Forget the car. Audi is more.
The new Audi A8.
Audi Intelligent Technologies.

The next step towards realising our vision of piloted driving. Take your seat in an oasis of relaxation. In an office. In a digital world full of experiences. Where integrated laser scanners provide a new perspective. And optional, advanced assistance systems help the driver and enhance driving safety. More comfort. More fascination. The world is changing.

The figures for fuel consumption and CO₂ emissions can be found on page 58.
Reassuring not unsettling.
Reassuring

The adaptive driving assistant
- Precision sensing of the surroundings
- Using cameras, radar sensors, ultrasonic sensors and laser scanners
- Automatic braking, pulling away, distance control and lane compliance
- More relaxed driving in traffic

Prevent grey hair. Traffic congestion cannot always be avoided. But stress certainly can be. In the new Audi A8. With the optional adaptive driving assistant featuring efficiency assist, collision assistance assist and turn assist – even when driving in narrow lanes. At motorway roadworks with restricted lane widths, for example, bottleneck assist helps you keep your distance from the vehicle ahead. The system also regulates your speed, helping vehicles in adjacent lanes to drive in staggered formation.

The figures for fuel consumption and CO₂ emissions can be found on page 58. Please note: The systems work only within system limits and assist the driver. However, the driver remains responsible for driving the vehicle and is required to be attentive at all times.
Saying not doing.

Everyday language interaction.

- Recognise the way you talk
- No predefined words and phrases required
- It’s your voice that counts

You set the tone. Because you are doing hands-on your usual tasks at work and by your own words. The new Audi A8 can be equipped with a voice assistant for performing certain vehicle functions and for easier operation of systems such as the MMI. So you stay well informed and entertained. It’s that simple.

The figures for fuel consumption and CO₂ emissions can be found on page 58.
Conducting

Not operating.

The MMI touch response

- Focuses on the essentials
- Intuitive control with tactile feedback
- Operating convenience, just how you like it

Buttons are for coats. And in the past. The MMI touch response comes as standard with 10.1- and 8.6-inch high-resolution HD touchscreens for displaying and controlling infotainment and convenience functions. No buttons, fewer keys, and a richer experience. Feel the difference thanks to tactile feedback. And with custom configuration options for the user interface. Just like on your smartphone.

The figures for fuel consumption and CO₂ emissions can be found on page 58.
Don’t think of it as a car.
Think of it as home.

Experience next-generation operating convenience. Digital networking throughout.

Welcome aboard the new Audi A8. Enjoy luxurious space and exquisite ambience.

Innovative technology that entertains and delights.

The figures for fuel consumption and CO₂ emissions can be found on page 58.
Welcome aboard the new Audi A8. Enjoy luxurious space and exquisite ambiance. Exceptional materials, exclusivity to the touch. And top-class workmanship that sets new standards. Experience next-generation operating convenience. Digital networking throughout. Innovative technology that entertains and delights.

The figures for fuel consumption and CO₂ emissions can be found on page 58.
The figures for fuel consumption and CO₂ emissions can be found on page 58.
Start before you’re ready.

Optional OLED technology in the rear lights offers outstanding homogeneous illumination in an innovative light design: large and precise. Impressive on every journey. And when stationary. Thanks to the new dynamic fascia light display of the comely home-coming home function. To ensure that the end of every trip is as fascinating as its beginning.

The figures for fuel consumption and CO₂ emissions can be found on page 58.
Don’t be under the illusion that you have seen it all.

Wide Singleframe, sporty roof line, coupé-like in nature.

Unmistakeable quattro architecture. The new Audi design language.

Manifested in the new Audi A8.

The figures for fuel consumption and CO₂ emissions can be found on page 58.
Larger doors make it easier to get in. Luxurious spaciousness waiting to be enjoyed. No matter which seat you choose. Optimised seating comfort is assured. Experience a new sensation of space, with more headroom and legroom. So that you feel at home even when on the road.

