



Do not think of a car. Think in A8.



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In the illustrated and described equipment is partially around options at extra cost. Detailed information on standard and optional equipment available at www.audi.de or your Audi partner.

The fuel consumption and CO₂ emissions and efficiency categories, see page 58th

Audi Intelligent Technologies.

The next step on the way to our vision of a piloted driving. Take a seat in a place of relaxation. In an office. In a digital world of experience. Integrated laser scanner, for a new perspective. safer if desired, highly developed assistance systems that driving make and support the driver. More comfortable. Fascinating. The world will be different.

reassuring

instead of

exciting.

The adaptive Assist Precise environment detection by the camera, radar and ultrasonic sensors and laser scanners automatic braking, starting, Distance and keeping track Relaxed through traffic

No more gray hairs. Much traffic can be avoided not always. Stress already.

The new Audi A8 with adaptive driving assistants with efficiency wizard avoidance assistant and turn-off - even if the lane is narrower. assistant of the constrictions assists in narrow passages such as highway construction sites by holding

the distance to the vehicle ahead and adjustment of speed, so that an offset is possible to drive vehicles in the adjacent lane.

The fuel consumption and CO₂ emissions and efficiency categories, see page 58. Please note: the systems only work within system limits and assist the driver.

The responsibility and necessary attention on the road remain with the driver.

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announce

instead of

run.

The natural language interaction detects your



natural language No predefined terms



necessary Your vote counts




You set the tone. Because it belongs to you. In usual natural language, in your own words. The new Audi A8 you have running on request, a language assistant on board, some vehicle features and such. B. facilitate the operation of the MMI. Well informed, entertained. As simple as that.

Conduct

instead of

handle.

The MMI touch response Reduced to the essentials

- Intuitive control with haptic feedback ease as you
-  appreciate him
- +

Buttons are what coats. And from yesterday. For display and control of Infotainment and comfort functions are available with the MMI touch response standard high-resolution 10.1 and 8.6-inch high-definition touch displays. No buttons, fewer buttons, more experience. Felt through haptic feedback. Individually through personal configuration of the user interface.

So how do you expect from your smartphone it.



Do not think of a car.



Think of home.

Welcome to the new Audi A8. Enjoy great freedom in sophisticated surroundings. Selected materials, felt exclusive. And sets a high-quality processing standards. Experience the ease of use of a new generation. Digital networking around.

Innovative technology that entertains and inspires.

Comfort that invites for boarding and appears in a new light. Multi-colored. The optional contour / ambient lighting package. Including six predefined Color profiles, which provide a pleasant atmosphere.



Groundbreaking.

The technology of the optional OLED tail lights provides a very homogeneous illumination light in a novel design: extensively and accurately. Impressive on each trip. And in the state. The innovative and futuristic dynamic lighting effects of the coming home / leaving home function.

