



Audi of America Communications

The 2012 MY Audi A8 leads shift into executive luxury with A8 L W12

Herndon, Va, September 1, 2011 — The 2012 Audi A8 continues to solidify the Audi brand in the luxury segment, both with its normal and its long wheel base iterations. Interior enhancements including Audi connect™ availability are sure to appeal to discerning customers who expect the very best in this vehicle category. New for 2012, Audi introduces the Audi A8 L W12, a work of craftsmanship and refined driving that is the pinnacle of Audi executive luxury sedans.

Befitting a vehicle that exudes subtle elegance, the 2012 MY Audi A8 features a powerful 4.2 liter FSI® V8 engine that provides 372 hp and 388 lb-ft of torque at 6,800 rpm and 3,500 rpm respectively, up from from the previous model. The powerplant is paired with an eight-speed Tiptronic® transmission. The quattro® permanent all-wheel drive system translates this impressive power to the road. The combination of the engine and transmission helps deliver a best-in-class 21-mpg combined fuel economy. The Audi A8 L W12 is equipped with a 6.3 liter FSI W12 engine that delivers 500 hp and 463 lb-ft of torque and is mated to an eight-speed Tiptronic transmission.

The Audi A8 exterior is distinctive and progressive with its unique Singleframe® grille flanked by the unmistakable LED headlights. The Audi A8 has the graceful yet powerful stance of a finely-tuned athlete. ASF® technology in body construction, featuring extensive use of extruded aluminum, and body panels that are diode laser welded to create a seamless look, add to the torsional rigidity that helps enhance A8 performance.

ASF also helps by providing passive safety benefits, such as the front and rear crumple zones engineered into the Audi A8 models to absorb energy in a collision.

The A8 L W12, while equipped with all of the above, adds exclusive touches that provide the distinction that discerning buyers will appreciate. The Singleframe grille features enhanced horizontal chrome accents with a jewel-like background. Unique chrome accents around exterior mirrors, and trapezoidal chrome tailpipes that are integrated into the bumper, serve to differentiate the A8 L W12.

The interior of the A8 gives one a true appreciation for the meaning of luxury. Fine Valetta leather, warm unique wood trim and the subtle sheen of aluminum trim all contribute to the luxury experience. A multitude of leather colors are available, as are a variety of leather options that include an Alcantara® headliner and Nappa leather with decorative stitching, adding additional elegance to an interior that continues to receive great praise.

An executive rear seating package is available in the Audi A8 L and the A8 L W12. It includes a reclining relaxation seat with a power footrest, rear seat entertainment with dual 10-inch screens, a refrigerator in the rear center pass through, ventilated rear seats and four-zone climate control. The A8 L W12 makes executive travel productive, relaxing and enjoyable.

The 2012 Audi A8 lineup offers the most advanced Audi technologies to make the motoring experience safer, intuitive and connected. With Audi connect, the 2012 Audi A8 models bring the world of mobile broadband to the car for the first time.

Audi connect enables first-to-market Google Earth™ integration, which redefines the navigation experience. The realistic panoramic views and high-resolution 3D satellite and aerial imagery replaces cartoonish maps found in other navigation systems. Audi connect with Google Earth also improves visual orientation with a “camera zoom” feature that allows closer views or surroundings or destinations. Added to the high-resolution of Google Earth imagery is an overlay of street mapping data provided through Audi MMI® Navigation plus and real-time traffic information available through a SiriusXM™ Traffic subscription.

Audi connect also provides an industry-first factory vehicle integration of Wi-Fi® service. This unprecedented mobile hot spot capability for passengers allows connections for up to eight Wi-Fi capable devices and permits passengers to connect to work or other networks through VPN.

The Google™ Voice Local Search is also a first in Audi connect and it enables more intuitive requests for destinations of interest, while also helping drivers to keep their focus on the road. With the 2012 Audi A8 models, destination searches can be accomplished by voice command, using the innovative Audi MMI touch featuring an innovative touchpad interface or by using the system dial.

