



Communications Product and Technology

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The New Audi S8 – Exhilarating Performance in the Luxury Class

- **V8 high-performance engine with 420 kW and 800 Nm (590 lb-ft) of torque**
- **Unique combination of innovative suspension systems ensures outstanding vehicle dynamics straight from the factory**
- **Typical S model: Design draws attention to the elegance of the dynamic athlete**

Ingolstadt, November 14, 2019 – The new Audi S8** combines progressive luxury with dynamic athleticism while honing its reputation as the benchmark for Vorsprung durch Technik with innovative suspension systems. Its 4.0 TFSI engine – a biturbo eight-cylinder unit – produces 420 kW (571 hp) and an opulent 800 Nm (590 lb-ft) of torque (combined fuel consumption in l/100 km: 11.3–11.4* (20.8–20.6 US mpg); combined CO₂ emissions in g/km: 258–260* (415.2–418.4 g/mi)). It is combined with MHEV technology for the perfect symbiosis of efficiency and comfort with exhilarating performance. The predictive active suspension, dynamic-all-wheel steering and quattro drive with sport differential provide for outstanding vehicle dynamics straight from the factory. The new Audi S8** uses specific design elements to express the sporty elegance of the sophisticated luxury sedan with pinpoint precision.

Impressive performance: the drive system

As a V8 engine with mild hybrid technology, the high-performance powerplant in the Audi S8** offers not only maximum smoothness, but with an output of 420 kW (571 PS), 800 Nm (590.0 lb-ft) of torque (combined fuel consumption in l/100 km: 11.3–11.4* (20.8–20.6 US mpg); combined CO₂ emissions in g/km: 258–260* (415.2–418.4 g/mi)) and two turbochargers also the certainty that ample power is available for any situation. Top speed is electronically limited to 250 km/h (155.3 mph) it takes just 3.8 seconds to accelerate from zero to 100 km/h (62.1 mph). Iron-lined cylinder barrels in the aluminum crankcase reduce friction for exceptionally smooth running. Automatically actuated flaps in the exhaust system underscore the impressive sound.

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

** Fuel/power consumption and CO₂ emission figures given in ranges depend on the tires/wheels used as well as the selected equipment*

*** The collective fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this press information.*



Sports car-level emotion and performance are paired with comfort and efficiency. The mild hybrid system (MHEV) works continuously to reduce fuel consumption. Its 48-volt belt alternator starter and the additional lithium-ion battery enable coasting with the engine switched off, fast restart and an extended start-stop range. Fuel savings of up to 0.8 liters per 100 kilometers are possible in everyday driving. The cylinder on demand system, which deactivates individual cylinders in low-load operating situations, provides for additional efficiency. The vehicle's sound system features active noise cancellation to eliminate intrusive cabin noise for the ultimate in comfort.

Vehicle dynamics: active suspension, dynamic all-wheel steering, and quattro with sport differential

The unique combination of innovative suspension components enables the flagship to cover the entire range from the velvety cruising of a luxury sedan to the dynamically taut handling of a sports car. The new S8** comes standard with the predictive active suspension. The high-tech system, which works in combination with the air suspension, can lift or push down each wheel separately via electromechanical actuators. It is therefore possible for the first time to actively control the trim of the body in any driving situation and thus greatly reduce pitch or roll during acceleration or braking. The front camera, which detects larger road surface irregularities, enables this to be done predictively. The new Audi S8** can be a highly comfortable luxury sedan or a truly dynamic sports car – it's entirely up to the driver. The Audi drive select system offers five profiles from which to choose. "Comfort +" mode is a new profile. It makes even cornering a comfortable experience: The body leans into curves by as much as 3 degrees to reduce the lateral acceleration acting on the occupants. In "dynamic" mode, the S8** turns in precisely. The maximum roll angle during fast cornering is just roughly 2.5 degrees. With the standard suspension, it is around 5 degrees. The situational distribution of roll moments enables self-steering that is neutral or minimally oversteering. The position of the S8**'s body can be altered even when it is stationary. It is quickly raised by as much as 50 mm (2.0 in) when the door handle is actuated, making getting into the car even easier and more comfortable.

The Audi S8** is redefining the limits of physical possibility thanks to the dynamic-all-wheel steering. This allows the independent adjustment of the steering angles at the front and rear axles. It therefore combines direct, sporty steering response at low and medium speeds with supreme stability on the highway and a tight turning circle, thus resolving a long-standing conflict of objectives. The sport differential actively transfers torque between the rear wheels during fast cornering. When turning into or accelerating in a curve, most is directed to the outside wheel. This literally pushes the car into the curve and nips any hint of understeer in the bud. In the case of oversteer, the sport differential on the rear axle transfers the drive torque to the inside wheel to stabilize the S8**.

** Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.*

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Dynamic all-wheel steering, the sport differential and the predictive active suspension are all standard equipment. The interplay of these systems is unique in its class and ensures composed and sporty handling in all situations. The customer has the option of choosing high-performance brake discs made from carbon fiber ceramic. They have a diameter of 420 millimeters (16.5 in) at the front axle and 370 millimeters (14.6 in) at the rear axle. The ceramic brake discs are internally ventilated and low-wear. Including the brake calipers, the ceramic brake system is also 9.6 kilograms (21.2 lb) lighter than the standard brake system with brake discs made from cast iron. Each of the front calipers has ten pistons.

