

A8





Even the inspired deserve a muse.

From the sculpted contours to its piercing LED lighting, the Audi A8 demonstrates what is possible when passion and inspired thinking become one. Unmistakable design, undeniable luxury and unwavering performance come together in ways only Audi makes possible.

Luxury on a whole new level.

Crafted with the finest materials available, the A8 boasts an unparalleled interior. Genuine wood inlays with Titanium Gray Aluminum trim on the instrument panel, center console and door panels form a signature of elegance. Refinement comes in the form of comfort too, as the A8 offers four-zone climate control and 16-way adjustable heated front seats with memory, plus available ventilation and massage features. For added élan, the 100 Years of Audi Package offers Gray Vavona wood inlays with Brushed Aluminum trim and Silk Beige leather upholstery throughout the cabin. Further customize your A8 with the available Audi exclusive program, an option allowing you to tailor select packages with unique colors and an assortment of interior features.

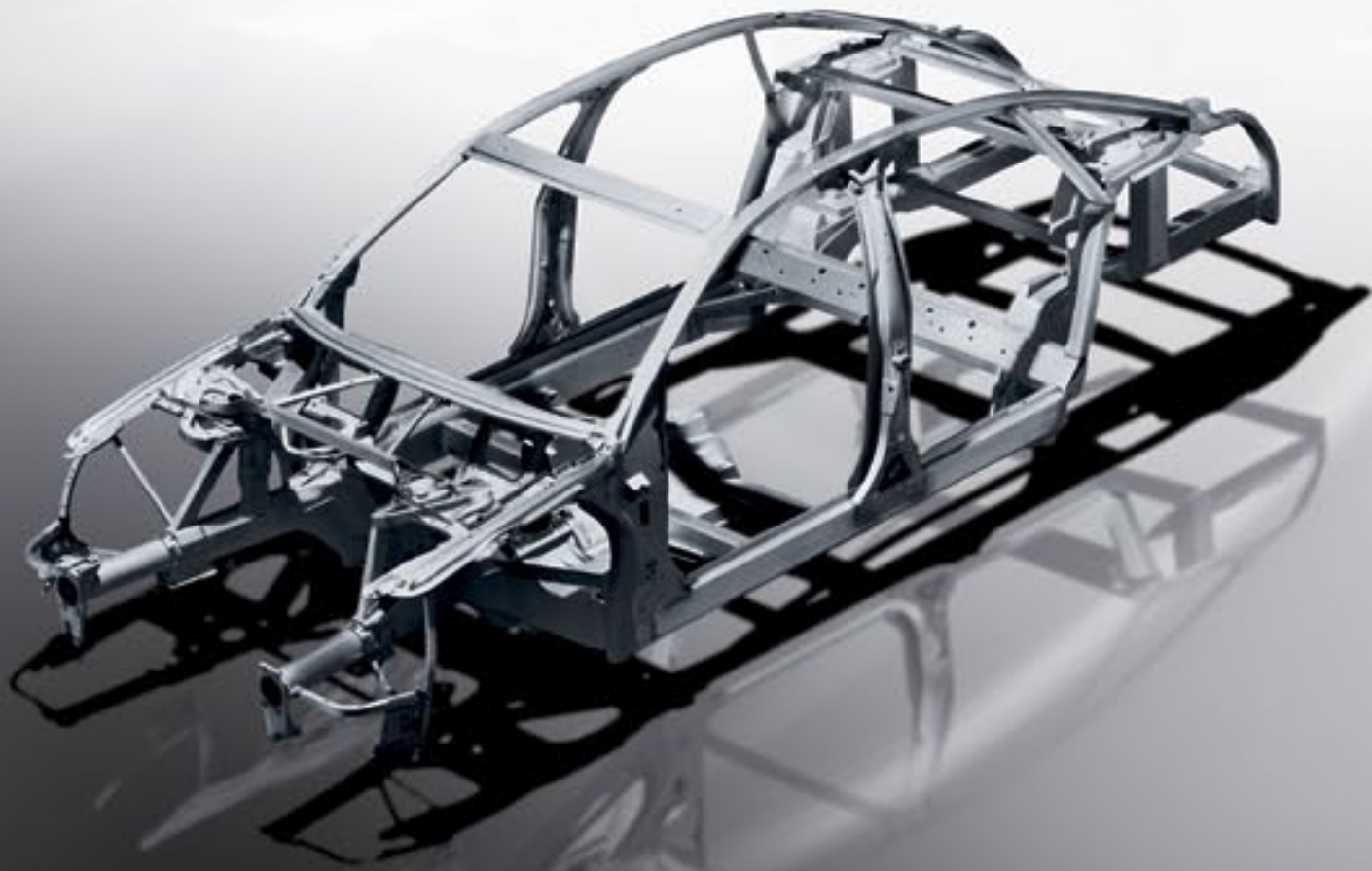


**Performance and power
have a new home. Here.**

Cloaked beneath the sweeping hood is a forceful 4.2 liter 350 hp V8 FSI® engine with 325 lb-ft. of torque that can whisk you to 60 MPH in just 5.9 seconds. Its power is partially derived from FSI® direct injection technology, an innovation that calibrates the injection of fuel for maximized power and efficiency while reducing emissions. Meanwhile, an available Sport Package featuring 20" seven-twin-spoke wheels completes the promise of a perfect blend of luxury and performance.

**A corner office that is more than capable
of holding a corner.**

Along with technology and luxury, handling is an integral part of every Audi A8. Take the aluminum Audi Space Frame [ASF®] for instance. When other companies said that an aluminum frame was impossible, Audi kept innovating. The result is a lighter yet stronger frame that enhances all-around handling and performance. Combined with legendary quattro® all-wheel drive, the A8 offers peerless handling that results in greater driver confidence. Plus, adaptive air suspension automatically adjusts the vehicle's center of gravity as needed. This culminates with stunning traction and handling performance – placing the A8 on good terms with a number of driving surfaces.



The manifestation of progress.

The exterior styling of the A8 strikes an exceptional balance between opulence and sportiness. Starting with the elegantly sculpted roofline, its presence radiates progressive thinking and design. Piercing Audi xenon plus headlights, luminous aluminum doorsills and available 20" seven-twin-spoke wheels exude a total commitment to consummate poise. Ultimately, every element proves that the A8 positions sportiness, innovation, luxury and your senses into a place few sedans have, or ever will.





Luxury, innovation, function.

It all comes together perfectly.

Whether it is the A8 or the A8 L, technology is infused throughout. The experience begins with MMI® Advanced, a system that offers complete control over a number of features including voice recognition, navigation, a Bluetooth®-enabled phone and even your iPod®. For audiophiles, an available 14 speaker Bang & Olufsen® Advanced Sound System creates unrivaled fidelity. The optional Technology Package places convenience and safety center stage with the inclusion of Audi side assist, Audi lane assist and Audi adaptive cruise control, adding to the already impressive A8 driving experience.



**Protection from the elements.
Including the element of surprise.**

In the Audi A8, control is achieved anywhere, anytime. The science behind it is simple: Transfer power front to back. That is exactly what the rear-biased quattro® permanent all-wheel drive system accomplishes. Also, the driver and front passenger airbags* feature two-stage activation while the side, knee and Sideguard® head airbags help protect the driver and passengers in a collision. The A8 also includes the Electronic Stabilization Program known as ESP®, which makes the most of adverse conditions by employing a series of safety systems that instantaneously adjust the throttle and braking to maximize control. Additionally, the A8 features adaptive headlights that pivot when needed, helping the driver to see oncoming curves and corners more effectively.

* Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age.

A century of progress deserves a celebration.

