

Audi

2017



Audi

A8



Driven by distinction, engineered for the distinctive.

A8 L | **S8 plus**

3.0T | 4.0T
4.0T

It all started with a vision for what Audi stands for, and it became a statement of what we believe. With the A8 L, we've crafted our flagship. The pinnacle of engineering and design—from the gleaming illumination of the full LED headlights, graceful proportions and Singleframe® grille to its powerfully assured performance and precision handling. Whether you are moved by its sophisticated technologies or the sculpted power of a standard 333-hp 3.0-liter TFSI® V6 or an available 450-hp 4.0-liter TFSI V8 engine, this is a vehicle propelled by the passion of distinguished drivers—and driven by the vision of passionate engineers.





2017 Audi A8 L 4.0T Sport shown in Monsoon Gray metallic with available equipment.



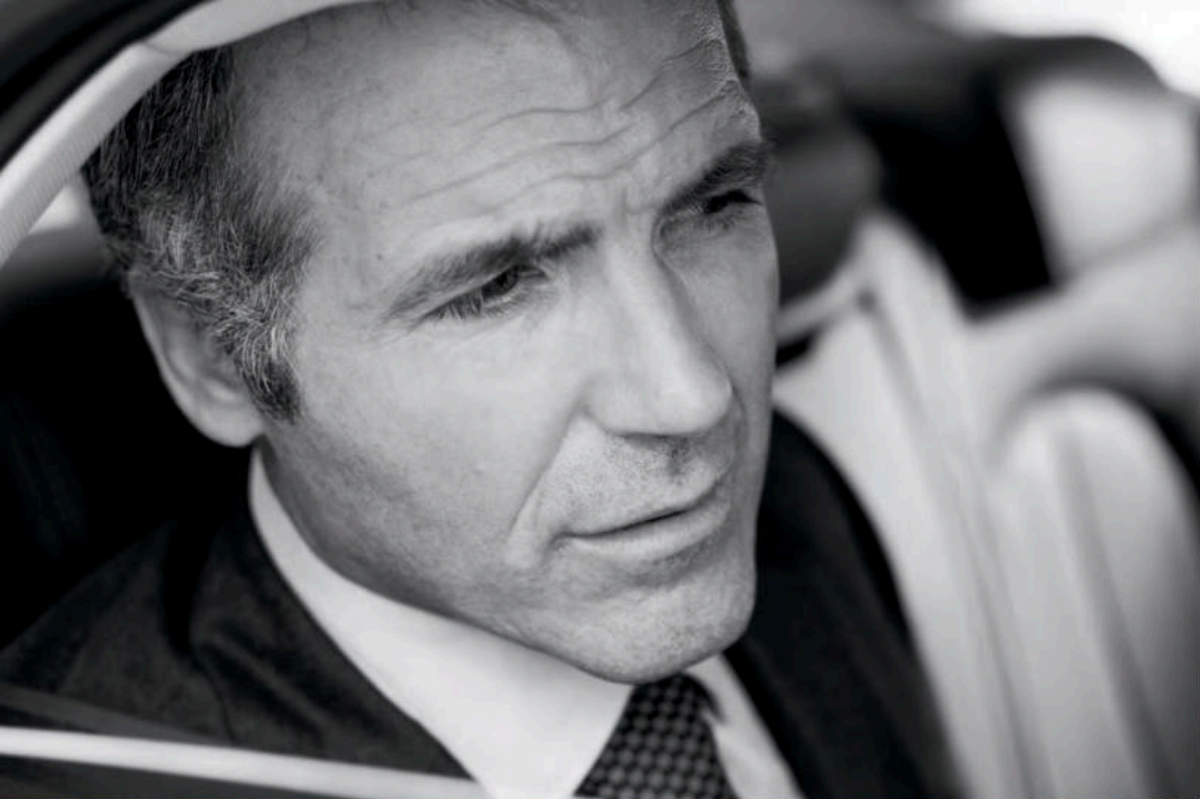
2017 Audi S8 plus shown in Florett Silver matte with available equipment.

Always in our Sunday best.



Casual isn't in our vocabulary. Audi designers are deliberate in making confident decisions to craft meticulous exterior designs. The Audi A8 L is a work of modern art, apparent in the sleek elegance of the strong lines that highlight the performance capabilities of this vehicle. Attention to detail is demonstrated in the shoulder line, which stretches the design language from the headlights to the taillights, conveying a sense of prestige and virtue in vehicle design that will help keep the A8 L and the driver looking and feeling on point.





Give peace of mind a chance.

We understand that you can't control everything you experience on the road. That's why the Audi A8 L was engineered with ten standard airbags¹ and advanced Electronic Stability Control (ESC) with a secondary collision brake assist feature. The A8 L offers ASF[®] aluminum construction that provides strength, resilience and crumple zones that help mitigate potential injuries.



¹ Airbags are supplemental restraints only and will not deploy in all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.

2017 Audi A8 L 4.0T Sport shown in Monsoon Gray metallic with available equipment.

A high-angle, front-quarter view of the interior of a 2017 Audi A8 L 4.0T Sport. The image shows the driver's side, including the steering wheel with the Audi logo, the instrument cluster with a tachometer and speedometer, the dashboard with wood trim, and the center console with a gear selector and MMI controls. The seats are upholstered in a light brown leather with a perforated pattern. The overall aesthetic is one of luxury and sophisticated design.

Because you
know what success
feels like.

High-caliber craftsmanship pays dividends in a sophisticated interior that was designed for comfort and feel. Thoughtful ingenuity in arrangement starts with the wraparound curve of the dashboard that spans the entire driving environment. Once seated, you will experience comfort from all sides with details such as dual-pane acoustic glass, which helps reduce outside noise and regulate desired interior temperature with the help of four-zone automatic climate control, and an available heated steering wheel. While you're at it, feel free to relax, as the elegant yacht-inspired gear selector allows your hand to rest while you operate the MMI® system.



2017 Audi A8 L 4.0T Sport shown with Velvet Beige Valcona leather and available Rear Seat Comfort package.

Room for the finer things.

Once you've basked in the absolute comfort of the Audi A8 L, niceties will soon turn into necessities. The ample interior includes thoughtful details, refined materials and overall sophistication that define your driving experience. Lounge in a peaceful sanctuary provided by ambient LED lighting, and ease into available 22-way driver and front-passenger comfort seats with ventilation and massage function. And let your passengers equally enjoy the ride with the available Rear Seat Comfort package with power outboard rear seats with lumbar adjustment, ventilation and massage functions plus front-passenger power seat adjustment from the rear. Each time you enter the cabin of the A8 L, you will feel that you are in a true executive sedan.



We've got this handled.



// quattro® all-wheel drive

The legendary quattro® all-wheel drive system with available sport differential splits torque between the front and rear axles and between the rear wheels to help promote dynamic handling and distribute torque to where it's needed most.

Confidence is a draw—and a result. The sophisticated performance of the Audi A8 L is enhanced by either a supercharged 3.0-liter TFSI® V6 or an available turbocharged 4.0-liter TFSI V8 engine with cylinder on demand™ engine efficiency technology¹ and an eight-speed Tiptronic® automatic transmission. With the road-gripping capability of the quattro® all-wheel drive system applying that power, driving the A8 L can feel as confident as its engineering.

// Engine

3.0-liter TFSI® supercharged V6 engine.

333 hp / 325 lb-ft.

4.0-liter TFSI® turbocharged V8 engine.

450 hp / 444 lb-ft.

// Drivetrain

Eight-speed Tiptronic® automatic transmission with quattro® all-wheel drive.

Available dynamic steering and sport differential.

Eight-speed Tiptronic® automatic transmission with quattro® all-wheel drive.

Available dynamic steering and sport differential.

// Performance

Top track speed of 130 mph²

0-60 mph in 5.5 sec.

Top track speed of 130 mph²

0-60 mph in 4.4 sec.

2017 Audi A8 L 4.0T Sport shown in Monsoon Gray metallic with available equipment.

¹ 2017 EPA estimates not available at time of publication. See www.fueleconomy.gov for 2017 EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition. ² Top track speed is electronically limited in the U.S. Always obey all speed and traffic laws.

Even at the top, some feel the need to go higher.

It's understandable to become seduced by the Audi S8 plus. A sleek exterior design is accentuated with an available Florett Silver matte paint effect and three Audi Sport® 21" 5-double-arm design wheel finish options in titanium, silver or high-gloss black. Available gloss black elements such as window surrounds, rear diffuser and the Singleframe® grille add to the allure and draw of going past where you felt sport could go.



In the case of the propulsive Audi S8 plus, the plus means we've packed more than 151 horsepower per liter into this singular vehicle. Outperforming even our own lofty expectations of what sport performance can be, the S8 plus boasts an incredible 605 hp and up to 553 lb-ft of torque with overboost in its 4.0-liter TFSI® V8 engine, getting you from 0-60 mph in a mere 3.7 seconds. Adding to its impressive credentials, Audi adaptive air suspension and dynamic steering have been retuned to expertly fit its capabilities.

// Engine

4.0-liter TFSI® turbocharged V8 engine.

605 hp / up to 553 lb-ft with overboost.

// Drivetrain

Eight-speed Tiptronic® automatic transmission with quattro® all-wheel drive.

Dynamic steering, sport differential and available sport exhaust.

// Performance

Top track speed of 155 mph (optionally increased to 190 mph when equipped with the available Dynamic package)¹

0-60 mph in 3.7 sec.

S8 plus



2017 Audi S8 plus shown in Florett Silver matte with available equipment.

¹ Top track speed is electronically limited in the U.S. Always obey all speed and traffic laws.

With great power, comes great prestige.

And when it comes to gaining prestige, you have to be judicious in your decisions. Exclusive to the Audi S8 plus, an available Audi design selection includes Black Valcona leather seats with Arras Red contrast stitching and seat piping as well as a standard Black Alcantara® headliner. Not-so-subtle details like Carbon Twill, Red inlays and a Piano Black gear selector add to the jaw-dropping points you will see every time you get behind the wheel.

S8 plus



No need to suspend your confidence.

Unleash your S8 plus to its top performance potential with the available Dynamic package. Embrace design elements such as a carbon fiber rear lip spoiler and a sport exhaust system with black outlets, plus performance enhancers like front and rear Audi ceramic brakes and a top speed-limit of 190 mph.¹

S8 plus



// Audi adaptive air suspension

Precise handling meets true comfort. The re-engineered sport-tuned Audi adaptive air suspension allows for speed-dependent lowering of the body, resulting in a lower center of gravity that helps improve your directional stability. Speed or driver-selectable control logic adjusts the air suspension springs at all four wheels, adjusting the suspension in milliseconds.

2017 Audi S8 plus shown in Florett Silver matte with available equipment.

¹ Top track speed is electronically limited in the U.S. Always obey all speed and traffic laws.

On our radar, off your nerves.

- Cameras
- Radar sensors
- Ultrasonic sensors

Dramatization

Audi uses extra sensors for better perception.

Knowing that you can process only so much information at once, we set out to provide you with driving technologies that can lighten the sensory load. With available advanced technologies like night vision assistant,¹ which uses infrared technology, or Audi side assist,¹ which utilizes radar sensors to help inform you of vehicles approaching from the side, our innovations help keep you aware of your surroundings.

Standard driver assistance aids

Audi pre sense® basic¹

Audi side assist and Audi pre sense® rear¹
(A8 L 4.0T Sport, S8 plus, available on A8 L 3.0T)

Top and corner view camera system
(A8 L 4.0T Sport, S8 plus, available on A8 L 3.0T)

Parking system plus with rear view camera

Driver Assistance package

Available on all models

Audi adaptive cruise control with
stop & go

Audi active lane assist¹

Audi pre sense® plus¹

High-beam assistant
(standard on S8 plus)

Other driver assistance aids

Available on A8 L 4.0T Sport and S8 plus

Night vision assistant with pedestrian and
large animal detection¹

For a complete list of Driver Assistance features,
please see Trim Section of this brochure for more
details.

Download the Audi library app ² from the App Store® or Google Play™ store, or visit Audiusa.com/
brochures to dive deeper into the Audi A8 L and S8 plus as well as other models and Audi information.

¹ The features discussed are not substitutes for attentive driving. Please see your owner's manual for further details and important limitations. ² Standard text and data usage rates apply.

Our focus is your focus.

Let's face it—in our modern lives, we are constantly pulled into different directions. To help combat this, the MMI® system offers a wealth of accessible information with a simple touch. A natural extension of your hand, MMI touch with handwriting recognition offers the ability to give commands and retrieve media with just a few simple strokes on the pad. You'll quickly have access to information such as music files, contact information and destinations. And the possibilities are even bigger as you engage with the functions and features of Audi connect®¹.

¹ Always pay careful attention to the road, and do not drive while distracted. Audi connect® should only be used when it is safe and appropriate. Audi connect services and features are optional, provided with the support of authorized affiliated and third party service providers, and may require additional subscriptions with separate terms and conditions. Available on select models. Certain services collect location information, see Terms of Service for information about how to disable and for other details.

