



Quick Reference Guide: 2011 Audi A8 and A8L

Pricing

	MSRP	On Sale
A8		
4.2 FSI [®] , quattro [®] , Tiptronic [®]	\$78,050	Late November 2010
A8L		
4.2 FSI, quattro, Tiptronic	\$84,000	Late November 2010
W12 FSI quattro, Tiptronic	TBD	TBD
<i>Destination charge:</i>	<i>\$875</i>	

2011 Model Year Changes

- Complete redesign for 2011 Model Year (see below for product highlights)

Powertrain and Performance

- 4.2 FSI direct injection engine: 372 hp, 328 lb-ft
 - 0-60 mph and EPA est. mpg
 - A8 8-speed Tiptronic, quattro: 5.7 seconds, 17/27 mpg (city/hwy)
 - A8L 8-speed Tiptronic, quattro: 5.7 seconds, 17/27 mpg (city/hwy)
- W12 FSI direct injection engine: 500 hp, 460 lb-ft
 - 0-60 mph and EPA est. mpg
 - A8 8-speed Tiptronic, quattro: TBD seconds, TBD mpg (city/hwy)

Product Highlights

- The new Audi A8 achieves better fuel economy with its standard V8 engine than hybrid and V6 models in its competitive set
- The Audi A8 will offer an optional factory-installed WLAN hotspot for wireless Internet access for passengers. Optional MMI[®] 3G+ navigation featuring Google Earth[™] lets motorists access faster and more accurate directions, weather and destination information
- Next-generation MMI 3G+ with innovative MMI touch, which recognizes handwriting for navigation destinations, is backlit to allow alternate use as a pointer for map functions, and has a number pad for radio functions
- The Audi A8 was awarded “Award for Design Excellence” by the 2010 EyesOnDesign jury at the North American International Auto Show
- Lightweight ASF[®] technology allows the Audi A8 quattro to be lighter than 2WD competitors from BMW and Mercedes-Benz. Audi space frame with 25 percent more static torsional rigidity and new welding technologies that lead to better fuel consumption and better handling
- Segment-first full LED front headlights with high and low beams, daytime running lights, cornering lights and turn signals

- New Audi pre sense feature activates if a crash is imminent: air suspension adjusts, seats are moved to their optimal positions, safety belts are pre-tensioned, sunroof and side windows are closed, and emergency brake activation is applied
- Night vision assistant (optional) with thermal-imaging camera (infrared) active pedestrian detection and warning
- The normal wheelbase Audi A8 is positioned as the driver's car, with sporty features, such as the Audi sport package and 3-spoke steering wheel; the long wheelbase Audi A8L balances prestige, sportiness and comfort with features such as the rear-seat comfort packages
- Key competitors are the Mercedes-Benz S Class and BMW 7 Series.
- Bang & Olufsen[®] Advanced sound system (optional, BOSE[®] Surround Sound is standard). Advanced sound system includes 19 speakers, 19 channels and more than 1400 watts of B&O[®]-patented ICE-Power output for a theater – like sound experience (previous 2004-2010 D3 A8 had 1000 watts in the B&O system). The system was designed and developed as part of the design process of the D4 to ensure organic integration. Audi and B&O: two great design brands working together for an exceptional experience.