Other features include, real-time information, such as weather, fuel price updates, and streaming news feeds (available to view when the car is at a stop. Passengers also can enjoy the BOSE® Surround Sound System, or the optional Bang & Olufsen® Advanced Sound System.

Audi pre sense or available pre sense plus helps detect imminent collisions and initiates protective measures by tightening safety belts, closing windows and the sunroof and applying additional braking power if needed. Pre-sense plus uses cameras and radar technology to monitor the area surrounding the A8 for any potentially critical situations and helps warn the driver by way of a display in the instrument panel.

A full complement of airbags, including front and side airbags in both the front and rear of the vehicle, also helps provide post-collision protection. ESC, adaptive cruise control, lane assist and side assist are added available features that contribute to a safer driving experience.

2012 A8 model line changes

Design:

- Audi design selection interior package (Balao Brown) now available on all A8 models (optional)
- New full leather packages available on all Audi A8 models

Offer Structure:

- Audi connect with Google Earth and Wi-Fi hotspot capability standard
- Addition of power door closers to normal wheel base convenience package

| Model | Retail Price |
|---|---------------------|
| A8 4.2 quattro (Tiptronic) | \$78,750 |
| A8 L 4.2 quattro (Tiptronic) | \$84,700 |
| new A8 L W12 quattro (Tiptronic) | \$133,500 |

Destination and delivery charge for all Audi vehicles except R8 models is \$875.

Drivetrain

- **A8 and A8 L**
 - 4.2 liter FSI V8 quattro, generating 372 hp at 6,800 rpm and 328 lb-ft of torque at 3,500 rpm
 - Eight-speed Tiptronic transmission
 - quattro permanent all wheel drive, available quattro sport differential
 - Audi drive select that adjusts steering, throttle, transmission
 - EPA fuel economy estimates (expressed in mpg):
 - 18 city / 28 hwy / 21 combined (best-in-class)
- **A8 L W12**
 - 6.3 liter W12 quattro, generating 500 hp at 6,200 rpm and 463 lb-ft of torque at 4,750 rpm
 - Eight-speed Tiptronic transmission
 - Expected fuel economy estimates (expressed in mpg):
 - 14 city / 21 hwy / 16 combined

Exterior

- Entire A8 line constructed using ASF technology; using extruded aluminum and laser welded body panels, ASF technology helps increase rigidity while decreasing weight
- Available LED headlights, LED daytime running lights standard
- Audi Singleframe grille, exclusive chrome treatment for A8 L W12
- Trapezoidal chrome tailpipes for A8 L W12
- Additional chrome accents for A8 L W12
- U.S. curb weight: A8 – 4,409 lb, A8 L – 4,453 lb, A8 L W12 – 4,773 lb
- Drag coefficient: 0.26 (0.27 for A8 L W12)

Interior

- Valetta leather, Valcona leather available; full leather package also available
- Eight color combinations available
- Wood / aluminum trim
- Heated front seats, heated rear seats available
- Heated steering wheel available
- Aluminum door sills
- Available rear seat entertainment system
- Available rear seat four-zone air conditioning
- Leatherette on upper dashboard
- Cooled glove box
- Rear seat pass through, including ski bag
- Available dual pane glass
- Ambient interior LED lighting

Technology

- Audi connect enabling Audi MMI Navigation plus to work with Google Earth, real time traffic (through SiriusXM Traffic), news, fuel prices, Wi-Fi enabled for up to eight passenger devices
- Next generation Audi MMI
- Available rear seat entertainment system with 10-inch screens and DVD slot
- Audi drive select, enabling control of the vehicle's adaptive suspension, dynamic steering, transmission shift characteristics and engine response
- BOSE Surround Sound System
- Audi music interface: CD player, SiriusXM Satellite Radio with complimentary three-month subscription, dual SD card slots
- Available Bang & Olufsen Advanced Sound System

Safety

- Side head curtain and front side airbags
- Front airbags with front knee airbags
- Electronic Stability Control
- Available Audi pre sense, Audi pre sense plus