A8. With three color choices and four zones, 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 for details.



S8



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

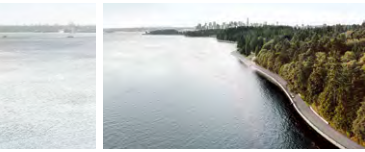
CHASSIS // S8 tuned Audi adaptive air suspension, Audi drive select and dynamic steering

BRAKES // 15.7" ventilated front disc brakes with S8 logo, 14.0" ventilated rear disc brakes

PERFORMANCE // Top track speed of 155 mph¹

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

The case for unbreakable bonds.



▼ 56°F to 78°F



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.¹ In other words, quattro® helps enhance performance by appropriately transferring power to the necessary wheels when accelerating and turning, so you have confidence-inspiring performance for almost any road condition. Inclement weather aside, the really gripping story about quattro® is how it performs overall, forging a bond between you and the road that really connects.¹



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



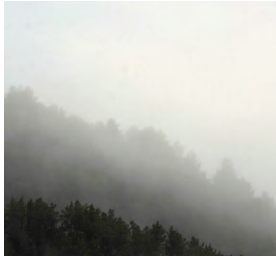
All-around confidence

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.

¹ When driving during cold, rainy, snowy or icy weather conditions, ensure that your vehicle is equipped with appropriate all-season or winter tires. Even with appropriate tires, you must always drive in a manner appropriate for the weather, visibility and road conditions. ² Obey all speed and traffic laws.