Feel at home.

The figures for fuel consumption and CO₂ emissions can be found on page 58.
Don’t think of it as a car.
Think bigger.
The figures for fuel consumption and CO₂ emissions can be found on page 58.

The new Audi A8 L.

The new Audi A8 L offers significantly more headroom and legroom and top-class equipment:

- Longer wheelbase, larger rear doors,
- top-class equipment

The new Audi A8 promises you an exceptionally spacious environment in which to unwind.

The new Audi A8 L
Don’t think about a new office. Drive one.

Take a seat in the lounge or get to work in the office. All in a relaxed, calm setting. Enjoy the figures for fuel consumption and CO₂ emissions, thanks to improved interior plastics. Digitally networked with the optional Rear Seat Entertainment® including the removable 10.1-inch touch screen that also serves as a 3G telephone, or as a new feature, the control of various comfort & convenience and infotainment functions at your fingertips.

¹ Legal information and notes on use can be found on page 61.
Food for thought:
the new Audi A8 in mythos black, metallic.
The figures for fuel consumption and CO₂ emissions can be found on page 58.
More versatile.

A quick look at your options.

The new Audi A8 – an exceptional vehicle whose diverse range of outstanding equipment will impress you. Numerous innovations, comfort and convenience features and assistance systems make each journey special.

More versatile.

01–02 360 degree camera*¹ – 4 wide-angle 360 degree cameras cover the entire area immediately around the vehicle, different views can be selected via the touchscreen

The figures for fuel consumption and CO₂ emissions can be found on page 58.

Some of the equipment illustrated or described is optional equipment for which an extra charge is made. Please contact your Audi partner or visit www.audi.com for detailed information on standard and optional equipment.

*¹ Please note: The systems work only within system limits and assist the driver. However, the driver remains responsible for driving the vehicle and is required to be attentive at all times.
01 Panoramic glass sunroof (2-section, for A8 L) – creates a weightless interior ambiance and optimizes the interior climate by means of effective wind deflection: entire roof area is tinted glass, including electrically operated sunroof blinds.

02 Panoramic glass sunroof (for A8) – large glass area including electrically operated lightproof sunblinds.

03 Audi phone box – simplified garage access in the vehicle thanks to integrated navigation and call quality.

04 Control buttons in dark glass pack – optimizes feedback and recovering extended aluminium look.

05 Bang & Olufsen Advanced Sound System with 3D sound – performs accurately across the entire audio spectrum.

The figures for fuel consumption and CO₂ emissions can be found in the chapter ‘Technical Data’. Some of the equipment illustrated or described is optional equipment for which an extra charge is made. Please contact your Audi partner or visit www.audi.com for further information on this equipment and optional equipment.

Please contact your Audi partner or visit www.audi.com/bluetooth for information on compatible mobile phones.
With the chrome exterior package and Audi design selection, an Audi A8 offers plenty of scope for your own ideas.

The chrome exterior package provides additional chrome elements to ensure an even more visible presence. Make an exceptional vehicle even more exceptional. This can be stylishly achieved with the Audi design selection, which offers an attractive range of special materials and colours for the interior.

Or even combine selected inlays with exquisite leather seats featuring attractive contrasting stitching.

More exceptional.

With the chrome exterior package and Audi design selection, an Audi A8 offers plenty of scope for your own ideas. The chrome exterior package provides additional chrome elements to ensure an even more visible presence. Make an exceptional vehicle even more exceptional. This can be stylishly achieved with the Audi design selection, which offers an attractive range of special materials and colours for the interior. Or even combine selected inlays with exquisite leather seats featuring attractive contrasting stitching.

More exceptional.
More unmistakeable.

With Audi exclusive, make your Audi A8 unique – as unmistakable as you are – with Audi exclusive. With selected doors, coloured leather and customised paint finishes in a wide range of colours. Whatever your heart desires.

