



Audi
Truth in Engineering



S8 European model shown

2015 **A8/S8/W12**
Audi of America
PRODUCT INFORMATION BOOK

* REVISED APRIL 2014 - FOR INTERNAL USE ONLY

* All information subject to change



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A8 at a glance:

Drivetrain	Output	Normal Wheelbase (NWB)	Long Wheelbase (LWB)
3.0 TFSI quattro® eight-speed Tiptronic V6	333hp, 325lb-ft torque	■	■
3.0 TDI quattro® eight-speed Tiptronic V6	240hp, 428lb-ft torque	—	■
4.0 TFSI quattro® eight-speed tiptronic V8	435hp, 444lb-ft torque	■	■

S8 at a glance:

Drivetrain	Output	Normal Wheelbase (NWB)	Long Wheelbase (LWB)
4.0 TFSI quattro® eight-speed Tiptronic V8	520hp, 481lb-ft torque	■	—

W12 at a glance:

Drivetrain	Output	Normal Wheelbase (NWB)	Long Wheelbase (LWB)
6.3 FSI quattro® eight-speed Tiptronic W12	500hp, 463lb-ft torque	—	■



Audi

Market Overview

Segment & Key Competitors

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Audi	Mercedes-Benz	BMW	Jaguar
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A8 3.0T: 3.0T V6 333 hp/325 lb-ft \$TBD *	S400 Hybrid: 3.5-liter V6 + Electric motor 295 hp/284 lb-ft \$92,350 *	740i: 3.0T I6 315 hp/330 lb-ft \$74,000 *	XJ AWD: 3.0-liter V6 340 hp/332 lb-ft \$77,700*
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A8 TDI: 3.0-liter V6 240 hp/428 lb-ft \$TBD *	S350 BlueTEC: 3.0TDI V6 240 hp/455 lb-ft \$93,000 *	ActiveHybrid 750i: 3.0T + Electric motor 350 hp/ 360 lb-ft \$84,300 *	—
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A8 4.0T: 4.0T V8 435 hp/444 lb-ft \$TBD *	S550 4MATIC: 4.6T V8 449 hp/516 lb-ft \$92,900 *	750i xDrive: 4.4T V8 445 hp/480 lb-ft \$90,300 *	XJ Supercharged: 5.0T V8 470 hp/424 lb-ft \$ 90,600*
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Audi	Mercedes-Benz	BMW	Jaguar
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S8: 4.0T V8 520 hp/481 lb-ft \$TBD *	S63 AMG: 5.5T V8 536 hp/590 lb-ft \$140,000 *	Alpina B7: 4.4T V8 540 hp/538 lb-ft \$128,495 *	XJR: 5.0T V8 550 hp/502 lb-ft \$116,000 *
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Audi	Mercedes-Benz	BMW
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A8 L W12: 6.3-liter W12 500 hp/463 lb-ft \$TBD *	S600: 5.5T V12 510 hp/612 lb-ft \$160,300 *	760Li: 6.0T V12 535 hp/550 lb-ft \$141,200 *
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*Base MSRP as of 11/11/13



Audi

Market Overview

Buyer Profile

Demographic Overview:

	A8/S8	7 Series	S Class	LS
Gender - male	89%	84%	84%	71%
Median age	58	56	62	71
Caucasian	87%	83%	84%	90%
College Grad	80%	79%	78%	72%
Married	87%	88%	87%	83%
% with Children	34%	32%	25%	4%
Prev. Owned Brand	51%	73%	77%	88%
% Brand Loyal <small>Posk 2012</small>	54%	58%	61%	58%
Median Income	\$344k	\$398k	\$333k	\$225k
Price Paid	\$94.4k	\$89.3k	\$100.1k	\$78.8k
Price / Income %	27%	23%	30%	35%
% Leased	45%	72%	61%	39%

Cross-Shopping:

A8 Owners	7 Series Owners	S-Class Owners	LS Owners
Model Most Seriously Considered			
None 38%	None 40%	None 50%	None 63%
BMW 7-Series 19%	Audi A8/S8 22%	BMW 7 Series 28%	Audi A8/S8 18%
Mercedes-Benz S Class 18%	Lexus LS 17%	Lexus LS 18%	Mercedes-Benz S Class 14%
Lexus LS 15%	Mercedes-Benz S Class 16%	Audi A8/S8 10%	BMW 7 Series 11%
Porsche Panamera 6%	Porsche Panamera 9%	Mercedes-Benz S Class 5%	Mercedes-Benz E Class 7%
Jaguar XJ 6%	Jaguar XJ 3%	Jaguar XJ/XJL 5%	Lexus Other / Unsp 7%

Even against higher-priced 7 Series & S-Class, Audi A8 customers show the most upscale demographic in terms of income, education & corporate executive status but opportunity does exist for more ethnic & female appeal in line with the segment average. A8's technology, performance, design & craftsmanship can be leveraged against this most sophisticated & progressive buyer profile.

*Source: 2013 Strategic Vision NVES, Waves 3

Highlights

Key Attributes - A8 features:

Audi Singleframe® grille* The three-dimensional horizontal lines of the Audi Singleframe® stress the squatter & sportier look of the Audi A8.

Audi connect* Audi connect® converts the A8 into a mobile WiFi hotspot, allowing passengers to retrieve information on the internet conveniently & securely. Users can search & import addresses & points of interest directly into the navigation system with voice input, while weather forecasts & up-to-date news & travel information are displayed with clear information graphics & maps. Additionally, the Google Earth™ displays 3D topographical maps & satellite imagery for a dynamic driving experience.

Adaptive air suspension* Adaptive air suspension is an electronically controlled air suspension system at all four wheels with a continuously adaptive damping system. It unites sporty handling with a high level of ride comfort. In addition, the air suspension allows for speed-dependent lowering of the body – a change in ride height that results in a low center of gravity & significantly increased directional stability. The vehicle's aerodynamics are improved at the same time. The adaptive air suspension also allows the driver to influence the suspension characteristic – & thus the operating dynamics – as individually preferred. The damping characteristics & ride height can be adjusted in a single process via the MMI®.

Audi night vision assistant w/ pedestrian & animal detection & warning* The thermal imaging technology of night vision extends your field of view beyond the lights. The infrared camera can detect pedestrians & large animals up to 1,000 ft. ahead. Up to 300 feet away, the system identifies them in yellow. If they move into the anticipated path of the vehicle, they are highlighted in red & accompanied by an acoustic warning.

Electromechanical Power Steering* Combining precision & comfort it saves you fuel & makes new assistance systems possible. It also makes the new A8 feel lighter & even more nimble.

Audi Space Frame* The Audi A8 was the first North American car with an aluminum body built according to the Audi Space Frame® principle. ASF is a high-strength aluminum frame structure into which the panels are integrated so that they also perform a load-bearing function. In conjunction with high-strength aluminum sheet, the aluminum body is characterized by exceptional stiffness & above-average crash protection, yet at the same time by substantially lower weight. Advantages for the driver: greater safety, increased performance, improved handling, lower fuel consumption & ease of repair.

