



The Audi A8 and S8

Pricing and Specification Guide
Valid from October 2015



Personalising your Audi A8

This guide has been designed to help you tailor and price your Audi A8 quickly and logically. At the back, you will find information on CO₂ emissions-based taxation and the other services offered by Audi, including Finance and Insurance. You can also configure your Audi A8 online at audi.co.uk



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Vorsprung durch Technik

Three words that express the very essence of Audi. Vorsprung durch Technik isn't a slogan. It's our way of seeing the world. It is the driving force behind our history of innovation that continues into the 21st century. Indeed, many technologies that Audi pioneered remain in our cars today. Some are milestones in the history of the motorcar.

From our beginnings in 1899, to the Auto Union team's Grand Prix successes in the 1930s and our more recent wins at Le Mans, we have always been at the forefront of the motor industry.

Vorsprung durch Technik makes us who we are. To see more of its influence, just read on.









The Audi A8 – state-of-the-art luxury

As you might expect at the top of the range, the Audi A8 combines timeless elegance with the latest Audi innovations. It has a high level of luxury, thanks to exquisite attention to detail and extensive specifications as standard – adaptive air suspension, luxurious seats upholstered in Valcona leather, Audi Music Interface and HDD-based navigation including MMI Touch®.

There's also Pre-sense basic, which provides you with comprehensive preventive protection. This advanced safety system can detect an imminent collision and tighten the seat belts, close the sunroof and windows, and activate the hazard warning lights to alert other drivers.

You'll also be able to take advantage of predictive route data as standard, which links to our HDD Satellite Navigation system to identify bends, junctions and motorway stretches. The system then adjusts the transmission, lights and even the adaptive cruise control (if fitted) to provide optimum safety and comfort.

The Audi A8 is built on the aluminium Audi Space Frame®. Along with high-performance engines such as the 3.0 TDI® and 4.2 TDI®, it's helped to reduce CO₂ emissions by approximately 20% across the Audi A8 range. And, of course, you'll benefit from even more miles per gallon. With its refined comfort and sophisticated technologies like optional night vision, the Audi A8 is how Audi sees twenty-first century luxury car travel.





A8 interior story

We've introduced a number of finishing touches to the Audi A8 interior to make your driving experience both comfortable and unique. You'll find an impressive attention to detail in everything from the luxurious leather seating to our optional customised stitching, which means that every journey you make will be a personal one.

Engines

Petrol

FSI® direct-injection technology is a unique Audi innovation that was originally developed for the Le Mans 24-hour endurance race to deliver more power and torque, as well as enhanced fuel efficiency. Precisely the right amount of fuel and air are injected into the combustion chambers, enabling the engine to 'breathe' more easily. It results in reduced heat loss and increased output, with around a 15% reduction in fuel consumption and significantly lower exhaust emissions. TFSI®, which combines supercharging with FSI® technology, gives cars an extra injection of power.

Diesel

We introduced TDI® to the roads in 1989, and since then, we've continuously refined it, including developing common-rail technology. Under this system, a series of piezo injectors use electrical charge to precisely control the amount of fuel injected into the engine. As well as reducing noise, this allows combustion to happen at a lower temperature, with less oxygen, which cuts down emissions. All A8 diesel engines are now fitted with AdBlue technology which ensures compliance with EU6 emission standards.





Transmission

8-speed tiptronic®

The Audi A8 comes with an advanced 8-speed tiptronic® transmission system which reduces both fuel consumption and CO₂ emissions. It converts high-torque engine power into both sporty performance and operating convenience, with crisp, fast gear changes, reduced weight and an optimised gearshift strategy. More spontaneous gear changes are a particular benefit, especially when downshifting. Both in the 'D' (Drive) and 'S' (Sport) programme, the advanced electronics used in tiptronic® respond efficiently to every driver input, helping to prevent unwanted upshifts when cornering. This advanced gearbox can also be operated entirely in manual mode, enabling the driver to change gear using the paddles located on the steering wheel.

Efficiency

At Audi, doing less is something we're trying to do more of. We're working to use less fuel, release less CO₂ and waste less energy. It's why we've incorporated a number of more efficient technologies into the Audi A8.

Aerodynamics

A car's shape can have a big impact on its efficiency. So we've worked to make the A8 as aerodynamic as possible. By including technology such as adaptive air suspension that responds to changes in speed, we've ensured it has the lowest drag coefficient in its class. It means that the A8 becomes more aerodynamic at high speeds, while still offering an exceptional ride quality.

TDI® and FSI®

Inside the engine of the Audi A8 you'll find the same advanced fuel-injection technology that's driven us to win after win at Le Mans. With TDI® and FSI®, fuel is injected directly into the engine's chambers so that combustion is timed right down to the millisecond. As a result, waste is minimised and you get the most from every last drop of fuel.





Audi Space Frame®

The Audi Space Frame® gives the Audi A8 perfect balance on the road. As well as providing protection, its lightweight construction also allows the A8 to accelerate faster and release fewer CO₂ emissions.

Automatic Start-Stop function

In heavy traffic, your car still uses fuel and releases CO₂, even when it's stationary. The automatic Start-Stop function counteracts this problem by switching off the engine when your car comes to a standstill. As soon as you release the brake pedal, the car restarts. On the 3.0 TDI®, for example, this could save up to 0.4 litres of fuel every 100km.

Recuperation

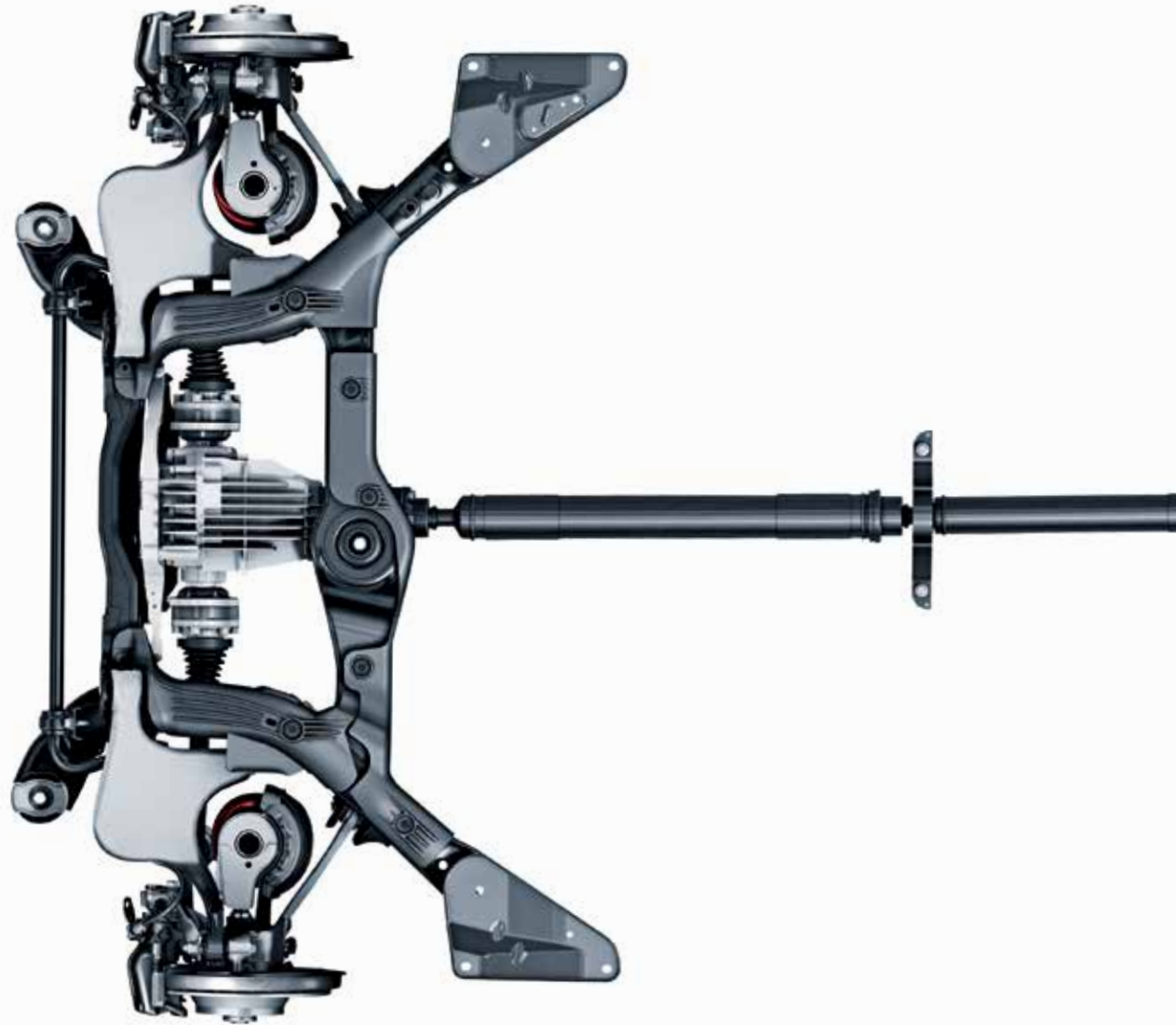
With a recuperation system like the one in the Audi A8, the kinetic energy used in braking is converted into useful electrical energy. This results in a fuel saving of up to 3%.