01 Audi A8 L with Audi exclusive customised paint finish in Suzuka-grey, metallic – Audi Sport cast aluminium wheels in 5-V-spoke star design in gloss anthracite black, gloss turned finish¹,²

With selected decors, coloured leather and customised paint finishes in a wide range of colours. Whatever your heart desires. Make your Audi A8 unique – as unmistakable as you are – with Audi exclusive.

The figures for fuel consumption and CO₂ emissions can be found on page 56. Audi exclusive is an option from Audi Sport GmbH. Please contact your Audi partner or visit www.audi.com for detailed information about standard and optional equipment.

¹Please note the special information relating to wheels on page 59. *For information on when this feature will be available, please contact your Audi partner.
An individual vehicle for your unique personality.
Audi exclusive is an option from Audi Sport GmbH. Please contact your Audi partner or visit www.audi.com for detailed information about standard and optional equipment.
Leather upholstery and trim – Audi exclusive main colours

Valcona leather, alabaster white

Valcona leather, Havana brown

Valcona leather, ocean blue

Valcona leather, cognac

Valcona leather, jet grey

Fine Nappa leather, Baikal blue

Fine Nappa leather, granite grey

Fine Nappa leather, Goodwood green, pearl effect

Diamond beige, metallic

choose your own personal exterior paint finish from the wide range of colours available from Audi exclusive. Here’s a small selection.

Many additional paint finishes can be found at www.audi.com

¹ For information on when this feature will be available, please contact your Audi partner.

Audi exclusive wood upper inlays¹

Fine grain myrtle, nutmeg brown

Oak, sepia

Fine grain ash, natural noble grey

Eucalyptus, natural amber

Eucalyptus, nougat
Many additional paint finishes can be found at www.audi.com. An extra charge is made. Please contact your Audi partner or visit www.audi.com for detailed information about standard and optional equipment.

Powerful look.

Select the paint colour that best suits your personality. Secure in the knowledge that the quality will be superb, because your vehicle is painted not just once, but four times. So not only do you look radiant in your Audi, the car is also protected from environmental influences and wear. Ensuring that the car maintains its powerful look throughout its entire lifetime.

01 Terra grey, metallic
02 Monument grey, metallic
03 Moonlight blue, metallic
04 Navarra blue, metallic
05 Saville red, metallic
06 Impala beige, pearl effect
07 Seville white, metallic

01
02
03
04
05
06
07

Some of the equipment illustrated or described is optional equipment for which an extra charge is made. Please contact your Audi partner or visit www.audi.com for detailed information about standard and optional equipment.
Powerful presence.

With Audi wheels, you can integrate your A8 into individual style and the character of your Audi A8. Why not indulge yourself and create a powerful presence and a clear favour to design. And for pieces of meat where not on the road

Audi wheels are subjected to special test procedures, undergo rigorous testing and are of superb quality.

19-inch cast aluminium wheels in 5-arm design, contrasting grey, partly polished¹
20-inch Audi Sport cast aluminium wheels in 5-arm polygon design in matt titanium look, gloss turned finish¹,²
20-inch forged aluminium wheels in 5-arm turbine design in magnesium look, glass turned finish³
20-inch forged aluminium wheels in 5-arm spoke design, contrasting grey, partly polished³
20-inch Audi Sport cast aluminium wheels in 5-arm turbine design in magnesium look, glass turned finish³
Many additional wheels can be found at www.audi.com

¹ Please note the special information relating to wheels on page 59.
² From Audi Sport GmbH.
³ From tyres on page 59. Audi Sport for further information and test results can be found on page 59.
⁴ For information on when this feature will be available, please contact your Audi partner.
With leather upholstery and trim, you have a special place in your Audi. Exclusive comfort can be felt on the front and rear seats: thanks to high-quality materials and first-class workmanship. Regardless of which seat upholstery you choose, you’re sitting in the right place.