Full LED headlights* The progressive look of the new Audi A8 is due in part to the design of the new lights. The headlights are now much flatter & the LED DRL's form a precise outline. Consuming only 40 watts, the high beams, turn signals, daytime running lights & low beams all feature this efficient, yet powerful technology.





Lineup Changes

Overview of changes for MY2015

Market Overview

Lineup & Changes

Standard & Options

Specifications

Color & Trim

Other Details

Adds:	A8	S8	W12
+ New Singleframe® grille: more 3-dimensional, new upper corner shape	■	■	■
+ Significant update to the front fascia of the A8	■	■	■
+ Significant update to the rear of the A8	■	■	■
+ New lower air intakes: new shape w/ chrome added	■		
+ New hood w/ more sculpted design to add strength	■	■	■
+ New DRL design	■	■	■
+ New LED headlights (standard)	■	■	■
+ New taillights w/ chrome strip integrated	■	■	■
+ New trapezoidal tailpipes	■	—	■
+ Lower chrome strip lengthened	■	■	■
+ New selection of 20" wheels	□	—	□
+ New front fascia design (bumper, air intakes, less chrome)	—	■	—
+ New side sills, rear diffuser & wider quad oval tailpipes	—	■	—
+ W12 w/ Cylinder On Demand	—	—	■
+ 4.0T w/ additional power 420hp to 435hp	■	—	—
+ Four new inlays	□	□	□
+ Night vision w/ animal detection	□	□	□
+ New trunk shape	■	■	■
+ New acoustic measures	■	■	■

Deletes:

- = Standard
- = Optional
- = Not Available

Lineup Highlight

Design Changes

Acoustic Dampening* Significant acoustic measures for improved NVH. Sophisticated acoustic modifications to the suspension, body & soundproofing materials in the interior. Something known as a tuned mass damper – a freely moving mass on the front axle – reduces unpleasant vibrations in every version of the new Audi A8. In the Audi A8 L W12, special shock-absorbent tires further offset any harshness. Enhanced acoustics are achieved via soundproofing solutions unique to a given model or equipment package.

- TDI or rear-seat package: Firewall insulation
- With rear-seat packages: Insulation behind the rear-seat bench
- With rear-seat package: Damper under rear-seat
- S8 or rear-seat package: cW-floor covering w/ additional damping
- S8: Front carpet w/ improved insulation



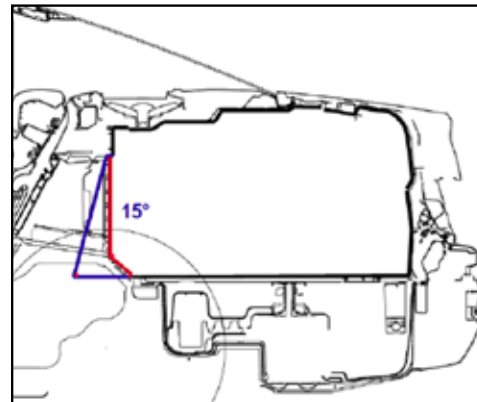
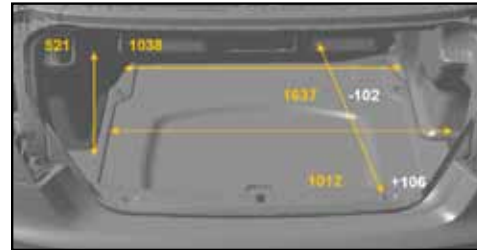
A8 L W12 European model shown

Lineup Highlight

Design Changes

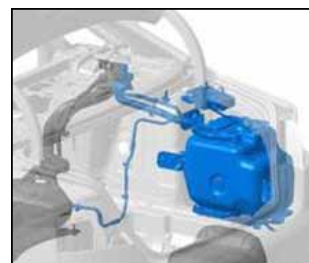
Luggage Compartment* The improved trunk shape has increased the usability of the luggage compartment in the new Audi A8. Some of the features include:

- Trunk size increases by +1 cu. ft.
- Rear wall inclined by 15°
- Loading floor has been lengthened by 4.2"
- New side trim
- Optimised height of luggage compartment
- Improved space for golf bags

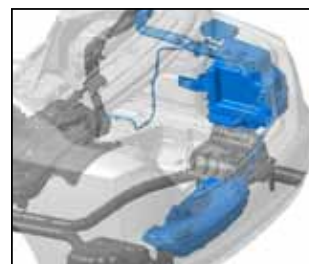


Red line: Previous A8
Blue line: new Audi A8

AdBlue Tank* With the new A8, comes two new AdBlue tanks. Splitting up the tanks have allowed for improved range & the trunk's configuration. The previous AdBlue tank held a total of 5.3 gal. The two new tanks hold 7.1 gal in total. The active tank is the larger of the two being able to hold 4.2 gal with the passive tank holding 2.9 gal.



Previous single tank



New two tanks

Lineup Highlight

Design Changes

LED headlights & taillights* The headlights are now much flatter & the LED daytime running lights form a precise outline.

- New LED headlight design
- New DRL design



Lineup Highlight

Design Changes

Vermont Brown interior* The Vermont Brown interior is an exclusive design selection option for the Audi S8 which comes with the Carbon copper twill decorative inlay.



Lineup Highlight

Design Changes

Night Vision w/ Animal Detection & Marking Light* The thermal imaging camera of the night vision assistant requires no illumination. It instead detects infra red radiation ahead of the A8. Under favourable weather conditions, the camera can “see” as far as the next hill or curve. Night vision now includes animal detection & a warning function. The detection & highlighting can happen up to a distance of approx. 49 ft to 426 ft. Pedestrians and larger wild animals are highlighted yellow – or red, if they pose a hazard. If a warning is triggered, the stopping distance is shortened as a result of pre-filling the brake system & conditioning the hydraulic brake assistant.



Detection



Marking Light



Acoustic warning

Head-up Display* The new Audi A8 features an optional head-up display. An optical system of aspherical mirrors projects driving-related information directly into the driver’s field of vision. This allows the driver to focus on the road at all times. In addition, a special windscreen with a wedge-shaped film prevents ghost images.



European model shown

Lineup Highlight

Design Changes

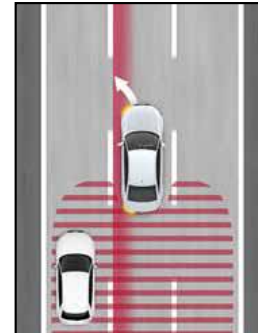
Audi Active Lane Assist + Audi side assist* Warns the driver if they begin to indicate when a vehicle is in a dangerous position. Active steering torque through AALA & Audi side assist.



Audi active lane assist: Active steering torque when changing lane is suppressed if the indicator is active



Audi side assist: Warns the driver if they begin to indicate when a vehicle is in a dangerous position.



NEW: Audi active lane assist + Audi side assist

Secondary Collision Brake Assist* The automatic braking that takes place after a primary collision. Integral safety function as a result of networking the control devices present (airbag & ESC control device).