▼ HUMIDITY 95%



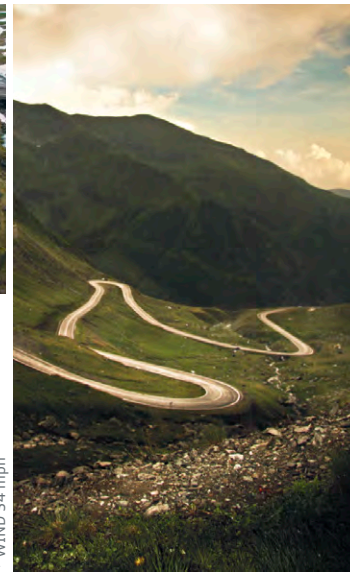
All-weather capability

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.¹

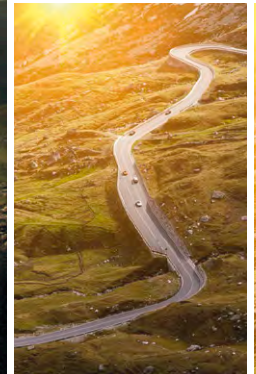


All-out performance

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

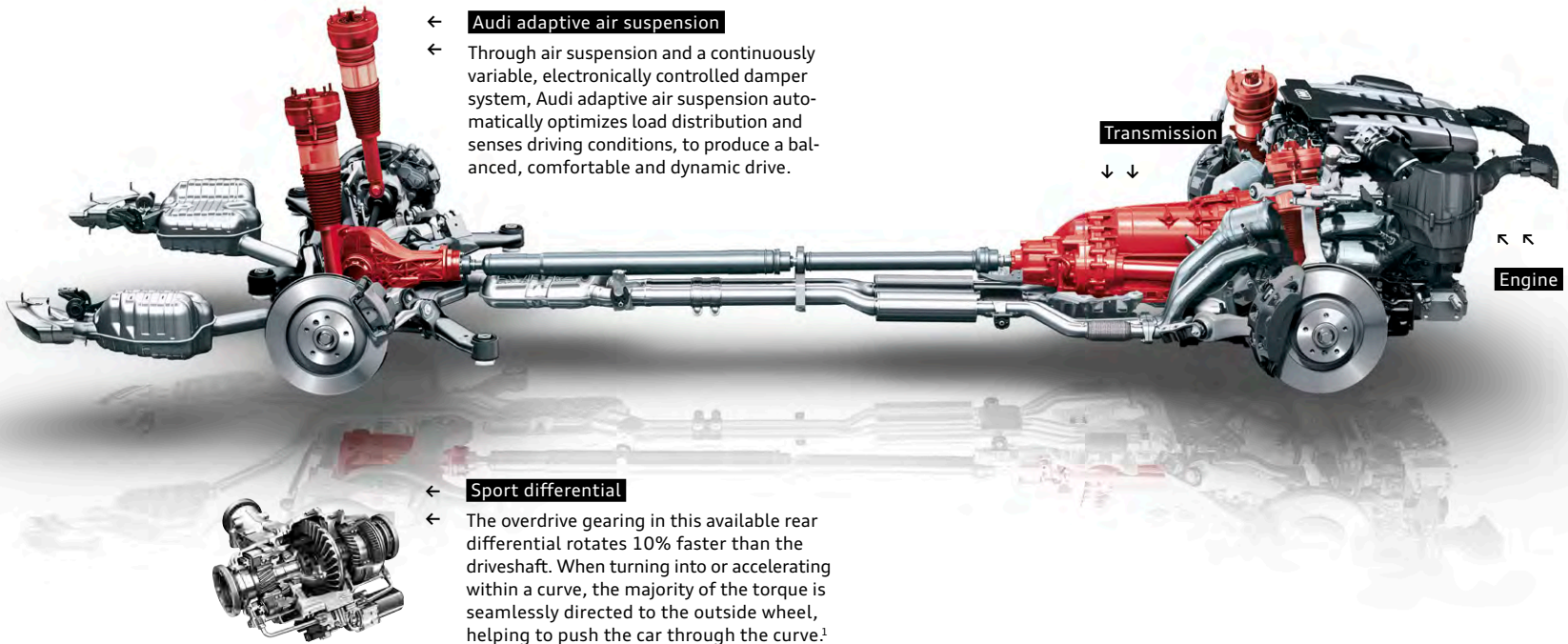


▼ WIND 54 mph



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.¹ 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.



¹ Obey all speed and traffic laws.



Steering/Suspension

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

Transmission

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

Throttle-mapping

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

1

2

3

4

→

Comfort mode

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.

Dynamic mode

Tighter steering and a more responsive throttle give this setting an aggressive feel and focused performance.

Auto mode

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.

Individual mode

Take the turn your way—this mode allows you to adjust the steering, suspension, throttle and transmission upshifts to your style.



Waste not, get more.



Performance

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

It might seem as if we work unceasingly to deliver innovative luxury performance, but even Audi engineers believe in a little downtime. Well, in a manner of speaking. That's why we did something unexpected in our 4.0-liter turbocharged TFSI® V8 engine—by adapting to your drive, we let some of our cylinders take a little break. Our cylinder on demand™ 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 burned¹

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

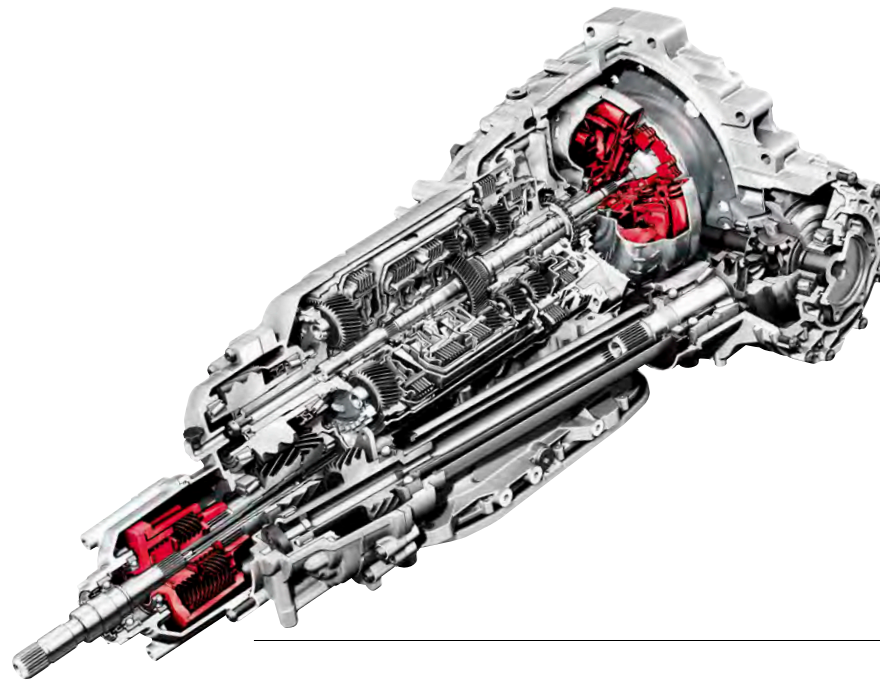
The Audi A8 4.0T with cylinder on demand engine efficiency technology helps make your exciting driving experience more efficient. When they're not needed, four of the eight cylinders stop firing, to save fuel, and seamlessly reignite when the drive requires all eight.¹



¹ EPA estimates not available at time of printing. See www.fueleconomy.gov for updated information. Your mileage will vary.

A transmission that is as intuitive as it is responsive.

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



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.¹

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.¹

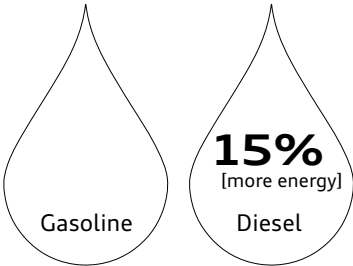
Start-stop efficiency system

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 CO₂ emissions.¹ The engine will restart before you fully take your foot off the brake or if other critical vehicle systems require it, so your performance is not hindered.

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 CO₂ 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.

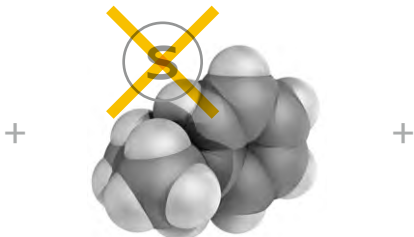
→→ → TDI® clean diesel



↑ ↑

Diesel packs more energy

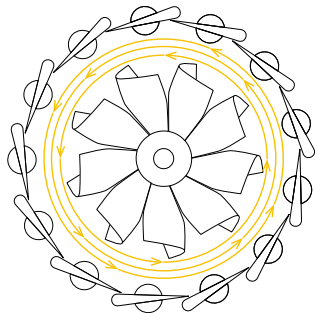
On average, one gallon of diesel contains about 147,000 BTUs, versus 125,000 for gasoline.



↑ ↑

Making diesel cleaner

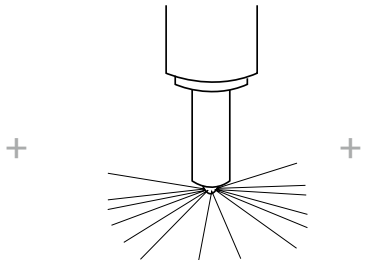
A new refinement process binding sulfur molecules to hydrogen has reduced sulfur in diesel fuel by more than 97% in years past.



↑ ↑

Variable vane turbocharger

Adding turbo power to clean diesel engines, our adjustable vane turbocharger produces impressive torque punch and mid-range passing speeds.¹



↑ ↑

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.

¹ Obey all speed and traffic laws. 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.



Engine

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



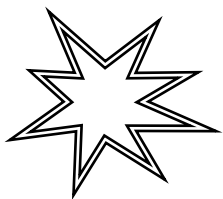
Drivetrain

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

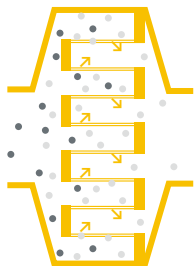


Fuel economy

24 city/36 highway/
28 combined²



+



=

up to
33%
more efficiency



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_x emissions.



Increased fuel efficiency

Another way diesel creates fewer emissions is that it gets better mileage, up to 33% more mpg than comparable gasoline engines, in fact²

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



Driver Assistance

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

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.

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 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.

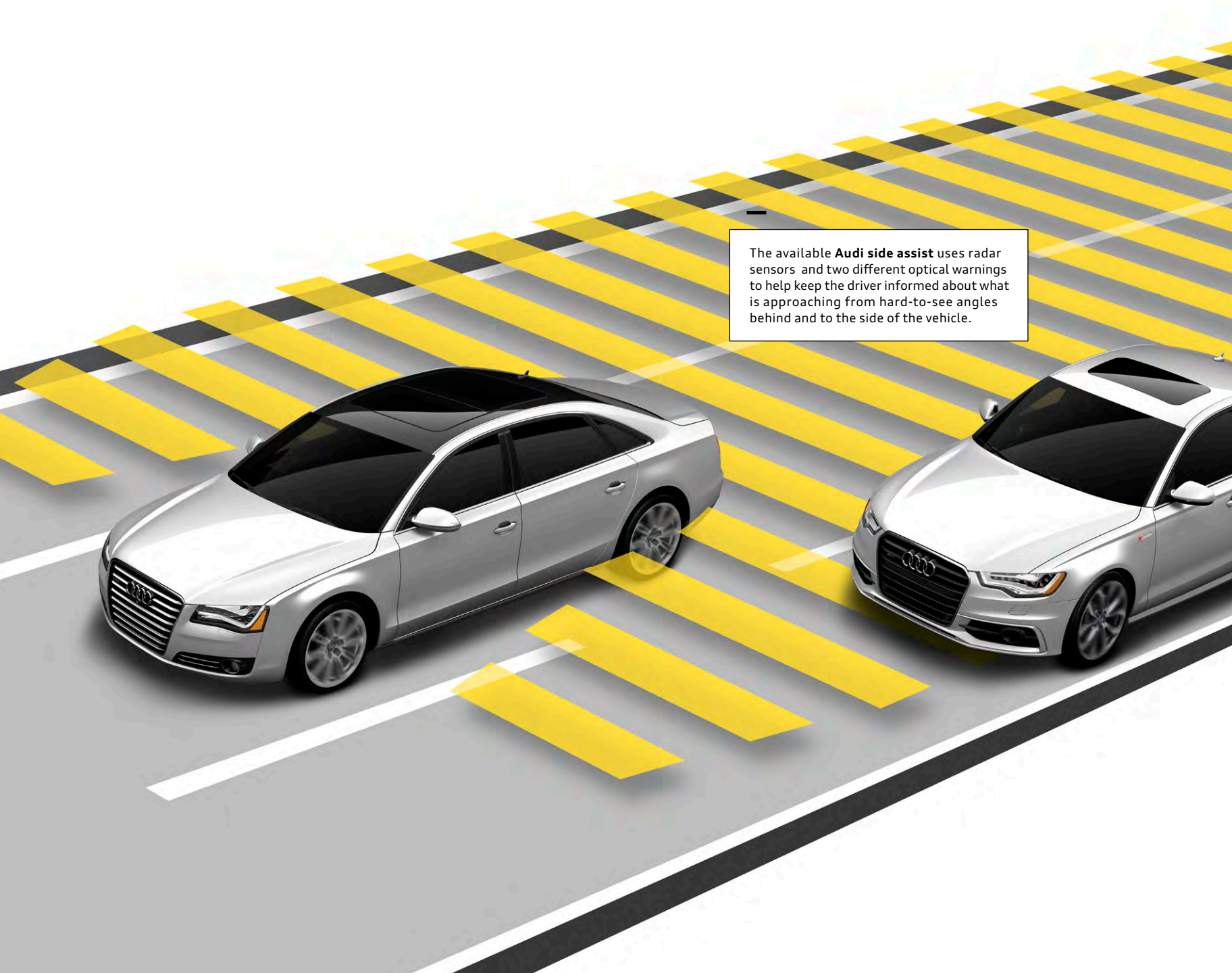
Audi lane assist

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.



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.



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.

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.¹ 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.



Audi ultra®

Heavy thinking on
lightweight technology.

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,² enhanced performance and remarkable handling of the Audi A8. These unique characteristics also help to absorb the normal bumps of the road, delivering a smoother ride.

Ten airbags

The A8 is equipped with a full complement of ten airbags to offer additional protection in the event of a collision. Head airbags for both driver and front passenger are designed to specifically target and protect the head during collisions, for added protection.¹

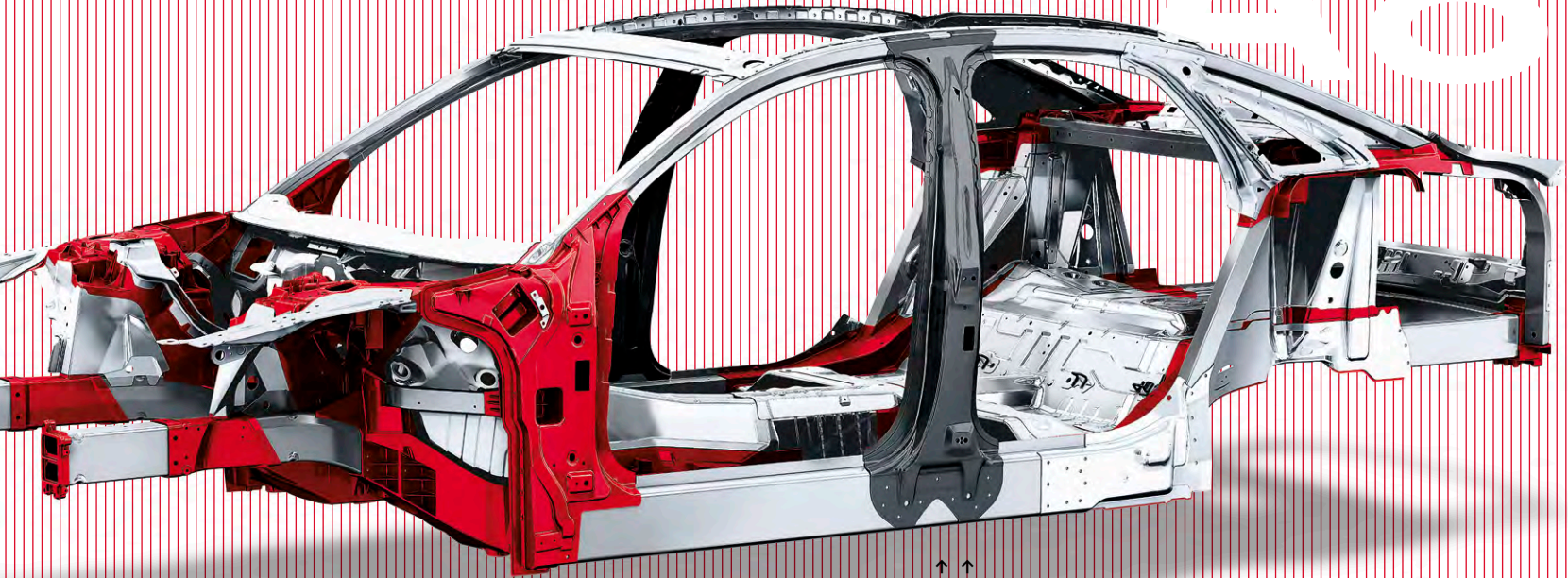
- ▶ driver's head airbag
- ▶ driver's knee airbag
- ▶ driver-side seat-mounted thorax side airbag
- ▶ driver-side Sideguard® head curtain airbag for both rows of seats
- ▶ driver-side rear seat-mounted thorax side airbag
- ▶ front-passenger head airbag
- ▶ front-passenger knee airbag
- ▶ front-passenger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

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. ² See 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.

A8



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.



Car consciousness.



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



MMI System

We've brought the backseat driver front and center.

Audi MMI touch

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



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.



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.²



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.



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

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



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.²



News feeds

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

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.



Mobile Wi-Fi® hotspot

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



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 required SiriusXM® subscriptions.



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.





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.

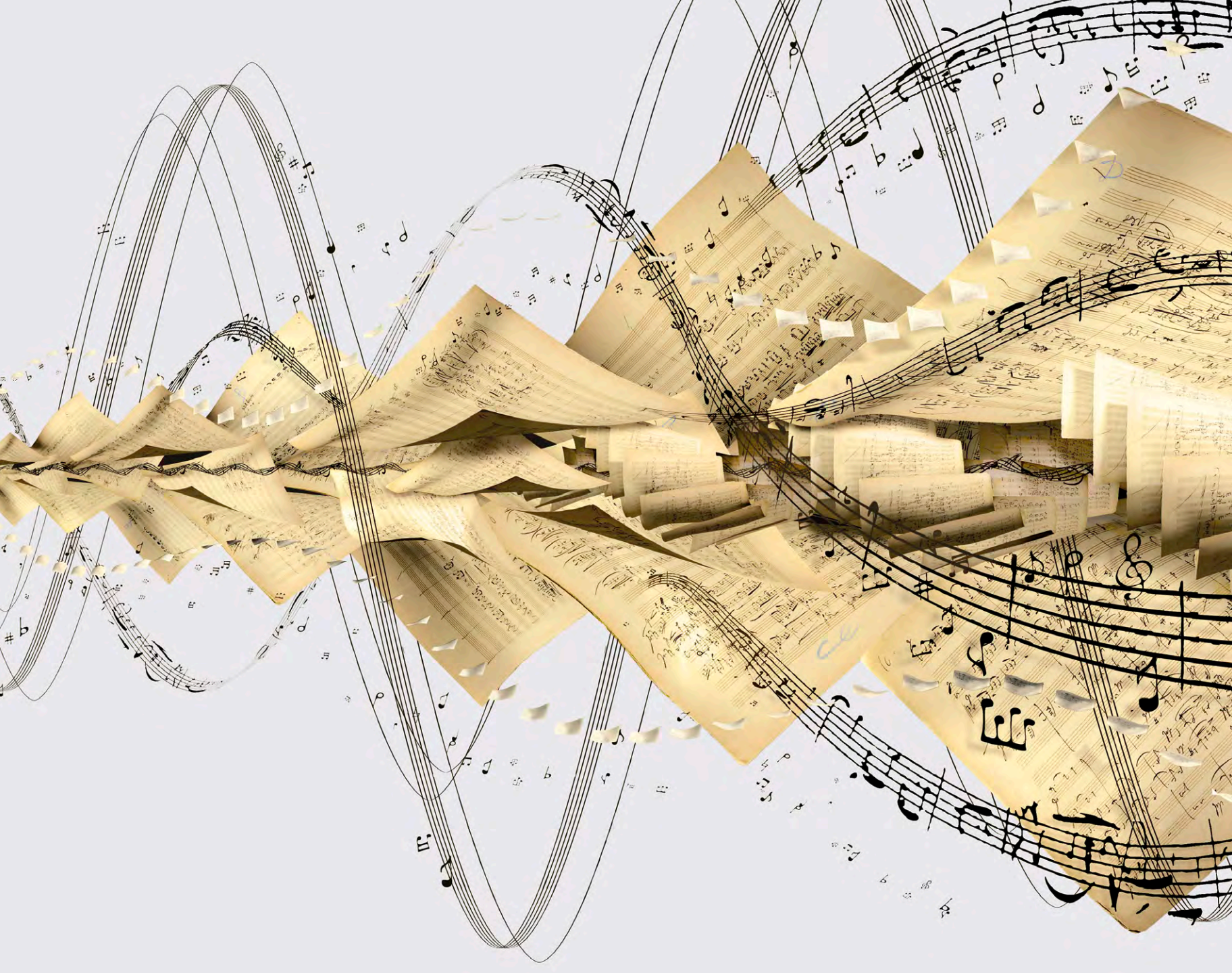
Bang & Olufsen® Advanced Sound System

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.**

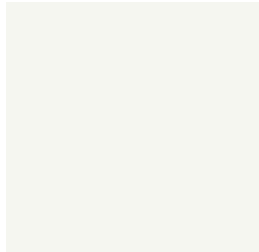
We wanted to say goodbye with style—that's the only way we do it. Our flagship Audi A8 exemplifies supreme luxury, from headlights to taillights. We haven't left anything to the imagination, and have insisted on incorporating only the most brilliant features throughout the A8. Attention to every detail 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