Marking the 100th anniversary of Audi is the 100 Years of Audi Package for the A8 L. Signifying this special occasion is an exclusive package that includes a number of features you will not find on any other Audi. On the outside, a Phantom Black exterior color, custom-designed 19" wheels and a singleframe® grille set the tone. In the interior, fine leather envelops the lower dash, center console and doors. And for a further touch of distinction, the interior includes Gray Vavona wood inlays with Brushed Aluminum trim and Silk Beige leather with Gray contrast stitching. It is an exclusive Audi, designed to celebrate an era of innovation, sophistication and performance.





- 1 Audi xenon plus headlights with LED daytime running lights** | The sophisticated, high-intensity discharge headlights produce about twice as much light as comparable halogen headlights. They make night driving, particularly in poor weather, safer and easier for the driver's eyes. LED daytime running lights consume less energy than conventional daytime running lights and add a signature look to the A8 and A8 L.
- 2 Audi music interface with iPod® integration** | The Audi music interface offers intelligent integration with the iPod®. Any iPod® Generation 4 and higher [iPod®, iPod® nano, iPod® photo] may be connected through the glove box, and full iPod® controls are available through the MMI® screen.
- 3 Leather-wrapped, four-spoke, multifunction steering wheel** | The leather-wrapped, four-spoke design has a refined look and feel. The multifunction controls provide easy access to audio volume control, navigation, voice prompts and telephone dialing, radio and CD track selection.
- + SIRIUS® Satellite Radio** | Enjoy commercial-free music, talk and more, available with a trial subscription to the SIRIUS® Satellite Radio network.
- + Voice recognition** | The Audi voice control system can be used to operate the most important navigation, radio and hands-free car phone functions by speaking the necessary commands.
- + Audi adaptive lights** | Utilizing input from the steering and speed of the vehicle, adaptive headlights pivot up to 15 degrees to allow the driver to see ahead in the dark by lighting up corners more effectively.
- + Auto-dimming interior mirror** | The rearview mirror recognizes distracting bright light behind the car and darkens the mirror glass automatically.
- + Eight-color LCD driver information display** | Conveniently located in the instrument panel, this user-friendly interface includes radio, telephone and navigation data, as well as information on the current operating status, which monitors the condition of the vehicle components.

4 16-way power seats | The 16-way power seats come equipped with a memory system and adjustment for forward/backward position, seat height, seat and backrest angle and electric lumbar support.

5 Audi parking system advanced | The rearview camera offers a real-time view of the parking area while front and rear parking sensors use ultrasound waves to sense your position and warn when approaching nearby objects.

6 Bluetooth® | The Bluetooth® hands-free phone interface allows you to pair a Bluetooth®-enabled mobile phone with your Audi and access your phonebook within the driver information display in your instrument panel. For specific compatibility and operation, refer to audiusa.com/bluetooth or contact your local Audi dealer for the latest listing of compatible phones.

7 Rear spoiler integrated into trunk lid | The sporty and elegant look of the A8 is accentuated by the rear spoiler integrated into the trunk lid. [Available on the A8 only]

+ 19" seven-double-spoke wheels with 255/40 all-season tires | The seven-double-spoke design and finish of the wheels complement the elegant and powerful lines of the Audi A8. The lightweight alloy helps to improve driving dynamics, while the all-season tires help to enhance handling. [Available on the A8 only]

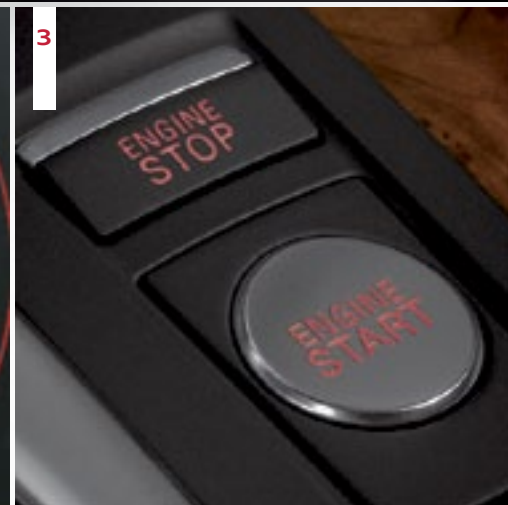
+ Heated front seats | The power heated seats allow the driver and passenger to electronically adjust the seats' forward/backward position, seat height, lumbar support, and angle of seat cushion and seatback. The multilevel seat-heating system is designed to heat the entire surface of the seat; warming is initiated with a convenient button.

+ Memory for driver seat and mirrors | The memory system automatically adjusts the seat's forward/backward position, seat height, lumbar support, angle of seat cushion, seatback and outside mirror settings based on the key or button that is being used.

+ HomeLink® garage door opener | HomeLink® is integrated into the overhead controls and uses a three-button system that controls garage doors, gates and even lights in the home.

+ FEATURE NOT SHOWN





1 MMI® Advanced with retractable seven-inch color display | The MMI® provides an easy-to-use interface for the advanced technology of the A8. MMI® connects you with every advanced system of your Audi, making a remarkable vehicle an intuitive extension of yourself. Controlling everything from the DVD-based navigation system to the Bluetooth® communications will become second nature. The driver can manage audio, telephone and vehicle systems with ease, creating a driving experience like no other.

2 Tire pressure monitoring system | The tire pressure monitoring system notifies the driver when tire pressure is above or below acceptable levels. It oversees the pressure in all four tires while the car is being driven and warns the driver in the event of pressure loss with symbols in the driver information system.

3 Advanced key | With Audi advanced key, the car can be unlocked and started without removing the key from a pocket or purse. At the same time, the steering can be released and the ignition turned on electronically – all without inserting the key in the ignition.

4 Front seat ventilation and massage | In addition to 16-way power seating adjustments, the A8 L seat ventilation feature helps regulate heat and moisture by means of a fan in each of the front seatbacks, activated by a button within the climate control unit. The massage unit helps relax back muscles with the movement of lumbar elements and is activated by a button on the side of the seat. [Optional on A8]

+ Wood decorative inlays | The genuine wood decorative inlays in the dash, center console and door panels add a refined touch of luxury to the A8 and A8 L.

+ BOSE® Surround Sound with AudioPilot® noise compensation | The 14 speakers include a center speaker and subwoofer matched with an eight-channel DSP amplifier with a total output of 255 watts. A microphone measures noise level and adjusts radio volume accordingly, resulting in balanced sound, despite background noise.

A8 | A8 L Standard Equipment

- 5 Contrast stitching** | Accent-colored stitching and piping are featured along the sides of the vehicle's seats, enhancing the interior's detail and distinction. [Available on A8 L only]
- 6 Headlight washers** | The retractable, high-pressure headlight washers are concealed in the front bumper and are activated when the driver washes the windshield while the headlights are on to help ensure radiant and clear xenon light.
- 7 Four-zone climate control** | Both driver and front passenger as well as the occupants of the outer rear seats can select their required temperature and distribution of air individually for their particular seat. [Optional on A8]
- 8 Auto-dimming and folding exterior mirrors** | The exterior mirrors with automatic dimming recognize glaringly bright headlight beams behind the car and darken the mirror glass automatically. The folding feature helps protect the mirrors by collapsing them inward to fit in tight spaces.
- 9 Leather-wrapped shift knob with aluminum accents** | The quality and craftsmanship of leather and aluminum accents detail the overall interior excellence of the A8.
- + Power door close assist** | The front and rear doors of the A8 are equipped with a power door close assist feature. This provides enhanced comfort and convenience when entering and exiting the vehicle.
- + Power one-touch trunk open/close** | The trunk can be opened automatically with the touch of a button found in three useful locations: on the vehicle's key, on the lower side panel of the driver's door, and on the trunk lid itself. Additionally, a hands-free close button is found on the inside of the trunk lid.

+ FEATURE NOT SHOWN

A8 | A8 L Standard Equipment





Technology Package

- 1 Audi side assist** | Audi side assist system helps monitor blind spots, as well as fast-approaching vehicles at a range of about 150 ft. to the rear of the car. If Audi side assist identifies another vehicle when the driver signals to change lanes, it informs the driver using a LED light in the exterior mirror.
- 2 Adaptive cruise control** | Adaptive cruise control monitors distance to the vehicle in front via radar sensors and automatically reduces speed, as well as resumes speed to maintain the driver-selected safe distance.
- + Audi lane assist** | Audi lane assist detects when the driver is outside of traffic lanes and sends a warning by vibrating the steering wheel.

Cold Weather Package

- 3 Ski sack with rear seat pass-through** | The ski sack and rear seat pass-through optimize the storage space and usability of the already roomy A8 interior.
- + Heated, four-spoke, multifunction steering wheel with shift paddles** | The heated, four-spoke, multifunction steering wheel provides easy access to volume control, radio station and CD track selection, navigation voice prompts and telephone dialing. The shift paddles allow for quick gear changes.
- + Heated rear seats** | The multilevel seat heating system is designed to heat the entire surface of the seat; warming is initiated with a convenient knob.

Sport Package

4 Sport steering wheel with shift paddles | The three-spoke, leather-wrapped multifunction steering wheel includes shift paddles and has a sporty look and feel. It provides easy access to audio volume control, radio and CD track selection, navigation, voice prompts and telephone dialing while offering an enhanced grip for a variety of driving conditions.

+ 20" seven-twin-spoke wheels with 275/35 summer performance tires* | The impressive 20" wheels are equipped with summer performance tires, which help to improve handling and driving dynamics.

+ Audi adaptive air suspension-sport | As compared to the standard Audi adaptive air suspension, this feature has been tuned to deliver a more dynamic ride. Adaptive air suspension-sport is an electronically controlled air suspension system at all four wheels with a continuously adaptive damping system. A 20 mm lower ride height results in a lower center of gravity and increased directional stability.

100 Years of Audi Package

5 100 Years of Audi Package | To emphasize the flagship status of the A8 L, a special 100 Years of Audi Package is being offered. This includes a Silk Beige leather interior with Gray contrast stitching, Gray Vavona wood inlays with Brushed Aluminum trim as well as the leather lower dash, center console and doors. Additional elements include Alcantara® headliner, four-spoke steering wheel with shift paddles and exclusive doorsills. The A8 L 100 Years of Audi Package will be offered in Phantom Black with a distinctive grille, along with 19" five-spoke wheels. [Available on A8 L only]

* See page 25 for important safety information regarding summer performance tires.

+ FEATURE NOT SHOWN



4



5



- 1 **Leather appointment upgrade** | The leather upgrade includes a leather-wrapped upper and lower dashboard, full leather door panels, front seatback pockets and center console. Also included is an Alcantara® headliner in either Black or matching interior leather color. [Available on A8 L only]
- 2 **Bang & Olufsen® Advanced Sound System** | This unrivaled sound system combines state-of-the-art technologies that include Acoustic Lens technology, proprietary Digital Signal Processing [DSP] and ICEpower digital amplification with a detailed study of the Audi interior. More than a sound system built into a car, the system is a virtual concert hall on wheels.
- 3 **Solar sunroof** | The solar sunroof supplies power to the ventilation system to reduce interior temperatures by circulating fresh air while the ignition is off.
- 4 **Alcantara® headliner** | The Alcantara® headliner is a unique suede-like fabric that is soft, durable and adds a luxurious touch to the interior. It is used as an interior surface for seating inserts, headliners and hat shelf liners.
- 5 **Carbon Fiber inlay** | The Carbon Fiber inlay adds a sporty touch to the overall interior excellence of the A8. [Available on A8 only]
- 6 **Segmented wood/leather steering wheel with shift paddles** | The four-spoke, leather-wrapped steering wheel provides a luxurious look and feel as well as sport-inspired shift paddles, which allow for quick gear changes.
- + **Dual-pane acoustic and security glass** | The dual-pane acoustic security glass dampens outside sounds for a quieter cabin experience and features lamination for improved break-in protection.
- + **Rear seat electric lumbar** | The rear seats offer power adjustable lumbar support as well as adjustable head restraints for maximum comfort.

7 Ski and snowboard rack | This rack's rubber-cushioned aluminum bars hold securely. Push-button keyed locks open and close easily. The smaller, standard attachment holds up to four skis or two snowboards. A larger, deluxe attachment holds up to six skis or four snowboards. [Must be used in combination with the base carrier bars]

8 Splash guards | Help protect the finish of your A8 with custom-fit front and rear splash guards. Made of long-life, crack-resistant rubber. Available in sets of two for the front and the rear.

9 20" five-arm wheels | These alloy wheels make a classic statement. Audi alloy wheels are specially engineered to meet the strict tolerances of our original Audi wheels and are heat-treated after casting for even greater strength and durability.

+ Rubber floor mats | These trim-profile, embossed rubber mats help extend the life of your carpet. Available in Black or Gray, in sets of two for the front and the rear.

+ Cargo tray | The high sides of this heavy-duty tray help protect your trunk interior when carrying any cargo that might spill or leak, or items such as plants and shrubbery.

+ Upright Barracuda® bicycle holder | This bike holder fits 20-80 mm bike frames and is easy to use. It features a molded front wheel well that allows the bike to stand on its own as you easily secure the bike. Lock included. [Must be used in combination with the base carrier bars]

+ Aluminum luggage basket | This attachment forms a basket to hold luggage, and supports up to 165 lbs. [Must be used in combination with the base carrier bars]

+ Security wheel bolts | The security wheel bolts help provide an added level of anti-theft security for your alloy wheels. The set contains four bolts and a special removal tool.

See your local Audi dealer for the complete selection of Genuine Audi Accessories.

+ FEATURE NOT SHOWN



1



1 19" seven-double-spoke wheels with 255/40 all-season tires | The 19" seven-double-spoke wheels are bold and performance-inspired, complementing the overall Audi A8 exterior. The all-season tires help ensure a safe and comfortable ride on a variety of surfaces. [Available on A8 only]

2



2 18" ten-spoke wheels with 255/45 all-season tires | The ten-spoke design is a refined option, matching the all-around sophistication of the Audi A8. The all-season tires help ensure a safe and comfortable ride on a variety of surfaces. [Available on A8 L only]

3 19" five-spoke wheels with 255/40 all-season tires | The five-spoke design and finish of the wheels complement the elegant and powerful lines of the Audi A8 L. The all-season tires help ensure a safe and comfortable ride on a variety of surfaces. [Available on A8 L only]

4 20" seven-twin-spoke wheels with 275/35 summer performance tires* | Whether they are in motion or not, the striking 20" wheels make a bold, performance-inspired statement. Summer performance tires help to improve handling and driving dynamics.

3



4

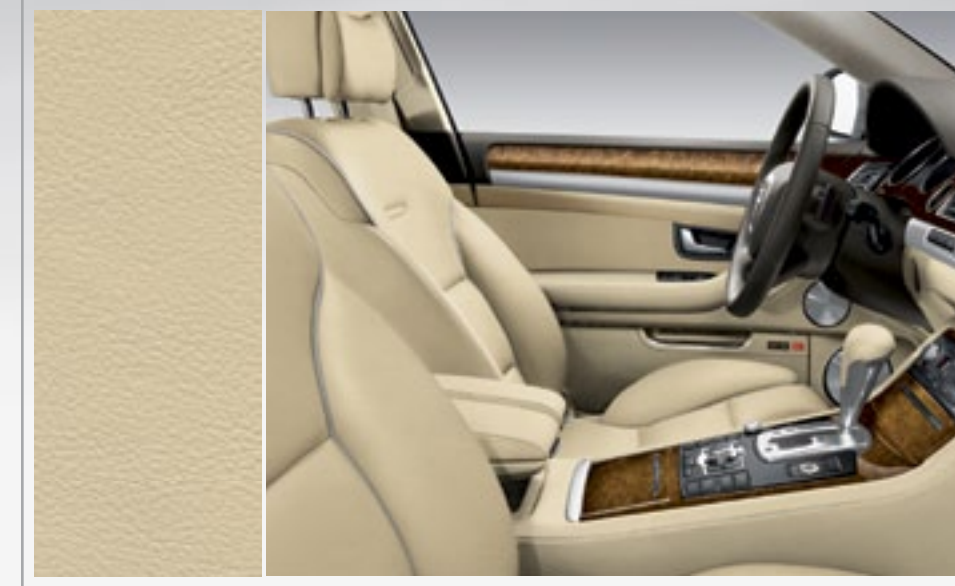


* Summer performance tires are designed for optimum performance and handling in warm climates. They are not suitable for cold, snowy or icy weather conditions. If you drive under those circumstances, you should equip your vehicle with all-season or winter tires, which offer better traction under those conditions. We suggest you use the recommended winter or all-season tires specified for your car or their equivalent. These summer performance tires also have a lower aspect ratio that aids performance and handling; however, in order to avoid tire, rim or vehicle damage, it is important that the inflation pressure is regularly checked and maintained at recommended levels. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces, or upon encountering road debris or obstacles. Please also remember in making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than other choices. Finally, these tires may wear more quickly than other choices. For more information on all of these topics, please consult the owner's manual, your local dealer or call 1-800-FOR-AUDI.

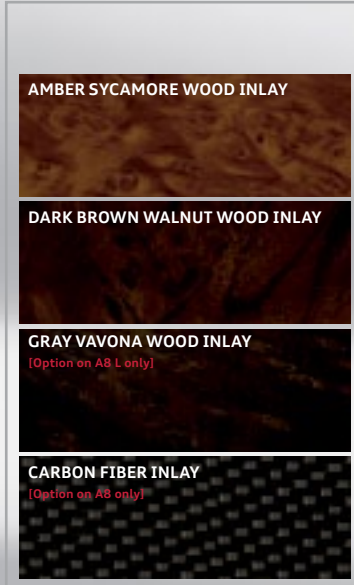
AMARETTO LEATHER | AMBER SYCAMORE WOOD INLAY



SILK BEIGE LEATHER | GRAY VAVONA WOOD INLAY* [100 Years of Audi Package]