- Avoidance of a secondary collision or reduction in speed
- Reduction of the impact energy of a secondary collision
- Increase of the controllability of the vehicle after a primary collision through reduced speed (the driver is normally overwhelmed by the situation)



A second collision



Avoidance of a second collision



Lineup & Key Highlights

A8 L W12 exterior walk-around



A8 L W12 European model shown



A8 L W12 European model shown

1. Audi 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. Twin trapezoidal tailpipes
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

Lineup & Key Highlights

S8 exterior walk-around



1. Audi 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

Lineup & Key Highlights

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



Market Overview

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Standard & Optional Equipment

Engine/Transmission/Suspension/Wheels		A8			S8	W12	
		3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB	
Audi Space Frame construction (aluminum alloy) w/ aluminum alloy body panels		■	■	■	■	■	
Drivetrain	3.0-liter TFSI® direct-injection V6 engine w/ DOHC	■	—	—	—	—	
	3.0-liter TDI® clean diesel V6 engine	—	■	—	—	—	
	4.0-liter TFSI® direct-injection V8 engine w/ DOHC	—	—	■	■	—	
	6.3-liter FSI® direct-injection W12 engine w/ DOHC	—	—	—	—	■	
	Eight-speed Tiptronic® automatic transmission w/ sport program & manual shift mode	■	■	■	■	■	
	quattro® all-wheel drive system w/ asymmetric/dynamic torque distribution (torque split 40:60)	■	■	■	—	■	
quattro® all-wheel drive system w/ sport rear differential (mechanical torque vectoring)		□	□	□	■	□	
Brakes	Anti-lock Brake System (ABS) w/ Electronic Brake Force Distribution (EBD)	■	■	■	■	■	
	Front ventilated disc brakes	■	■	■	■	■	
	Rear ventilated disc brakes	■	■	■	■	■	
	Ceramic brakes	—	—	—	□	—	
	High-gloss black painted brake calipers	■	■	■	■	■	
	High-gloss anthracite brake calipers & "Audi ceramic" logo.	—	—	—	□	—	
	Hydraulic brake assist, automatically senses emergency braking & applies maximum available power boost to reduce overall stopping distance	■	■	■	■	■	
	Electromechanical emergency brake (switch located in center console) w/ drive-off release feature	■	■	■	■	■	
Adaptive air suspension		■	■	■	■	■	
Adaptive air suspension, S Sport calibration		—	—	—	■	—	
Wheels & Tires	9.0Jx19/15-spoke design alloy wheels w/ 255/45 all-season tires	■	■	■	—	□	
	9.0Jx20/5-double-spoke, Galvano Silver wheels w/ 265/40 all-season tires	□	□	□	—	□	
	9.0Jx20/15-spoke notary design wheels w/ 265/40 all-season tires	□	□	□	—	■	
	9.0Jx20/10-parallel-spoke design wheels w/ 265/40 all-season tires	□	□	□	—	□	
	265/40 R20 104Y XL summer tires	□	□	□	—	—	
	9.0Jx21/5-triple-spoke wheels w/ 265/35 summer tires	—	—	—	■	—	
	9.0Jx21/5-arm-Rotor-design, Titanium wheels w/ 275/35 tires	—	—	—	□	—	
	9.0Jx21/5-arm-Rotor-design wheels w/ 275/35 tires	—	—	—	□	—	
	Tool kit, jack & warning triangle located in storage compartment in trunk		■	■	■	■	■
	Space-saver temporary spare tire		■	■	■	■	■
Tire pressure monitoring system-in-direct measuring		■	■	■	■	■	

- = Standard
- = Optional
- = Not Available



Audi

Standard & Optional Equipment

Exterior		A8			S8	W12
		3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
Grille	Audi Singleframe® grille w/ eight horizontal bars in chrome finish with/without license plate holder	■	■	■	—	—
	Audi Singleframe® grille w/ eight horizontal twin-blade alu-optic bars with/without license plate holder	—	—	—	■	—
	Audi Singleframe® grille w/ eight horizontal twin-bar in chrome finish & diamond mesh inserts with/without license plate holder	—	—	—	—	■
Lighting	LED headlights w/ LED daytime running lights, user programmable	■	■	■	■	■
	Fixed-beam headlights	■	■	■	■	■
	High-beam assistant	□	□	□	■	■
	Cornering light & all-weather light	■	■	■	■	■
	Rain/light sensors for automatic windshield wipers & headlights	■	■	■	■	■
	Headlight washing system	■	■	■	■	■
	LED taillight technology w/ rear fog lights	■	■	■	■	■
	LED indicator light technology integrated in the side mirrors	■	■	■	■	■
	"3 blink" touch-to-pass lane change feature in turn signal	■	■	■	■	■
	Automatic light switch controlled by light sensor, "Coming home" & "Leaving home"	■	■	■	■	■
Mirrors	Heated, power folding, auto-dimming exterior mirrors w/ passenger tilt, memory & LED turn indicator	■	■	■	■	■
	Body-color heated, power folding, auto-dimming exterior mirrors w/ passenger tilt, memory & LED turn indicator	■	■	■	—	■
	Alu-optic heated, power folding, auto-dimming exterior mirrors w/ passenger tilt, memory & LED turn indicator	—	—	—	■	—
	Lower rear center diffuser, platinum surround w/ aluminum twin blade fin	—	—	—	■	—
	Chrome bar integrated in rear bumper	■	■	■	—	■
	Aluminum window surround	■	■	■	■	■
	Heated windshield washer nozzles	■	■	■	■	■
	Twin trapezoidal exhaust outlets (one on each side)	■	■	■	—	■
	Quad oval exhaust pipes, finished tips (two on each side)	—	—	—	■	—
	Metallic/pearl effect paint	□	□	□	□	□
SiriusXM® Satellite Radio antenna (roof-mounted)	■	■	■	■	■	
Nomenclature: A8, A8 L, S8, on rear deck lid, left 4.0T, W12 on trunk - right V8T on front fenders (S8) TDI on right center W12 on front fenders (A8 L W12) Four rings on top center of trunk & top-center of Singleframe® grille quattro®: rear trunk - right, under engine designation (A8 only, except 3.0T) front grille - passenger side (replaced by "S8" badge on S8 & "W12" badge on A8 L W12) dashboard - passenger side		■	■	■	■	■

- = Standard
- = Optional
- = Not Available



Audi

Standard & Optional Equipment

Interior		A8			S8	W12
		3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
Illumination	Front & rear LED reading lights	■	■	■	■	■
	Ambient lighting package, including illuminated door sills	■	■	■	■	■
	Illumination for interior door release handles & air vent controls	■	■	■	■	■
	Front & rear footwell lighting using LED technology	■	■	■	■	■
	Auto-dimming interior mirror w/ digital compass	■	■	■	■	■
	Illuminated locking glovebox w/ air-conditioned vent for cooling	■	■	■	■	■
	Front sliding sun visors w/ LED illuminated vanity mirror for driver & front passenger	■	■	■	■	■
	Rear vanity mirrors (standard on LWB)	— / ■	■	— / ■	—	■
	Front & rear floor mats w/ fastening mechanism for front mats	■	■	■	■	■
	Selector lever in leather	■	■	■	□	■
	Selector lever in carbon atlas	—	—	—	■	—
	Headliner in light cloth	■	■	■	—	—
	Headliner in black cloth	□	□	□	—	—
Headliner in black Alcantara®	□	□	□	□	□	
Headliner in matching interior color Alcantara®	□	□	□	■	■	
Power Convenience Features	Power central locking system w/ radio-operated key fob remote control for doors, truck & fuel door w/ selective unlocking: - Convenience open & close feature for windows & sunroof - Master switches located in driver & front passenger doors, includes LEDs to signal when vehicle is locked - Central locking can be programmed in MMI® to automatically lock when vehicle reaches 8 MPH. Vehicle then automatically unlocks when engine is turned off	■	■	■	■	■
	Power windows: - Driver controlled lock out switch for rear power windows - Power retention (until either front door is opened) - "One-touch down" & "one-touch up" for all windows - "Pinch-protection" for all windows (reverses window at force >100N)	■	■	■	■	■
	Audi Advanced Key w/ start/stop button & entry	■	■	■	■	■
	Servo-assist door closers	■	■	■	■	■
	Power trunk open/close w/ hands-free trunk release	■	■	■	■	■
	Power rear sunshade	■	■	■	■	■
	Power side window sunshades	□ / ■	■	□ / ■	■	■
	Retained accessory power	■	■	■	■	■
	Interior electric trunk release on driver's door	■	■	■	■	■
	Power opening/closing sunroof w/ tilt & independent electric sunshade	■	■	■	■	—
	Panoramic Sunroof w/ tilt & independent power sunshade	— / □	□	— / □	—	■
	Solar sunroof	□	□	□	□	□
	Dual pane acoustic side windows	□	□	□	■	■
HVAC	Dual-zone auto air conditioning	■ / —	—	■ / —	—	—
	Fully automatic four-zone climate control w/ separate booster	□ / ■	■	□ / ■	■	■
	Rear seat HVAC vents in rear of front center console on B-pillar & under each front seat & air vent variation dial	■	■	■	■	■
	Electric rear window defogger w/ automatic timed shut off feature	■	■	■	■	■
	(4) Outlets (2 cigarette/2 12V power outlets)	■	■	■	■	■
(4) Cup holders (two front/two rear)	■	■	■	■	■	
Front comfort center armrest, split fore/aft & height adjustable	■	■	■	■	■	
Comprehensive storage: - Storage compartments in front door armrests - Map storage net pockets on front seatbacks	■	■	■	■	■	



Standard & Optional Equipment

Interior (Continued)		A8			S8	W12
		3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
Steering	Power tilt & telescoping steering column	■	■	■	■	■
	Four-spoke multifunction steering wheel w/ black shift paddles	■	■	■	—	—
	Four-spoke multifunction steering wheel, heated, w/ black shift paddles	□	□	□	—	■
	Three-spoke multifunction sport steering wheel w/ aluminum optic shift paddles & S8 logo	—	—	—	■	—
	Three-spoke multifunction sport steering wheel, heated, w/ aluminum optic shift paddles & S8 logo	—	—	—	□	—
	Electromechanical power steering	■	■	■	—	—
Inlays	Dynamic steering (variable-ratio)	□	□	□	■	■
	Alu-optic surrounding of air vents, window & seating switchgear & vent controls	■	■	■	■	■
	Alu-optic buttons on center console beltline & for memory seat	■	■	■	■	■
	Lower inlays (interior beltline incl. door panel): brushed aluminum (NWB, S8, W12 & balao brown) , piano black (LWB unless Audi design selection baleo brown interior)	■	■	■	■	■
	Decorative upper inlays in walnut dark brown wood	■	■	■	□	□
	Decorative upper inlays in vavona wood assam gray	□	□	□	□	□
	Decorative upper inlay inserts in carbon atlas	—	—	—	■	—
	Decorative upper inlays in carbon twill copper	—	—	—	□	—
	Decorative upper inlays in piano black	—	—	—	—	■
	Decorative upper inlays in poplar brown/silver	□	□	□	□	□
	Decorative upper inlays in fine grain ash natural wood, brown/gold	□	□	□	□	□
	Decorative upper inlays in fine grain ash natural wood, balsamic	—	□	□	□	□
	Decorative upper inlays in fine grain ash natural wood, velvet brown	□	□	□	□	□
	Leatherette for upper dashboard	■	■	■	■	■
	Seating	Valcona leather interior	□	□	□	■
Valetta leather seats		■	■	■	—	—
Seats in diamond-optic pattern		□	□	□	—	—
Fine Nappa leather package: center console, door armrests, airbag cap		□/■	■	□/■	■	■
Three-point safety belts for all seating positions		■	■	■	■	■
18-way power front comfort seats including four-way power lumbar adjustment & front & rear comfort headrests		■	■	■	—	—
22-way power front diamond stitched, sport/comfort seats including four-way power lumbar adjustment, ventilation & massage feature & wood trim on rear side of seat		□	□	□	■	—
22-way power front comfort seats including four-way power lumbar adjustment, ventilation & massage feature & wood trim on rear side of seat		□	□	□	—	■
Two-position memory for front seats & mirror adjustments on driver side		■	■	■	■	■
Rear seat w/ ski pass through (not available when refrigerator is present)		□	□	□	□	■
Three-step heated front seats		■	■	■	■	■
Three-step heated rear seats		□	□	□	□	■
ISOFIX for the rear seats	■	■	■	■	■	

- = Standard
- = Optional
- = Not Available

*Decorative inlay options will vary based on model and interior color combination. See your dealer for details.



Audi

Standard & Optional Equipment

Technology & Driver Assistance	A8			S8	W12
	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
(2) Master ignition keys w/ remote control, valet key & Emergency key	■	■	■	■	■
Active noise cancellation	—	—	■	■	■
Adaptive cruise control w/ Stop & Go: Includes Audi pre sense front. 20-95mph operation w/ coast, 4 distance settings, stop & go functionality, resume & accelerate features. Stalk on steering column, speed shown in driver information display, w/ enhanced braking guard (ability to initiate a full-stop below 19 mph)	□	□	□	□	□
Audi Advanced Key w/ start/stop button & keyless entry	■	■	■	■	■
Anti-theft vehicle alarm system & immobilizer w/ blinking theft deterrent light in driver's door	■	■	■	■	■
Audi drive select	■	■	■	■	■
Audi parking system plus w/ front & rear parking sensors & rearview camera	■	■	■	—	—
Audi parking system plus w/ front & rear parking sensors & top view, corner view & rearview camera	□	□	□	■	■
Audi pre sense basic	■	■	■	—	—
Audi pre sense plus	□	□	□	□	□
Audi pre sense rear	□	□	□	■	■
Audi side assist: lane change assistant, operates at speeds above 19 mph, visual warnings located in exterior mirror housings. Radar technology located behind rear bumper (not visible). Can be turned off	□	□	□	■	■
Active Lane assist: when the system detects that the driver is leaving the lane without signaling, the car, through gentle, corrective steering efforts, will assist the driver to remain in the lane. Additional steering wheel vibration also occurs, as well as "hands-off" steering wheel detection which will disable the system completely.	□	□	□	□	□
Audi side assist	□	□	□	■	■
Cruise control w/ coast, resume & accelerate features. Stalk on steering column, speed shown in driver information display	■	■	■	■	■
Extended range radio frequency remote locking system w/ security "rolling code" feature, remote trunk opening system & panic function, also activates interior lights & alarm system	■	■	■	■	■
Garage door opener (HomeLink®) 3 channel remote transmitter/in overhead console	■	■	■	■	■
Head-Up Display: Optical system of mirrors projects driving-related information directly into the driver's field of vision	□	□	□	■	■
MOST optical bus connecting all infotainment electronics	■	■	■	■	■
Night vision assistant w/ pedestrian & animal detection	□	□	□	□	□
Rain/light sensors for automatic windshield wipers & headlights	■	■	■	■	■
Retained accessory power	■	■	■	■	■
Start-stop efficiency system	■	■	■	—	—
Windshield wipers w/ four-position adjustable rain sensor rate	■	■	■	■	■

