



2015 Audi A8/S8/W12

Audi of America
MEDIA INFORMATION KIT

OVERVIEW

Highlights:

- ▶ A8 model line includes the A8 3.0T, 3.0 TDI, 4.0T, the S8 4.0T and the W12
- ▶ A8 TDI® clean diesel achieves class-leading fuel efficiency with EPA estimated 24 city/ 36 highway/ 28 combined MPG* with an estimated highway range of up to 800 miles
- ▶ A8 flagship sedan available in normal and long wheelbase models, S8 available in standard wheelbase only
- ▶ ASF aluminum construction offers exceptional rigidity, lightweight design that helps provide excellent performance and efficiency
- ▶ Audi connect® offers Google Earth™ Mapping and real-time access to weather, travel, gas/fuel prices and other online search information as well as a Wi-Fi hot spot for up to eight passenger devices
- ▶ A8 L W12 engine includes efficiency enhancing cylinder on demand system
- ▶ New electromechanical power steering in the A8 model line provides greater comfort and agility, while improving fuel efficiency and enhancing Driver Assistance Systems

Lineup Changes for 2015 Include:

- ▶ New A8 and S8 front and rear fascia design
 - Completely redesigned LED headlights are now standard for the complete A8 model line
 - Significant updates to the front fascia of the A8 – the hood has a more sculpted design to add strength, including a Singleframe® grille: which is more 3-dimensional, new upper corner shape
 - New front fascia design for the S8 includes Singleframe® grille, bumper, air intakes, new side sills, rear diffuser and wider quad oval tailpipes
 - S8 received new interior option – Audi design selection Vermont Brown with Carbon Twill Copper inlays
- ▶ A8 4.0T engine received an increase in power from 420hp to 435hp
- ▶ New optional selection of 20" wheels for all A8 models
- ▶ Four new optional inlays for the complete A8 lineup
- ▶ Optional Night vision assistant, now with animal detection in addition to pedestrian detection, is available on all A8 models
- ▶ The new Audi A8 features an optional Head-up display – for ease of viewing vehicle speed, navigation information, and Night vision warning information projected onto windshield
- ▶ Audi active lane assist alerts the driver when the car moves across lane markings without the activation of the turn signal and gently moves the car back into its lane
- ▶ Audi side assist alerts the driver of the presence of a vehicle when changing lanes as well as to vehicles approaching the neighboring lane

*Where stated, fuel economy values (mpg) are EPA estimates. See www.fueleconomy.gov for details. Actual mileage will vary and depends on several factors including driving habits and vehicle condition.

Key Specifications

	A8			S8	W12
	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
Starting MSRP*	\$77,400/ \$81,400	\$85,100*	\$86,400/ \$90,400	\$114,900	\$137,900
Engine	3.0 TFSI® quattro®	3.0 TDI® quattro®	4.0 TFSI® quattro®	4.0 TFSI® quattro®	6.3 FSI® quattro®
Transmission	Eight-speed Tiptronic® V6	Eight-speed Tiptronic® V6	Eight-speed Tiptronic® V8	Eight-speed Tiptronic® V8	Eight-speed Tiptronic® W12
Horsepower @ rpm	333@5300 (245 kw)	240@3500(176 kw)	435@5100 (320 kw)	520@5800 (382 kw)	500@6200 (368 kw)
Torque (lb-ft @ rpm)	325@2900(440 nm)	428@1750(580 nm)	444@1500(600 nm)	481@1700(650 nm)	463@4750(625 nm)
quattro® Tiptronic® (0-60 mph) (NWB/LWB) (AT)	5.4/5.5 seconds	6.3 seconds	4.3/4.4 seconds	3.9 seconds	4.4 seconds
Top Track Speed** (mph)	130 (210 km/h)	130 (210 km/h)	130 (210 km/h)	155 (250 km/h)	130 (210 km/h)
Curb Weight (lbs)	NWB: 4,365 (1980 kg) LWB: 4,464 (2025 kg)	4,564 (2070kg)	NWB: 4,508 (2045 kg) LWB: 4,619 (2095 kg)	4,685 (2125 kg)	4,806 (2180 kg)
EPA estimates Tiptronic® automatic transmission (City/Highway/Combined)***	NWB: 19/29/22 LWB: 19/29/22	24/36/28	NWB: 18/30/22 LWB: 18/29/22	17/27/20	14/21/17

*Prices listed are the Manufacturer's Suggested Retail Prices and do not include destination and delivery (\$895), taxes, title, other options and dealer charges. Dealer sets actual price.

**Top track speed electronically limited in U.S. Always obey all speed and traffic laws.

***Where stated, fuel economy values (mpg) are EPA estimates. Actual mileage will vary and depends on several factors including driving habits and vehicle condition.

MODEL HIGHLIGHTS

S8 exterior walk-around:



1. Singleframe® grille w/ three-dimensional horizontal lines
2. New hood w/ more sculpted design to add strength
3. Side sills are more precise & underscore the vehicle's stance
4. Tailpipes are now wider showing the powerful performance of the S8
5. Rear diffuser exhibits a new, sportier design
6. Redesigned front bumpers w/ large air inlets w/brighter incident light
7. New LED headlights design
8. New DRL design
9. Lower chrome strip lengthened
10. New taillights w/ chrome strip integrated
11. Horizontal rear spoiler rim w/ chrome line underscores vehicle width & ensures a dynamic look

S8 interior walk-around:



1. Redesigned shift paddles
2. Vermont Brown design selection interior package
3. Upper inlay in Carbon Twill Copper
4. Contrast stitching on door handles, knee bolsters, center console surround

TECHNICAL SPECIFICATIONS

Engineering/Performance	A8			S8	W12
	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
Engine Type	V6	V6	V8	V8	W12
Arrangement	Front Mounted-Longitudinal	Front Mounted-Longitudinal	Front Mounted-Longitudinal	Front Mounted-Longitudinal	Front Mounted-Longitudinal
Bore (in)	3.33 (84.5 mm)	3.27 (83.0 mm)	3.33 (84.5 mm)	3.33 (84.5 mm)	3.39 (86.1 mm)
Stroke (in)	3.51 (89.5 mm)	3.60 (91.4 mm)	3.51 (89.5 mm)	3.51 (89.5 mm)	3.56 (90.4 mm)
Displacement (cu in)	182.7 (2995 cc)	181.1 (2967 cc)	243.6 (3991 cc)	243.6 (3991 cc)	384.4 (6299 cc)
Compression Ratio	10.3:1	16.3:1	10.1:1	9.3:1	11.8:1
Horsepower @ rpm	333@5300 (245 kw)	240@3500(176 kw)	435@5100 (320 kw)	520@5800 (382 kw)	500@6200 (368 kw)
Torque @ rpm (lb-ft)	325@2900(440 nm)	428@1750(580 nm)	444@1500(600 nm)	481@1700(650 nm)	463@4750(625 nm)
Induction/Fuel injection	Supercharged TFSI®	Turbocharged TDI®	Turbocharged TFSI®	Turbocharged TFSI®	FSI®
quattro® tiptronic (0-60 mph) (NWB/LWB) (AT)	5.4/5.5 seconds	6.3 seconds	4.3/4.4 seconds	3.9 seconds	4.4 seconds
Top Track Speed* (mph)	130 (210 km/h)	130 (210 km/h)	130 (210 km/h)	155 (250 km/h)	130 (210 km/h)

* Top track speed electronically limited in U.S. Always obey speed and traffic laws.

