



Audi of America Communications

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The 2010 Audi A8

United States Lineup:

Sedan:

A8 4.2 FSI (V8) quattro Tiptronic

A8L 4.2 FSI (V8) quattro Tiptronic

The elegant Audi A8 flagship sedan continues to deliver leading style, power and efficiency for 2010. Derived from years of successful Audi design, the A8 sports a bold exterior appearance that stands dominant in an otherwise sedate luxury performance segment. With a potent 4.2 FSI V8 engine and the full force of Audi innovation behind the suspension and drivetrain, the A8 represents a natural choice for discerning sedan buyers worldwide.

A renewed focus on interior design delivers a cabin both sophisticated and functional. Class-leading features and options abound, and world-class materials distinguish the A8 from its competitors in both look and touch. Warm, real wood accents and supple leathers greet passengers, while a brilliant gauge cluster and Audi's MMI® with navigation creates a purposeful and intuitive environment for the driver.

The Design: The Pinnacle of Audi

The 2010 Audi A8 carries distinguished and eye-catching proportions. A bold face, dominated by the iconic Audi single-frame grille and brilliant high-intensity headlights, is instantly recognizable. Along both sides, subtly arched fenders house muscular wheel options and hint at the dynamic driving abilities of the A8. There are three available wheel sizes – 18, 19 and 20 inches – to fit every palette. A long wheelbase of 121 inches allows for a cavernous interior and a spacious trunk for luggage.

The subtly-stated rear of the A8 is dominated by a slightly arching trunk lid and striking LED taillights. The A8 boasts a generous 14.6 cubic feet of cargo room. Strong dual exhaust ports hint at the unmatched performance potential of the 4.2 FSI V8 engine, and discreet badging identifies the vehicle as the head of the Audi fleet.

The Interior: An Exercise in Class

Befitting a vehicle with the stature of the A8, fine materials line every surface of the sedan's interior. A four-spoke multi-function steering wheel wrapped in fine-grain leather with audio and telephone controls are at the driver's fingertips. The theme continues throughout the cabin, lit by soft LED lighting in foot wells, door handles and storage areas.

The 2010 A8 delivers opulent seating. The front seats are 16-way power adjustable, complete with thigh-extender and lumbar support. Standard on the A8L, ventilated front seats provide a cool seating surface no matter the climate. In addition, an optional massage function relaxes back muscles during extended stays in the cockpit.

The A8 continues to be a beacon of innovation, offering buyers cutting edge technology. A Bose surround sound audio system with six-disc CD changer and Audi Music Interface is standard equipment. Also available is a stunning 1,000-watt Bang & Olufsen system designed specifically for the Audi A8, providing the driver a world-class audio experience.

The Engine: The Heart of Power

A robust Audi 4.2 FSI engine powers both the A8 and the A8L. The 4.2-liter V8 delivers a substantial 350 horsepower and 325 lb-ft of torque, while ensuring optimal fuel economy for a luxury sedan. The 4.2 FSI uses an advanced FSI direct-injection system to make the most of every drop of fuel. The result is plenty of smooth power and fuel-economy of up to 23 mpg on the highway.

Tiptronic Transmission: The Definition of Precision

The Audi A8 channels power from the 4.2 FSI V8 engine through a Tiptronic automatic transmission. The perfect compromise between a manual and automatic gearbox, the Tiptronic allows the driver to select gears precisely and quickly. A simple bump of the shifter or pull of the optional steering wheel mounted paddles changes the gear selection accordingly. The gear number is displayed on the easy-to-read vehicle information screen for quick reference. When not in manual mode, the Tiptronic six-speed automatic provides seamless shifts and a near-constant stream of power.

Safety: Unmatched Protection

Built to demanding standards of safety, the Audi A8 protects occupants with a number of innovative strategies. Chief among those, the aluminum Audi Space Frame (ASF®) creates a light but rigid body structure around the cabin, while the rest of the vehicle works to channel crash energy down and away from occupants. Working in combination with the safe body structure of the A8, multiple air bags activate within moments of a collision. In the front, both driver and passenger are protected by front, dual-stage and side air bags, as well as knee-level units. Passengers in the rear benefit from both side and SIDEGUARD curtain air bags for torso and head protection.

Available Long Wheelbase: Sized to Fit

The 2010 A8 Sedan is available in two iterations – a standard A8 4.2 FSI and a long-wheelbase A8L 4.2 FSI. Both cars make use of a high-efficiency 4.2-liter, all-aluminum V8 engine, Tiptronic six-speed automatic transmission and quattro® all-wheel drive. A spacious and luxurious interior combined with a host of optional equipment makes the A8 4.2 FSI a smart choice for luxury buyers who seek the ultimate symbol of Audi prestige.

The A8L 4.2 FSI moves overall length to 204.4 inches compared to the standard sedan's 199.3 inches, allowing rear passengers extensive leg room. Many of the optional features on the A8 4.2 FSI, such as fully automatic four-zone climate control, are standard on the A8L 4.2 FSI.

More from Audi: Options

The A8 4.2 enjoys ample standard equipment, including Electronic Stabilization Program® – a program designed to incorporate the vehicle's Anti-lock Brake System - Electronic Brake-pressure Distribution, Electronic Differential Lock and Anti-Slip Regulation to control the dynamic movements of the sedan, 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 that can be adjusted to sporty, comfortable or automatic ride characteristics via MMI® controls.

Outside, the A8 4.2 boasts tinted glass for added privacy and heated side view mirrors and windshield washer nozzles. Audi xenon plus headlights 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.

The interior of the A8 4.2 delivers a four-spoke, leather-wrapped multifunction steering wheel and a power tilt/telescoping column. In addition, the steering column uses an automatic tilt away function to allow for easier ingress and egress. Premium Valcona leather upholstery surrounds the 16-way adjustable front seats, and a fully automatic dual-zone climate control keeps the cabin comfortable. A central locking system, power windows with one-touch up/down feature and cruise control are all standard. The A4 4.2 also makes use of Audi advanced key, which allows 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 close the last inch of operation automatically.

The A8L 4.2 adds to the well-equipped nature of the A8 4.2 with standard equipment, like attractive 18-inch 10-spoke alloy wheels and fully-automatic four-zone climate control. Both the driver and front passenger are treated to ventilated massage seats as well. The cabin also is treated to an extra level of luxury, including contrasting color seat stitching and piping.

The A8's available technology package includes a number of safety-increasing innovations such as Audi side assist blind-spot awareness, Audi lane assist and adaptive cruise control.

The sport package allows the A8 owner to bring a sporty character to the A8 with 20" wheels with performance tires, sport-tuned air suspension and a three-spoke sport steering wheel.

To celebrate Audi's centennial, a unique "100 Years of Audi" package is available on the A8 L. This package combines a Phantom Black pearl effect exterior with Silk Beige leather interior to create a stunning vehicle to recognize Audi's 100 years of automotive innovation.

Warranty

The Audi A8 and A8L 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

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