- = Standard
- = Optional
- = Not Available

*Audi 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 Navigation plus route. Periodically mapping updates will be available for purchase at an additional cost. Consult your dealer or call 1-800-FOR-AUDI for details. **See back cover for important information regarding required SiriusXM subscriptions.

Market Overview

Lineup & Changes

Standard & Options

Specifications

Color & Trim

Other Details



Audi

Standard & Optional Equipment

Infotainment	A8			S8	W12
	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
Audi connect® w/ six-month trial subscription*	■	■	■	■	■
Audi 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	■	■	■	■	■
BOSE® Surround Sound System w/ AudioPilot: 14 speakers incl. centre speaker & subwoofer & total output of 630 watts	■	■	■	■	■
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)	■	■	■	■	■

- = Standard
- = Optional
- = Not Available

*Audi 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 Navigation plus route. Periodically mapping updates will be available for purchase at an additional cost. Consult your dealer or call 1-800-FOR-AUDI for details. **See back cover for important information regarding required SiriusXM subscriptions.



Audi

Standard & Optional Equipment

Safety/Security	A8			S8	W12
	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
Anti-lock Brake System (ABS) w/ Electronic Brake-pressure Distribution (EBD) & brake assist	■	■	■	■	■
Anti-theft alarm w/ immobilizer	■	■	■	■	■
Driver & front passenger advanced dual-stage airbag supplemental restraints*	■	■	■	■	■
Driver & front passenger seat-mounted side thorax airbag supplemental restraints & rear outboard	■	■	■	■	■
Driver & front passenger knee airbags	■	■	■	■	■
Electromechanical parking brake	■	■	■	■	■
Front passenger occupant detection - for airbags	■	■	■	■	■
Front three-point safety belts w/ automatic pretensioning & force limiters	■	■	■	■	■
Hydraulic brake assist, automatically senses emergency braking & applies maximum available power boost to reduce overall stopping distance	■	■	■	■	■
If crash sensor is activated: central locking automatically unlocks doors, interior lighting is switched on, fuel pump & engine are switched off, hazard warning lights are switched on	■	■	■	■	■
Impact protection, including reinforced high strength steel/aluminum crossmembers, reinforced bumpers & rigid occupant cell	■	■	■	■	■
Integrated child door locks in rear doors, activated using a key in side of door near latch area	■	■	■	■	■
Lower Anchors & Tethers for Children (LATCH) provisions in rear seats	■	■	■	■	■
Pinch protection for all windows (reverses window at force >100N)	■	■	■	■	■
Power central locking system w/ safety unlock feature if airbags deploy	■	■	■	■	■
Rear safety belts w/ Automatic Locking Retractor (ALR) for securing a child seat	■	■	■	■	■
Rear side airbag	■	■	■	■	■
Rear three-point safety belts w/ automatic pretensioning	■	■	■	■	■
Seatbelt belt reminder for driver & front passenger	■	■	■	■	■
SIDEGUARD™ head curtain airbags for both rows of seats	■	■	■	■	■

- = Standard
- = Optional
- = Not Available

*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.



Audi



S8 model shown



Audi

Market Overview

Lineup & Changes

Standard & Options

Specifications

Color & Trim

Other Details

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 (electronically limited)* (mph)	130 (210 km/h)	130 (210 km/h)	130 (210 km/h)	155 (250 km/h)	130 (210 km/h)
Engine Design					
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
Firing Order	—	—	—	—	—
Valvetrain/Intake	Hydraulic valve lifters, continuously variable intake & exhaust camshaft adjustment, maintenance free chain drive	Hydraulic valve lifters, continuously variable intake & exhaust camshaft adjustment, maintenance free chain drive	Hydraulic valve lifters, continuously variable intake & exhaust camshaft adjustment, maintenance free chain drive	Hydraulic valve lifters, continuously variable intake & exhaust camshaft adjustment, maintenance free chain drive	Hydraulic valve lifters, continuously variable intake & exhaust camshaft adjustment, maintenance free chain drive
Max Boost				15.9 psi	
Emissions	ULEV2	ULEV2	ULEV2	ULEV2	ULEV2
Start-stop efficiency system	■	■	■	—	—
Body/Suspension/Chassis					
Five-link front suspension w/ stabilizer bar	■	■	■	■	■
Trapezoidal-link rear suspension	■	■	■	■	■
S8 sport suspension calibration	—	—	—	■	—
quattro® 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)
Transmission/Drivetrain					
Eight-speed Tiptronic® automatic transmission w/ Audi quattro® all-wheel drive	■	■	■	■	■

- = Standard
- = Optional
- = Not Available

*Always obey local speed and traffic laws.



Audi

Technical Specifications

Transmission/Drivetrain (continued)		A8			S8	W12
		3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
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						
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)	207.3 (5265 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 (2070 kg)	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						
Headroom Sunroof (in, front/rear)		—	—	—	—	—
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 (1051/983 mm) LWB: 41.4/42.9 (1051/1089 mm)	41.4/42.9 (1051/1089 mm)	NWB: 41.4/38.7 (1051/983 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)

- = Standard
- = Optional
- = Not Available



Audi

Technical Specifications

	A8			S8	W12
	3.0T NWB/LWB	TDI LWB	4.0T NWB/LWB	4.0T NWB	W12 LWB
EPA mileage estimates*/Capacities					
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 (7.0 liter)	6.8 (6.4 liter)	8.5 (8.7 liter)	8.5 (8.7 liter)	11.8 (11.2 liter)
Coolant System (qt)	13.7 (13.0 liter)	12.2 (11.5 liter)	15.9 (15.0 liter)	16.2 (15.3 liter)	19.1 (18.1 liter)
Fuel (gal)	21.7 (82 liter)	21.7 (82 liter)	21.7 (82 liter)	21.7 (82 liter)	21.7 (82 liter)
Recommended Fuel	Premium	Diesel	Premium	Premium	Premium
Steering					
Type	Electromechanical	Electromechanical	Electromechanical	Electromechanical	Electromechanical
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					
Battery	12 Volts - 92 amp	12 Volts - 92 amp	12 Volts - 92 amp	12 Volts - 92 amp	12 Volts - 110 amp
Alternator	14 Volts - 190 amp	14 Volts - 190 amp	14 Volts - 190 amp	14 Volts - 190 amp	14 Volts - 190 amp
Warranty/Maintenance					
	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

- = Standard
- = Optional
- = Not Available

*See www.fueleconomy.gov for EPA estimates. Your mileage will vary.

