



2010 A8 and A8L Quick Reference: U.S. Data

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INFO IS SUBJECT TO CHANGES AND UPDATES

Market

- Key competitors are Mercedes S Class, BMW 7 Series, and Lexus LS.

Philosophy

- As Audi's flagship, the A8 exterior and interior design, including its lightweight aluminum Audi Space Frame technology, sets the benchmark among Audi and luxury competitor products.
- New technology featured with this current generation A8 includes the revolutionary Audi MMI system.
- A8 launched as a V8, with lifecycle FSI additions for V8 and new 5.2 V10. W12 was launched in 2005.
- A8 was the first luxury flagship vehicle to bring all-wheel drive to the flagship segment, and it remains the only car in the segment with all-wheel-drive as standard.
- New technical upgrades for 2008 model year included benchmark acoustics, refined interior/exterior design upgrades, new wheel program, and optional lane assist lane departure warning and side assist blind spot protection.
- Beginning with model year 2010, Audi is the first car company in the U.S. to sell 100 percent of its gasoline engines with FSI direct injection technology. Audi began racing with FSI direct injection technology in 2000 at Le Mans and the American Le Mans Series with the R8 FSI prototype race car. Since this technology became available for U.S. consumers in late 2004 with the introduction of the 2005 A6 3.2 FSI, the list of Audi vehicles with FSI direct injection technology has continued to grow.

Powertrain

- 4.2 FSI V8 specifications
 - FSI direct injection technology
 - 350 hp / 325 lb-ft
 - 0-60 in 5.9 seconds
 - Fuel economy: 16/23 city/highway and 18 mpg combined
 - Normal and long wheelbase configurations

Innovations and available features

- Pioneering aluminum Audi Space Frame
- Audi MMI operating logic standard (with central display screen)
- Bang and Olufsen 1000 watt / 14 speaker Advanced sound system
- Audi parking system advanced with rearview camera
- Technology package with Adaptive cruise control Audi side assist blind spot detection system and Audi lane assist
- Advanced Key keyless entry and starting
- Bluetooth hands-free telephone interface
- Dual-pane acoustic and security glass
- Audi Music Interface – iPod adapter
- Four-zone climate control
- Heated, ventilated and massage front and rear seating
- Rear seat electric lumbar
- Solar sunroof

Equipment Changes for 2010 A8 / A8L

- A8L W12 and S8 5.2 FSI V10 not offered for model year 2010
- LED daytime running lights now on all A8 models
- Discontinue Espresso Brown, Linen Beige, Light Gray interior and Impala Beige exterior
- Normal wheelbase: trunklid from S8 with integrated spoiler, 19" wheel standard, carbon fiber interior trim optional
- Long wheelbase: Contrast colored stitching and piping on seats, ventilated and massage front seats standard

Accolades

- 2007: Consumer's Guide – Recommended
- 2007: The Car Book – Best Bet
- 2007: Edmund's Most Wanted (sedan over \$60,000): A8
- 2007: Forbes – Top 10 most extreme luxury sedan: S8
- 2009: Road & Track – 5 To Drive Luxury Cars

Production

A8 and A8L are produced in Neckarsulm, Baden Wuerttemberg, Germany (where R8 and A6 also are produced).