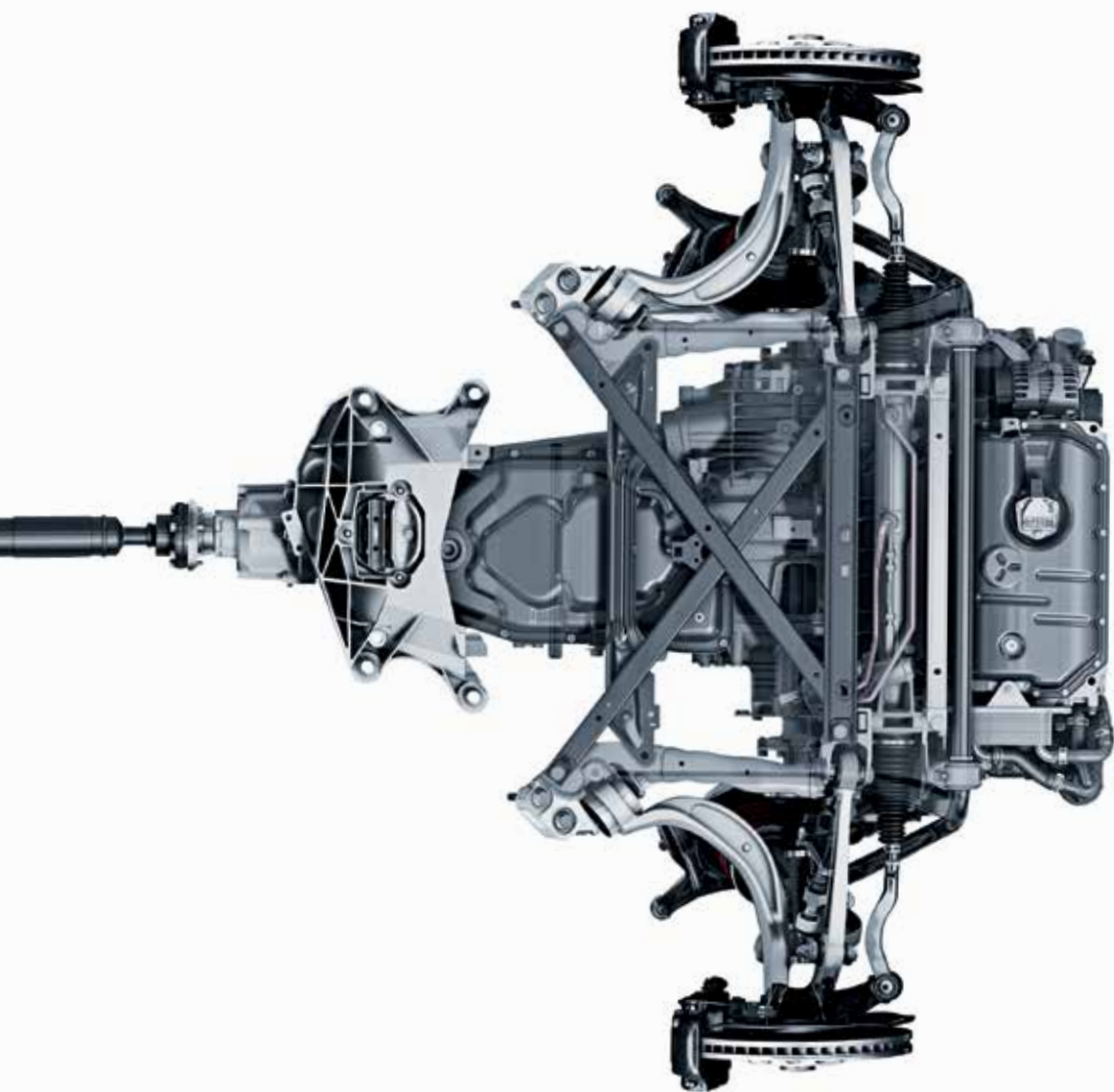
Audi cylinder-on-demand

High performance does not necessarily equate to higher consumption – as the engine of the new S8 proves. Using advanced cylinder-on-demand technology to automatically shut down four of the eight cylinders when the engine is operating at lower loads, particularly when cruising on the motorway or in city traffic, you benefit from the efficiency and low emissions of a car with a much smaller engine. Out on the open road meanwhile, the unbridled and instantaneous power of the turbocharged V8 is ready and waiting.

quattro®

It's the technology that has given Audi the edge on the rally circuit ever since it was first introduced over 30 years ago – a technology that delivers ultimate control whilst enhancing the sporty characteristics which make the Audi A8 so thrilling to drive. It's called quattro® permanent all-wheel-drive. The principle is simple: in the same way that four brakes ensure better deceleration, four permanently-driven wheels deliver better acceleration and road-holding, pushing or pulling the car as needed, for a driving experience that's both dynamic and safe.





In the Audi A8, asymmetric dynamic torque distribution continuously distributes drive power between the front and rear axles, depending on weather conditions, road surface and gradient. This leads to greater flexibility and an enhanced, sportier drive.

What's more, with the 4.2-litre TDI® engine and on the Audi S8, you'll get quattro® with Sports differential as standard. Put simply, this delivers more stability and an even more dynamic driving experience, especially on tight corners or when there is a weight shift under heavy braking.





SE model equipment

All A8 SE models have the following items of standard equipment

Engine and transmission

8-speed tiptronic transmission with electronically-transmitted shift information and Dynamic Shift Programme (DSP)

Recuperation for optimal energy utilisation

Automatic Start-Stop function for greater fuel and CO₂ efficiency. Includes energy saving tips in Driver's Information System

Wheels, tyres and suspension

18" x 8J '10-spoke V' design alloy wheels with 235/55 R18 tyres

Adaptive air suspension with four selectable modes (Auto, Dynamic, Comfort and Lift) selectable through MMI

Audi drive select with four pre-configured modes (Comfort, Auto, Dynamic and Efficiency)

Locking wheel bolts

quattro® permanent all-wheel-drive

Space-saver spare wheel

Lighting

All-LED headlights including high-beam assist – LEDs for all front lighting functions. LED technology provides lower energy consumption and enhanced contrast with a colour similar to daylight, for increased safety and good recognition by other road users. Includes all-weather light function to reduce the risk of the driver being dazzled when visibility is poor (in fog, rain or snow), turning-light function which is activated when indicator is switched on (up to speeds of 45mph), and an additional motorway light which automatically increases headlight range at speeds above approximately 68mph. Also includes high-beam assist which automatically adjusts headlights from high-beam to dipped-beam when another vehicle is approaching or when other ambient lighting is detected (i.e. street lights) by a camera on the interior mirror

Dynamic rear indicator – the rear indicators dynamically sweep from inside to out within 0.15 seconds. This helps to clearly identify not only that the vehicle is turning, but in which direction – increasing road safety as it is easier for other road users to determine which way cars are moving in a shorter amount of time

LED rear lights

Rear fog lights

Seats

Valcona leather upholstery

Electrically-adjustable 4-way lumbar support

Electric front seats with memory (12-way adjustable), including adjustment for:

- forward/backwards position
- seat cushion height
- seat cushion tilt
- backrest
- seat belt height
- headrest
- memory for driver's seat, passenger seat, steering wheel and door mirror

Heated front seats with variable temperature adjustment



18" x 8J '10-spoke V' design alloy wheels with 235/55 R18 tyres



All-LED headlights including high-beam assist



Satellite Navigation system

Audio and communication

Colour Driver's Information System (DIS), with 7" high-resolution display, efficiency programme and rest recommendations

Audi Music Interface (AMI). Provides connection for use with USB storage devices and MP3 players, including Apple iPod generation 4 onwards and Apple iPhone. Replicates display on the audio screen and DIS, including track titles. Interface is housed in the centre console, and provides a charging function (dependent on device). Intuitive operation via the MMI or multi-function steering wheel

Audi sound system

- 6-channel amplifier
- 180-Watt amplifying capacity
- Two 200mm speakers and two tweeters in front doors
- 100mm front centre speaker
- 2-way system with 168mm wide speaker and tweeters in the rear
- 260mm subwoofer located in the parcel shelf

Satellite Navigation system – HDD-based

- 2x SD card readers
- 3D and topographical mapping display including advanced 3D building display in select cities
- 7-digit postcode recognition
- 60GB hard drive, 20GB of which can be used to store up to 8,000 songs
- Advanced speech recognition
- AM/FM tuner with TP memo function
- High resolution (840x480) 8" colour TFT display
- MP3 compatible front-loading CD/DVD player
- Route planning and guidance using voice, pictogram and 3D mapping

MMI Touch. A touch-sensitive control panel which can be used to enter letters and numbers, scroll through lists and easily move around navigation maps

DAB digital radio reception

Mobile telephone preparation – Bluetooth interface

Safety and security

Audi parking system plus. Aids parking by acoustically and visually indicating distances to obstacles in front of and behind the Audi A8

3-point seat belts for all seats, front with electric height adjustment and memory function

Airbags, full size, for driver and front passenger

Audi backguard head restraints

Audi Space Frame® (ASF) construction with aluminium chassis

Automatic headlight range adjustment

Cruise control

Door mirrors – electrically-adjustable, folding, heated and auto-dimming, including automatic kerb view function; which tilts the passenger mirror downwards towards the kerb when reverse gear is engaged

Double glazing. Improved insulation against outside noise and break-in protection

Electrically-adjustable steering column with memory and adjustment for height and reach with auto easy-entry-and-exit function

Electromechanical parking brake

Electronic Differential Lock (EDL) traction control

Electronic Stability Programme (ESP) with two-stage deactivation

First aid kit with warning triangle

Front passenger airbag deactivation

Headlight washers

ISOFIX child seat mounting. For front passenger (with airbag deactivation) and outer rear seats. Including Top Tether attachment point for the outer rear seats

Light and rain sensor package. Includes automatic headlight activation, automatic windscreen wipers, coming home/leaving home function and sun band for windscreen

Pre-sense basic, which provides you with comprehensive preventive protection. This advanced safety system can detect an imminent collision and tighten the seat belts, close the sunroof and windows, and activate the hazard warning lights to alert other drivers

Electromechanical power steering

Sideguard head airbag system

Thattham Category 1 alarm and immobiliser

Tool kit

Tyre pressure loss indicator. Visual and acoustic warning if the pressure drops in one or more tyres



Gear selector lever and MMI controls



Colour Driver's Information System

SE model equipment continued

Interior equipment

4-spoke multi-function steering wheel with gear-shift paddles

Auto-dimming rear-view mirror

Analogue clock in lower inlay

Comfort front centre armrest split for driver and passenger with fold-up storage compartments; horizontally and vertically adjustable

