



Audi of America Communications

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The 2011 Audi A8

HERNDON, Va., November. 1, 2010 – The 2011 Audi A8 ushers in a new era of progressive luxury as the flagship sedan of the Audi brand. As the first generational refresh of the A8 line since 2004, the 2011 A8 decisively exemplifies what the Audi brand has come to stand for among the otherwise derivative luxury performance competitors.

The 2011 A8 is the third generation of the A8 model line and is built on Audi's proven combination of an ASF[®], MMI[®] user interface, stately interior craftsmanship, quattro[®] all-wheel-drive and adaptive air suspension – innovations matched only by the optimized 4.2-liter direct injection V8 and all-new eight-speed automatic transmission. The significantly updated A8 drivetrain delivers increased horsepower, torque, fuel economy and performance over the previous generation, underlining the goal of delivering the discerning driver the ultimate in luxury driving dynamics and efficiency.

Definitive design elements drawn from the Audi pedigree characterize the A8 in the bold lines of an amalgam of luxury and performance. Inside, world-class materials welcome passengers, while an adjustable cabin lighting system sets the mood. The driver's experience in this realm captures the essence of Audi.

The Design / A New Flagship

Audi delivers a new brand icon in the 2011 A8. Paramount in the design process was creating a visage of sporty progressiveness that opens new territory while remaining grounded in a clear and logical progression of the A8. In comparison to its predecessor, increasingly muscular wheel arches speak to the enthusiast driver, while further refinement of running lines that flow to a subtly arched trunk lend the all-new A8 an air of elegance. Technological innovation shines brilliantly via industry-first full-LED front headlamps with both high and low beam function.

Full LED lighting extends through the daytime running lights, cornering lights, turn signals, and taillights, allowing a design and shape impossible with xenon bulbs.

The new A8 builds upon Audi's leadership in aluminum design and manufacturing via its latest generation ASF. This latest iteration features 25 percent more static torsional rigidity, while new welding technologies contribute to reduced weight, producing greater fuel efficiency, benchmark-levels of passive safety, and improved handling. The ASF now weighs some 40 percent less than a comparable steel structure. Though such innovation, the 2011 A8 gains no weight over the previous car, despite the new model's growth of 3-inches fore and aft and 2-inches in width.

The Interior / Open, Innovative, and Easy to Use

Exemplifying a constant drive for perfection, Audi engineers took full advantage of the opportunity to make the perfect luxury-performance sedan. Fine materials paired with optimized solutions create driver and passenger experiences unrivaled by the competition. Key to this theme is the 2011 A8's "Koenigsfuge," or "King's Joint," the juncture between door and dashboard. At this point, no less than four different materials and design lines intersect, melding deep wood inlays, aluminum accents, leather dashboard covering, and plastics in a hallmark of ingenuity. No compromise was made in the Koenigsfuge design vision for manufacturing efficiency. Rather, designers were free to draft the A8's environmental lines with a focus purely on creating a flow around the passengers.

Such 'skyliner' elements develop an ambiance of spaciousness, comfort, and luxury within the cabin. Roominess is accented by driver-selectable LED lighting themes including ivory, polar, and ruby modes, creating a connection between driver and passengers and an overall feeling of lightness within the interior surrounding the floating center console. During the day, natural light floods the cabin through a pair of skylights.

The driver is not neglected in such design considerations. As the center of power and control, the driver has access to innumerable options at his or her fingertips. Audi drive select now arrives as standard equipment, presenting the driver with options that span both sport and comfort (Dynamic, Comfort, Auto, Individual). The shift-by-wire gearshift lever is inspired by the throttles found on board yachts and serves as an ergonomic hand rest for operating the MMI touch interface. Because such considerations mean nothing if they intrude on the overall theme of elegance that the A8 embodies, all interior elements – such as the foldaway MMI screen – were designed to occupy as little space as possible.

The Engines / More Efficient, Faster, Stronger

Like the rest of the all-new 2011 A8, the new model's 4.2 FSI[®] V8 powerplant returns with significant improvements in both performance and comfort. Refinements include an increase to 372 hp versus the previous car's 350 hp and a complimentary growth of torque to 328 lb-ft against the previous car's 325 lb-ft. Audi valvelift system complements the revised engine, and FSI direct injection cements Audi as the only car company in the U.S. that sells 100 percent of its gasoline engines with direct injection. Lastly, 0-60 mph times have improved to an estimated 5.7 seconds.

For those in search of the ultimate in performance and luxury, the A8L W12 will no doubt fit the bill. Thanks to the implementation of Audi FSI direct injection, the big engine generates a full 500 hp and 460 lb-ft of torque, as compared to the previous car's 450 hp and 428 lb-ft of torque. The increased performance is enough to push the long-wheelbase A8 to 62 mph in just 4.9 seconds (est). Despite the obvious performance gains of the 2011 A8L W12, the new car manages to be about 12 percent more efficient than the outgoing model.

Tiptronic Transmission / 8 Degrees of Perfection

For the first time in the A8 family, power will be channeled via an 8-speed automatic transmission, resulting in 17 percent better fuel economy compared to the previous car. Controlled via the center gearshift lever or standard wheel-mounted manumatic shifting paddles, the new transmission powers a new quattro rear-biased all-wheel-drive system, splitting torque 40:60 (front:rear). The A8 stands as the only car in the luxury performance segment with AWD as standard equipment, and the rear-bias puts power to the road where performance-minded drivers demand it. An optional Sports differential offers variable torque distribution on the rear axle, dramatically reducing understeer and increasing driving agility and traction.

Safety / Technological Armor

With power comes responsibility, and the A8 pioneers new ground through materials and technology for occupant protection. The latest ASF delivers a light-but-rigid body designed to shield the cabin from impact by channeling collisions down and away from the occupants. Technology also plays a new and expanded role in the 2011 A8 through Audi pre sense and adaptive cruise control. Pre sense comprises several preventive occupant protection systems that are activated if a critical driving situation arises. If instability is detected, reversible belt tensioners hold passengers in place while seats adjust to optimal placement. The sunroof and

side windows close to shield the passenger compartment. Adaptive air shock absorbers adjust to improve braking and performance, and two-stage partial braking activates.

Adaptive cruise control seeks to prevent such situations entirely. With a convenient stop & go function, Audi lane assist and Audi side assist, systems once again are coordinated to protect the driver and passengers. A new generation of ESP with electronic AWD torque vectoring is integrated with dynamic steering and the optional Sport differential for maximum collision avoidance capabilities. When the accelerator is released abruptly, brake discs are cleaned and the brake fluid system is pre-filled to improve brake reaction times. Audi braking guard warns the driver of critical situations with an audible warning and a braking jolt. In the case of unavoidable collisions, emergency braking is executed autonomously to minimize impact.

Even pedestrians benefit from Audi's priority on safety. Optional equipment in the 2011 A8 includes night vision displayed on the 7-inch driver information display that bridges the main gauges in the driver's panel. At night, pedestrian-detection systems highlight otherwise concealed people, and provides a warning if the pedestrian is crossing the path of the vehicle, giving drivers ample time for course correction.

Technology | A New Level of Intuitive Control

Technological innovation abounds in the new A8, networked through all elements of the sedan to improve performance, luxury, and safety. Often the most successful application of technology is transparent to the end user, but where direct man-machine interface is required, the 2011 A8 offers the most natural link yet experienced in the automotive realm. The next-generation of Audi's MMI system includes MMI touch, providing users with a touchpad that is conveniently located on the center console. MMI touch, which is capable of recognizing handwriting for text entry applications such as navigation destinations, enables users to trace letters with a fingertip. The touchpad also functions as a pointer for map functions, a number pad for radio functions, and it can be used to scroll lists in the MMI. Building on users' experiences with current smartphones, the new touch interface is the ultimate extension of Audi's 'joy of use' concept for driver-car interaction.

Building upon the revolutionary MMI touch interface, the new A8 also will offer an optional factory-installed WLAN hotspot for wireless Internet access. Bridging the mobile Internet gap in the automotive world delivers the full power of services like Google Maps™ to the MMI navigation

interface, offering drivers immense power in choosing destinations and the greatest convenience in getting there.

Available Long Wheelbase / Performance Uncompromised

The 2011 A8 arrives in two iterations, the standard A8 4.2 FSI and a long-wheelbase A8L 4.2 FSI. The new A8's suite of increased standard features is shared across both models. The A8L adds copious passenger room for occupants, expanding the standard model's 202-inch length to 207.4 inches. In addition, the wheelbase expands from the standard car's 117.8 inches to 122.9 inches, with the increase directly increasing the rear seat legroom by 5.1 inches.

The A8's suite of high-level standard features is shared by both models, although the A8L adds a new Executive Rear Seating package, expanding on the comfort and configurability of the luxurious interior. Rear passengers now enjoy rear seat entertainment with dual 10-inch screens, a sizeable refrigerator, and four-zone air conditioning. There is also a relaxation seat in the back with a power footrest and a fixed console, which even includes a table. Through a full function MMI controller, rear seat passengers can program the navigation or choose music settings on their own media jukebox.

More From Audi / Options

The A8 4.2 enjoys ample standard equipment, including ESP – a program designed to incorporate the vehicle's ABS, EBD, EDL and ASR to control the sedan's dynamic movements, thereby creating a more stable driving platform. Standard servotronic power steering varies the amount of steering assist depending on vehicle speed, and Audi adaptive air suspension delivers infinitely variable damping.

Outside, the A8 4.2 boasts 19-inch 10-spoke alloy wheels, tinted glass for added privacy, heated side view mirrors and windshield washer nozzles. Audi xenon plus headlights and taillights with LED daytime running lights define the face of the sedan and include Audi adaptive light, which articulates the headlamps up to 15 degrees based on vehicle speed and steering wheel angle. High-pressure headlight washers ensure optimal visibility regardless of climate conditions.

The interior of the A8 4.2 delivers a three-spoke, leather-wrapped multifunction steering wheel with shift paddles. In addition, the steering column uses an automatic tilt away function to allow for easier ingress and egress. Premium Valetta leather upholstery surrounds the 18-way adjustable front seats, and a fully automatic dual-zone, draftless climate control system keeps

the cabin comfortable. A central locking system, power windows with one-touch up/down feature and cruise control are standard.

The A8L 4.2 adds to the well-equipped nature of the A8 4.2 with standard equipment such as an attractive 4-spoke steering wheel with shift paddles and power closing doors. The A8 L 4.2 also makes use of Audi advanced key – allowing the driver to lock, unlock and start the vehicle without ever removing the key from his or her pocket – and power door closers for all four doors automatically close the last inch of operation. Also included is the Audi parking system with rear parking sensors and rearview camera. Both the A8 and A8 L offer HomeLink[®] garage door opener and Bluetooth[®] hands free as standard.

A number of additional packages are available to help buyers create the perfect A8. Both models offer a Premium package that includes front seat ventilation, 22-way multicontour comfort front seats with pneumatic lumbar support and pneumatic seat massage. A Sport package is available, featuring 20-inch five-triple-spoke wheels with summer tires, Valcona leather with sport stitched diamond look, adaptive air suspension, dynamic steering, and quattro sport differential.

Warranty

The Audi A8 will be backed by a new vehicle limited warranty that includes:

- Four-year/50,000 mile limited new vehicle warranty
- 12-year limited warranty against corrosion perforation
- 24-hour Roadside Assistance for four years

About Audi of America

Audi of America, Inc. and its 275 U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands globally. During 2009, Audi outsold all other luxury brands in Europe, while in the U.S. market Audi posted the largest market share gain of any luxury automotive brand. Between 2010 and 2012 the Audi Group is planning to invest around €5.5 billion, mainly in new products, in order to sustain the Company's technological lead. Visit www.audiusa.com or www.audiusanews.com for more information regarding Audi vehicle and business issues.

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