

## **Emotional premium mobility: interior of the Audi A8 offers a high-quality experience**

- **Atmosphere of comfort and well-being play central role in the luxury segment**
- **How Audi responds to market conditions and customer needs**
- **Agility and driving dynamics are important characteristics of the flagship vehicle**

**Ingolstadt, November 15, 2021 – The needs of potential A8 customers are changing. They desire emotional and comfortable mobility experiences that fit their individual lifestyles. Values such as time, space, and individual choices are becoming increasingly important. At the same time, a vehicle’s traditional strengths remain important – from the driving experience to high-quality materials. In the reworked Audi A8, the premium concept is defined first and foremost by an emotional and comfortable interior experience, coupled with new and established technologies.**

Today’s cars must fit seamlessly into the user’s day-to-day life and be able to meet as many of their needs as possible at all times. In this context, a versatile and comfortable interior is becoming increasingly important. Manufacturers will do well to analyze the increasingly heterogeneous target groups in the luxury segment in detail. When it comes to the design of the interior, aspects such as comfort, control logic, infotainment, or the quality and sustainability of the materials used stand at the top of the list.

### **Comfort plus safety: relaxation seat and digital matrix LED headlights**

“The interior must appeal to all of the senses and be comfortable. In addition, customers in the luxury segment expect us to offer the latest technologies, especially in the areas of safety, lighting and infotainment,” says Peter Dlab, technical project manager for the Audi A8. One example is the relaxation seat in the back of the A8 L\*, which offers numerous adjustment options and a footrest on the back of the front passenger seat. Passengers can use it to have the bottoms of their feet warmed and massaged to various degrees. The Air Quality Package improves the quality of the air inside the vehicle. The combination filter in the four-zone automatic climate control system captures most of the gases and particulate matter. It also contributes to rendering allergens and microorganisms harmless. These are therefore features that invite passengers to both work and relax.

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

\*The collective fuel/electric power consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.

In the updated Audi A8, digital Matrix LED headlights use DMD technology – DMD stands for digital micromirror device. Each headlight has approximately 1.3 million micromirrors that break down the light of a particularly powerful LED into tiny pixels. This allows it to be controlled with a high level of precision and resolution. The lane and orientation lighting for highways emits a carpet of light that illuminates the driver’s own lane particularly brightly. Above all, this orientation light helps drivers intuitively stay in their lane at road construction sites. The enhanced A8 also comes standard with digital OLED taillights. OLED stands for organic light-emitting diode.

In conjunction with the assistance systems, the combination taillights feature proximity detection – if other road users approach the stationary A8 from behind to within two meters, all of the OLED segments are activated automatically.

### **Understanding the market**

One example of how Audi responds to the specifics of a market is the Audi A8 L Horch, the new flagship model for China, the most important sales market for the brand with the four rings. The derivative with its prestige and status-oriented features embodies Audi’s understanding of a progressive luxury sedan with maximum customer focus. In order to gain a precise understanding of the market’s needs and to be able to meet them, Audi conducts intensive market research worldwide. In China, for example, the characteristics of the vehicle as a chauffeured limousine are foregrounded. The Audi Innovation Research (AIR) team in Beijing is responsible for market activities there. Chinese customers love technical gadgets and sophisticated design solutions even more than customers in other parts of the world. The demand for customizable digital tools and services there is extremely high. Speed is vital for finding solutions.

### **AIR and AIC**

“We’re far more than a traditional market research department,” explains Yu Zhao, head of AIR China. “We conduct a great deal of research, partly because Chinese customers are very different from those in Europe and the US.” One of the most important tools in this context is the Audi Innovators Circle (AIC). The community of more than 800 consumers from Audi’s target demographic is digitally connected via a chat app. Feedback from these trend scouts stands out for the extreme reliability and quality of their statements. Audi receives around 300 to 400 responses to quantitative surveys within two weeks, and around 20 to 30 in-depth statements in the same period from qualitative studies. The surveys center on user experiences with the car or specific vehicle features, but also on the target demographic’s lifestyle and their perception of the Audi brand.