Unicum leather in sard brown, perforated, with contrasting stitching and piping in rock grey

Valcona leather, merlot red, perforated

Unicum leather in sand brown, perforated, with contrasting stitching and piping in steel grey

Valetta leather in saiga beige, perforated

Valcona leather in pearl beige, perforated, with contrasting stitching and piping in rock grey

Comfort customised contour seats, front, in perforated Valcona leather, merlot red

Many additional seat upholstery options can be found at www.audi.com

Some of the equipment illustrated or described is optional equipment for which an extra charge is made. Please contact your Audi partner or visit www.audi.com for detailed information about standard and optional equipment.

Audi partner or visit www.audi.com for detailed information about standard and optional equipment.
More exclusive.

With this inlay, Pick your ambience or a individual style. Your style.

Experience the fascination of selected materials: fine woods combined with graphite grey fine paint finish or dark matt brushed aluminium – whatever suits your own individual taste.

01 Fire grain ash, natural grey brown  | 02 Dark matt brushed aluminium
03 Poplar, brown silver  | 04 Dark matt brushed aluminium
05 Beech internal, natural grey brown | 06 Fine paint finish, graphite grey
07 Eucalyptus, natural grey brown | 08 Fine paint finish, graphite grey

Many additional inlays can be found at www.audi.com

Some of the equipment illustrated or described is optional equipment for which an extra charge is made. Please contact your Audi partner or visit www.audi.com for detailed information about standard and optional equipment.
As individual as the life you lead.

Audi Genuine Accessories provides you with numerous ways of adding even more facets to your Audi AB. With products that keep our quality promise day in, day out. Benefit from custom solutions that offer a winning combination of fascinating design and high functionality. Further information about these and other highlights is available from your Audi partner.

Ski and luggage boxes — in an exclusive Audi design, fantastic boxes that can be opened on both sides for convenience. Available in sizes 300 l, 360 l and 405 l.

Can be used only in conjunction with the carrier unit.

The figures for fuel consumption and CO₂ emissions are determined in accordance with EU Regulation 692/2008. They are provided for comparability purposes only. Actual values will depend on how the vehicle is used.

¹ You will find specifications on the technical characteristics of tyres on page 59.

Business case — enough space for a 15-inch laptop as well as various office accessories. Attaches to the rear seat bench or the front passenger seat using the 3-point seat belts.

LED for entry area — depending on the variant, the LED light projects either the Audi ring or the quattro logo onto the ground, when you open the vehicle door.

LED for indicator — for driver safety, the LED light projects the turn signal, when you activate the turn signal lever.

Inductive charging case — for wireless charging of the Apple iPhone X, XS, SE, 6, 6s and 7. Compatible with Qi charging stations such as the Audi phone box. Certified by Apple.
The fascination of the Audi A8.

Find out more online. Discover the world of the new Audi A8. More information, more individuality and more exclusivity. Now at www.audi.com.

Scan the QR code using your smartphone or tablet and discover the world of the Audi A8. Connection costs depend on your mobile phone contract.

The figures for fuel consumption and CO₂ emissions can be found on page 58.
### Explanatory notes

1. The figures given were calculated using the specified measuring procedures (current version of UN-R 85).
2. Unladen vehicle weight includes driver (75 kg) and fuel tank 90% full, calculated in accordance with the official test procedures.
3. The engine’s power output always decreases with increasing altitude. At 1,000 m above sea level and for every further 100 m up, power output will be reduced by roughly 2%. For vehicles designed for commercial use, a digital tachograph may be required under certain conditions.
4. Vehicle’s fuel consumption and CO₂ emissions depend not just on how efficiently the vehicle uses the fuel, but are also influenced by driving behaviour and other non-technical factors. CO₂ is the greenhouse gas primarily responsible for global warming.
6. We recommend using sulphur-free diesel complying with DIN EN 590.
7. The figures given were calculated using the specified measuring procedures. The figures do not refer to one individual vehicle and do not form part of any offer, but rather should be used purely for purposes of comparison between the different vehicle models.
8. A vehicle’s fuel consumption and CO₂ emissions depend not just on how efficiently the vehicle uses the fuel, but are also influenced by driving behaviour and other non-technical factors. CO₂ is the greenhouse gas primarily responsible for global warming.

### Classifications of tire parameters

The table shows the range of fuel efficiency, and grip and exterior noise emission classes for the different tire types of the Audi S8 and Audi A8.

<table>
<thead>
<tr>
<th>Tyre size</th>
<th>Fuel efficiency class</th>
<th>Grip class</th>
<th>Exterior-noise emission class</th>
</tr>
</thead>
<tbody>
<tr>
<td>235/50 R 18</td>
<td>A</td>
<td>A</td>
<td>C</td>
</tr>
<tr>
<td>235/55 R 17</td>
<td>A</td>
<td>A</td>
<td>C</td>
</tr>
<tr>
<td>245/45 R 18</td>
<td>B</td>
<td>B</td>
<td>C</td>
</tr>
</tbody>
</table>

It is not possible to refer to a specific type by the letter code alone; the range of tires available in your country.

### Important notes

Special Information about the wheels: Wheels with glass fibre or glass reinforced fibers as well as polished or partially polished aluminum wheels must not be used in winter road conditions. For manufacturing reasons, the rim surface does not have sufficient corrosion protection for such use and can be damaged permanently by road salt or similar substances.
**Dimensions.**

**Audi A8 L.**

Dimensions are for unladen vehicle weight. Luggage capacity: **520 l**; loading space approx. **12.6 m²**.

Maximum headroom: **1.59 m**; shoulder room width: **1.56 m**.

**Dimensions.**

Dimensions are for maximum vehicle weight. Luggage capacity: **520 l**; loading space approx. **12.6 m²**.

Maximum headroom: **1.59 m**; shoulder room width: **1.56 m**.

**Audi A8.**

Dimensions are for maximum vehicle weight. Luggage capacity: **520 l**; loading space approx. **12.6 m²**.

Maximum headroom: **1.59 m**; shoulder room width: **1.56 m**.

Legal information about the Audi tablet

The function of the Audi tablet may vary by region. Further information may apply. For further legal information and notes on using Audi connect, please visit www.audi-connect.com.

1. Technical specifications refer to a basic vehicle without country-specific data and the selected optional equipment.

2. Google and the Google logo are registered trademarks of Google Inc.

3. Some functions require internet access.

4. Wi-Fi hotspot requires internet access, in some countries exclusively follow vehicle and equipment. The navigation function requires an Audi connect module.

The figures for fuel consumption and CO₂ emissions can be found on page 58.

¹ Technical specifications refer to a basic vehicle without country-specific data and the selected optional equipment. ² Google and the Google logo are registered trademarks of Google Inc. ³ Some functions require internet access. For further legal information and notes on using Audi connect, please visit www.audi-connect.com. ⁴ Certain functions of the Audi tablet may vary by region. Mobile phone charges may apply. The vehicle data that can be displayed depends on the given vehicle and equipment. The navigation function requires an Audi connect module. ⁵ The Audi sport package includes a sport design package, lower edges in the front and rear, graphite grey or 3x3 model number.
The vehicles and equipment versions illustrated and described in this catalogue and some of the services listed are not available in all countries. Some of the cars illustrated are equipped with optional features for which an extra charge is made. Details concerning the delivery specifications, appearance, performance, dimensions and weights, fuel consumption and running costs of the vehicles were correct to the best of our knowledge at the time of going to press. Deviations from the colours and shapes shown in the illustrations may occur. No liability will be accepted for errors and printing errors. The right to introduce modifications is reserved. Not to be reproduced, including in part, without the written approval of AUDI AG.