Cloth headlining (colour dependent on chosen upholstery) – please see page 54

Illuminated door sill trim with quattro logo (Not available on S8 and W12)

Climate control with sun sensor

- Air quality sensor
- Air humidity sensor (internal and external)
- Automatic defrost function
- Cooled glove compartment
- Choice of three different climates
- Rear ventilation for footwell, centre and B-pillar
- Separate air distribution, temperature controls and display for driver and front passenger
- Sensitive moisture detectors to help avoid misted windows
- Temperature controls for footwell on driver and front passenger side

LED ambient lighting package:*

- Colour choice (Ruby, Ivory or Polar) can be controlled via MMI
- Light strip between grab handles, 2 colours
- LED footwell lights (front and rear), 2 colours
- LED entry lights (x4)
- Illuminated door pockets, 2-colour LED
- Light guide for front and rear doors, 3-colour LED
- Illuminated centre console giving 'floating' effect, 3-colour LED
- LED active door warning lights (x4)
- Roof module, 2-colour light strip/3-colour reflected light



4-spoke multi-function steering wheel and Satellite Navigation system – HDD-based**



LED ambient lighting package

Extended aluminium look in interior

- Brushed aluminium silver switches in lower inlay, centre console and door
- Air vent slats and thumbwheels in chrome trims
- Aluminium inlay on folding compartment in door armrest
- Stainless steel boot sill protector

Front and rear floor mats**Front passenger storage**

- Cooled glove compartment
- Door storage pockets with space for 1-litre bottle
- Front footwell net
- Glasses holder integrated into roof module
- Parking ticket holder in sun visor
- Storage compartment in door armrest with space for small umbrella
- Two cup holders in centre console

Front sun visors with illuminated vanity mirrors

Keyless go

Lower inlays in highly-polished black

Upper inlays in Walnut brown

Luggage compartment pack**Rear passenger storage:**

- 12V socket
- Centre armrest with storage compartment and two cup holders
- Door storage pockets
- Luggage net
- Two integrated bag hooks
- Umbrella holder

Exterior equipment

Body coloured door mirrors, handles and bumpers

Aluminium trim strips framing windows

Twin exhaust pipes, one on each side

Metallic or pearl-effect paint

Automatically opening boot lid

Windscreen washer jets, heated



Upper inlays in Walnut brown and lower inlays in highly-polished black



Keyless go

SE Executive model equipment

In addition to SE model equipment

Total RRP inc VAT
£2,605.00

Wheels, tyres and suspension

quattro with Sports differential – the electronically regulated Sports differential distributes variable amounts of driving force to each rear wheel ensuring outstanding acceleration performance when cornering, better direct steering characteristics and more agile handling (standard on 4.2 TDI only)

Safety and security

Audi parking system advanced with reversing camera – aids parking by acoustically and visually indicating distances to obstacles with guiding lines. Measured by sensors and reversing camera

Interior equipment

Lower inlays in brushed aluminium

Advanced key – keyless entry and keyless go

Exterior equipment

Power-operated boot lid which opens and closes electrically. Opened via radio-operated remote car key, button in the driver's door or the soft-touch button in the boot-lid recess. Closed by pressing the button on the inside of the boot lid

Audi hands-free boot opening system. Allows the opening of the boot lid by a simple foot movement underneath the rear bumper to trigger the automatic opening of the tailgate

Power door closure

Privacy glass. Dark tinted glass from the B-pillar backwards

Seats

Comfort front seats with memory (22-way adjustable), as standard seat, plus:

- Electrically adjustable upper backrest
- Electrically adjustable seat cushion depth
- Electrically adjustable Comfort headrests
- Pneumatic lumbar support
- Pneumatic side bolster adjustment

Comfort headrests for rear seats with manually adjustable side bolsters to provide enhanced comfort for rear passengers



Comfort seats (PSB) with seat ventilation, front and outer rear (4D1) in Valcona leather



Audi parking system advanced with reversing camera



Audi hands-free boot opening system



Image shows A8 Saloon SE Executive model with Floret silver metallic paint (L5) without privacy glass (YEK), with optional Audi Matrix LED headlights (PXC) and 20" x 9J '10-spoke' design aluminium alloy wheels (PRA)

Sport model equipment

In addition to SE Executive model equipment

Total RRP inc VAT
£3,600.00

Wheels, tyres and suspension

19" x 9J '7-parallel-spoke' design alloy wheels with 255/45 R19 tyres

Seats

Comfort front Sports seats with memory function (22-way adjustable). As standard seat, plus:

- Stitched diamond design with perforated leather seat-front
- Electrically adjustable upper backrest
- Electrically adjustable seat cushion depth
- Electrically adjustable comfort headrests
- Pneumatic lumbar support
- Pneumatic side bolster adjustment

Audio and communication

BOSE® surround sound system. Includes:

- 14 high-performance speakers including subwoofer
- 12-channel DSP amplifier with over 600-Watt output, located in boot
- Surround sound reproduction from digital 5.1 recordings (DVD) and from stereo sources (CD, Radio, MP3) via the patented BOSE® Centerpoint 2 technology

For further information, please see page 76

Mobile telephone preparation – High with Audi Connect.

A mobile phone can be connected to the internal UMTS (3G) module via Bluetooth (provided the mobile telephone has SIM Access Profile), or alternatively through the additional SIM card reader. Audi Connect features include:

- Navigation using Google Earth™ images and Google Street View™
- Destination entry via Google Maps™ or myAudi
- Online point of interest search and information services such as weather forecasts and the latest world news
- Audi traffic information online, which gives exact and accurate real-time forecasts of the traffic situation along the chosen route
- Wi-Fi hotspot in the car for convenient internet access using a mobile device (e.g. laptop or tablet)

Safety and security

Audi Matrix LED headlights. A direct evolution of Audi's LED headlights, Audi's Matrix technology provides maximum and precise illumination at all times without dazzling other road users. The vehicle uses information obtained from multiple sources including the interior mirror camera and navigation system to identify the appropriate lighting required; using GPS data the vehicle will use high beam,

but will automatically switch to dipped lighting when entering built up areas; whilst high beam is in use and oncoming traffic is detected, the Matrix beam dips or fully extinguishes individual lighting diodes. Matrix beam is capable of establishing and tracking multiple road users and illuminating the appropriate corridor(s) of light either side of them to maintain maximum visibility of the road and surrounding environment without causing disruption to others.

With Audi Matrix LED headlights, both the front and rear indicators dynamically sweep up from inside to out within 0.15 seconds – clearly identifying not only that the vehicle is turning, but in which direction the driver is going – increasing road safety as it is easier for other road users to determine which way cars are moving in a shorter amount of time

Interior equipment

3-spoke multi-function steering wheel with gear-shift paddles

Exterior equipment

Sports exterior package including:

- Sport front bumper with larger air intakes
- Sport side sills
- Sport rear bumper with integrated tailpipes



3-spoke multi-function steering wheel with gear-shift paddles



19" x 9J '7-parallel-spoke' design alloy wheel



Comfort front Sports seats



Audi Matrix LED headlights



Image shows A8 sport model in Floret silver metallic paint (L5)

Edition 21 model equipment

In addition to SE Executive model equipment

Wheels, tyres and suspension

20" x 9J '5-double-spoke' titanium design, diamond cut alloy wheels with 265/40 R20 tyres

Seats

Comfort front sports seats with memory function (22-way adjustable). As standard seat, plus:

- Stitched diamond design with perforated leather seat-front
- Electrically adjustable upper backrest
- Electrically adjustable seat cushion depth
- Electrically adjustable Comfort headrests
- Pneumatic lumbar support
- Pneumatic side bolster adjustment

Audi exclusive design package in Cognac brown or Black. Including:

- Audi exclusive leather upholstery and trim (package 1) in Cognac brown or Black Valcona leather
- Contrasting stitching and piping in black (in combination with Cognac brown Valcona leather upholstery) or red (in combination with Black Valcona leather upholstery)
- Comfort centre armrest in Cognac brown or black with contrasting stitching in black or red
- Leather-covered multi-function steering wheel with airbag cover in black and contrast stitching in Cognac brown or red; steering wheel rim with perforated leather sections (only with 3-spoke leather-covered sports steering wheel)
- Headlining in black cloth
- Door trim inserts in Cognac brown or black leather with Audi exclusive logo
- Dashboard upper and lower sections, door armrests, centre console, rear shelf and carpet in black
- Audi exclusive floor mats in black with Audi contrast leather piping and stitching in Cognac brown or red

Audio and communication

BOSE® surround sound system

Mobile telephone preparation – High with Audi Connect

Interior equipment

Audi exclusive 'A8 Edition 21' illuminated door sills for front and rear

3-spoke multi-function steering wheel with gear-shift paddles

Exterior equipment

Audi Matrix LED headlights

Sports exterior package. Including:

- Sport front bumper with larger air intakes
- Sport side sills
- Sport rear bumper with integrated tailpipes



3-spoke multi-function steering wheel with gear-shift paddles



Comfort front Sports seats in Cognac brown or black Valcona leather with contrast stitching. See page 51 for more details



20" x 9J '5-double-spoke' titanium design, diamond cut alloy wheels



Image shows A8 Edition 21 in Daytona grey, pearl effect paint (6Y)

Long wheelbase model equipment

In addition to SE model equipment

Total RRP inc VAT
£3,965.00

Seats

Heated front and outer rear seats

Interior equipment

130mm of additional legroom for rear passengers

Electric sunblinds for rear window and for rear door windows

LED ambient lighting package, plus:

- Illumination of rear centre console, 3-colour LED

Deluxe 4-zone climate control including rear comfort centre armrest. As standard climate control, plus:

- Separate air distribution and temperature controls for driver, front passenger and both sides in the rear