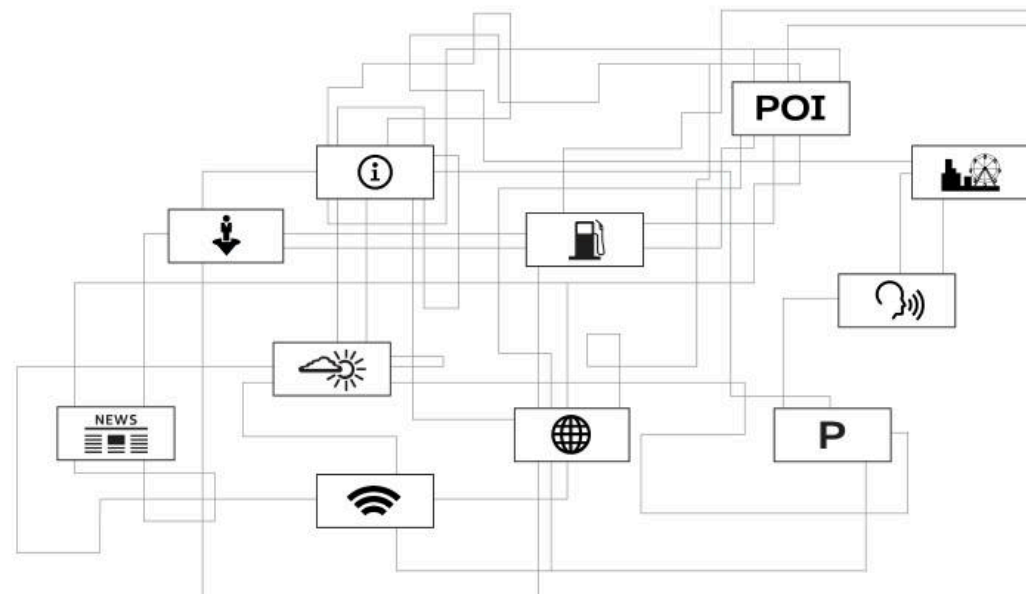


The intelligent MMI® system offers a wealth of accessible information, all at the twist of a dial or command of your voice. You can have access to material such as music files, contact information and destinations. The possibilities are even bigger when you input to Audi connect®¹. With this kind of access, you could say there is no better stage.



Connected by invisible threads.

You can stay connected even when you're on-the-go with the power of the available Audi connect.®¹ Looking for interesting events in your area? Want to keep passengers entertained with an in-vehicle Wi-Fi® hotspot?² Audi connect offers a robust portfolio of services with the means to inform, entertain and help get you to where you want to go.



The orchestra rises for your applause.

When we set out to compose the most precise sound system we've ever assembled, we didn't want you to just hear every note. We wanted you to experience them. From sculpted high notes to a crystal-clear mid-range to deep-diving lows, the available Bang & Olufsen® Advanced Sound System delivers a stunning recreation of sound that you can feel as much as hear. Innovative sound engineering can also be found in the BOSE® Surround Sound System, which effortlessly brings a performance to life. So whether you're in the mood to be soothed, engaged or inspired, you can expect an immersive experience that can only be matched by the precision driving of your Audi.

¹ Always pay careful attention to the road, and do not drive while distracted. Audi connect® should only be used when it is safe and appropriate. Audi connect services and features are optional, provided with the support of authorized affiliated and third party service providers, and may require additional subscriptions with separate terms and conditions. Available on select models. Certain services collect location information, see Terms of Service for information about how to disable and for other details. ² Always pay careful attention to the road, and do not drive while distracted. The Wi-Fi® hotspot feature is intended for passenger use only. See materials provided by wireless carrier for terms, privacy, and data security details. Returning devices connect automatically and use plan data unless hotspot is removed from device settings.





A. Available panoramic sunroof | Connecting with your surroundings has never been easier.

B. Standard 18-way front seats | Find the contour that suits you, including comfort front and rear head restraints.

C. Gear selector design | The yacht-style gear selector provides a point to rest your wrist while engaging the MMI® system.

D. Four-zone automatic climate control

E. Available Valcona leather with diamond stitching

F. Exterior LED lighting technology | Full LED headlights and LED taillights form a distinctive look and provide long-lasting illumination.

G. Available rear seat entertainment | Rear seat occupants can control and display a wealth of media choices.

H. Available Audi Sport® 21" 10-V-spoke design wheel

I. Integrated twin-trapezoidal exhaust outlets

J. Available Rear Seat Comfort package | Passengers can enjoy power rear outboard seats with lumbar adjustment, ventilation and massage functions.



You're a try-anything-once, never-sit-still, give-it-your-all kind of person. Life doesn't just string you along; you live to take life further. Audi Genuine Accessories can help you do just that. For personalizing, help in protecting and showing your Audi pride, our accessories were made for your lifestyle.

Now for the finishing touches.



A. 20" 5-arm parabolic wheel and tire package
An elegant, open design with five parabolic arms, each described by one thin and one medium blade. The blades and rim edge are machined to a bright finish, and the remaining surfaces are graced by a rich anthracite tone. Every Audi alloy wheel design is engineered, manufactured and tested to meet rigorous factory standards.



B. Cleaning technologies¹
Our Cockpit Care, Plastic Cleaner, Active Foam Cleaner, Wash & Wax Shampoo, Insect Remover and Wheel Rim Cleaning Gel are specially formulated for use with Audi interior and exterior materials.



C. Indoor car cover
A lightweight, easy-to-use cover helps protect the finish of your A8 L. Intended for indoor use only. Storage bag included.



D. Audi beam
Show your Audi pride with this lens that replaces the original entry light under your vehicle's door. When the door is open, the lens projects the four rings logo on the ground. Also available with the quattro[®] logo.

¹ Not available in all states. Check with your authorized Audi dealer for product availability.

European model shown.

Audi Genuine Accessories

Audi Genuine Sport and Design Accessories

For a bolder appearance or a finishing touch, we have a solution that helps make every mile more enjoyable—and more yours.

- ▶ Stylish wheel designs
- ▶ Audi beam
- ▶ License plate frames

Audi TravelSpace Transport Accessories

When on the go, help make sure your gear fits with a variety of intelligent and innovative solutions.

- ▶ Cargo net
- ▶ Rooftop cargo carriers (S8 plus models)
- ▶ In-vehicle cargo bags

Audi Guard Comfort and Protection Accessories

Help protect what you love. Use Audi Guard Comfort and Protection Accessories to help keep your Audi looking like new—inside and out.

- ▶ Floor mats
- ▶ First aid kit
- ▶ Cargo mats

Audi Guard Car Care Products

Your Audi A8 L or S8 plus deserves the very best—a car care line designed specifically for Audi.

- ▶ Leather care
- ▶ Detailing tools
- ▶ Winter protection

A. 19" A8 L/S8 plus winter wheel and tire package

Adding style and performance, this winter wheel and tire package features Audi Original winter tires specifically engineered to help improve traction and handling in a variety of winter weather conditions.¹ See your authorized Audi dealer for details.



B. All-weather floor mats

The all-weather floor mats feature a deep-ribbed, channeled design that helps protect your vehicle's floor and carpeting from the elements. Black mats are available in sets of two for front or rear. Front mats feature the A8 logo.



C. All-weather cargo mat

Custom fit for your A8 L, the raised outside edge of the cargo mat helps contain spills and protect cargo-area carpeting from stains. The textured material helps control load shifting.



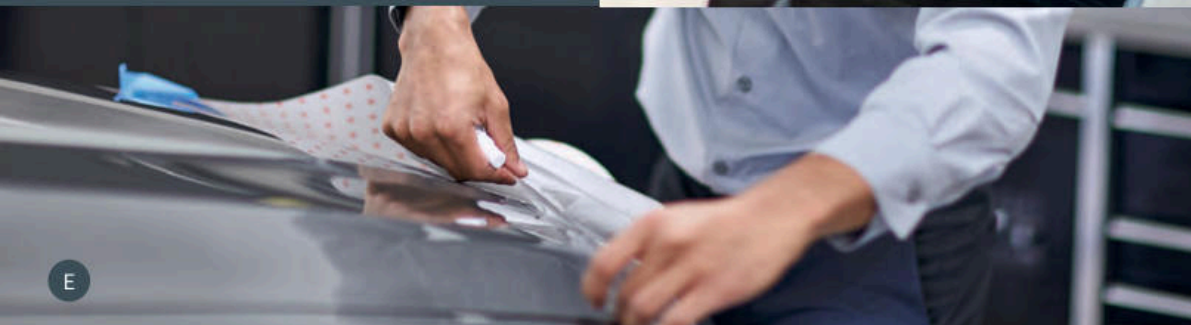
D. First aid kit

In the event of an emergency, you may want these essentials close at hand. Includes an emergency blanket, burn/wound dressings and much more.



E. Paint protection film

This custom-fit transparent film helps protect the rear bumper from scratches while loading and unloading. It can also be applied to the front of the vehicle to help prevent damage from rocks and other road debris.



Audi collection



Audi Sport® iPhone® case shown above.

F. Men's leather chronograph watch

Add a little extra style to your everyday attire. This watch has a black leather band, a gray dial, a chronograph function and the Audi rings logo.



G. Oakley® Tech Sport Duffel

This duffel fits the bill for a long weekend or for getting your gear to the gym. Fabric handles and a padded shoulder strap offer versatile and comfortable carrying options, while an ample main compartment and multiple specialized pockets inside and out offer accessibility and organization. 26.25" W x 11.25" D x 12.5" H.

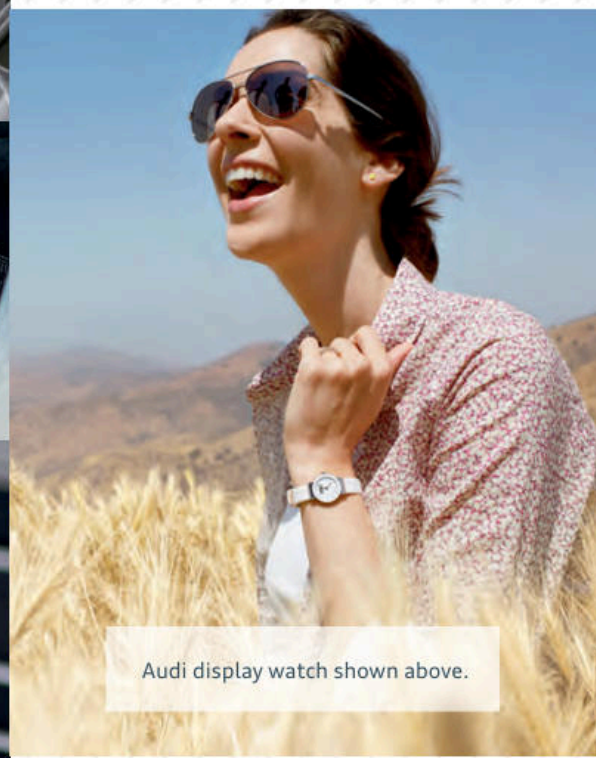
F

G



H. Ladies' half-zip mock neck by Spyder®

Moisture-wicking, quick-drying, slim-fit material provides plenty of comfort. Features the Spyder® and Audi Sport® logos and is available in black, red, gray or white.



Audi display watch shown above.

H



Visit parts.audiusa.com for more.

¹ When driving during cold, snowy or icy weather conditions, ensure that your vehicle is equipped with appropriate all-season or winter weather tires. Even with appropriate tires, you must always drive in a manner appropriate for the weather, visibility and road conditions.

Visit audicollectionusa.com for more.

Black optic package

Black is still the new black.

You could call it a classic—or a power color. Whatever you choose to call it, it's undeniable that the Audi A8 L with the available Black optic package creates an indelible impression. Bold gloss-black elements enhance the striking exterior from its Singleframe® grille to window trim surrounds to the Audi Sport® 20" 5-double-spoke design wheel with titanium finish. No matter the trend of the moment, you can engage in a distinguished look that will always keep you looking stylish.



2017 Audi A8 L 4.0T Sport shown in Florett Silver metallic with available Black optic package.

Experience more in Audi library.

Dive deeper into the technical specifications, packages and technologies of the new Audi A8 L and S8 plus through the Audi library app or web viewer.¹ Download the Audi library app on the App Store® or Google Play™ store, or visit AudiUSA.com/brochures to explore a repository containing Audi informational materials—including a comprehensive look at the 2017 Audi A8 L.



¹ Standard text and data usage rates apply.

A8 L 3.0T



A8 L 3.0T Featured highlights

Engineering/Performance

- > 3.0-liter TFSI® supercharged V6
- > 333 hp/325 lb-ft torque
- > Acceleration (0–60 mph) in 5.5 seconds

Exterior

- > 19" 15-spoke design wheels with 255/45 all-season tires¹
- > Sport style exterior appearance
- > Full LED headlights
- > Power-adjustable, power-folding, auto-dimming, heated exterior side mirrors with memory
- > Power soft-closing doors
- > Power trunk with hands-free release

Interior/Seating

- > Four-zone automatic climate control
- > Dual-pane acoustic glass
- > Power rear side and rear window sunshades
- > Sunroof
- > Heated 18-way power front seats, including power lumbar adjustment and memory
- > Extended Leather package (includes airbag cap, center console, door armrests and pulls)

Infotainment/Technology/Driver Assistance

- > MMI® navigation plus with voice control system²
- > MMI® touch with handwriting-recognition technology
- > Audi connect® with six-month trial subscription³
- > 7" color driver information system
- > BOSE® Surround Sound System with 14 speakers, AudioPilot® noise compensation and 630 watts
- > HD Radio™ Technology
- > BLUETOOTH® wireless technology preparation for compatible mobile phones
- > Audi advanced key—keyless start, stop and entry⁴
- > Parking system plus with rear view camera (front and rear acoustic parking sensors)

A8 L 3.0T Stand-alone options

- > 20" 265/40 summer performance tires¹
- > Black cloth headliner
- > Black Alcantara® headliner
- > Assam Gray Vavona Wood upper inlays
- > Velvet Brown Fine Grain Ash Wood upper inlays
- > Brown/Gold Natural Fine Grain Ash Wood upper inlays

A8 L 3.0T Available packages

Executive package

- > 20" 10-spoke-star design wheels with 265/40 all-season tires¹
- > Panoramic sunroof
- > Heated steering wheel
- > 22-way power front sport/comfort seats, including power lumbar adjustment, ventilation, massage function and memory
- > Heated rear seats
- > Rear-seat pass-through
- > Audi side assist⁵ and Audi pre sense® rear⁵
- > Head-up display with navigation information
- > Top and corner view camera system

Luxury package

- > Valcona leather seats
- > Diamond stitching
- > Alcantara® headliner (color-coordinated with interior)

Rear Seat Comfort package

- > Power outboard rear seats with power lumbar adjustment (five-passenger configuration)
- > Ventilated outboard rear seats with massage function
- > Front-passenger seat power adjustment from rear seat

20" Wheel package

- > Audi Sport® 20" 5-double-spoke design wheels, Galvano silver finish
- > 265/40 all-season tires¹

21" Wheel package

- > Audi Sport® 21" 10-V-spoke design wheels
- > 275/35 summer performance tires¹

Driver Assistance package

- > Audi adaptive cruise control with stop & go
- > Audi active lane assist⁵
- > Audi pre sense® plus⁵
- > High-beam assistant

Black optic package

- > Audi Sport® 20" 5-double-spoke design wheels, titanium finish
- > 265/40 all-season tires¹
- > Black optic exterior package (Singleframe® grille, front bumper blade, exterior side mirror housings, side window trim, rear fascia trim, darkened taillight lenses and exhaust outlets)

Dynamic package

- > quattro® sport differential
- > Dynamic steering

¹ Tires are supplied and warranted by their manufacturer. High-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 tire specified for your car or its equivalent. These high-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 optimum levels. 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. ² MMI® navigation plus 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, destinations 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 MMI® navigation plus route. For mapping updates please see your Audi dealer or call 1-800-FOR-AUDI for details. ³ Always pay careful attention to the road, and do not drive while distracted. Audi connect® should only be used when it is safe and appropriate. Audi connect® services and features are optional, provided with the support of authorized affiliated and third party service providers, and may require additional subscriptions with separate terms and conditions. Available on select models. Certain services collect location information, see Terms of Service for information about how to disable and for other details. ⁴ See Owner's Manual for further details and important warnings about the keyless ignition feature. Do not leave vehicle unattended with the engine running, particularly in enclosed spaces. ⁵ The features discussed are not substitutes for attentive driving. Please see your owner's manual for further details and important limitations. ⁶ 2017 EPA estimates not available at time of publication. See www.fueleconomy.gov for 2017 EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition.

A8 L 4.0T Sport



A8 L 4.0T Sport Featured highlights

Engineering/Performance

- > 4.0-liter TFSI® turbocharged V8
- > 450 hp/444 lb-ft torque
- > cylinder on demand™ engine efficiency technology⁶
- > Acceleration (0-60 mph) in 4.4 seconds

Exterior

- > Audi Sport® 20" 5-double-spoke design wheels, Galvano silver finish, with 265/40 all-season tires¹
- > Sport style exterior appearance
- > Full LED headlights
- > Power-adjustable, power-folding, auto-dimming, heated exterior side mirrors with memory
- > Power soft-closing doors
- > Power trunk with hands-free release

Interior/Seating

- > Four-zone automatic climate control
- > Heated steering wheel
- > Dual-pane acoustic glass
- > Power rear side and rear window sunshades
- > Alcantara® headliner (color-coordinated with interior)
- > Panoramic sunroof
- > Valcona leather seats
- > 22-way power front sport/comfort seats, including power lumbar adjustment, ventilation, massage function, memory and diamond stitching
- > Heated rear seats
- > Rear-seat pass-through
- > Extended Leather Package (includes airbag cap, center console, door armrests and pulls)

Infotainment/Technology

- > MMI® navigation plus with voice control system²
- > MMI® touch with handwriting-recognition technology
- > Audi connect® with six-month trial subscription³
- > BOSE® Surround Sound System with 14 speakers, AudioPilot® noise compensation and 630 watts
- > BLUETOOTH® wireless technology preparation for compatible mobile phones
- > Audi advanced key — keyless start, stop and entry⁴
- > Audi side assist⁵ and Audi pre sense® rear⁵
- > Head-up display with navigation information
- > Parking system plus with rear view camera (front and rear acoustic parking sensors)
- > Top and corner view camera system

A8 L 4.0T Sport Stand-alone options

- > Audi Sport® 21" 5-arm-rotor design wheels, titanium finish, with 275/35 summer performance tires¹
- > 20" 10-spoke-star design wheels with 265/40 all-season tires¹
- > 20" 265/40 summer performance tires¹
- > Black Alcantara® headliner
- > Assam Gray Vavona Wood upper inlays
- > Velvet Brown Fine Grain Ash Wood upper inlays
- > Brown/Gold Natural Fine Grain Ash Wood upper inlays
- > Rear Seat Entertainment system with dual 10" screens and DVD single slot
- > Bang & Olufsen® Advanced Sound System with 19 speakers and 1,400 watts
- > Night vision assistant with pedestrian and large animal detection⁵

A8 L 4.0T Sport Available packages

Rear Seat Comfort package

- > Power outboard rear seats with power lumbar adjustment (five-passenger configuration)
- > Ventilated outboard rear seats with massage function
- > Front-passenger seat power adjustment from rear seat

Driver Assistance package

- > Audi adaptive cruise control with stop & go
- > Audi active lane assist⁵
- > Audi pre sense® plus⁵
- > High-beam assistant

Dynamic package

- > quattro® sport differential
- > Dynamic steering

Black optic package

- > Audi Sport® 20" 5-double-spoke design wheels, titanium finish
- > 265/40 all-season tires¹
- > Black optic exterior package (Singleframe® grille, front bumper blade, exterior side mirror housings, side window trim, rear fascia trim, darkened taillight lenses and exhaust outlets)

21" Wheel package

- > Audi Sport® 21" 10-V-spoke design wheels
- > 275/35 summer performance tires¹

Audi design selection, Balao Brown

- > Balao Brown Valcona leather seating with contrasting white stitching and piping (without diamond stitching)
- > Full Leather package
- > White Alcantara® headliner
- > Balsamic Brown Natural Fine Grain Ash Wood upper inlays
- > Brushed Aluminum lower inlays

Audi design selection, Vermont Brown

- > Vermont Brown Valcona leather seating with contrasting Granite Gray diamond stitching and piping
- > Full Leather package
- > Black Alcantara® headliner
- > Copper Brown Natural Fine Grain Ash Wood upper inlays
- > Brushed Aluminum lower inlays

S8 plus



S8 plus Featured highlights

Engineering/Performance

- > 4.0-liter TFSI® turbocharged V8
- > 605 hp/up to 553 lb-ft torque with overboost
- > cylinder on demand™ engine efficiency technology⁶
- > Acceleration (0–60 mph) in 3.7 seconds

Suspension/Chassis

- > Audi adaptive air suspension (with S model-specific tuning)
- > 15.7" ventilated front disc/14.0" ventilated rear disc brakes (with S8 badging)
- > Dynamic steering and quattro® sport differential

Exterior

- > Audi Sport® 21" 5-double-arm design wheels, titanium finish, with 275/35 summer performance tires¹
- > Platinum gray Singleframe® grille
- > S model-specific front/rear fasciae and side sills
- > Full LED headlights and high-beam assistant
- > Aluminum-optic exterior side mirror housings
- > Aluminum-optic front/rear twin-blade fins
- > Body-color rear lip spoiler
- > Power soft closing doors
- > Power trunk with hands-free release
- > S model quad exhaust outlets

Interior/Seating

- > Four-zone automatic climate control
- > Three-spoke multifunction sport steering wheel with aluminum-optic shift paddles (with S8 badging)

- > Power tilt and telescopic steering column
- > Carbon Atlas upper inlays and shift lever
- > Ambient LED interior lighting
- > Dual-pane acoustic glass
- > Power rear side and rear window sunshades
- > Sunroof
- > Black Alcantara® headliner
- > Valcona leather seats
- > 22-way power front sport/comfort seats, including power lumbar adjustment, ventilation, massage function, memory and diamond stitching
- > Extended Leather package (includes airbag cap, center console, door armrests and pulls)

Infotainment/Technology

- > MMI® navigation plus with voice control system²
- > MMI® touch with handwriting-recognition technology
- > Audi connect® with six-month trial subscription³
- > 7" color driver information system
- > BOSE® Surround Sound System with 14 speakers, AudioPilot® noise compensation and 630 watts
- > Audi advanced key—keyless start, stop and entry⁴
- > Audi side assist⁵ and Audi pre sense® rear⁵
- > Head-up display with navigation information
- > Parking system plus with rear view camera (front and rear acoustic parking sensors)
- > Top and corner view camera system

S8 plus Stand-alone options

- > Audi Sport® 21" 5-double-arm design wheels, high-gloss black finish, with 275/35 summer performance tires¹
- > Audi Sport® 21" 5-double-arm design wheels, silver finish, with 275/35 summer performance tires¹
- > Full Leather package
- > Light Alcantara® headliner
- > Bang & Olufsen® Advanced Sound System with 19 speakers and 1,400 watts
- > Rear Seat Entertainment system with dual 10" screens and DVD single slot
- > Night vision assistant with pedestrian and large animal detection⁵

S8 plus Available packages

Audi design selection, Balao Brown

- > Balao Brown Valcona leather seating with contrasting white stitching and piping (without diamond stitching)
- > Full Leather package
- > Leather-wrapped shift lever
- > White Alcantara® headliner
- > Balsamic Brown Natural Fine Grain Ash Wood upper inlays
- > Brushed Aluminum lower inlays

Cold Weather package

- > Heated steering wheel
- > Heated outboard rear seats
- > Rear-seat pass-through

Driver Assistance package

- > Audi adaptive cruise control with stop & go
- > Audi active lane assist⁵
- > Audi pre sense® plus⁵

Black optic Exterior package

- > Gloss black Singleframe® grille, side window trim and rear diffuser
- > Carbon front and rear blade fins
- > Carbon exterior side mirror housings
- > LED taillights with darkened taillight lenses

Audi design selection, Black with Arras Red stitching

- > Black Valcona leather seating with contrasting Arras Red diamond stitching and piping
- > Full Leather package
- > Piano Black shift lever
- > Carbon Twill, Red upper inlays

Audi design selection, Vermont Brown

- > Vermont Brown Valcona leather seating with contrasting Granite Gray diamond stitching and piping
- > Full Leather package
- > Piano Black shift lever
- > Carbon Twill, Copper upper inlays

Dynamic package

- > Audi ceramic brakes, front and rear
- > Carbon fiber rear lip spoiler
- > Sport exhaust system with black outlets
- > Top track speed of 190 mph⁷

Technical Specifications

Engineering Performance	A8 L 3.0T	A8 L 4.0T Sport	S8 plus
Engine type	Six-cylinder	Eight-cylinder	Eight-cylinder
Engine block/Cylinder head	Aluminum-alloy	Aluminum-alloy	Aluminum-alloy
Displacement (cc)/Bore and stroke (mm)	2,995/84.5 x 89.5	3,991/84.5 x 89.5	3,991/84.5 x 89.5
Horsepower (@ rpm)	333 @ 5,300	450 @ 5,300-6,000	605 @ 6,100-6,800
Torque (lb-ft @ rpm)	325 @ 2,900	444 @ 1,500-5,250	up to 553 @ 2,500-5,500 (with overboost)
Compression ratio	10.3:1	10.1:1	9.3:1
Valvetrain	24-valve DOHC	32-valve DOHC	32-valve DOHC
Induction/Fuel injection	Supercharged/TFSI®	Turbocharged/TFSI®	Turbocharged/TFSI®
cylinder on demand™ engine efficiency technology¹	—	■	■
Start-stop efficiency system¹	■	■	—
Acceleration (0-60 mph)	5.5 seconds	4.4 seconds	3.7 seconds
Top track speed	130 mph²	130 mph²	155 mph² (optionally increased to 190 mph when equipped with the available Dynamic package)

Transmission Drivetrain	A8 L 3.0T	A8 L 4.0T Sport	S8 plus
Eight-speed Tiptronic® automatic transmission with quattro® all-wheel drive	■	■	■
Sport differential	Available	Available	■

Body Suspension Chassis	A8 L 3.0T	A8 L 4.0T Sport	S8 plus
Lightweight technology — ASF® aluminum construction	■	■	■
Five-link front suspension	■	■	■
Trapezoidal-link rear suspension	■	■	■
Audi adaptive air suspension	■	■	—
Audi adaptive air suspension (with S model-specific tuning)	—	—	■
Ventilated front disc/Ventilated rear disc brakes (in)	15.0/14.0	15.0/14.0	15.7/14.0
Audi ceramic brakes (front and rear)	—	—	Available
Electromechanical power steering system	■	■	■
Dynamic steering	Available	Available	■
Steering ratio	15.1:1	15.9:1	15.1:1
Turning diameter, curb-to-curb (ft)	41.7	41.7	40.4

Exterior measurements	A8 L 3.0T	A8 L 4.0T Sport	S8 plus
Wheelbase (in)	122.9	122.9	117.9
Length (in)	207.4	207.4	202.6
Height (in)	57.9	57.9	57.4
Overall width with mirrors (in)	83.1	83.1	83.1
Overall width without mirrors (in)	76.7	76.7	76.7
Track, front/rear (in)	64.7/64.4	64.7/64.4	64.3/63.9
Curb weight (lb)	4,464	4,673	4,685
Drag coefficient (Cw)	.26	.27	.28

Interior measurements	A8 L 3.0T	A8 L 4.0T Sport	S8 plus
Head room with sunshade (in, front/rear)	37.2/39.1	37.2/39.1	37.2/38.1
Leg room (in, front/rear)	41.4/42.9	41.4/42.9	41.4/38.7
Shoulder room (in, front/rear)	59.1/57.8	59.1/57.8	59.1/57.8
Cargo volume (cu ft)	14.2	14.2	14.2
Seating capacity	5	5	5

EPA mileage estimates Capacities Emissions	A8 L 3.0T	A8 L 4.0T Sport	S8 plus
Tiptronic® automatic transmission (city/highway/combined)³	NA	NA	NA
Engine oil (qt)	6.3	9.2	9.2
Fuel (gal)	21.7³	21.7³	21.7³
Recommended fuel	Premium	Premium	Premium
Emissions rating	ULEV II	ULEV II	ULEV II

■ Standard — Not applicable NA Information not available at time of printing

¹ 2017 EPA estimates not available at time of publication. See www.fueleconomy.gov for 2017 EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition. ² Top track speed is electronically limited in the U.S. Always obey all speed and traffic laws. ³ Never drive until the tank is completely empty. The irregular supply of fuel that results from that can cause engine misfires. Uncombusted fuel will then enter the exhaust system. This can cause overheating and damage to the catalytic converter.

Wheels

19" 15-spoke design



A8 L 3.0T standard

20" 10-spoke-star design



A8 L 3.0T Executive package, A8 L 4.0T Sport optional

Audi Sport® 20" 5-double-spoke design, Galvano silver finish



A8 L 3.0T 20" Wheel package, A8 L 4.0T Sport standard

Audi Sport® 20" 5-double-spoke design, titanium finish



A8 L Black optic package

Audi Sport® 21" 10-V-spoke design



A8 L 21" Wheel package

Audi Sport® 21" 5-arm-rotor design, titanium finish



A8 L 4.0T Sport optional with Black optic package

Audi Sport® 21" 5-double-arm design, titanium finish



S8 plus standard

Audi Sport® 21" 5-double-arm design, silver finish



S8 plus optional

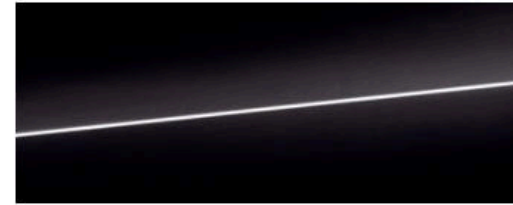
Audi Sport® 21" 5-double-arm design, high-gloss black finish



S8 plus optional

Exterior Colors

Brilliant Black



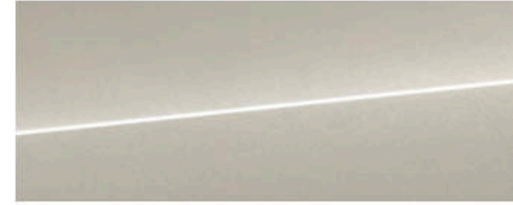
A8 L, S8 plus

Ibis White



A8 L, S8 plus

Cuvée Silver metallic



A8 L, S8 plus

Florett Silver metallic



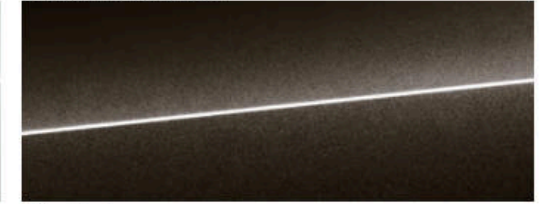
A8 L, S8 plus

Glacier White metallic



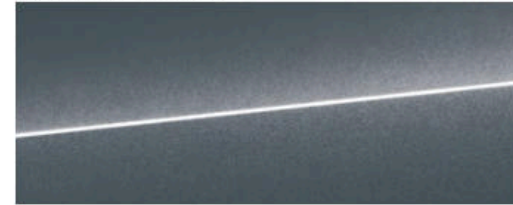
A8 L, S8 plus

Havana Black metallic



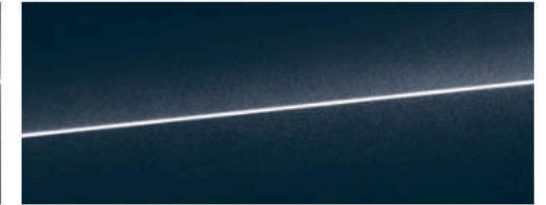
A8 L, S8 plus

Monsoon Gray metallic



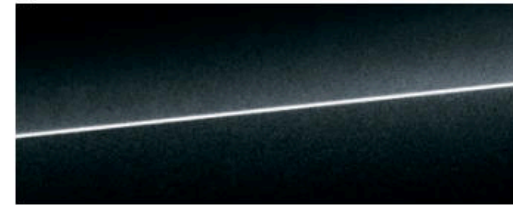
A8 L, S8 plus

Moonlight Blue metallic



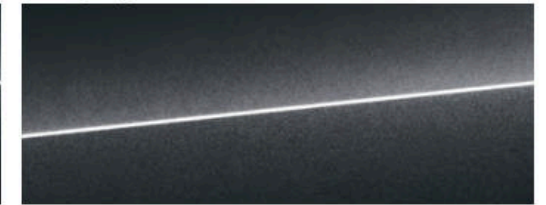
A8 L, S8 plus

Mythos Black metallic



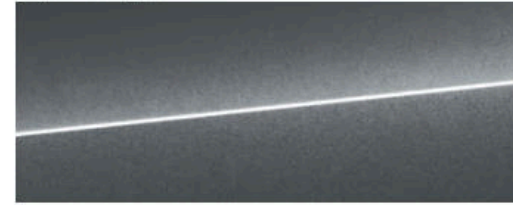
A8 L, S8 plus

Oolong Gray metallic



A8 L, S8 plus

Daytona Gray pearl



S8 plus

Florett Silver matte



S8 plus

Audi exclusive



A8 L, S8 plus

Interior Inlays

Upper inlay options

Dark Brown Walnut Wood



A8 L, S8 plus

Assam Gray Vavona Wood



A8 L, S8 plus

Brown/Gold Natural Fine Grain Ash Wood



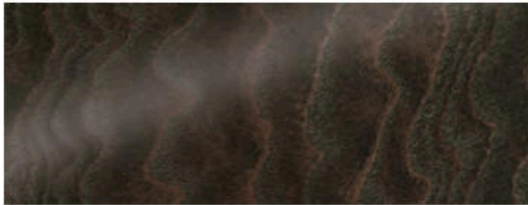
A8 L

Velvet Brown Fine Grain Ash Wood



A8 L, S8 plus

Balsamic Brown Natural Fine Grain Ash Wood



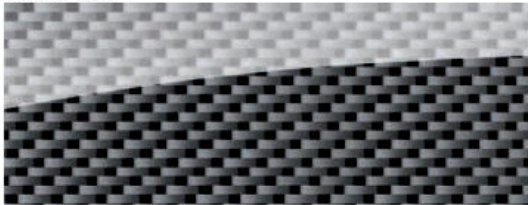
A8 L 4.0T Sport and S8 plus Balao Brown Audi design selection

Copper Brown Natural Fine Grain Ash Wood



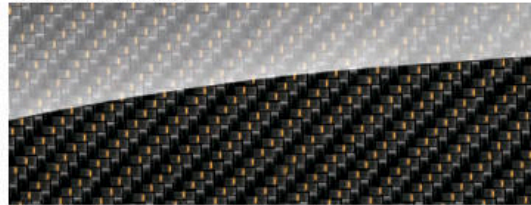
A8 L 4.0T Sport Vermont Brown Audi design selection

Carbon Atlas



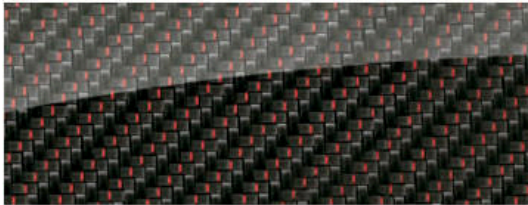
S8 plus

Carbon Twill, Copper



S8 plus Vermont Brown Audi design selection

Carbon Twill, Red



S8 plus Black/Arras Red Audi design selection

Lower inlay options

Piano Black



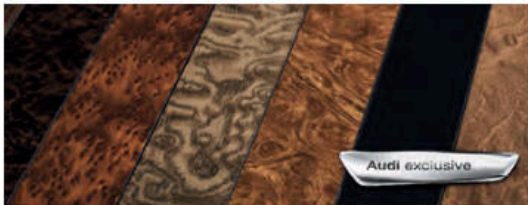
A8 L

Brushed Aluminum



Audi design selection, S8 plus

Audi exclusive



A8 L, S8 plus

Interior Colors and Seat Selections

Black Valetta leather



A8 L

Black Perforated Valetta leather



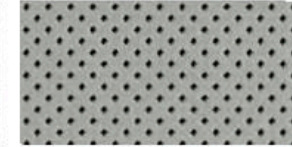
A8 L

Black Perforated Valcona leather with diamond stitching



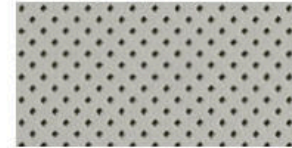
A8 L, S8 plus

Titanium Gray Perforated Valcona leather with diamond stitching



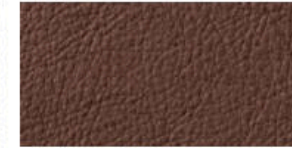
A8 L, S8 plus

Lunar Silver Perforated Valcona leather with diamond stitching and Steel Gray stitching and piping



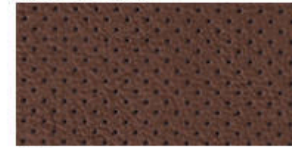
S8 plus

Nougat Brown Valetta leather



A8 L

Nougat Brown Perforated Valetta leather



A8 L

Nougat Brown Perforated Valcona leather with diamond stitching



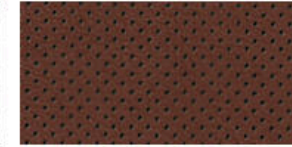
A8 L, S8 plus

Black Perforated Valcona leather with diamond stitching and Arras Red stitching and piping



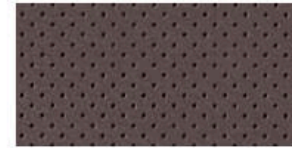
S8 plus Black/Arras Red Audi design selection

Vermont Brown Perforated Valcona leather with diamond stitching and Granite Gray stitching and piping



A8 L 4.0T Sport and S8 plus Vermont Brown Audi design selection

Balao Brown Perforated Valcona leather with White stitching and piping



A8 L 4.0T Sport and S8 plus Balao Brown Audi design selection

Velvet Beige Valetta leather



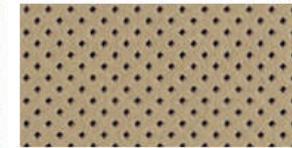
A8 L

Velvet Beige Perforated Valetta leather



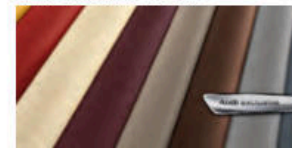
A8 L

Velvet Beige Perforated Valcona leather with diamond stitching



A8 L, S8 plus

Audi exclusive leather



A8 L, S8 plus



Standard/comfort seat



Sport/comfort seat



A8
2017

Audi of America
Audiusa.com
Facebook.com/Audi

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, fabrics, 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 Audi 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. "Audi," all model names, "ASF," "Audi connect," "Audi pre sense," "Audi Sport," "cylinder on demand," "MMI," "quattro," "Singleframe," "TFSI" and the four rings logo are registered trademarks of AUDI AG. "Alcantara" is a registered trademark of Alcantara S.p.A. "App Store" and "iPhone" are registered trademarks of Apple Inc. "AudioPilot" and "BOSE" are registered trademarks of the BOSE Corporation. "Bang & Olufsen" is a registered trademark of Bang & Olufsen. The BLUETOOTH word mark and logos are owned by the Bluetooth SIG, Inc., and any use of such marks by AUDI AG is under license. "Facebook" is a registered trademark of Facebook, Inc. "Google Earth" and "Google Play" are trademarks of Google Inc. © 2016 Google Inc. All rights reserved. "HD Radio" and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation. "Oakley" is a registered trademark of Oakley Inc. "Spyder" is a registered trademark of Spyder Active Sports Inc. "Tiptronic" is a registered trademark of Dr. Ing h.c. F. Porsche AG. "Wi-Fi" is a registered trademark of the Wi-Fi Alliance. All other trademarks are the property of their respective owners. Some European models shown. Some features may not be available at time of order.