Engine Design	A8			S8	W12
	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
Cylinder Block	Aluminum Alloy	Cast Iron	Aluminum Alloy	Aluminum Alloy	Aluminum Alloy
Cylinder Head	Aluminum Alloy	Aluminum Alloy, cross flow	Aluminum Alloy	Aluminum Alloy	Aluminum Alloy
Valvetrain/Intake	Hydraulic valve lifters, continuously variable intake & exhaust camshaft adjustment	Hydraulic valve lifters, continuously variable intake & exhaust camshaft adjustment	Hydraulic valve lifters, continuously variable intake & exhaust camshaft adjustment	Hydraulic valve lifters, continuously variable intake & exhaust camshaft adjustment	Hydraulic valve lifters, continuously variable intake & exhaust camshaft adjustment
Max Boost	—	—	—	15.9 psi	—
Emissions	ULEV2	ULEV2	ULEV2	ULEV2	ULEV2
Start-stop efficiency system	■	■	■	—	—

Body/Suspension/Chassis	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
	Five-link front suspension w/ stabilizer bar	■	■	■	■
Trapezoidal-link rear suspension	■	■	■	■	■
S8 sport suspension calibration	—	—	—	■	—
quattro® all-wheel drive with sport differential	□	□	□	■	□
Ventilated front disc/ventilated rear disc brakes (in)	15.0/14.0 (380/356 mm)	15.0/14.0 (380/356 mm)	15.0/14.0 (380/356 mm)	15.7/14.0 (400/356 mm)	15.7/14.0 (400/356 mm)

Wheels and Tires

	A8			S8	W12
	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
A. 9.0J x 19 15-spoke design wheels 255/45 104H XL all-season tires	■	■	■	—	□
B. 9.0J x 20 15-spoke structured-design 265/40 R20 104H XL all-season tires	□	□	□	—	■
C. 9.0J x 20 5-double-spoke, Galvano Silver 265/40 R20 104H XL all-season tires	□	□	□	—	□
D. 9.0J x 20 10-parallel-spoke design wheels 265/40 104H XL all-season tires	□	□	□	—	□
E. 9.0J x 21 5-triple-spoke design wheels 265/35 101Y XL summer performance tires*	—	—	—	■	—
F. 9.0J x 21 5-arm-rotor spoke design Wheels, Titanium finish 275/35 summer performance tires*	—	—	—	□	—
G. 9.0J x 21 5-arm-rotor spoke design wheels 275/35 summer performance tires*	—	—	—	□	—

*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.

Transmission/Drivetrain

	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
Eight-speed Tiptronic® automatic transmission w/ quattro® all-wheel drive	■	■	■	■	■
Gear Ratios:	Tiptronic	Tiptronic	Tiptronic	Tiptronic	Tiptronic
1st	4.714: 1	4.714: 1	4.714: 1	4.714: 1	4.714: 1
2nd	3.143: 1	3.143: 1	3.143: 1	3.143: 1	3.143: 1
3rd	2.106: 1	2.106: 1	2.106: 1	2.106: 1	2.106: 1
4th	1.667: 1	1.667: 1	1.667: 1	1.667: 1	1.667: 1
5th	1.285: 1	1.285: 1	1.285: 1	1.285: 1	1.285: 1
6th	1.000: 1	1.000: 1	1.000: 1	1.000: 1	1.000: 1
7th	0.839: 1	0.839: 1	0.839: 1	0.839: 1	0.839: 1
8th	0.667: 1	0.667: 1	0.667: 1	0.667: 1	0.667: 1
Reverse	3.317: 1	3.317: 1	3.317: 1	3.317: 1	3.317: 1
Final Drive	3.204: 1	2.624: 1	3.204: 1	3.204: 1	3.076: 1

Exterior Measurements

	A8		S8		W12
	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
Wheelbase (in)	NWB: 117.8 (2992 mm) LWB: 122.9 (3122 mm)	122.9 (3122 mm)	NWB: 117.8 (2992 mm) LWB: 122.9 (3122 mm)	117.8 (2992 mm)	122.9 (3122 mm)
Length (in)	NWB: 202.2 (5137 mm) LWB: 207.4 (5267 mm)	207.4 (5267 mm)	NWB: 202.2 (5137 mm) LWB: 207.4 (5267 mm)	202.2 (5137 mm)	207.4 (5267 mm)
Height (in)	NWB: 57.5 (1460 mm) LWB: 57.9 (1471 mm)	57.9 (1471 mm)	NWB: 57.5 (1460 mm) LWB: 57.9 (1471 mm)	57.5 (1459 mm)	57.9 (1471 mm)
Width (in)	76.7 (1949 mm) w/mirrors : 83.1 (2111 mm)	76.7 (1949 mm) w/mirrors : 83.1 (2111 mm)	76.7 (1949 mm) w/mirrors : 83.1 (2111 mm)	76.7 (1949 mm) w/mirrors : 83.1 (2111 mm)	76.7 (1949 mm) w/mirrors : 83.1 (2111 mm)
Track front/rear (in)	64.7/64.4 (1644/1635 mm)	64.7/64.4 (1644/1635 mm)	64.7/64.4 (1644/1635 mm)	64.7/64.4 (1644/1635 mm)	64.7/64.4 (1644/1635 mm)
Curb Weight (lbs)	NWB: 4,365 (1980 kg) LWB: 4,464 (2025 kg)	4,564 (2070kg)	NWB: 4,508 (2045 kg) LWB: 4,619 (2095 kg)	4,685 (2125 kg)	4,806 (2180 kg)
Drag Coefficient	Cw = 0.26 Front Area = 2.41 sq. m.	Cw = 0.26 Front Area =2.41 sq. m.	Cw = 0.27 Front Area =2.41 sq. m.	Cw = 0.28 Front Area =2.41 sq. m.	Cw = 0.26 Front Area =2.41 sq. m.

Interior Measurements	A8		S8		W12
	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
Headroom Sunshade (in, front/rear)	NWB: 37.2/38.1 (944/967 mm) LWB: 37.2/39.1 (944/993 mm)	37.2/39.1 (944/993 mm)	NWB: 37.2/38.1 (944/967 mm) LWB: 37.2/39.1 (944/993 mm)	37.2/39.1 (944/993 mm)	37.2/38.1 (944/968 mm)
Legroom (in, front/rear)	NWB: 41.4/38.7 (1051/984 mm) LWB: 41.4/42.9 (1051/1089 mm)	41.4/42.9 (1051/1089 mm)	NWB: 41.4/38.7 (1051/984 mm) LWB: 41.4/42.9 (1051/1089 mm)	41.4/38.7 (1051/983 mm)	41.4/38.7 (1051/983 mm)
Shoulder Room (in, front/rear)	NWB: 59.1/57.8 (1500/1468 mm) LWB: 59.1/57.8 (1500/1468 mm)	59.1/57.8 (1500/1468 mm)	NWB: 59.1/57.8 (1500/1468 mm) LWB: 59.1/57.8 (1500/1468 mm)	59.1/57.8 (1500/1468 mm)	59.1/57.8 (1500/1468 mm)
Luggage Capacity (cu ft)	14.2	14.2	14.2	14.2	14.2
Seating Capacity	5	5	5	5	4 (5 optional)

EPA mileage estimates*/Capacities	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
Tiptronic® automatic transmission (City/Highway/Combined)*	NWB: TBD LWB: TBD	24/36/28	NWB: 18/30/22 LWB: 18/29/22	17/27/20	14/21/17
Engine Oil (qt)	6.3	6.8	8.5	8.5	11.8
Coolant System (qt)	13.7	12.2	15.9	16.2	19.1
Fuel (gal)	21.7	21.7	21.7	21.7	21.7
Recommended Fuel	Premium	Diesel	Premium	Premium	Premium

* Where stated, fuel economy values (mpg) are EPA estimates. Actual mileage will vary and depends on several factors including driving habits and vehicle condition.

Steering	A8			S8	W12
	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
Type	Electro-mechanical	Electro-mechanical	Electro-mechanical	Electro-mechanical	Electro-mechanical
Ratio	15.1:1	15.1:1	15.1:1	15.1:1	15.1:1
Turning Circle (curb-to-curb) (ft)	NWB: 40.4 (12.3 m) LWB: 41.7 (12.7 m)	41.7 (12.7 m)	NWB: 40.4 (12.3 m) LWB: 41.7 (12.7 m)	40.4 (12.3 m)	41.7 (12.7 m)

Electrical System	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
	Battery	12 Volts - 92 amp	12 Volts - 92 amp	12 Volts - 92 amp	12 Volts - 92 amp
Alternator	14 Volts - 190 amp	14 Volts - 190 amp	14 Volts - 190 amp	14 Volts - 190 amp	14 Volts - 190 amp

Infotainment	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
	Audi connect® w/ six-month trial subscription	■	■	■	■
MMI® Navigation plus w/ voice control system: w/ TFT color, MMI® touch, WVGA, 8-inch display screen, control knob w/ joystick & buttons in center console. Operates climate control, central locking, instrument cluster, vehicle diagnostics, cellular phone, navigation, CD & radio functions (single CD/DVD player)	■	■	■	■	■
Audi music interface w/ iPod® integration includes one cable for iPod connection & one USB slot or AUX input	■	■	■	■	■
Audi online services w/ Google earth navigation, trial connectivity period included & BLUETOOTH® technology	■	■	■	■	■
BOSE® Surround Sound System w/ AudioPilot: 14 speakers incl. center speaker & subwoofer & total output of 630 watts	■	■	■	■	■

Infotainment (continued)

	A8		S8	W12	
	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	
				W12 LWB	
Backlit instrument cluster w/ automatic brightness control: - tachometer, speedometer, digital clock w/ date, fuel gauge, coolant temperature gauge, white illumination w/ red pointers (white pointers on S8)	■	■	■	■	■
Bang & Olufsen® Advanced Sound System w/ 19 speakers & 1,400 watts (includes Dolby Digital 5.1 & noise compensation)	—	□	□	□	□
BLUETOOTH® wireless technology preparation for mobile phone & streaming audio	■	■	■	■	■
Eight-Color Driver information center: - 7-inch Color display - Five-function trip computer (Fuel range, average fuel mileage, current fuel mileage, average speed & elapsed time & trip odometer) operated by toggle switch at end of windshield wiper stalk - Outside temperature display - Digital speed display - Radio/telephone display - Active Auto Check system w/ speed Warning device - Pictogram display for open door & deck lid - Efficiency Program	■	■	■	■	■
HD Radio™ Technology	■	■	■	■	■
In-dash DVD player	■	■	■	■	■
Six-DVD changer in glovebox	—	—	—	—	■
MMI® Touch w/ handwriting recognition technology	■	■	■	■	■
SD card slots w/ 32GB capacity	■	■	■	■	■
SiriusXM® Satellite Radio w/ 90-day trial subscription	■	■	■	■	■
SiriusXM® Traffic w/ 4-year subscription	■	■	■	■	■
Voice control system (controls cellular phone, CD, radio & navigation)	■	■	■	■	■

Warranty/Maintenance*	A8			S8	W12
	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
	4 Year/50,000 mile new vehicle limited warranty	4 Year/50,000 mile new vehicle limited warranty	4 Year/50,000 mile new vehicle limited warranty	4 Year/50,000 mile new vehicle limited warranty	4 Year/50,000 mile new vehicle limited warranty
	12 Month/5,000 mile (whichever occurs first) NO CHARGE first scheduled maintenance	12 Month/5,000 mile (whichever occurs first) NO CHARGE first scheduled maintenance	12 Month/5,000 mile (whichever occurs first) NO CHARGE first scheduled maintenance	12 Month/5,000 mile (whichever occurs first) NO CHARGE first scheduled maintenance	12 Month/5,000 mile (whichever occurs first) NO CHARGE first scheduled maintenance

*See dealer or owner's literature for details.

- = Standard
- = Optional
- = Not Available

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Always pay careful attention to the road, and do not drive while distracted. The features and technologies discussed 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.

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