- Additional air-conditioning controls and unit in the rear comfort centre armrest
- Residual heat utilisation – the heating system uses the heat generated from the engine to keep the car warm after the ignition has been switched off
- Footwarmer – a higher/lower temperature can be set for the driver and passenger footwells whilst maintaining a different temperature for the main cabin area
- Indirect air regulation – once cabin is up to desired temperature, heated/cooled air is only circulated via the vents at the base of the windscreen and flows around the car, meaning air is not directly blown at driver/passengers
- Rear passenger climate can also be adjusted via the front control panel

Exterior equipment

Electric slide-and-tilt sunroof. Includes position pre-selection, tinted glass insert, variable sunshield and convenience closing



Deluxe 4-zone climate control*



Electric slide-and-tilt sunroof



Image shows an A8L in Oolong grey, metallic (OC) with optional 20" x 9J '10-parallel-spoke' design alloy wheels (PRK)

S8 model equipment

In addition to SE model equipment

Wheels, tyres and suspension

20" x 9J '5-parallel-spoke S' design alloy wheels with 265/40 R20 tyres

quattro with Sports differential – the electronically regulated Sports differential distributes variable amounts of driving force to each rear wheel ensuring outstanding acceleration performance when cornering, better direct steering characteristics and more agile handling

'S' Sports adaptive air suspension with electronic shock-absorption control – additional stiffer damping. Vehicle height can be decreased by up to 10mm. Increased functionality through Audi drive select

Dynamic steering – steering angle and steering torque adjusted dependent on road speed. Can also be adjusted through Audi drive select. ESP uses the dynamic steering function along with the brakes to apply active steering interventions when the vehicle is over or under-steering

Seats

'S' Comfort front Sports seats in Valcona leather with memory function (22-way adjustable). As standard seat plus:

- Stitched diamond design with perforated leather seat front
- Electrically adjustable upper backrest
- Electrically adjustable seat cushion depth
- Electrically adjustable comfort headrests
- Pneumatic lumbar support
- Pneumatic side bolster adjustment

Audio and communication

Mobile telephone preparation – High with Audi Connect.* A mobile phone can be connected to the internal UMTS (3G) module via Bluetooth (provided the mobile telephone has SIM Access Profile), or alternatively through the additional SIM card reader. It is possible to transfer phone book entries to the car and manage call lists

Audi Connect features include:

- Navigation using Google Earth™ images and Google Street View™
- Destination entry via Google Maps™ or myAudi

- Online point of interest search and information services such as weather forecasts and the latest world news
- Audi traffic information online, which gives exact and accurate real-time forecasts of the traffic situation along the chosen route
- Wi-Fi hotspot in the car for convenient internet access using a mobile device (e.g. laptop or tablet)

BOSE® surround sound system – includes:

- 14 high-performance speakers including subwoofer
- Two tweeters and a centre speaker in dashboard
- Two bass modules with BOSE® Acoustic Wave speaker technology and two mid-range driver speakers in front doors
- Two mid-range drivers in doors and two tweeters in the B-pillars in rear doors
- A subwoofer and two surround sound speakers in parcel shelf
- 12-channel DSP amplifier with over 600-Watt output located in boot
- Surround sound reproduction from digital 5.1 recordings (DVD) and from stereo sources (CD, Radio, MP3) via the patented BOSE® Centerpoint 2 technology



20" x 9J '5-parallel-spoke S' design alloy wheels



'S' Comfort front Sports seats in Lunar silver Valcona leather

- 12-channel DSP amplifier with over 600-Watt output located in boot
- Surround sound reproduction from digital 5.1 recordings (DVD) and from stereo sources (CD, Radio, MP3) via the patented BOSE® Centerpoint 2 technology

- Speaker trim design with chromed plastic frames, protector and BOSE® logo

CD/DVD changer for 6 DVDs and/or CDs (MP3, WMA, AAC and WMV formats) located in the glovebox

Safety and security

'S' model enhanced braking system

Audi Matrix LED headlights. A direct evolution of Audi's LED headlights, Audi's Matrix technology provides maximum and precise illumination at all times without dazzling other road users. The vehicle uses information obtained from multiple sources including the interior mirror camera and navigation system to identify the appropriate lighting required; using GPS data the vehicle will use high beam, but will automatically switch to dipped lighting when entering built up areas; whilst high beam is in use, and oncoming traffic is detected, the Matrix beam dips or fully extinguishes individual lighting diodes. Matrix beam is capable of establishing and

tracking multiple road users and illuminating the appropriate corridor(s) of light either side of them to maintain maximum visibility of the road and surrounding environment without causing disruption to others.

With Audi Matrix LED headlights, both the front and rear indicators dynamically sweep up from inside to out within 0.15 seconds – clearly identifying not only that the vehicle is turning, but in which direction the driver is going – increasing road safety as it is easier for other road users to determine which way cars are moving in a shorter amount of time

Audi parking system advanced with top view.

Aids parking and manoeuvring using 4 cameras. Cameras are mounted in the front grille, the handle of the boot lid and the housing of the two exterior mirrors. The driver can choose between different image representations in the MMI display, including a live 'bird's eye view' image for parking

Interior equipment

3-spoke 'S' multi-function steering wheel with gear-shift paddles and contrast stitching

Illuminated door sill trims with S8 logo

Extended leather package plus.

Fine Nappa leather with decorative stitching on:

- Door armrest
- Centre console
- Knee pads
- Airbag cover on steering wheel
- Bottom of door panels
- Door pockets
- Bottom of instrument panel including exterior of glove compartment
- Area surrounding the MMI

Alcantara package. With headlining, A, B, C, D pillars and parcel shelf in Alcantara

Gear selector lever in Carbon atlas

Upper inlays in Carbon atlas

Lower inlays in brushed aluminium

'S' instrument dials, in grey with white needles and S8 badge

Active noise cancellation. Effectively compensates for road noise inside the car, depending on the interior noise level and engine speed. Four microphones installed in the roof lining register background engine noise and, if necessary, a precisely calculated antiphase sound is emitted through the car's internal sound system

Advanced key – keyless entry and keyless go

Exterior equipment

Aluminium-effect door mirror housings

Dual-branch oval twin tailpipes in chrome finish

'S' Platinum grey single frame grille with dual struts in chrome and S8 logo

Painted black brake calipers with S8 logo

'S' body styling

V8T badge on front wings

Power-operated boot lid – which opens and closes electrically. Opened via radio-operated remote car key, button in the driver's door or the soft-touch button in the boot-lid recess. Closed by pressing the button on the inside of the boot lid

Audi hands-free boot opening system.

Allows the opening of the boot lid by a simple foot movement underneath the rear bumper to trigger the automatic opening of the tailgate



Inlays and gear selector lever in Carbon atlas



'S' instrument dials





S8 plus model equipment

In addition to S8 model equipment

Wheels, tyres and suspension

21" x 9J '5-double-spoke' black alloy wheels with 275/35 ZR21 tyres

Engine

Overboost function increasing maximum available torque by 50Nm to 750Nm

Exterior equipment

High-gloss black styling package. Includes exterior door mirror housings, 'S' single frame radiator grille frame, adaptive cruise control sensor surrounds, rear trim strip and window surrounds in high-gloss black. Also includes front air intakes in matt black

Rear light clusters in darkened glass

Sports exhaust with dual-branch oval twin tailpipes in high-gloss black

Rear diffuser in high-gloss black with carbon fibre insert

Front lip spoiler and side flaps in carbon fibre

Rear boot lid spoiler in body colour

Privacy glass. Dark tinted glass from the B-pillar backwards

Power door closure

Safety and security

Adaptive cruise control (ACC) with Stop&Go function and pre-sense front

Interior equipment

Black Alcantara package. Includes headlining, A, B, C, D pillars and parcel shelf in black Alcantara

Extended leather package advanced. In addition to leather package plus (7HC), Fine Nappa leather with decorative stitching on:

- Top of Door
- Instrument panel cover
- Front seat backrest cover
- Front seat bottom trim
- Dashboard wraparound
- Front and rear headrest piping

Electric sunblinds for rear window and rear door windows



Sports exhaust with dual-branch oval twin tailpipes in high-gloss black



21" x 9J '5-double-spoke' black alloy wheels with optional Ceramic brakes (PC5)



S8 plus interior with optional carbon inlay with red thread



Image shows S8 plus with optional Floret silver, matt effect paint (8W), Ceramic brakes (PC5) and carbon styling pack (5J1+6FQ)

W12 long wheelbase model equipment

In addition to long wheelbase SE model equipment

Wheels, tyres and suspension

19" x 9J '15-spoke' design partly-polished alloy wheels with 255/45 R19 Y tyres

Audio and communication

Mobile telephone preparation – High with Audi Connect.* A mobile phone can be connected to the internal UMTS (3G) module via Bluetooth (provided the mobile telephone has SIM Access Profile), or alternatively through the additional SIM card reader. It is possible to transfer phone book entries to the car and manage call lists. Audi Connect features include:

- Navigation using Google Earth™ images and Google Street View™
- Destination entry via Google Maps™ or myAudi
- Online point of interest search and information services such as weather forecasts and the latest world news
- Audi traffic information online, which gives exact and accurate real-time forecasts of the traffic situation along the chosen route
- Wi-Fi hotspot in the car for convenient internet access using a mobile device (e.g. laptop or tablet)

BOSE® surround sound system. Includes:

- 14 high-performance speakers including subwoofer
- Two tweeters and a centre speaker in dashboard
- Two bass modules with BOSE® Acoustic Wave speaker technology and two mid-range driver speakers in front doors
- Two mid-range drivers in doors and two tweeters in the B-pillars in rear doors
- A subwoofer and two surround sound speakers in parcel shelf
- 12 channel DSP amplifier with over 600-Watt output, located in boot
- Surround sound reproduction from digital 5.1 recordings (DVD) and from stereo sources (CD, Radio, MP3) via the patented BOSE® Centerpoint 2 technology
- Speaker trim design with chromed plastic frames, protector and BOSE® logo

CD/DVD changer for 6 DVDs and/or CDs (MP3, WMA, AAC and WMV formats) located in the glovebox

Car phone in centre armrest

Safety and security

Audi Matrix LED headlights. A direct evolution of Audi's LED headlights, Audi's Matrix technology provides maximum and precise illumination at all times without dazzling other road users. The vehicle uses information obtained from multiple sources including the interior mirror camera and navigation system to identify the appropriate lighting required; using GPS data the vehicle will use high beam, but will automatically switch to dipped lighting when entering built up areas; whilst high beam is in use, and oncoming traffic is detected, the Matrix beam dips or fully extinguishes individual lighting diodes. Matrix beam is capable of establishing and tracking multiple road users and illuminating the appropriate corridor(s) of light either side of them to maintain maximum visibility of the road and surrounding environment without causing disruption to others.

With Audi Matrix LED headlights, both the front and rear indicators dynamically sweep up from inside to out within 0.15 seconds – clearly identifying not only that the vehicle is turning, but in which direction the driver is going – increasing road safety as it is easier for other road users to determine which way cars are moving in a shorter amount of time



19" x 9J '15-spoke' design partly-polished alloy wheels



W12 grille



Illuminated door sill trims with W12 logo

Audi parking system advanced with top view. Aids parking and manoeuvring using 4 cameras. Cameras are mounted in the front grille, the handle of the boot lid and the housing of the two exterior mirrors. The driver can choose between different image representations in the MMI display, including a live 'bird's eye view' image for parking

Seats

Comfort front seats in Valcona leather with memory function (22-way adjustable).

As standard seat, plus:

- Comfort look design
- Electrically adjustable upper backrest
- Electrically adjustable seat cushion depth
- Electrically adjustable comfort headrests
- Pneumatic lumbar support
- Pneumatic side bolster adjustment

Individual electrically adjustable rear seats with memory function (12-way adjustable) including:

- Electrically adjustable forwards and backwards including backrest angle
- Electrically adjustable upper backrest
- Pneumatic lumbar support with electric adjustment
- Comfort rear headrests with manually adjustable sides
- Front passenger seat adjustment from the rear

Interior

Extended leather package plus. Fine Nappa leather with decorative stitching on:

- Door armrest
- Centre console
- Knee pads
- Airbag cover on steering wheel
- Bottom of door panels
- Door pockets
- Bottom of instrument panel including exterior of glove compartment
- Area surrounding the MMI

Piano black inlays in unique W12 design

Alcantara package. With headlining, A, B, C, D pillars and parcel shelf in Alcantara

Rear vanity mirror

Two additional rear reading lights

Illuminated door sill trims with W12 logo

Advanced key – keyless entry and keyless go

Exterior

Power door closure

Laminated windshield with metal layer and viewing window for Vehicle Identification Number

Side and rear window in laminated glass

Audi hands-free boot opening system. Allows the opening of the boot lid by a simple foot movement underneath the rear bumper to trigger the automatic opening of the tailgate

Power-operated boot lid. Opens and closes electrically. Opened via radio-operated remote car key, button in the driver's door or the soft-touch button in the boot-lid recess. Closed by pressing the button on the inside of the boot lid



Image shows A8L W12 model in Mythos black, metallic (OE) with optional Adaptive cruise control (ACC) with Stop&Go function including Pre-sense front (PCG)

A8 SE

Engines	Power	Transmissions	CO ₂ g/km	Total RRP inc VAT	Recommended OTR
3.0 TDI quattro	262PS	8-speed tiptronic	149*	£59,405.00	£60,235.00

A8 SE Executive

Engines	Power	Transmissions	CO ₂ g/km	Total RRP inc VAT	Recommended OTR
3.0 TDI quattro	262PS	8-speed tiptronic	149*	£62,010.00	£62,840.00
4.2 TDI quattro	385PS	8-speed tiptronic	189*	£72,310.00	£73,485.00

A8 Sport

Engines	Power	Transmissions	CO ₂ g/km	Total RRP inc VAT	Recommended OTR
3.0 TDI quattro	262PS	8-speed tiptronic	155*	£65,610.00	£66,475.00
4.2 TDI quattro	385PS	8-speed tiptronic	193*	£75,910.00	£77,085.00

A8 Edition 21

Engines	Power	Transmissions	CO ₂ g/km	Total RRP inc VAT	Recommended OTR
3.0 TDI quattro	262PS	8-speed tiptronic	155*	£72,310.00	£73,175.00

*Please note: CO₂ emissions can change if a different size alloy is ordered onto the vehicle. This may also lead to a change to the VED amount payable. Please refer to pages 74-75, 97, 99 and 104 for more information.

Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

Recommended On-The-Road (OTR) retail prices include: delivery charge, half a tank of fuel, number plates at £630.00 (inc. VAT), Road Fund Licence (which may vary depending on model/transmission – see page 104 for details) and first registration fee at £55.00.

RRP – Recommended Retail Price. VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

S8

Engines	Power	Transmissions	CO ₂ g/km	Total RRP inc VAT	Recommended OTR
4.0 TFSI quattro	520PS	8-speed tiptronic	216*	£80,060.00	£81,385.00

S8 plus

Engines	Power	Transmissions	CO ₂ g/km	Total RRP inc VAT	Recommended OTR
4.0 TFSI quattro	605PS	8-speed tiptronic	231*	£96,145.00	£97,700.00

A8L SE

Engines	Power	Transmissions	CO ₂ g/km	Total RRP inc VAT	Recommended OTR
3.0 TDI quattro	262PS	8-speed tiptronic	153*	£63,370.00	£64,235.00

A8L W12

Engines	Power	Transmissions	CO ₂ g/km	Total RRP inc VAT	Recommended OTR
6.3 W12	500PS	8-speed tiptronic	254*	£97,015.00	£98,570.00

A8L SE Executive

Engines	Power	Transmissions	CO ₂ g/km	Total RRP inc VAT	Recommended OTR
3.0 TDI quattro	262PS	8-speed tiptronic	153*	£65,975.00	£66,840.00
4.2 TDI quattro	385PS	8-speed tiptronic	190*	£76,275.00	£77,450.00

A8L Edition 21

Engines	Power	Transmissions	CO ₂ g/km	Total RRP inc VAT	Recommended OTR
3.0 TDI quattro	262PS	8-speed tiptronic	159*	£76,275.00	£77,140.00

***Please note:** CO₂ emissions can change if a different size alloy is ordered onto the vehicle. This may also lead to a change to the VED amount payable. Please refer to pages 74-75, 97, 99 and 104 for more information.

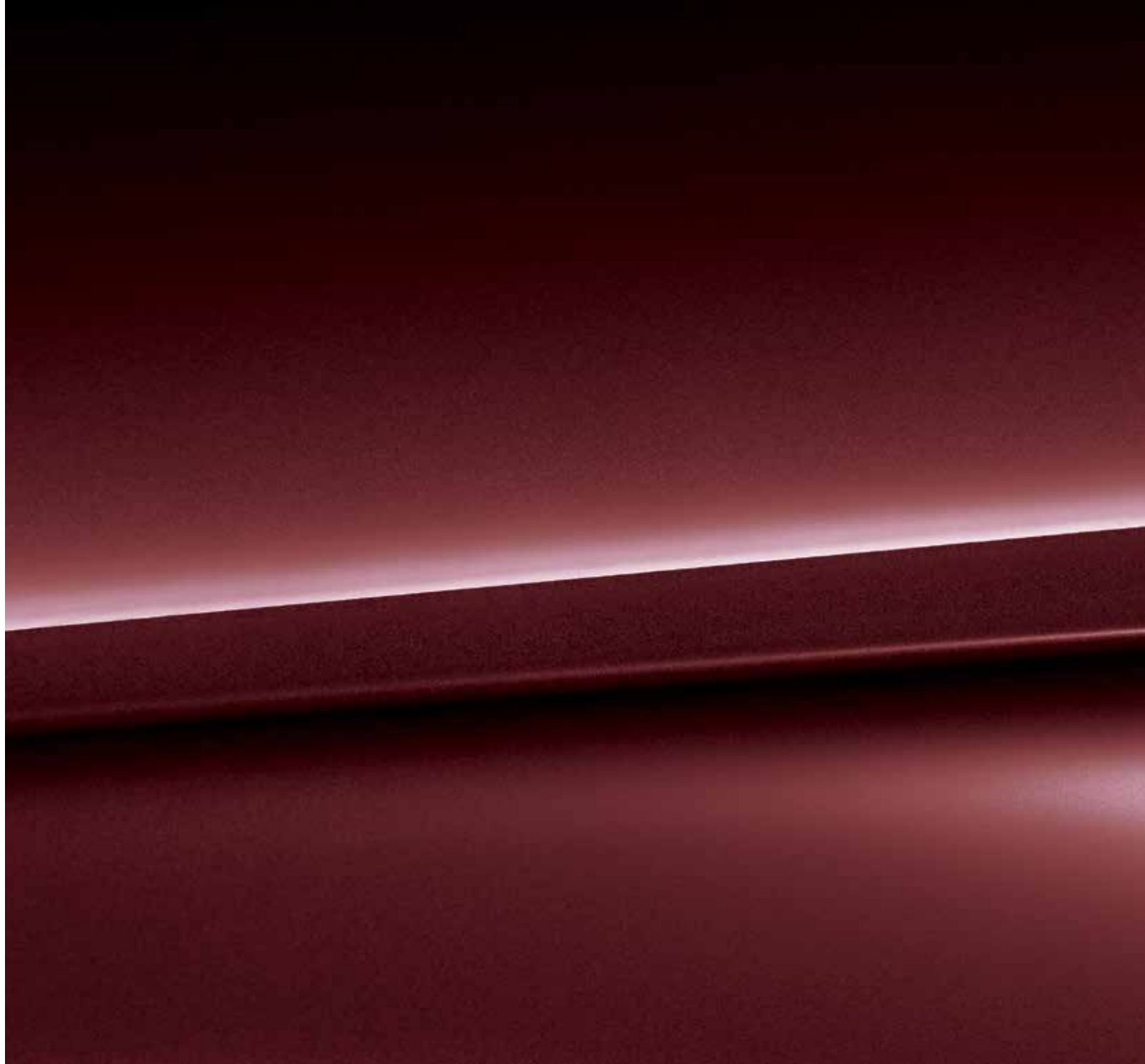
Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

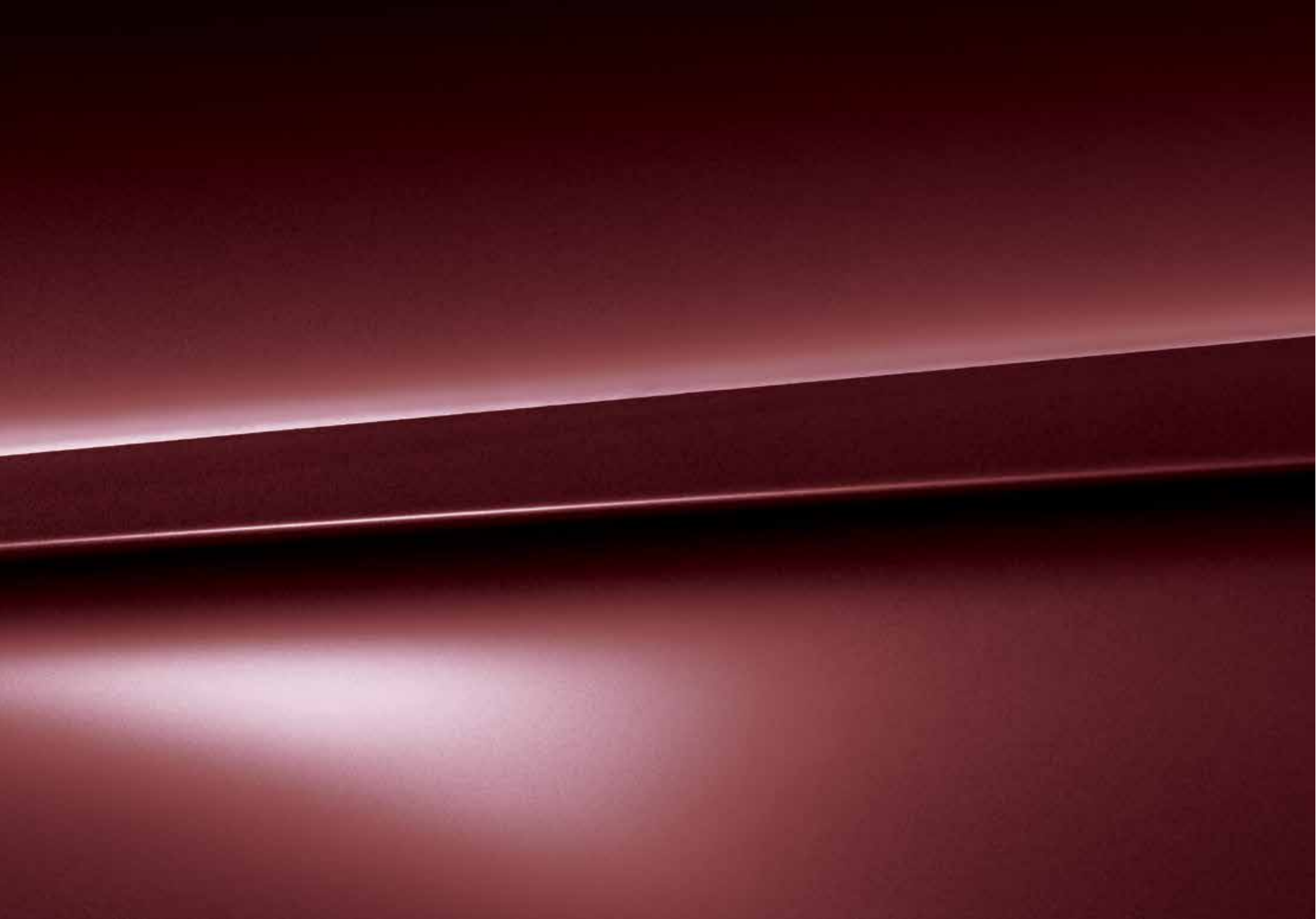
Recommended On-The-Road (OTR) retail prices include: delivery charge, half a tank of fuel, number plates at £630.00 (inc. VAT), Road Fund Licence (which may vary depending on model/transmission – see page 104 for details) and first registration fee at £55.00.

RRP – Recommended Retail Price. VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Paint

We believe that every part of your car should have a personal touch. Which is why you can choose from a wide range of paint colours and finishes, from standard shades to metallic and pearl effects. We can even mix a customised colour for you to create the perfect fit.

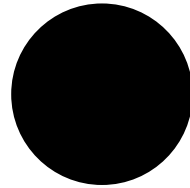




Paint

You can either select one of the colours shown opposite or an Audi exclusive range colour.

Standard colours



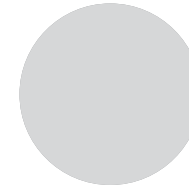
Brilliant black - A2*



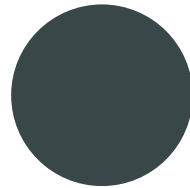
Ibis white - T9*



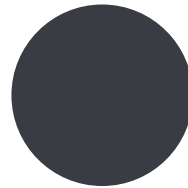
Glacier white, metallic - 2Y



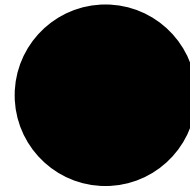
Floret silver, metallic - L5



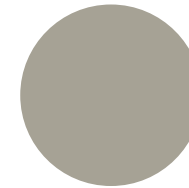
Monsoon grey, metallic - 0C*



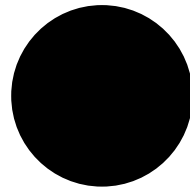
Oolong grey, metallic - 4N*



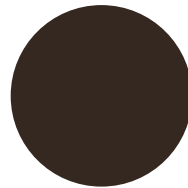
Havanna black, metallic - 4J*



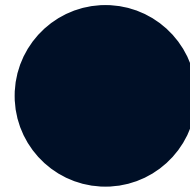
Cuvée silver, metallic - 0D*



Mythos black, metallic - 0E

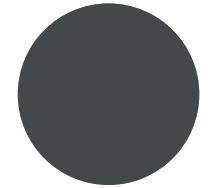


Argus brown, metallic - W3*



Moonlight blue, metallic - W1*

S8/Edition 21 colours



Daytona grey, pearl effect - 6Y

Options are subject to availability and may extend delivery.

*Not available on A8 Edition 21 models.

**Only available on S8 plus models.

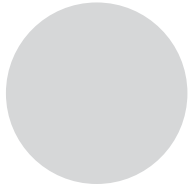
All the colour swatches on this page are matched as accurately as possible to the actual paint colours used. However, due to print processes, Audi UK cannot guarantee that colours shown are 100% accurate.

Visit your local Audi Centre for a more accurate colour swatch.

RRP - Recommended Retail Price.

Standard colours
Total RRP inc VAT
No charge

S8 plus colour



Floret silver, matt paint – 8W**

Matt colour

Total RRP inc VAT
£4,995.00

Paint

Audi exclusive

Everyone has a favourite colour. No matter what yours is, Audi exclusive provides a range of unique colours that have been designed to set your car apart. Choose from the swatches here, or specify any other paint colour in the Audi range – whether it's Sepang blue from the Audi R8 or Alpine white from the original Audi quattro. The choice is yours.*

Customised

If you have a particular colour in mind, we'll mix the exact metallic or pearl-effect shade you want.**

*Audi exclusive paint is subject to factory approval. Visit your local Audi Centre for colour samples.

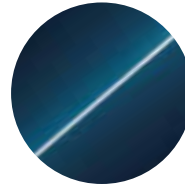
**Customised paint is subject to factory approval, and is available for metallic and pearl-effect water-based paints only. Three-colour process colours and two-tone schemes are not available.

All the colour swatches on this page are matched as accurately as possible to the actual paint colours used. However, due to print processes, Audi UK cannot guarantee that colours shown are 100% accurate.

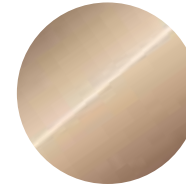
Visit your local Audi Centre for a more accurate colour swatch.

RRP – Recommended Retail Price.

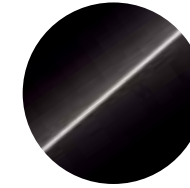
VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.



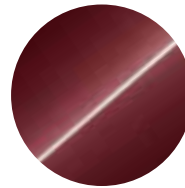
Palace blue, pearl effect



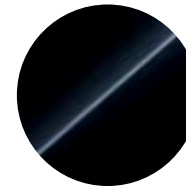
Sand beige, pearl effect



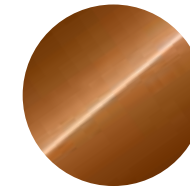
Saddle brown, pearl effect



Classic red, pearl effect



Mamba black, metallic



Ipanema brown, metallic



Any colour in the Audi range or 100 exclusive colours to choose from*



Customised paint**

Audi exclusive*

Total RRP inc VAT
£1,500.00

Customised**

Total RRP inc VAT
£2,000.00

Upholstery

It's important to feel comfortable on the road. Just choose from our range of luxury upholstery materials and textures, including additional support and colour options, for complete relaxation while you drive.





Upholstery and seats

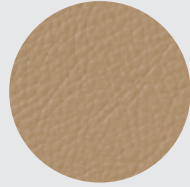
Standard seats and upholstery

12-way electrically-adjustable seats with electric lumbar support and memory function. You can also choose your favourite upholstery from the swatches shown opposite to give your car's interior the look and feel you want.

Valcona leather



Black - FZ



Velvet beige - KP

SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
S	-	-	-	S	-	-	-	-	-	No charge

Options are subject to availability and may extend delivery.

- = Not available
- = Available
- S = Standard

RRP - Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.



Standard seats



Comfort seats (PS8)



Comfort Sports seats (PS1)

Upholstery and seats

Comfort seats and upholstery

Comfort front seats come with memory function and can be adjusted 22 ways. They come with electrically adjustable upper backrest, seat cushion depth and comfort headrests. You'll also be able to choose from pneumatic lumbar support and pneumatic side bolster adjustment.

Please note that seats in Valcona leather, when ordered with seat ventilation, will be perforated.

Comfort seats with ventilation and massage function also benefit from an additional storage compartment to their rear.

Options are subject to availability and may extend delivery.

- = Not available
- = Available
- S = Standard

*Only in combination with ventilated seats (4D1, 4D2, 4D3 or 4D5).

RRP - Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
Valcona leather	●	-	-	-	●	-	-	-	-	-	£1,175.00
Natural leather*		S	●	-	-	S	-	●	●	S	No charge
	●	-	-	-	●	-	-	-	-	-	£1,585.00
		●	●	-	-	●	-	●	●	●	£410.00



Comfort seats (PS8) with individual electrically adjustable outer rear seats (PE6) and seat ventilation, front and outer rear (4D1)

Upholstery and seats

Comfort Sports seats and upholstery

Comfort front Sports seats come with memory function and can be adjusted 22 ways. They come in stitched diamond design with perforated leather seat front, along with electrically adjustable upper backrest, seat cushion depth and comfort headrests. You'll also be able to choose from pneumatic lumbar support and pneumatic side bolster adjustment.

Comfort Sports seats benefit from an additional storage compartment on the rear of the seat.

Options are subject to availability and may extend delivery.

- = Not available
- = Available
- S = Standard

*For W12, only in combination with Rear Sports seat package (YSB) and Front and outer rear seat ventilation (4D1) or front and rear seat ventilation and massage function (4D2).

**Only available on S8 and S8 plus.


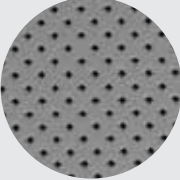


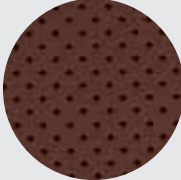
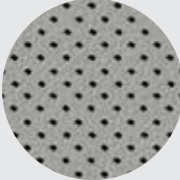


***Only available on S8 plus.

^Only available on S8 in combination with Design selection package (PET).

RRP - Recommended Retail Price.

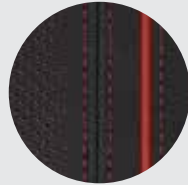
VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Perforated Valcona leather*

	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
 <p>Black - FZ</p>	●	-	-	-	●	-	-	-	-	-	£1,380.00
 <p>Titanium grey - KN</p>	-	●	-	-	-	●	-	-	-	-	£205.00
 <p>Velvet beige - KP</p>	-	-	S	-	-	-	-	S	S	●	No charge
 <p>Nutmeg brown - IP</p>	-	-	-	-	-	-	-	-	-	-	-
 <p>Nougat brown - RZ</p>	-	-	-	-	-	-	-	-	-	-	-
 <p>Lunar silver - KX**</p>	-	-	-	-	-	-	-	-	-	-	-
 <p>Vermont brown - IT^</p>	-	-	-	-	-	-	-	-	-	-	-
 <p>Black with red stitching - JR***</p>	-	-	-	-	-	-	-	-	-	-	-

Upholstery and seats

Comfort Sport seats and upholstery for A8 Edition 2.1



Black with red stitching – YVJ

Audi exclusive design package in Black with contrast red stitching.

- Including:
- Audi exclusive leather upholstery and trim (package 1) in Black Valcona leather
 - Contrasting stitching and piping in red
 - Comfort centre armrest in black with contrasting stitching in red
 - Leather-covered multi-function steering wheel with airbag cover in black and contrast stitching in red; steering wheel rim with perforated leather sections (only with 3-spoke leather-covered sports steering wheel)
 - Headlining in black cloth
 - Door trim inserts in black leather with Audi exclusive logo
 - Dashboard upper and lower sections, door armrests, centre console, rear shelf and carpet in black
 - Audi exclusive floor mats in black with contrast leather piping and stitching in red



Cognac brown with black stitching – YVI

Audi exclusive design package in Cognac brown with contrast black stitching.

- Including:
- Audi exclusive leather upholstery and trim (package 1) in Cognac brown Valcona leather
 - Contrasting stitching and piping in black
 - Comfort centre armrest in Cognac brown with contrasting stitching in black
 - Leather-covered multifunction steering wheel with airbag cover in Cognac brown and contrast stitching in black; steering wheel rim with perforated leather sections (only with 3-spoke leather-covered sports steering wheel)
 - Headlining in black cloth
 - Door trim inserts in Cognac brown leather with Audi exclusive logo
 - Dashboard upper and lower sections, door armrests, centre console, rear shelf and carpet in black
 - Audi exclusive floor mats in black with contrast leather piping and stitching in Cognac brown



Audi exclusive design package in Black with contrast red stitching



Audi exclusive design package in Cognac brown with contrast black stitching

	SE	SE Executive	Sport	Edition 2.1	SE L	SE Executive L	Edition 2.1 L	S8	S8 plus	W12	Total RRP inc VAT
Black with red stitching – YVJ	-	-	-	S	-	-	S	-	-	-	No charge
Cognac brown with black stitching – YVI	-	-	-	●	-	-	●	-	-	-	No charge

Options are subject to availability and may extend delivery.

- = Not available
● = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Upholstery and seats

Seating options

If you choose Comfort seats or Comfort Sports seats, you can take advantage of the luxurious options opposite.

Options are subject to availability and may extend delivery.

- = Not available
● = Available
S = Standard

*Please note that order code YSB must be added with Comfort front Sports seats (PS1) when ordering a rear seat package (PE6 or PE2).

**Not available in combination with PE6.

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Order Code		SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
4A4	Heated outer rear seats	●	●	●	●	S	S	S	●	●	S	£350.00
4D3	Seat ventilation, front. Ventilation of the centre section of front seats, adjustable to three levels. Please note: to allow for seat ventilation, the leather of the seat front is perforated. Only in combination with Comfort seats with memory function (PS1 or PS8)	●	●	●	●	●	●	●	●	●	●	£765.00
4D1	Seat ventilation, front and outer rear. Ventilation of the centre section of front seats and outer rear seats, adjustable to three levels. Only in combination with Comfort seats with memory function (PS1 or PS8) and individual electrically adjustable rear seats (PE6 or PE6/YSB*). Please note: to allow for seat ventilation, the leather of the seat front is perforated	●	●	●	●	●	●	●	●	●	●	£1,530.00
4D7	Massage seats, front. Massage function for front passengers, with five massage programs adjustable to three different intensities. Only in combination with Comfort seats with memory function (PS1 or PS8)	●	●	●	●	●	●	●	●	●	●	£870.00
4D4	Massage seats, front and outer rear. Massage function for front passengers, with five massage programs adjustable to three different intensities. Massage function for outer rear passengers, with two massage programs adjustable to three different intensities. Only in combination with Comfort seats (PS8) and individual electrically adjustable rear seats (PE6). Not available in combination with Comfort Sports seats (PS1)	●	●	●	–	●	●	–	●	●	●	£1,530.00
4D5	Seat ventilation and massage function for front seats. Ventilation of the centre section of front seats, adjustable to three levels. Massage function for front passengers, with five massage programs adjustable to three different intensities. Please note: to allow for seat ventilation, the leather of the seat front is perforated. Only in combination with Comfort seats with memory function (PS1** or PS8)	●	●	●	●	●	●	●	●	●	●	£1,635.00
4D2	Seat ventilation and massage function for front and outer rear seats. Ventilation of the centre section of front seats and outer rear seats, adjustable to three levels. Massage function for front passengers, with five massage programs adjustable to three different intensities. Massage function for outer rear passengers, with two massage programs adjustable to three different intensities. Operated by the control panel in the rear centre armrest. Only in combination with Comfort seats with memory function (PS1 or PS8) and individual electrically adjustable rear seats (PE6 or PE6/YSB*). Please note: to allow for seat ventilation, the leather of the seat front is perforated	●	●	●	●	●	●	●	●	●	●	£3,060.00
	In combination with Audi design selection (PEX/PEZ/PET)	●	●	●	–	●	●	–	●	–	●	£1,425.00
	Individual electrically adjustable outer rear seats. Including: - Separate electrically adjustable outer rear seats (SZ1) - Electrically adjustable forward/backwards positioning, including backrest angle - Electrically adjustable upper backrest - Comfort rear headrests (VA2)	●	–	–	–	–	–	–	●	●	–	£4,700.00
PE6	- Memory function for each outer seat - Front passenger seat adjustment from the rear (4V1) - Power adjustable lumbar support in front seats and outer rear seats (7P3)	–	●	●	●	–	–	–	–	–	–	£4,445.00
	- Seat heating for front seats and outer rear seats (4A4) - 4-zone automatic air conditioning (9AH) - Electrically operated roll-up sunblinds for rear window and for rear door windows (3Y8)	–	–	–	–	●	–	–	–	–	S	£2,005.00
	Only in combination with Comfort front seats (PS8) or Comfort front Sports seats (PS1/YSB*). If PS1 is selected, seat ventilation, front and outer rear (4D1) or seat ventilation and massage function for front and outer rear seats (4D2), or Audi design selection (PEX/PEZ) must also be selected	–	–	–	–	–	●	●	–	–	–	£1,750.00
VA2	Comfort headrests for rear seats with manually adjustable sides to provide more support and increased comfort. Only in combination with Comfort seats with memory function (PS1 or PS8)	●	S	S	S	●	S	S	●	●	S	£255.00

Upholstery and seats

Seating options

Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
Rear seat package – two individual rear seats with reclining seat and footrest - Comfort rear headrests (VA2) - Front passenger seat adjustment from rear (4V1) - Electrically adjustable lumbar support for outer rear seats (7P3) - Two individual rear seats 12-way electrically adjustable with reclining seat and footrest (5Z2).	-	-	-	-	●	-	-	-	-	-	£10,060.00
PE2 Please note the reclining seat with footrest is the rear seat behind the front passenger. The footrest will replace the storage compartment on the rear of the front seat - Rear Seat Entertainment (9WP) - Continuous centre console Must be combined with Comfort seats (PS8) or Comfort Sports seats (PS1/YSB*), Extended leather package (7HB), seat ventilation and massage function for front and rear seats (4D2), 230V socket (9Z3) and BOSE® surround sound system (8RY) or Bang & Olufsen Advanced Sound System (8RF)	-	-	-	-	-	●	●	-	-	-	£9,805.00
	-	-	-	-	-	-	-	-	-	●	£7,360.00

Options are subject to availability and may extend delivery.

- = Not available
- = Available
- S = Standard

*Please note that order code YSB must be added with Comfort front Sports seats (PS1) when ordering a rear seat package (PE6 or PE2).

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.



Rear seat package – two individual rear seats with reclining seat and footrest



Rear seat package – two individual rear seats with reclining seat and footrest

Colour and trim guide

Interior trim colours

To help you choose the right interior for your new Audi A8, please use this guide, showing the carpet, dashboard and headlining colours that have been matched to your chosen upholstery.

	FZ	IP	IQ	KN	KP	RZ	KX+	JR^	IT***	IS*	KS*
Seat upholstery	Black	Nutmeg brown	Atlas beige	Titanium grey	Velvet beige	Nougat brown	Lunar silver	Black	Vermont brown	Sycamore grey	Balao brown
Steering wheel, gear lever	Black	Black	Mocca brown	Steel grey	Moor brown	Black	Steel grey	Black	Black	Marble grey	Mocca brown
Top of dashboard	Black	Black	Mocca brown	Steel grey	Moor brown	Black	Steel grey	Black	Black	Marble grey	Mocca brown
Bottom of dashboard	Black	Black	Atlas beige	Titanium grey	Velvet beige	Black	Lunar silver	Black	Black	Sycamore grey	Balao brown
Centre console	Black	Black	Atlas beige	Titanium grey	Velvet beige	Black	Lunar silver	Black	Black	Sycamore grey	Balao brown
Centre armrest (front and rear)	Black	Nutmeg brown	Atlas beige	Titanium grey	Velvet beige	Nougat brown	Lunar silver	Black	Black/ Vermont brown	Sycamore grey	Balao brown
Door armrests	Black	Black	Atlas beige	Titanium grey	Velvet beige	Black	Lunar silver	Black	Black	Sycamore grey	Balao brown
Top of door	Black	Black	Mocca brown	Steel grey	Moor brown	Black	Steel grey	Black	Black	Marble grey	Balao brown
Door card	Black	Black	Atlas beige	Titanium grey	Velvet beige	Black	Lunar silver	Black	Black	Sycamore grey	Balao brown
Carpet	Black	Black	Atlas beige	Titanium grey	Velvet beige	Black	Titanium grey	Black	Black	Sycamore grey	Balao brown
Headlining	Lunar silver	Lunar silver	Atlas beige	Lunar silver	Velvet beige	Lunar silver	Lunar silver	Black	Lunar silver	Snow white	Snow white
Parcel shelf	Black	Black	Atlas beige	Titanium grey	Velvet beige	Black	Lunar silver	Black	Black	Sycamore grey	Balao brown
Seat belts	Black	Black	Atlas beige	Titanium grey	Velvet beige	Black	Titanium grey	Black	Black	Black	Black

Standard seats

Valcona leather (N5D)	●	—	—	—	●	—	—	—	—	—	—
-----------------------	---	---	---	---	---	---	---	---	---	---	---

Comfort seats

Valcona leather (N5D)	●	●	●	●	●	●	—	—	—	—	—
Perforated Natural leather (N4K)	●	—	—	—	●	●	—	—	—	—	—
Perforated Valcona leather (N5D)	●	●	●	●	●	●	—	—	—	—	—
Design package Balao brown (PEZ)	—	—	—	—	—	—	—	—	—	—	●
Design package Sycamore grey (PEX)	—	—	—	—	—	—	—	—	—	●	—

Comfort Sports seats

Perforated Valcona leather (N5D)	●	●	—	●	●	●	●	●	—	—	—
Design package Vermont brown (PET)	—	—	—	—	—	—	—	—	●	—	—

Options are subject to availability and may extend delivery.

— = Not available
● = Available
S = Standard

*Only available on S8.

*See page 56 for more information.

**See page 57 for more information.

^Please note JR interior comes with red contrast stitching on the seats, steering wheel, dashboard, armrests, centre console and door inserts.



Comfort seats (PS8) with seat ventilation, front and outer rear (4D1) in Valcona leather

Audi design selection

Audi design selection is a unique blend of features, colours and materials. From 22-way adjustable Comfort front seats to four-zone automatic air-conditioning, each item means you'll be able to make the most of your driving experience.

Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
	●	-	-	-	-	-	-	-	-	-	£12,765.00
	-	●	●	-	-	-	-	-	-	-	£12,365.00
PEZ	-	-	-	-	●	-	-	-	-	-	£11,540.00
	-	-	-	-	-	●	-	-	-	-	£11,140.00
	-	-	-	-	-	-	-	●	-	●	£7,660.00
	●	-	-	-	-	-	-	-	-	-	£12,765.00
	-	●	●	-	-	-	-	-	-	-	£12,365.00
PEX	-	-	-	-	●	-	-	-	-	-	£11,540.00
	-	-	-	-	-	●	-	-	-	-	£11,140.00
	-	-	-	-	-	-	-	●	-	●	£7,660.00

Options are subject to availability and may extend delivery.

- = Not available
- = Available
- S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Audi design selection

Order Code

Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
PET	-	-	-	-	-	-	-	•	-	-	£7,660.00

Audi design selection Vermont brown – an exclusive combination of exquisite interior colours, materials and equipment. The package includes:

- 22-way adjustable Comfort Sports seats (Q1D) with memory function (3PR)
- Seats in Valcona leather (N5D) with two bolsters (VA2) in Vermont brown with Lunar silver accordion pleat, piping and contrasting stitching
- Headlining and parcel shelf in Lunar silver Alcantara (6NN)
- Parcel shelf in Sycamore grey Alcantara
- Top of dashboard in Black with Black stitching
- Lower dashboard in Black with Black stitching
- Upper inlay in Carbon Twill copper (SMH)
- Lower inlay in brushed aluminium, silver (GT4)
- Aluminium look in interior (GS4)
- Heated front and outer rear seats (4A4)
- Ventilation and massage function for front seats (4D5)
- Deluxe 4-zone climate control (9AH)
- Electric sunblinds for rear window and for rear door windows (3Y8)
- Design selection badge in doors

Added as a no-cost option:
- Leather package advanced (7HD)

Options are subject to availability and may extend delivery.

- = Not available
- = Available
- S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.



Audi design selection Sycamore grey (PEX)



Audi design selection Balao brown (PEZ)

Interior design

We've created a range of options so that you can tailor your Audi A8's interior.

Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
7HB Extended leather package – Fine Nappa leather with decorative stitching on: door armrest, centre console, knee pads and airbag cover on steering wheel	●	●	●	●	●	●	●	–	–	–	£1,020.00
7HC Extended leather package plus – in addition to leather package (7HB), Fine Nappa leather with decorative stitching on: bottom of door panels, door pockets, bottom of instrument panel including exterior of glove compartment and area surrounding the MMI	●	●	●	●	●	●	●	S	–	S	£2,195.00
PL4 Black Alcantara package – the following items in black Alcantara: headlining, A, B, C, D pillars, parcel shelf	● –	● –	● –	● –	● –	● –	● –	– ●	– S	– ●	£1,530.00 No charge
PL7 Alcantara package – the following items are in Alcantara to match chosen colours: headlining, A, B, C, D pillars, parcel shelf	● –	● –	● –	– –	● –	● –	– –	– S	– ●	– S	£1,530.00 No charge
6NQ Cloth headlining – black	● –	● –	● –	– S	● –	● –	– S	– ●	– –	– –	£315.00 No charge

Options are subject to availability and may extend delivery.

- = Not available
- = Available
- S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.



Audi exclusive inlays (YTA) and Audi exclusive gear selector lever (YTD) in Oak, sepia

Audi exclusive

Audi exclusive enables you to create an Audi that's unique to you, with precisely the colours, finishes and interior detailing you want. You can customise as much or as little as you like, specify just one detail or design your car's overall appearance. It's entirely up to you.

Leather and stitching colours, inlays and carpets can all be tailored, and with hundreds of possible paint combinations we're sure to find the exterior colour you have in mind. We can even mix the exact metallic paint or pearlescent shade you want for your Audi.





Upholstery

Audi exclusive

With Audi exclusive, you can specify your seats and any other Audi exclusive options in an array of different colours shown here, as well as black.

Select just one all-over shade for each seat, or customise each panel in two or more complementary colours from the distinctive Audi exclusive palette. You can even choose the colour of the decorative stitching – to match or contrast with your chosen upholstery.* Whatever combination you decide upon, we think you'll be extremely satisfied with the result.

Alcantara: available in all the Audi exclusive colours shown, except for Crimson red, Jet grey and Sand beige. Alcantara equivalents are Chilli red, Amethyst grey and Sesame beige respectively.

Dashboard: available in Havanna brown, Saddle brown, Chestnut brown, Cognac brown, Classic red, Crimson red, Jet grey, Night blue, