



Model Series, Innovation and Technology Communications

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Making the Audi A8 even more dynamic: sport exterior package and sport seats

- Premium brand extends equipment range for its flagship model
- Sport exterior package accentuates luxury sedan's powerful presence
- A first for Audi A8: sport seats with optically integrated head restraints

Ingolstadt, December 14, 2017 – Sophisticated, progressive and sporty – the new Audi A8 defines the style of the entire brand. From the end of January, there will be an extended equipment range for customers who want to give more emphasis to their luxury sedan's dynamic looks. The sport exterior package and sport seats accentuate the A8's strong presence.

The sport exterior package features an aluminum clip below the wide, upright Singleframe grille, exclusively for the Audi A8. It helps the brand's flagship model achieve an even more powerful visual impact. Clear contours surround the air inlets, while honeycomb grilles and a vertical strut define their inner structure. The side sills become wider as they approach the wheels – a clear reference to the Audi A8's quattro drive as standard.

The redesigned rear bumper integrates a rhombus-grille insert and a clearly contrasting diffuser. Down the sides and at the rear, an aluminum strip echoes the design of the front splitter and serves as the body's lower edging. Customers in Germany and other European markets can order the sport exterior package from the end of January at a price of EUR 1,950 for the Audi A8 50 TDI (combined fuel consumption in l/100 km: 5.8 – 5.6*; combined CO₂ emissions in g/km: 152 – 145*). Its launch also marks the introduction of the exterior color Daytona gray for the luxury sedan.

Inside the car, customers will also be able to set more accents from the end of January: In a first for the Audi A8, the new sport seats feature optically integrated head restraints which, as previously, come with electric height adjustment. The seats also adopt the technical highlights of the comfort customized contour seats complete with pneumatic seat and backrest side bolster adjustment. The latter are about 15 millimeters (*0.6 in*) more deeply contoured. Other advantages include the climate control and massage function, plus the comfort center armrest at the front.

* Fuel consumption and CO₂ emission figures given in ranges depend on the tires/wheels used as well as the engine version



There is impressive evidence of the flagship model's exceptional quality standards in the rhombus pattern of the new sport seat with square perforations and embossed S logos towards the top of the backrest. For the upholstery, customers can choose from the top leather grades Valcona and unicum – the latter exclusively in nutmeg brown with tourmaline blue stitching. In addition to the five basic colors, Valcona leather is also available in sard brown with steel gray contrasting stitching. and in metropolis gray with tourmaline blue stitching. For a particularly elegant look, there is the new “design selection” pastel silver with contrasting stitching and piping in granite gray. The sport seats can be ordered for all engine versions and both body versions. They cost EUR 4,520.

The new Audi A8 and the A8 L (combined fuel consumption in l/100 km: 8.0 – 5.6*; combined CO₂ emissions in g/km: 182 – 145*) are built at the Neckarsulm site and have been on sale at dealers in Europe since the end of November. The base price for the sedan with standard wheelbase is EUR 90,600, with the A8 L starting at EUR 94,100.

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Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the “Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models,” which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in 12 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2016, the Audi Group delivered to customers about 1.868 million automobiles of the Audi brand, 3,457 sports cars of the Lamborghini brand and 55,451 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 88,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

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