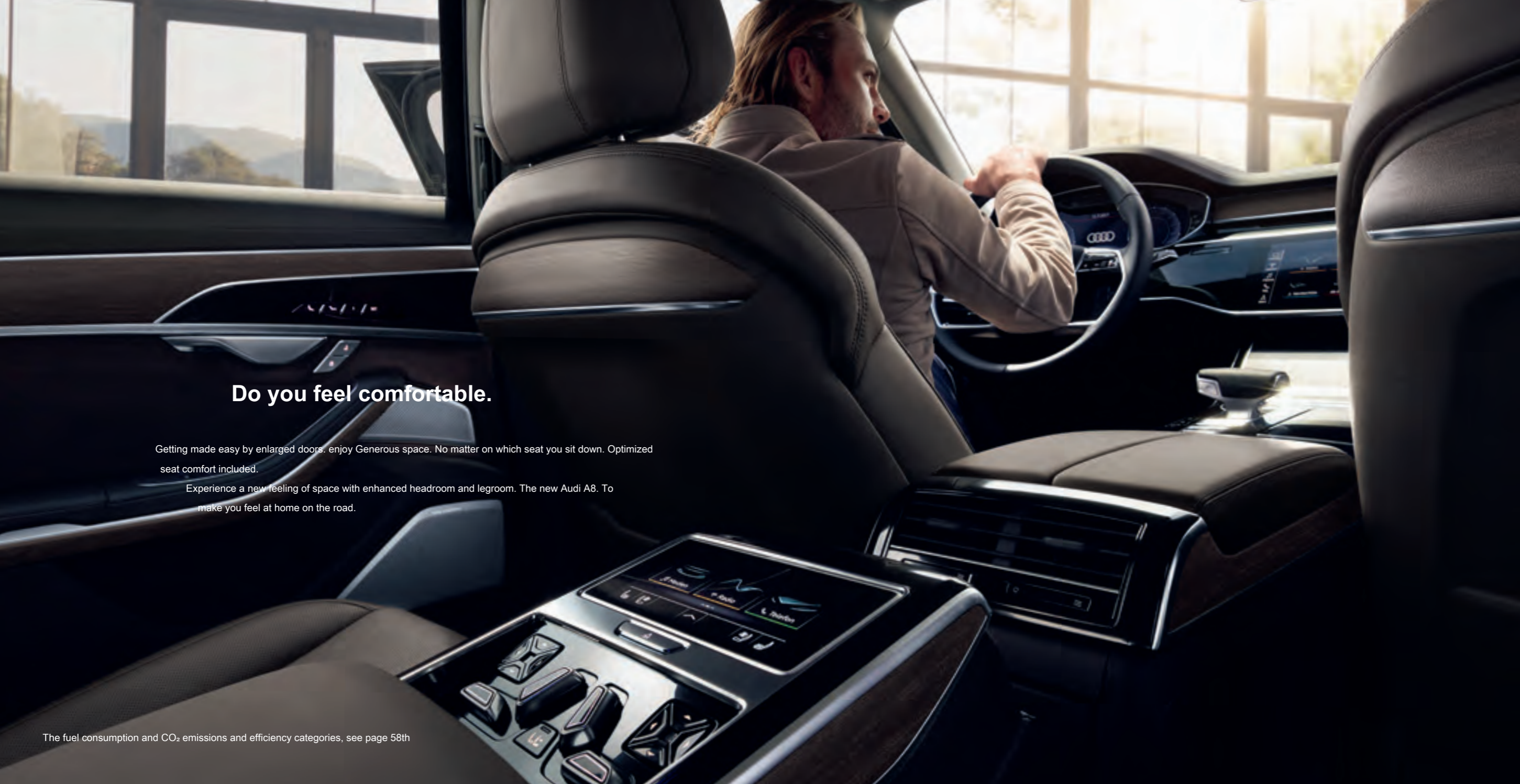
To make the trip ends as fascinating as it begins.

Do not think you have seen it all.

Wide Single Frame, sporty roof arch, coupe-like silhouette. Unmistakeable quattro architecture. The new Audi design language.

Manifested in the new Audi A8.





Do you feel comfortable.

Getting made easy by enlarged doors. enjoy Generous space. No matter on which seat you sit down. Optimized seat comfort included.

Experience a new feeling of space with enhanced headroom and legroom. The new Audi A8. To make you feel at home on the road.

The fuel consumption and CO₂ emissions and efficiency categories, see page 58th





Do not think of a car.
Think bigger.

The new Audi A8 L.

Longer wheelbase, larger rear doors, significantly more headroom and legroom and equipment

in a class: The long version of the new Audi A8 promises unusually sized space

for personal fulfillment.



**Do not think of a new office.
Drive one.**

Like sitting in the living room, work almost as in the office. In a relaxed calm. Thanks to improved interior acoustics. Digitally networked with the optional Rear Seat Entertainment ¹ with detachable 10.1-inch touch screen that can be used as an Android tablet. About the available optional rear-seat remote control unit can be control various comfort and infotainment functions via touch input.

The fuel consumption and CO₂ emissions and efficiency categories, see page 58th

¹ Legal information and usage instructions can be found on page 61st