

PRESS RELEASE

Audi introduces the 2014 A8, A8 TDI, S8, and A8 W12

- Newly-introduced A8 L TDI® achieves best-in-class fuel economy; EPA estimated 24 city/ 36 highway/ 28 combined MPG
- Flagship A8 continues to offer full model line with 3.0T, 4.0T, S8 and W12 models
- A8 model line continues to deliver exception performance, innovation and craftsmanship

HERNDON, Va., July 3, 2013 – The flagship Audi A8 model line expands in 2014 to five variants: the A8 3.0T, 4.0T, S8, W12 and the new 3.0 liter TDI.

Available in normal and long wheelbases, the A8 embodies premium and functional design, progressive technology, and advanced engineering and performance.

Performance

The A8 L TDI – the clean diesel version of Audi’s flagship sedan introduced in Spring 2013 – makes a powerful statement in achieving the best fuel economy in its segment with an EPA estimated 24 city/ 36 highway/ 28 combined miles per gallon* that exceeds that of diesel and hybrid competitors alike. At the same time, the 3.0 liter V6 turbocharged clean diesel engine generates an impressive 240 hp and 406 lb-ft. of torque, seamlessly launching from 0-60 mph in 6.4 seconds delivering all of the efficiency benefits without compromising performance.

The A8 3.0T, the entry to the A8 model line, continues in 2014 with a TFSI® V6 supercharged engine that produces 333 hp and 325 lb-ft. of torque and sprints from 0-60 mph in 5.5 seconds.

The A8 4.0-liter TFSI biturbo V8 engine produces an astounding 420 hp and 444 lb-ft. of torque, propelling from 0-60 mph in 4.7 seconds/4.8 seconds (normal wheelbase models/long wheelbase models).

The S8 delivers exceptional performance through its 4.0-liter twin-turbocharged, direct-injected V8 engine, responsive sport air suspension, and high-performance brake system. Producing a powerful 520 hp and 481 lb-ft. of torque, the S8 seamlessly propels from 0-60 mph in an impressive 3.9 seconds and reaches a governed top speed of 155 mph.

The Audi A8 L W12, the pinnacle of the A8 model line, is equipped with a 6.3-liter FSI® W12 engine that delivers 500 hp and 463 lb-ft of torque.

The Audi A8 was the first car in North America with an aluminum body built according to the Audi Space Frame® (ASF) principle. ASF is a high-strength aluminum frame structure into which the panels are integrated so that they also perform a load-bearing function. The aluminum body is characterized by exceptional stiffness and substantially lower weight for better performance, efficiency and handling.

Continuing the Audi commitment to deliver impressive performance and improved efficiency, the A8 3.0T, 4.0T and TDI are equipped standard with the convenient and fuel-saving start-stop efficiency system. When the driver presses the brake pedal at stoplights or in other prolonged idle situations, the engine shuts off. When the driver releases the brake pedal, the engine instantaneously starts up again.

The S8 and A8 4.0T feature the innovative Audi cylinder on demand technology that deactivates four of the eight cylinders at lower loads, reducing fuel consumption by up to 10 percent at moderate highway speeds. When the V8 engine switches to four-cylinder mode, the active engine mounts remove any changes in vibration and the active noise cancellation system negates undesirable changes in engine and exhaust sound.

All engines are mated to an eight-speed Tiptronic® automatic transmission and feature the confidence-inspiring Audi quattro® all-wheel drive system.

Exterior

The Audi A8 flagship sedan exudes modern elegance, luxury and dynamism. With its sweeping lines and uniquely bold Audi Singleframe® grill with angled corners and horizontal chrome struts, the A8 delivers a striking visual statement. New for 2014, the Audi A8 Premium package option includes powerful yet efficient full LED headlights that give the A8 a distinctive and unmistakable Audi appearance.

The S8 is differentiated by its S model design elements, including the Singleframe grill with its twin-blade horizontal slat design; lower bumper side air intakes; and lower rear center diffuser with platinum surround. The S8 also features alu-optic side mirrors, larger rocker sills, black painted brake calipers with the S8 emblem and standard 21-inch triple-spoke design wheels.

Interior

Inside, the spacious A8 features meticulous craftsmanship and modern yet functional design elements. A new Premium package for the A8 3.0T, 4.0T and TDI includes 22-way front seats with ventilation, making any long drive enjoyable. Ventilated and massage rear seats have been added to the Rear Seat Comfort plus package for the long wheel base 3.0T, 4.0T and TDI models, which can be combined with the diamond stitch interior of the Luxury package.

The performance-oriented S8 includes a three-spoke multifunction sport steering wheel with contrast stitching and S8 emblem, shift paddles with aluminum finish, aluminum pedals and a starter button with a red ring. The S8 also features a lower trim in Brushed Aluminum, Carbon Atlas upper trim, Gray analog clock with white needles, and Alcantara® headliner.

Technology and driver assistance

Normal wheelbase models in the A8 model line now have the Convenience package standard and include power door closers, Audi advanced key with foot-operated power trunklid, and Audi parking system plus with rearview camera. All models offer the optional Audi lane assist, which warns the driver by means of vibrations in the steering wheel if the vehicle begins to wander out of its lane. High beam assist automatically adjust high and low beam based on oncoming traffic or traffic ahead.

Audi side assist – which monitors the blind spot areas, as well as fast-approaching vehicles, at a range of approximately 150 ft. to the rear of the vehicle – is standard on S8 and A8 W12 models. The A8 Premium package option also includes Audi side assist.

For the 2014 Model Year, the Driver Assistance and Camera Assistance packages have been combined, including the 360 degree view of the car which offers an impressive birds-eye view of the car and its surroundings using the fore, side and rear cameras to create a flattened image.

All models are equipped standard with the groundbreaking Audi MMI® touch with handwriting recognition. With hard and soft keys, dedicated buttons for commonly-used controls, and a revolutionary touchpad that interprets hand-written inputs, drivers can perform a number of functions – like write the digits of telephone number and the letters of the navigation destination with a finger, or scroll over maps, all without taking their eyes off the road.

Audi connect®

The 2014 A8 model line is equipped standard with the award-winning infotainment system Audi connect®. Audi was the first global auto manufacturer to offer factory-fitted in-vehicle Wi-Fi connectivity for passenger use, enabling the Audi connect system to deliver connectivity to up to eight wireless devices. With Audi connect – offered complementary for six months and available for as little as \$15 per month thereafter – the onboard Audi MMI Navigation system is enhanced with Google Earth™ maps for a true aerial view of the route. Audi connect also features real-time localized weather, news and live fuel prices; Google Voice™ Local Search for detailed information about travel destinations, such as restaurant or hotel hours, pricing and customer reviews; and the myAudi Destination feature, which allows users to log on to Google Earth from virtually any location in the U.S. and download up to 50 destinations to the vehicle. Audi also offers real-time Sirius XM® Traffic information via enhancements to the Audi MMI Navigation plus system (active Sirius XM® Traffic subscription required).