### **Being chauffeured and driving yourself**

Sporty agility and driving dynamics have characterized the Audi A8 from the outset. As such, the reworked flagship equally caters to those that enjoy driving themselves and, above all with the A8 L Horch, owners that prefer to be driven by a chauffeur. “Cars in the luxury class are not traditional chauffeur-driven sedans for us across all markets. Accordingly, the vehicle is configured in a more dynamic way,” says Dlab. All-wheel steering, for example, makes the Audi A8 suitable for urban environments. With a combination of innovative suspension components, it can cover the entire range – from the velvety roll of a luxury sedan to the dynamic, tight handling of a sports car. This is where the A8’s predictive active suspension comes into play. The high-tech system, which works in conjunction with the air suspension, can unload each wheel or push it down separately via electromechanical actuators. The active suspension is capable of actively controlling the body in any driving situation, thereby greatly reducing body roll and dive during acceleration and braking.

### **The A8 remains the flagship**

“One thing is absolutely clear: the A8 is the vehicle that drives innovation at Audi,” says Oliver Hoffmann, Member of the Board of Management for Technical Development. “We do everything we can to always introduce the newest technology in the A8 first and then in other series and segments.

The approach that we bring to producing this car radiates into the rest of our portfolio. That's because customers' needs aren't only diverse and demanding in the luxury class. We have to set ourselves apart from the competition in the compact class as well. "

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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. The group is active in more than 100 markets worldwide and has production facilities at 20 sites in twelve countries. Wholly owned subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy), and DucatiMotor Holding S.p.A. (Bologna, Italy).

In 2020, the Audi Group delivered around 1.693 million Audi brand cars to customers, as well as 7,430 Lamborghini brand sports cars and 48,042 Ducati brand motorcycles. In fiscal 2020, the premium manufacturer generated earnings before special items of 2.7 billion euros on revenues of 50.0 billion euros. The company currently has around 87,000 employees worldwide, 60,000 of whom work in Germany. With new models, innovative mobility offerings, and attractive services, Audi is transforming into a provider of sustainable, premium personal mobility.

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### **Consumption data for the models mentioned**

Information on fuel/power consumption and CO<sub>2</sub> emissions in the case of ranges varies based on the tires and wheels used as well as the vehicle's selected optional equipment.

#### **Audi A8 L**

Combined fuel consumption in l/100 km: 10.8–8.2 (21.8–28.7 US mpg);

Combined CO<sub>2</sub> emissions in g/km: 248–187 (399.1–300.9 g/mi.)

The specified fuel consumption and emission data have been determined according to the measurement procedures prescribed by law. Since September 1, 2017, certain new vehicles are already being type-approved according to the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO<sub>2</sub> emissions. The WLTP has been gradually replacing the New European Driving Cycle (NEDC) since September 1, 2018. Owing to the more realistic test conditions, the fuel consumption and CO<sub>2</sub> emissions measured according to the WLTP will, in many cases, be higher than those measured according to the NEDC. For further information on the differences between the WLTP and NEDC, please visit [www.audi.de/wltp](http://www.audi.de/wltp).

We are currently still required by law to state the NEDC figures. Where new vehicles that have been type-approved according to the WLTP are concerned, the NEDC figures are derived from the WLTP data. It is possible to specify the WLTP figures voluntarily in addition until such time as this is required by law. In cases where the NEDC figures are specified as value ranges, these do not refer to a particular individual vehicle and do not constitute part of the sales offering. They are intended exclusively as a means of comparison between different vehicle types. Additional equipment and accessories (e.g. add-on parts, different tire formats, etc.) may change the relevant vehicle parameters, such as weight, rolling resistance, and aerodynamics and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO<sub>2</sub> emissions, and the performance figures for the vehicle.

Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Guide on the fuel economy, CO<sub>2</sub> emissions, and power consumption of new passenger car models," which is available free of charge at all Audi dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, D-73760 Ostfildern, Germany, and at [www.dat.de](http://www.dat.de).