DECORATIVE INLAY OPTIONS



CARDAMOM BEIGE LEATHER | DARK BROWN WALNUT WOOD INLAY



BLACK LEATHER | CARBON FIBER INLAY*



* Optional inlay shown





A8 L 100 Years of Audi Package
Phantom Black PEARL EFFECT



A8 | A8 L Quartz Gray METALLIC



A8 | A8 L Cherry Black PEARL EFFECT



A8 | A8 L Night Blue PEARL EFFECT



A8 | A8 L Oyster Gray METALLIC



A8 | A8 L Northern Blue PEARL EFFECT



A8 | A8 L Ice Silver METALLIC

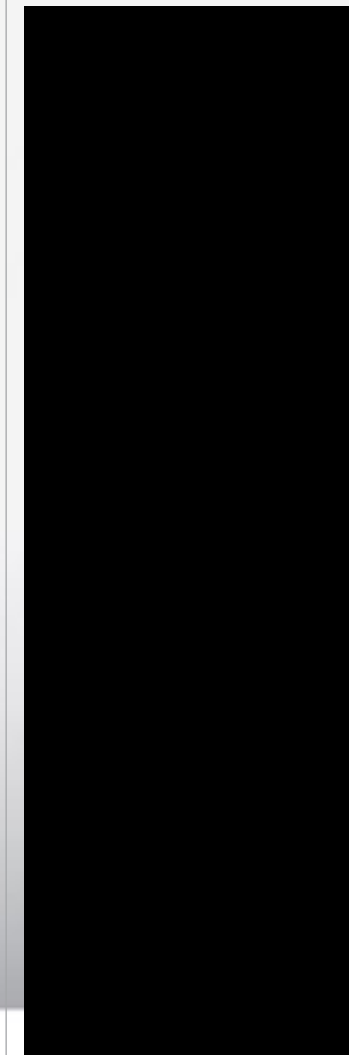
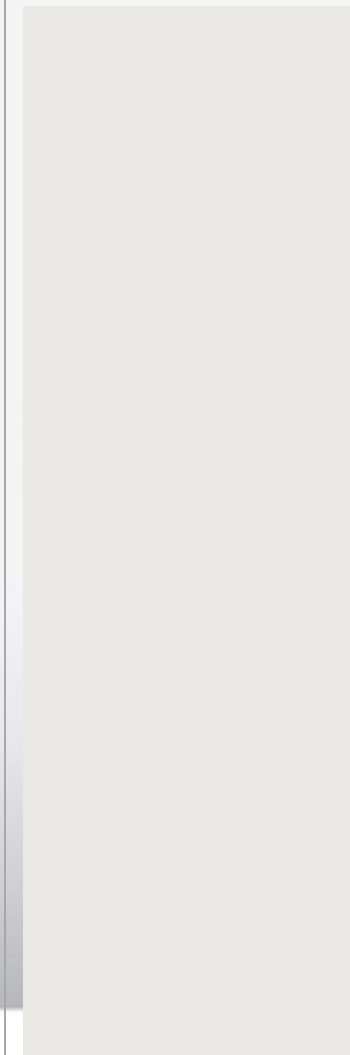
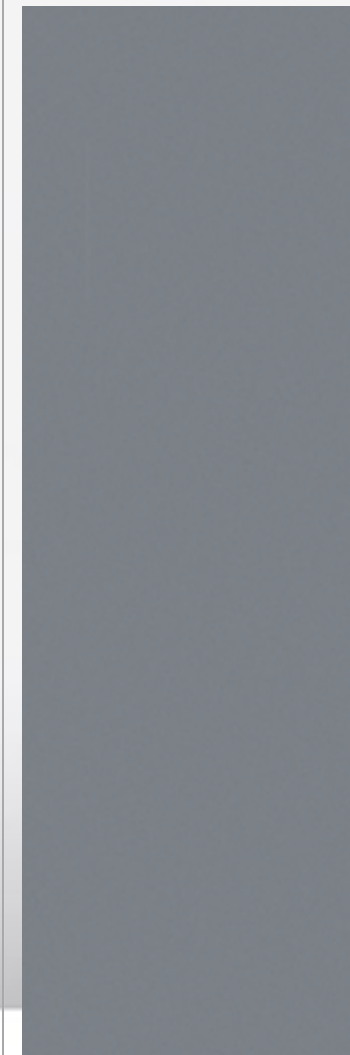
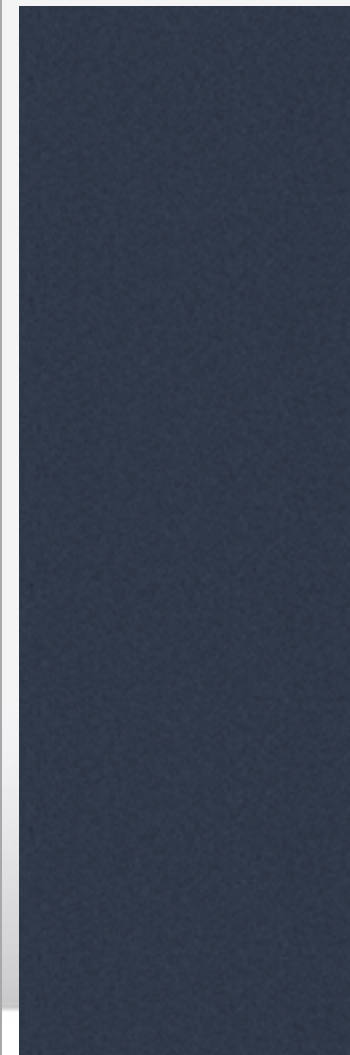
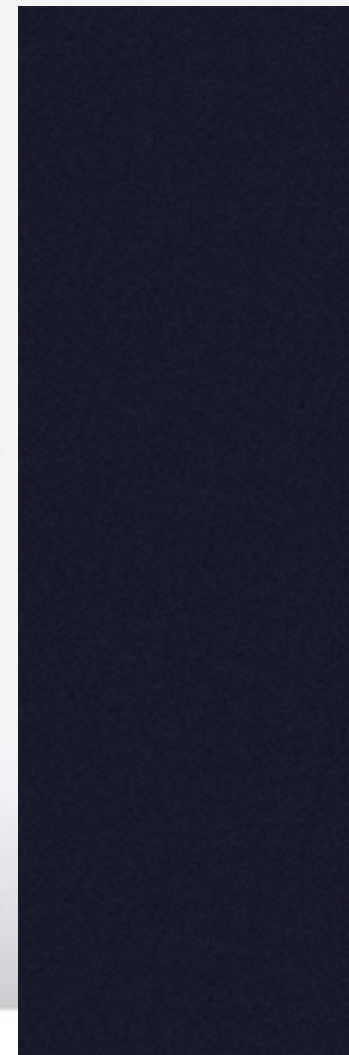
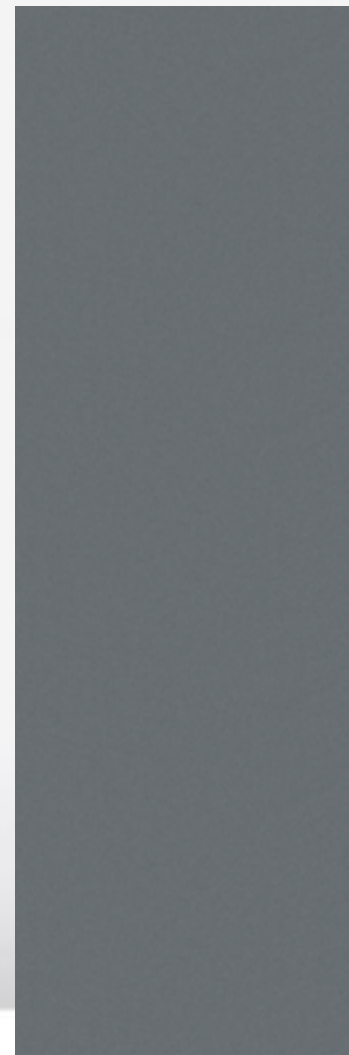
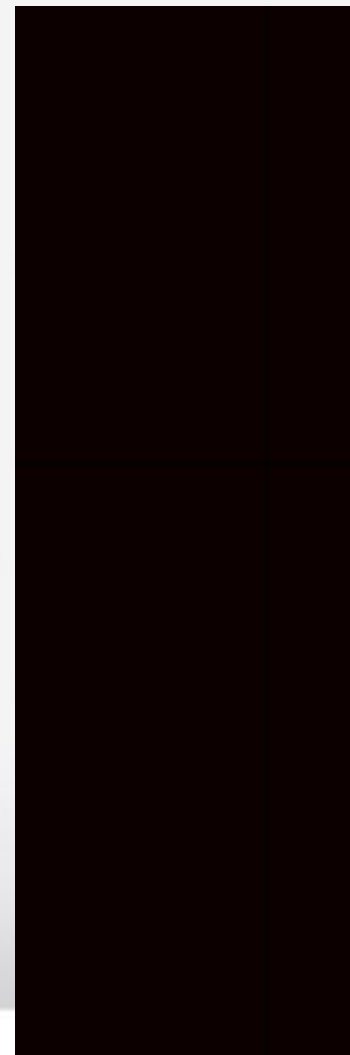


A8 | A8 L Ibis White



A8 | A8 L Phantom Black PEARL EFFECT

- 1 | Amaretto
- 2 | Cardamom Beige
- 3 | Silk Beige
- 4 | Black



Chassis/Technical	A8	A8 L
quattro® permanent all-wheel drive system with torque-sensing center differential	s	s
Audi Space Frame [ASF®] aluminum alloy frame and body shell construction	s	s
Audi adaptive air suspension, air spring strut at each wheel, with continuous damping, driver-controlled suspension setting and automatic self-leveling	s	s
Servotronic® vehicle speed-sensitive power steering	s	s
Electronic Stabilization Program [ESP®]	s	s

Safety & Security	A8	A8 L
Tire pressure monitoring system	s	s
Anti-lock brake system, Electronic Brake-pressure Distribution [EBD] and hydraulic brake assist	s	s
Driver and front passenger dual-stage and dual-threshold airbag* supplemental restraints	s	s
Sideguard® head protection airbag* supplemental restraints for front and rear occupants	s	s
Driver and front passenger knee protection airbag* supplemental restraints	s	s
Driver and front passenger seat-mounted chest side airbag* supplemental restraints	s	s
Rear side airbag* supplemental restraints	s	s
Front three-point safety belts with automatic pre-tensioning, height-adjustable upper mounts and force limiters	s	s
Three rear three-point safety belts with convertible locking retractors	s	s
Lower Anchors and Tethers for Children [LATCH] in rear	s	s
Child safety rear door and window locks	s	s
Three rear head restraints	s	s
Power central locking system with safety unlock feature [if airbag* is deployed]	s	s
Light/rain sensor with "coming home" and "leaving home" functions	s	s
Active reflectors in rear of all doors	s	s
Audi parking system advanced [includes rearview camera]	s	s
Anti-theft alarm system with blinking theft-deterrent light	s	s

-	Not Available	o	Option	s	Standard
---	---------------	---	--------	---	----------

* Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age.

† Summer performance tires are designed for optimum performance and handling in warm climates. They are not suitable for cold, snowy or icy weather conditions. If you drive under those circumstances, you should equip your vehicle with all-season or winter tires, which offer better traction under those conditions. We suggest you use the recommended winter or all-season tires specified for your car or their equivalent. These summer performance tires also have a lower aspect ratio that aids performance and handling; however, in order to avoid tire, rim or vehicle damage, it is important that the inflation pressure is regularly checked and maintained at recommended levels. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces, or upon encountering road debris or obstacles. Please also remember in making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than other choices. Finally, these tires may wear more quickly than other choices. For more information on all of these topics, please consult the owner's manual, your local dealer or call 1-800-FOR-AUDI.

‡ Audi Navigation plus system depends on signals from the worldwide Global Positioning Satellite network. The vehicle's electrical system, and existing wireless and satellite technologies, must be available and operating properly for the system to function. The system is designed to provide you with suggested routes in locating addresses, destination and other points of interest. Changes in street names, construction zones, traffic flow, points of interest and other road system changes are beyond the control of Audi of America, Inc. Complete detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible, therefore you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested Audi Navigation plus route. Periodically, the mapping is updated, and a new DVD will be required in order to maintain the latest navigation information available to us. These will be available for purchase from time to time at an additional cost. Consult your dealer or call 1-800-FOR-AUDI for details.

§ Your Audi vehicle is equipped with a phone preparation utilizing Bluetooth® interface to enable hands-free functionality [compatible mobile phones sold separately]. You will need a Bluetooth®-enabled mobile phone in order to utilize this function. Not all Bluetooth®-enabled mobile phone models are compatible with Audi phone preparation. Visit audiusa.com/bluetooth, or contact your local Audi dealer for the latest listing of compatible phones. Audi recommends use of the Audi phone cradle [sold separately] with your mobile phone while operating this vehicle.

Features	A8	A8 L
19" seven-double-spoke wheels with 255/40 all-season tires	s	-
18" ten-spoke wheels with 255/45 all-season tires	-	s
19" five-spoke wheels with 255/40 all-season tires	-	o
20" seven-twin-spoke wheels with 275/35 summer performance tires†	o	o
Rear spoiler integrated into trunk	s	-
Protective side-moldings, aluminum/body color combinations for doors and bumpers	s	s
High-gloss aluminum trim around windows	s	s
Dual-pane acoustic security glass	o	o
Tinted glass, dark tinted band at top of windshield	s	s
Power outside folding and dimming mirrors with defog, reverse-tilt and integrated LED turn signal	s	s
Heated windshield washer nozzles	s	s
Power glass sunroof with slide-and-tilt functions	s	s
Programmable LED daytime running lights	s	s
Audi xenon plus headlights with automatic self-leveling	s	s
Audi adaptive lights, including cornering lights	s	s
Headlight washers – high-pressure, retractable and heated	s	s
LED exterior lighting under outside mirrors and handles	s	s
Fog lights – two front, two rear	s	s
Four-position memory for driver and front passenger seats, outside mirrors, steering wheel position, climate control	s	s
16-way power driver and front passenger seats	s	s
Five-seat configuration [rear seat for three passengers]	s	s
Heated front seats	s	s
Front seat ventilation and massage	o	s
Full-length center console with forward storage area	s	s
Power tilt-and-telescoping steering column	s	s
Leather-wrapped, four-spoke, multifunction steering wheel	s	s
Leather/wood segmented, four-spoke multifunction steering wheel with shift paddles and wood shift knob	o	o
Leather-wrapped shift knob with aluminum accents	s	s
Contrast stitching on seats	-	s
Rear seat electric lumbar	o	o
Genuine wood decorative inlays in instrument panel, center console and door panels	s	s
Carbon Fiber decorative inlays	o	-
Alcantara® headliner [includes headliner and rear hat shelf]	o	o
Leather appointment upgrade [upper and lower dashboard, center console, full door panels, seatback pockets, in Valcona leather]	-	o
White ambient LED lighting throughout interior	s	s

Features	A8	A8 L
Fully automatic dual-zone climate control system with sun sensor and activated charcoal filter	s	-
Fully automatic four-zone climate control system with sun sensor and activated charcoal filter	o	s
Manual rear-side sunshades	s	s
Solar sunroof	o	o
Power windows	s	s
Power door close assist	s	s
Power one-touch trunk open/close	s	s
Advanced key	s	s
MMI® Advanced with retractable seven-inch color display	s	s
Audi Navigation plus system†	s	s
Audi voice control system	s	s
BOSE® Sound System with AudioPilot® noise-compensation feature	s	s
Bang & Olufsen® Advanced Sound System	o	o
SIRIUS® Satellite Radio with three-month trial subscription	s	s
Audi music interface with iPod® integration	s	s
HomeLink® garage door opener	s	s
Bluetooth® preparation for mobile phone§	s	s
Eight-color LCD driver information display	s	s
Backlit electro-luminescent instrument cluster	s	s
Auto-dimming interior mirror	s	s
Cruise control	s	s

Packages	A8	A8 L
Technology Package: Audi side assist, Audi lane assist, adaptive cruise control	o	o
Sport Package: 20" wheels, adaptive air suspension-sport, three-spoke, leather-wrapped, multifunction steering wheel with shift paddles and summer performance tires†	o	o
Cold Weather Package: heated, four-spoke, multifunction steering wheel with shift paddles, ski sack with rear pass-through, rear heated seats	o	o
100 Years of Audi Package: Phantom Black exterior color, Silk Beige leather interior with Gray contrast stitching, Gray Vavona wood inlays with Brushed Aluminum interior trim, chrome grille, 19" wheels, leather lower dash, center console and doors, and Audi Exclusive doorsills	-	o

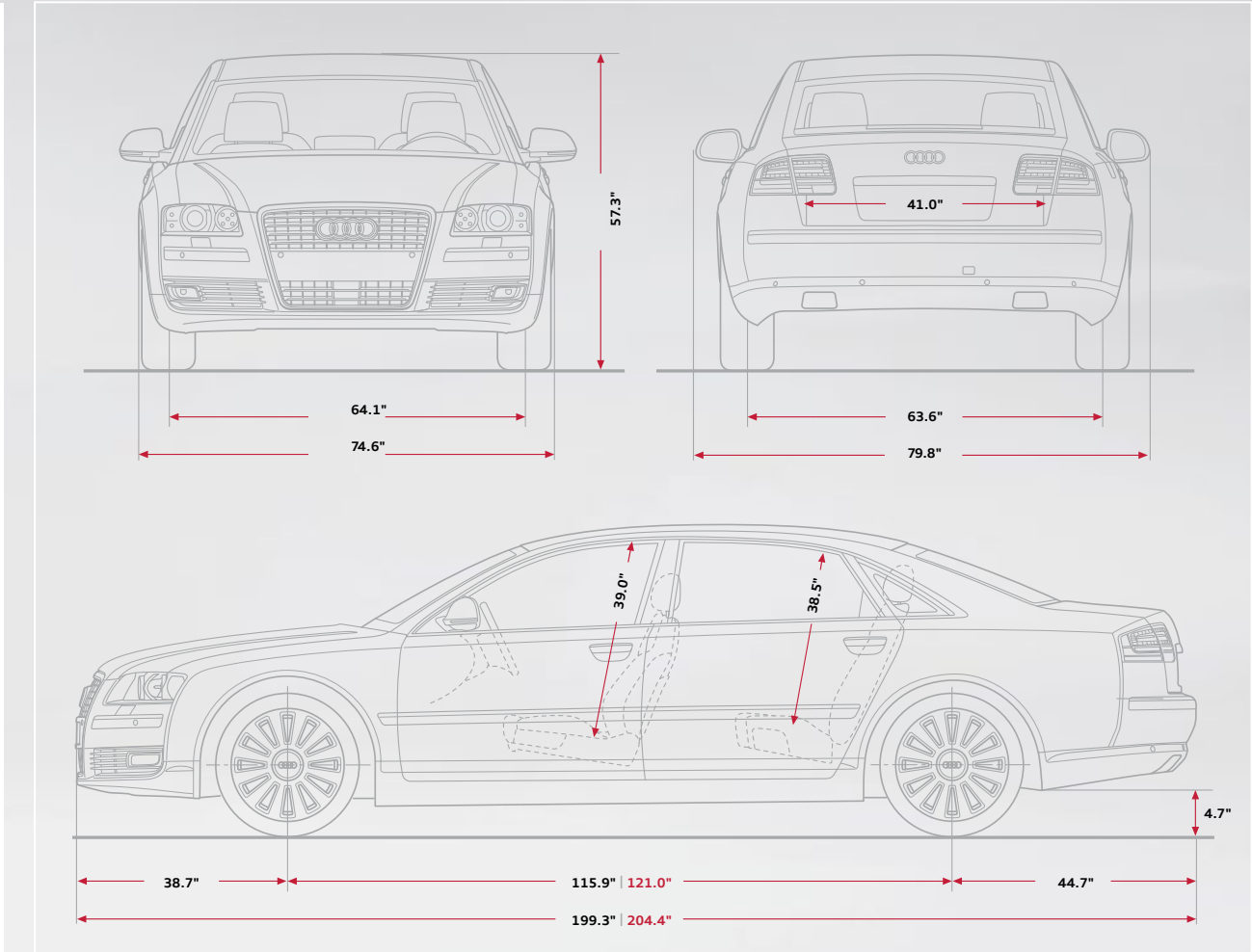


A8 | A8 L Model Configurations*

4.2 FSI® with six-speed Tiptronic® automatic transmission and quattro® all-wheel drive

Power and Performance

- + 4.2 liter DOHC V8 with FSI® direct injection, variable intake valve timing and intake manifold
- + Displacement: 4.2 liters [256.3 cu. in.]
- + Bore: 3.33 in. Stroke: 3.65 in. Compression ratio: 12.5:1
- + Horsepower: 350 hp @ 6800 rpm
Torque: 325 lb-ft. @ 3500 rpm
- + 0-60 MPH in seconds: 5.9
- + Top track speed*: 130 MPH
- + Fuel economy estimate, city/highway*: 16/23 MPG



* A8 L schematic shown. Black measurements represent A8. Red measurements represent A8 L. * Top track speed electronically limited to 130 MPH in the U.S. Obey all local speed and traffic laws. * EPA estimate; your mileage will vary.



With so much to offer, there is only one place where you can experience it all.

To fully interact with Audi, visit us online at any number of our special sites. From configuring your next Audi, to learning about the latest technology, to experiencing our passion for performance and racing, we invite you to explore the rich, stimulating world that is uniquely Audi.

audiusa.com/a8



Model Specific Info Summary

Dive into detailed information on the model you are considering. Each model in the Audi lineup has dedicated pages providing information on technical specifications, design, performance, safety and technology features, as well as extensive multimedia galleries.

audiusa.com/models



See All Models

Select from a remarkable array of engines, exterior colors, interior materials and progressive options to assemble your own unique Audi. You can print, request a quote or take your document to the nearest Audi dealer.

audiusa.com/technology



Technology Microsite

From the very beginning, advanced technology has been at the very heart of the Audi DNA. Contained in one convenient location, you will find great detail and demonstrations of many of our technologies.

audidrivingsite.com



Audi Driving Experience

The Audi driving experience and the Audi sportscar experience are designed to not only offer you a very special track experience in an Audi, but one that will leave you with a genuine appreciation for the technology that goes into every Audi vehicle.

audiusa.com/experience



Audi Experience

The experience section is your starting place for everything Audi. From an in-depth brand experience to a journey of our rich motorsports heritage or exclusive downloads, the online Audi Experience accommodates it all.

audi-collection.com



Audi Collection

Beautifully made. Beautifully designed. Faultlessly functional. All the qualities that distinguish our cars can also be found in our Audi collection. From performance wheels to products designed specifically with you and your particular Audi in mind to enhance the pleasure of driving and owning an Audi.

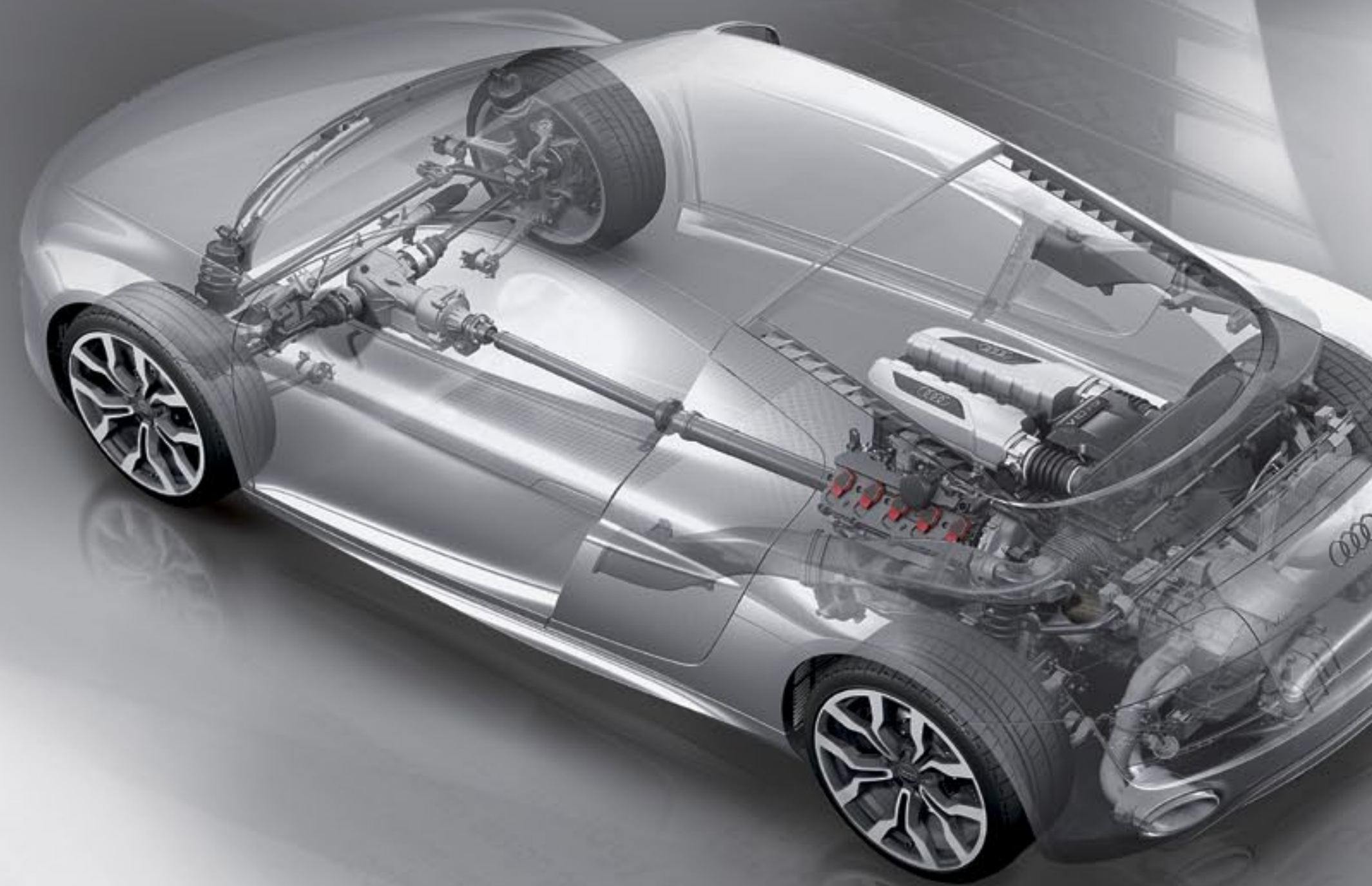
Four driven wheels are a part of what drives our progress.

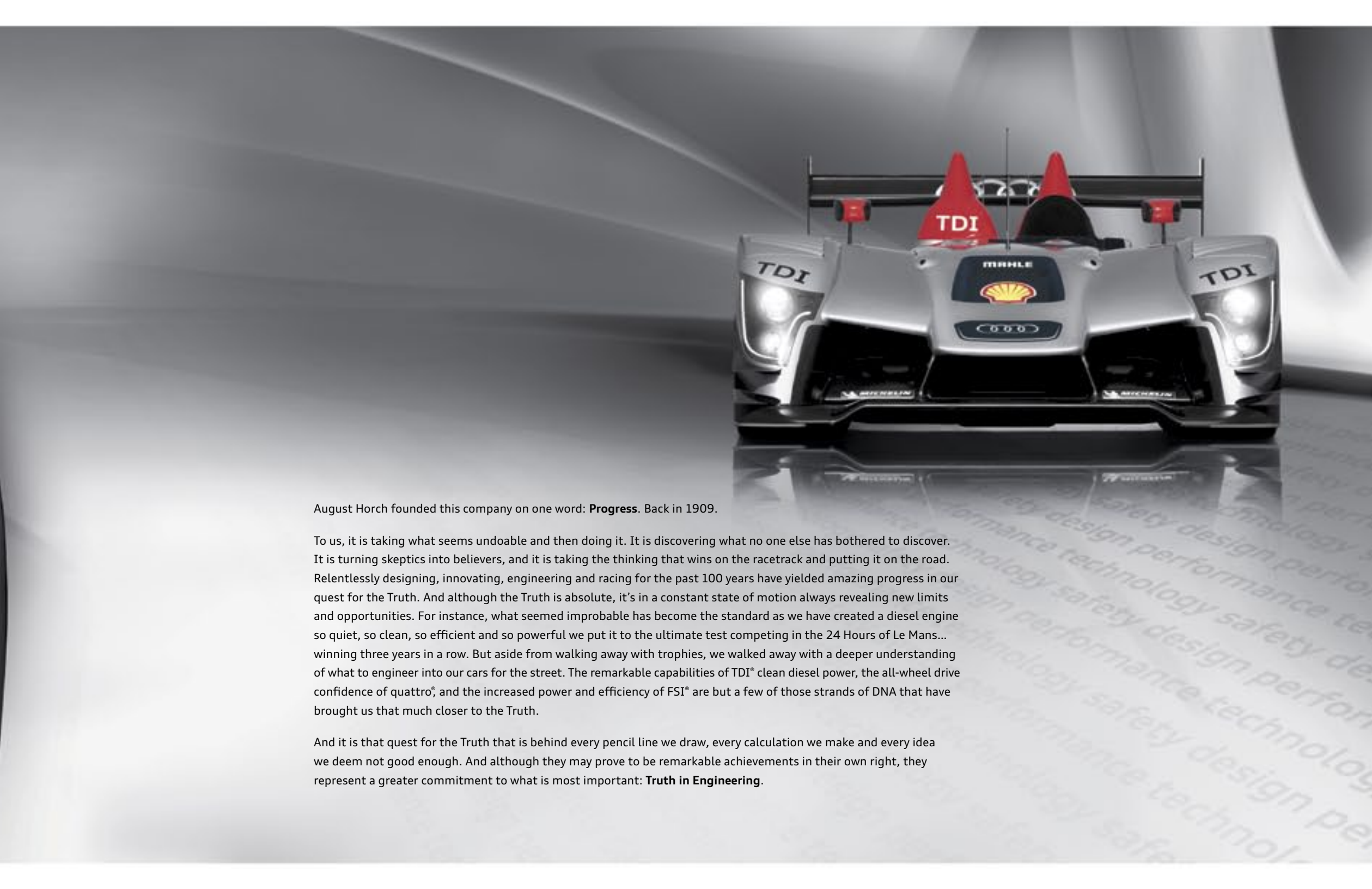
Nearly 30 years ago, the notion of a car with permanent four-wheel drive was revolutionary. Audi called it quattro® and its benefits would set a new benchmark for driver confidence and performance. The simple, yet profound result of sending power to all wheels means that snow-covered mountain passes, rain-slicked highways and gravel-strewn rural roads are no longer encountered with apprehension. While on smooth dry roads, quattro® offers a level of performance unachievable by two-wheel drive cars.

The advantage of all-wheel drive was most apparent when Audi introduced quattro® to the World Rally Championship. quattro® seemed to defy physics with startling acceleration and remarkable traction. The result was an astounding 24 wins and a number of World Championships. If that wasn't enough of an endorsement for quattro®, it was later deemed an "unfair advantage" and banned from road racing altogether after repeatedly dominating the field.

Today, in that same competitive spirit, quattro® all-wheel drive continues to be refined. In Audi vehicles with a longitudinal engine configuration, quattro® is essentially a mechanical system with a self-locking center differential and continuously variable torque distribution. quattro® instantly responds to wheel speed differences and dynamically adjusts power to the wheels with the best traction. It is supported by advanced electronic control systems that together offer numerous benefits over other all-wheel drive systems. Featuring a 40:60 rear torque bias, the latest version of quattro® offers sportscar-like performance and handling with uncompromised all-wheel drive traction.

The power of quattro® is its ability to inspire driver confidence,
giving you traction when you need it, where you need it, regardless of road conditions.





August Horch founded this company on one word: **Progress**. Back in 1909.

To us, it is taking what seems undoable and then doing it. It is discovering what no one else has bothered to discover. It is turning skeptics into believers, and it is taking the thinking that wins on the racetrack and putting it on the road. Relentlessly designing, innovating, engineering and racing for the past 100 years have yielded amazing progress in our quest for the Truth. And although the Truth is absolute, it's in a constant state of motion always revealing new limits and opportunities. For instance, what seemed improbable has become the standard as we have created a diesel engine so quiet, so clean, so efficient and so powerful we put it to the ultimate test competing in the 24 Hours of Le Mans... winning three years in a row. But aside from walking away with trophies, we walked away with a deeper understanding of what to engineer into our cars for the street. The remarkable capabilities of TDI[®] clean diesel power, the all-wheel drive confidence of quattro[®], and the increased power and efficiency of FSI[®] are but a few of those strands of DNA that have brought us that much closer to the Truth.

And it is that quest for the Truth that is behind every pencil line we draw, every calculation we make and every idea we deem not good enough. And although they may prove to be remarkable achievements in their own right, they represent a greater commitment to what is most important: **Truth in Engineering**.

Note: A word about this brochure. Audi of America, Inc. believes the specifications in this brochure to be correct at the time of printing. However, specifications, standard equipment, options and colors are subject to change without notice. Some equipment may be unavailable when your vehicle is built. Please ask your dealer for advice concerning current availability of standard and optional equipment and your dealer will verify that your vehicle will include the equipment you ordered. Vehicles in this brochure are shown with optional equipment. See your dealer for complete details on the new vehicle limited warranty, twelve-year limited warranty against corrosion perforation and Audi 24/7 Roadside Assistance. [Roadside assistance coverage provided by Road America in the U.S. Certain conditions apply, see your dealer for details.] Tires supplied by various manufacturers. "Truth in Engineering" is a trademark of Audi of America, Inc. "Audi," "Sideguard," "quattro," "singleframe," "ASF," "A8," "A8 L," "MMI," "FSI," "Audi Financial Services" and the four rings logo are registered trademarks of AUDI AG. "Servotronic" is a registered trademark of the AM General Corporation. "BOSE" and "AudioPilot" are registered trademarks of the BOSE Corporation. "Tiptronic" is a registered trademark of Dr. Ing h.c. F. Porsche AG. "Alcantara" is a registered trademark of Alcantara S.P.A. "Bang & Olufsen" is a registered trademark of the Bang & Olufsen Group. "ESP" is a registered trademark of Daimler AG. "HomeLink" is a registered trademark of Prince Corporation, Holland, Michigan. Prince is a wholly owned subsidiary of Johnson Controls. "Barracuda" is a registered trademark of Mont Blanc. "SIRIUS" is a registered trademark of SIRIUS Satellite Radio, Inc. "Bluetooth" is a registered trademark of Bluetooth SIG, Inc. "iPod" is a registered trademark of Apple, Inc.

©2009 Audi of America, Inc.