Precise expression of sporty elegance: the design

The progressive, elegantly flowing exterior design of the model series gets some new accents with the new Audi S8**. Bold interior and exterior design elements finely hone the sporty character. Wheels up to 21 inches in diameter are available for the 5.18 meter (17.0 ft) long sports sedan. Details on the front bumper, side sills and the exterior mirror housings as well as the two S-typical twin oval exhaust tailpipes emphasize the car's sporty and progressive character. The black styling package is also available as an option. With this, all chrome elements – right down to the tailpipe trims – come in high-gloss black. Customers can choose from nine sophisticated color and design worlds, including the Audi design selection pastel silver, for the spacious interior, which conveys the relaxed atmosphere of a luxurious lounge. Here the upper inlay – new and available exclusively in the Audi S8** – is made of Carbon Vector and impresses with a special 3D depth effect. Directly below that is an inlay of dark, brushed matt aluminum. Lighting options range up to HD matrix LED headlights with Audi laser light and OLED rear lights. In the major markets China, USA, Canada and South Korea, the Audi S8** will be available for the first time and exclusively with an extended wheelbase. The increased vehicle length and height means a significant increase in comfort for the occupants thanks to greater head and leg room.

Progressive and state-of-the-art: the equipment

Every detail of the new Audi S8** reflects its character as a sporty luxury model. One particular highlight are the standard comfort customized contour seats in sport look. They feature wide-ranging power adjustment, pneumatically adjustable side bolsters and separate three-stage heating for each seat. What is more, they are optionally available with ventilation and massage functions. Customers can choose between the top leather grades Valcona and Unikat. The rear seats also offer numerous features for outstanding comfort and provide for a first-class atmosphere in the Audi S8**.

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The 38 driver assistance systems that Audi provides for the new S8** are divided into the City and Tour packages. Adaptive cruise assist – the central system in the “Tour” package – stands out among the comprehensive range of assist systems. It combines the functions of adaptive cruise control, traffic jam assist and lane tracking. In conjunction with predictive efficiency assist, adaptive cruise assist brakes and accelerates the Audi S8** in anticipation of the conditions ahead. In the City assist package, Audi pre sense side joins the systems pre sense front and pre sense rear to create Audi pre sense 360°. If the system detects an impending side impact, it can operate together with the predictive active suspension to instantly raise the body by as much as 80 millimeters (3.1 in). This brings the sill into a better position to absorb the impact energy, mitigating the potential consequences of the accident for the occupants.

The brain behind the driver assistance systems in the new S8** is a high-performance processing unit, the central driver assistance controller (zFAS). It continuously computes a differentiated model of the vehicle’s surroundings based on the data provided by the sensors. Fully equipped, there are five radar sensors, six cameras, twelve ultrasound sensors and a laser scanner on board.

Digital and intelligent: controls and connectivity

The new Audi S8** offers a progressive technology experience with new digital services and state-of-the-art connectivity. The MMI touch response operating concept is fully digital. The driver controls nearly all functions via two large displays. The driver can also use natural speech control, which offers virtually unlimited freedom when formulating questions and commands. The answers are provided either from information stored on board or from the cloud. Alexa, Amazon’s cloud-based voice assistant, is also available as an option. All driving-relevant displays appear in the Audi virtual cockpit, which can be switched between two views. While the tachometer and speedometer are displayed as large dial-type gages in driving mode, the map is the center of attention in infotainment mode. Both views have S-specific red graphical details. A special S-performance layout for the Audi virtual cockpit where the central focus is the tachometer, displayed as a square graph, and the output and torque are shown as percentages can also be selected in the MMI. The optional head-up display can display important information on the windshield.

MMI navigation plus serves as the infotainment and media center in the new S8**. Besides the integration of the Amazon Alexa voice assistant, the extensive Audi connect range includes numerous car-to-X services that draw on the swarm intelligence of the Audi fleet. Traffic light information is a new feature that Audi is adding successively in selected European cities. Thanks to the interconnection with the city’s infrastructure, the vehicle receives information from the central traffic light computer via a server, which allows the driver to select a speed to match the next green-light phase. The Audi virtual cockpit displays an individual speed recommendation as well as the remaining time until the next green-light phase if the driver is already waiting at a red light. The system thus contributes to a predictive and efficient driving style and facilitates a steady flow of traffic.

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Online traffic sign information, hazard alerts and on-street parking round out the range of car-to-X services. The myAudi app connects the car to the customer's smartphone so that they can easily send destinations to the car from their couch. The Audi smartphone interface brings Android Auto and wirelessly Apple Car Play on board. High-end components such as the Bang & Olufsen 3D Advanced Sound System and the Audi phone box round out the infotainment lineup in the new S8**.

Additional information is available at www.audi-mediacycenter.com/en/audi-s8-12138

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Fuel consumption of the model listed

(Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used)

Audi S8

Combined fuel consumption in l/100 km: 11.3–11.4 (20.8–20.6 US mpg);

Combined CO₂ emissions in g/km: 258–260 (415.2–418.4 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 CO₂ emissions. Starting on September 1, 2018, the New European Driving Cycle (NEDC) will be replaced by the WLTP in stages. Owing to the more realistic test conditions, the fuel consumption and CO₂ 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.

We are currently still required by law to state the NEDC figures. In the case of new vehicles which have been type-approved according to the WLTP, 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, CO₂ emissions and the performance figures for the vehicle.

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, Germany, or under 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 18 locations in 13 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 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 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.