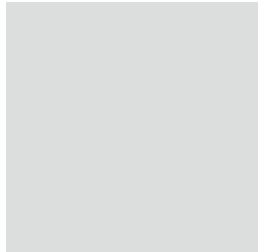
Ibis White



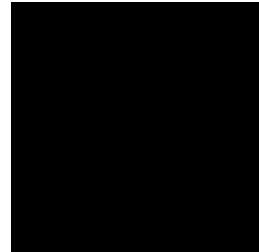
Emerald Black metallic



Glacier White metallic



Havanna Black metallic



Ice Silver metallic



Monsoon Gray metallic²



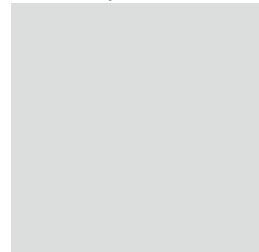
Moonlight Blue metallic²



Oolong Gray metallic



Quartz Gray metallic¹



Night Blue pearl¹



Phantom Black pearl



Savana Beige pearl



Interior Colors | Seat Selections

Standard Seat



Comfort Seat



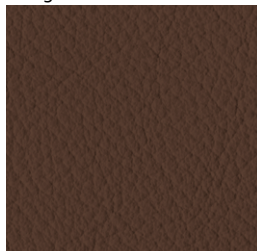
Sport/Comfort Seat



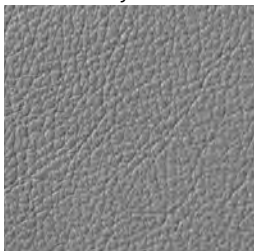
Black leather³



Nougat Brown leather³



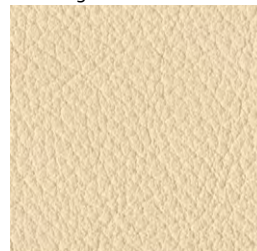
Titanium Gray leather³



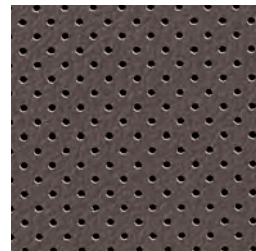
Velvet Beige leather³



Silk Beige leather³



Balao Brown leather³



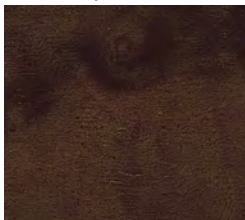
Audi design selection

Decorative Inlays

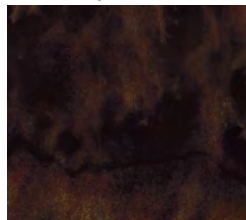


Upper Decorative Inlay Options¹

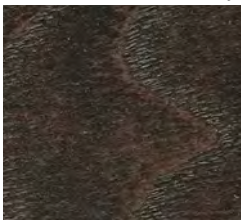
Dark Brown Walnut Wood inlay²



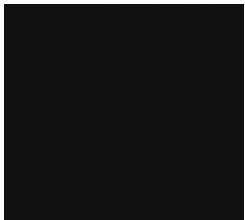
Assam Gray Vavona Wood inlay



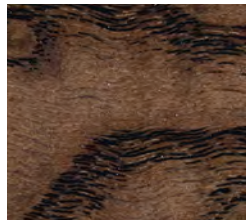
Balsamic Brown Natural Fine Grain Ash Wood inlay



Piano Black Wood inlay



Velvet Brown Fine Grain Ash Wood inlay



Brown Walnut Wood inlay²



Lower Decorative Inlay Options¹

Brushed Aluminum inlay



Piano Black inlay



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

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 tires³)

³ 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 ¹	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

■ Standard — Not applicable NA Information not available at time of printing

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 ²	24/36/28 ³	NA ²	NA ²
Engine oil (qt)	7.2	7.2	8.1	12.2
AdBlue® (gal)	—	NA	—	—
Fuel (gal)	23.8	23.8	23.8	23.8
Required fuel	Premium	Ultra-low-sulfur diesel	Premium	Premium
Emissions rating	ULEV II	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 for details.

¹ Top track speed is electronically limited in the U.S. Obey all speed and traffic laws. ² EPA estimates not available at time of printing. See www.fueleconomy.gov for updated information. Your mileage will vary. ³ 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 airbags ¹	■	■	■	■
Rear-passenger thorax side airbags ¹	■	■	■	■
Front passenger occupant detection for airbags ¹	■	■	■	■
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	—	—	■	■

■ Standard — Not applicable

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 system ¹	■	■	■	■
Audi MMI® touch with handwriting-recognition technology	■	■	■	■
Audi connect® with six-month trial subscription ²	■	■	■	■
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 subscription ³	■	■	■	■
SiriusXM® Traffic with four-year subscription ³	■	■	■	■
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 phone ⁴	■	■	■	■
Two 12-volt power outlets	■	■	■	■
Garage door opener (Homelink®)	■	■	■	■
Audi advanced key—keyless start, stop and entry ⁵	■	■	■	■
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,



A8 base carrier bars

Attached to strong side brackets, these are the durable foundation of the Audi roof-rack system.^{2,3}



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.^{3,4}



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.^{3,4}

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.

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.



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.

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.