Wheel Program

Market Overview

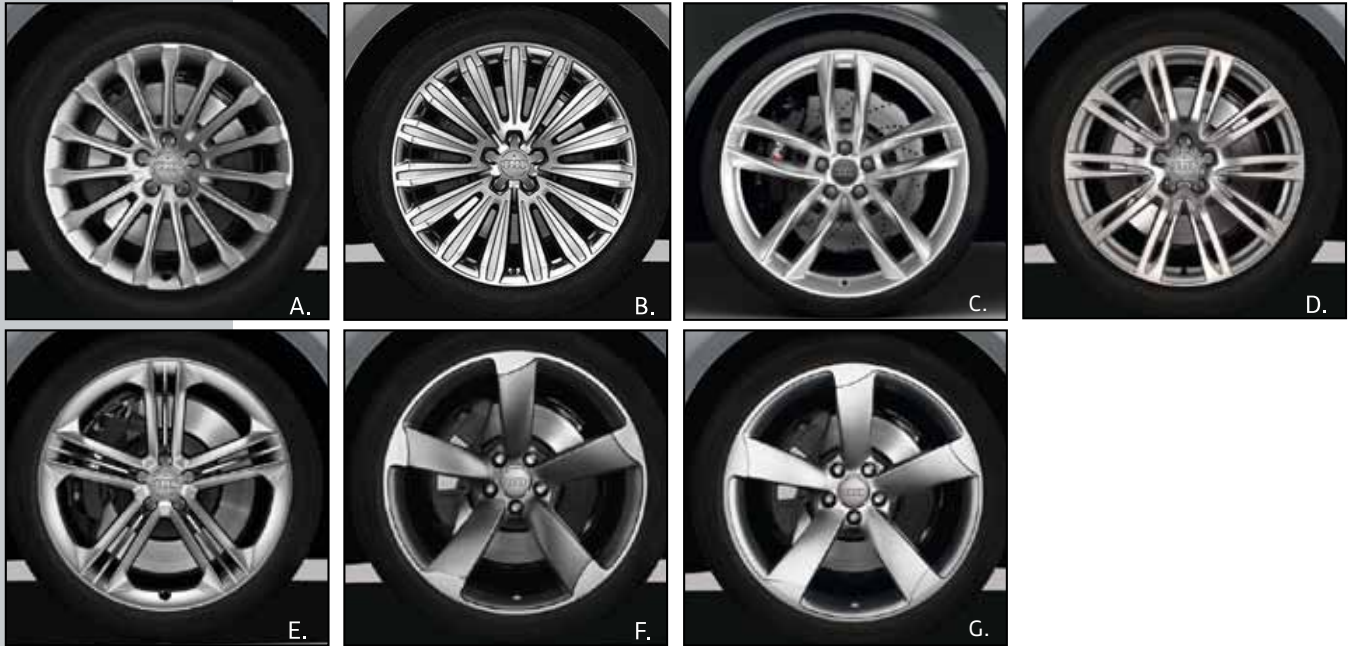
Lineup & Changes

Standard & Options

Specifications

Color & Trim

Other Details



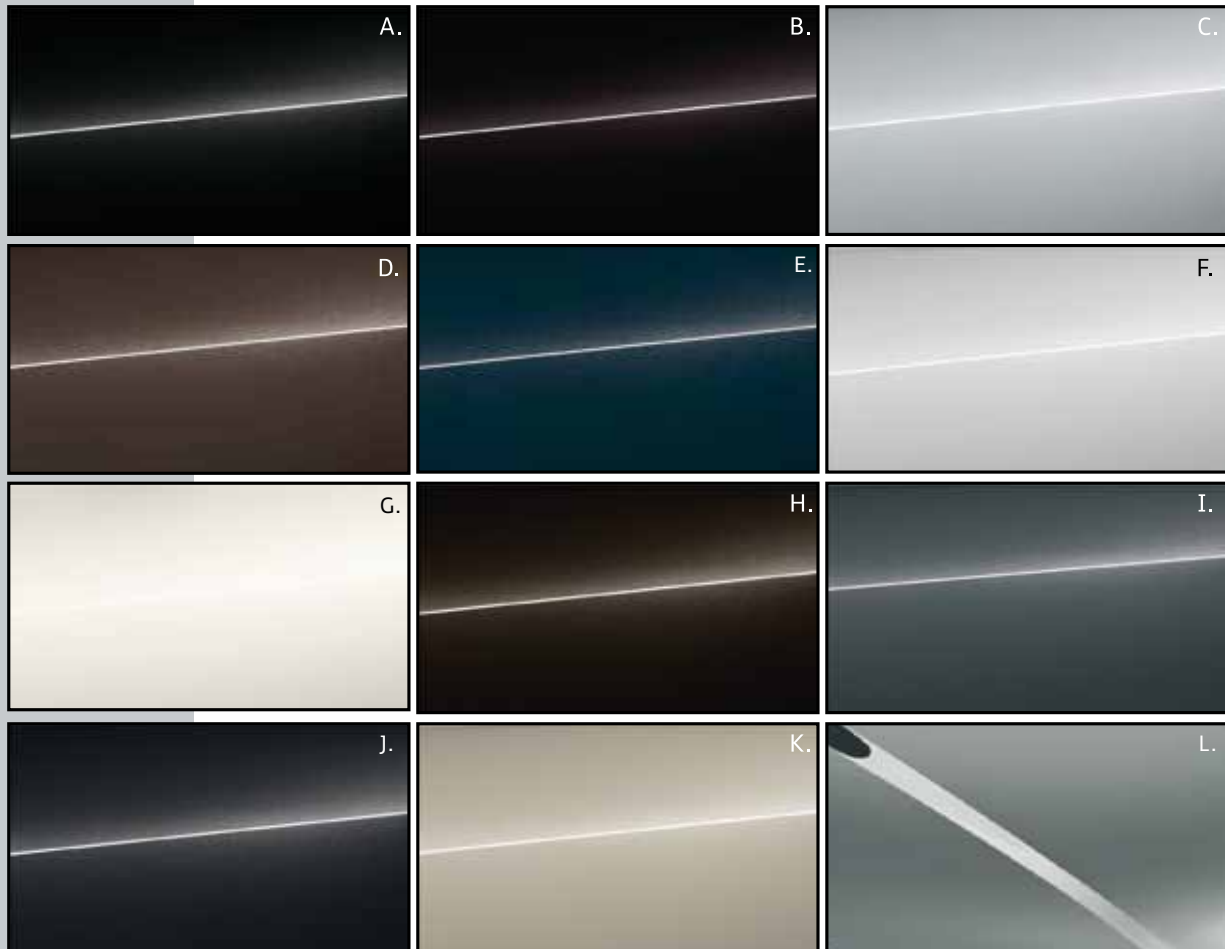
Wheels & Tires	Code	Package	A8			S8	W12
			3.0T	TDI	4.0T	4.0T	W12
A. 9.0J x 19 15-spoke alloy design 255/45 R19 104H XL all-season tires	CW2 H23 (Q58 on W12)	PRR	■	■	■	—	□
B. 9.0J x 20 15-spoke notary-design 265/40 R20 104H XL all-season tires	CJ4 H24 (Q59 on W12)	PRE	□	□	□	—	■
C. 9.0J x 20 5-double-spoke, Galvano Silver 265/40 R20 104H XL all-season tires	V76 H24	PPS	□	□	□	—	□
D. 9.0J x 20 10-parallel-spoke design 265/40 R20 104H XL all-season tires	CP5 H24 (Q59 on W12)	PRK	□	□	□	—	□
E. 9.0J x 21 5-triple-spoke design 265/35 R21 101Y XL summer tires	F11 HW4	—	—	—	—	■	—
F. 9.0J x 21 5-arm-Rotor-design, Titanium 275/35 R21 tires	F25 Q66	PQ0	—	—	—	□	—
G. 9.0J x 21 5-arm-Rotor-design 275/35 R21 tires	F29 Q66	PQV	—	—	—	□	—
265/40 R20 104Y XL summer tires	H20	—	□	□	□	—	—

- = Standard
- = Optional
- = Not Available

1 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.

Color & Trim

Exterior

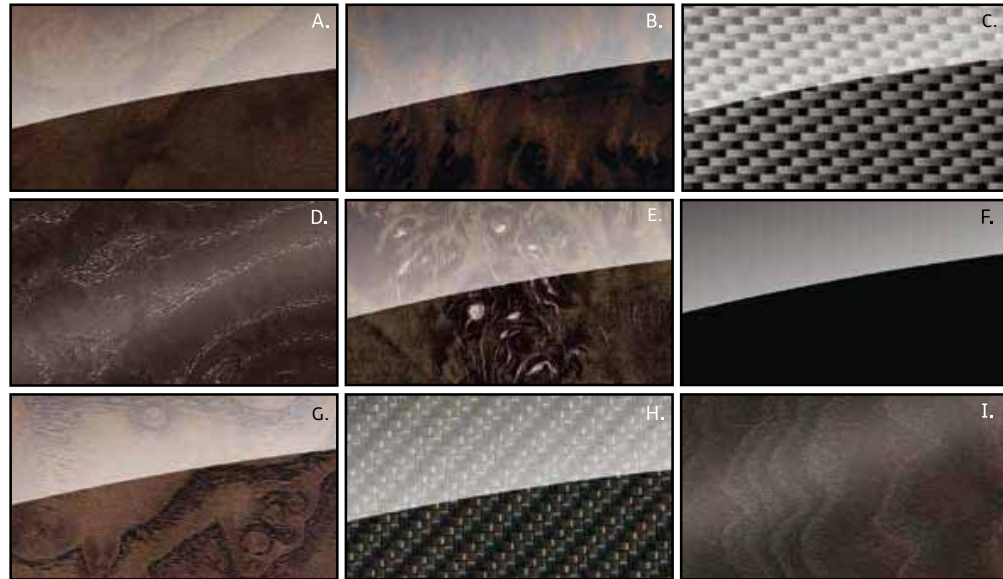


Color	Code	Effect	A8	S8	W12
A. Phantom Black	L8L8	pearl	■	■	■
B. Brilliant Black	A2A2	uni	■	■	■
C. Florett Silver	L5L5	metallic	■	■	■
D. Argus Brown	W3W3	metallic	■	■	■
E. Moonlight Blue	W1W1	metallic	■	■	■
F. Glacier White	2Y2Y	metallic	■	■	■
G. Ibis White	T9T9	uni	■	■	■
H. Havanna Black	4J4J	metallic	■	■	■
I. Monsoon Gray	0C0C	metallic	■	■	■
J. Oolong Gray	4N4N	metallic	■	■	■
K. Cuvee Silver	0D0D	metallic	■	■	■
L. Daytona Gray (S8 exclusive)	6Y6Y	pearl	—	■	—

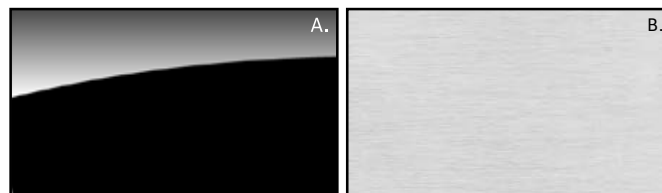
*Colors may differ based on computer, printer, sunlight
 Available packages — Please see your dealer or Audiusa.com for details

Color & Trim

Inlays



Upper Inlay	Code
A. walnut dark brown	5MG
B. vavona assam gray	5TW
C. carbon atlas (S8 only)	5MK
D. fine grain ash natural, brown/gold	5MC
E. poplar, brown/silver	5MB
F. piano black (W12 only)	5TT
G. fine grain ash, velvet brown	7TV
H. carbon twill copper (Design selection only)	5MH
I. fine grain ash natural, balsamic brown (Design selection only)	7TK



Lower Inlay	Code
A. high gloss black	GS0
B. brushed aluminum	GS4



Audi

Color & Trim

Interior A8 NWB/LWB



18-way comfort seat



22-way comfort sport seat



22-way comfort sport seat
Diamond optic

Front Seating Information 18 22

Comfort Seat	■	—
Comfort Sport Seats	—	■
Valetta leather	■	■
Valcona leather	—	■
Diamond optic Valcona leather	—	■
Fore & Aft	■	■
Backrest angle	■	■
Height vertical	■	■
Tilt, front/rear	■	■
Thigh cushion, in/out	■	■
Upper backrest, in/out	■	■
Headrest height	■	■
Lumbar (4-way adjustment)	■	■
Seat cushion bolsters, in/out	—	■
Backrest bolsters, in/out	—	■



Seats	Carpeting	Lower Inlay	Upper inlay	Upper/Lower Dash	Headliner
A. black - FZ	black	NWB: brushed aluminum LWB: piano black	walnut dark brown - SMG	black/black	moon silver
B. nougat brown - RZ	black	NWB: brushed aluminum LWB: piano black	walnut dark brown - SMG	black/black	moon silver
C. titanium gray - KN*	titanium gray	NWB: brushed aluminum LWB: piano black	walnut dark brown - SMG	steel gray/titanium gray	moon silver
D. velvet beige - KP	velvet beige	NWB: brushed aluminum LWB: piano black	walnut dark brown - SMG	moor brown/velvet beige	velvet beige
E. balao brown - KS	balao brown	brushed aluminum	ash natural balsamic brown	mocca brown/balao brown	snow white

*Valcona only, requires WS2

* Specifications, equipment, options, and prices are subject to change without notice. Some items may be unavailable when vehicle is built.
 * Decorative inlay options will vary based on model and interior color combination. See your dealer for details.
 * For conceptual purposes only, may vary.

Market Overview

Lineup & Changes

Standard & Options

Specifications

Color & Trim

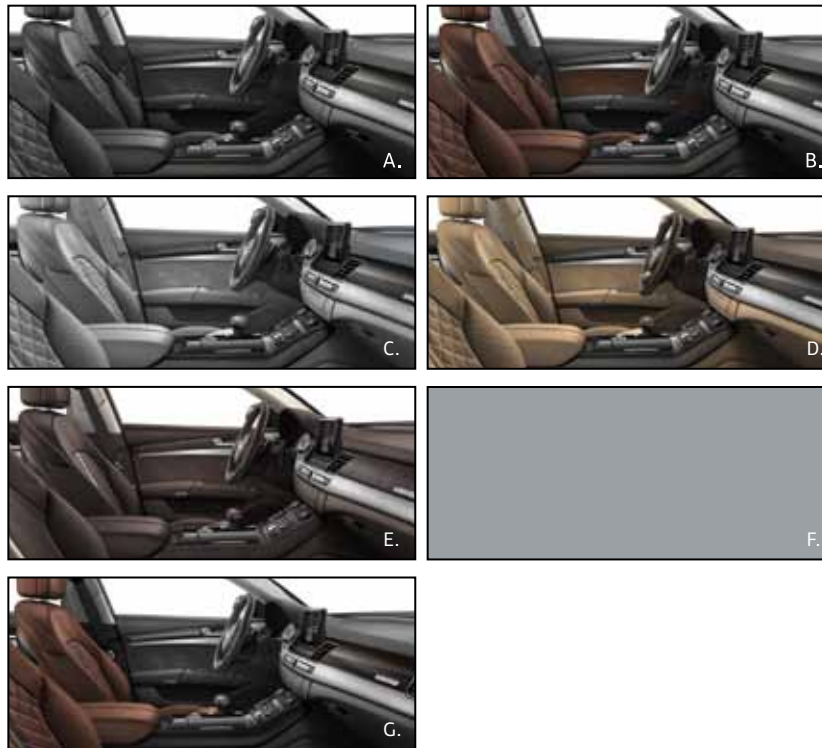
Other Details

Color & Trim

Interior S8



22-way comfort sport seat
Diamond optic



Front Seating Information	22
Comfort Seat	—
Comfort Sport Seats	■
Valetta leather	■
Valcona leather	■
Diamond optic Valcona leather	■
Fore & Aft	■
Backrest angle	■
Height vertical	■
Tilt, front/rear	■
Thigh cushion, in/out	■
Upper backrest, in/out	■
Headrest height	■
Lumbar (4-way adjustment)	■
Seat cushion bolsters, in/out	■
Backrest bolsters, in/out	■

Seats	Carpeting	Lower Inlay	Upper inlay	Upper/Lower Dash	Headliner
A. black - FZ	black	brushed aluminum	carbon atlas	black/black	lunar silver
B. nougat brown - RZ	black	brushed aluminum	carbon atlas	black/black	lunar silver
C. titanium gray - KN	titanium gray	brushed aluminum	carbon atlas	steel gray/titanium gray	lunar silver
D. velvet beige - KP	velvet beige	brushed aluminum	carbon atlas	moor brown/velvet beige	velvet beige
E. balao brown - KS	balao brown	brushed aluminum	ash natural balsamic brown	mocca brown/balao brown	snow white
F. lunar silver - KX	titanium gray	brushed aluminum	carbon atlas	steel gray/lunar silver	lunar silver
G. vermont brown - IT	black	brushed aluminum	carbon twill copper	black/black	lunar silver



Audi

Color & Trim

Interior W12

Market Overview

Lineup & Changes

Standard & Options

Specifications

Color & Trim

Other Details



22-way comfort sport seat



Front Seating Information 22

Comfort Seat	—
Comfort Sport Seats	▪
Valetta leather	▪
Valcona leather	▪
Fore & Aft	▪
Backrest angle	▪
Height vertical	▪
Tilt, front/rear	▪
Thigh cushion, in/out	▪
Upper backrest, in/out	▪
Headrest height	▪
Lumbar (4-way adjustment)	▪
Seat cushion bolsters, in/out	▪
Backrest bolsters, in/out	▪

Seats	Carpeting	Lower Inlay	Upper inlay	Upper/Lower Dash	Headliner
A. black - FZ	black	brushed aluminum	piano black wood - 5TL	black/black	moon silver
B. nougat brown - RZ	black	brushed aluminum	piano black wood - 5TL	black/black	moon silver
C. titanium gray - KN	titanium gray	brushed aluminum	piano black wood - 5TL	steel gray/titanium gray	moon silver
D. velvet beige - KP	black	brushed aluminum	piano black wood - 5TL	moor brown/velvet beige	velvet beige
E. balao brown - KS	balao brown	brushed aluminum	ash natural balsamic brown	mocca brown/balao brown	snow white

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Rear Seat Packages

Rear Seat Entertainment System

A8 Rear Seat Entertainment System (Optional Equipment) & Executive Rear Seat Package (Optional Equipment LWB only)

RSE Features:

1. Separate MMI® control unit in rear center armrest
2. Separate main unit in rear which includes additional DVD singledrive; hard drive (total capacity is 60 MB of which 20 GB for media; maximum 3,000 tracks in MP3 format);
3. Two SD card slots; Audi music interface
4. Two 10.2" monitors (6 mm deep)
5. Two wireless BLUETOOTH® headphones
6. Individual content possible on left or right monitors

Rear Seat Comfort Package: (LWB only)

1. Requires Premium Pkg. & Cold Weather Pkg.
2. Separate power rear outboard seats (5 pass. configuration)
3. Rear seat ventilation & massage
4. Control of front passenger seat from the rear seats

Executive Rear Seat Package: (W12 only)

1. Includes Rear Seat Entertainment Pkg.
2. Rear seat ventilation
3. Refrigerator (10.4 liter capacity)
4. Right rear Relaxation Seat with power footrest
5. Independent rear single seats, fixed center console
6. Valcona leather front & rear seats
7. Rear seat memory
8. Leather rear center console
9. Control of front passenger seat from the rear seats

10-way front passenger seat: **The following restrictions apply to the front passenger seat**

1. Longitudinal seat adjustment (+105 mm vs. standard seat)
2. Seat height adjustment (-21 mm height restriction due to the electric folding headrest)
3. Seat bottom angle adjustment (-20 mm lower)
4. Seat depth adjustment (50 mm, same as standard seat)
5. Seat backrest angle adjustment (54° standard seat + 22°= 76°)
6. **No upper seatback adjustment** (space required for the electric folding headrest)
7. **No lumbar support** (space required for the power footrest)
8. **No pneumatic side bolster adjustment** (no pneumatic integration)
9. **No pneumatic massage function** (no pneumatic integration)
10. **Head restraint height adjustment** is replaced by the electric folding headrest
11. **Ventilation function reduced to the seat bottom** (no space for fans in the seatback)



A8 L W12 European model shown



A8 L W12 European model shown



Other Details

Revision Summary

Date	Brief Description of Change(s)
11/07/2013	Version 1 created
03/19/2014	Version 1.5

- Market Overview
- Lineup & Changes
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- Other Details**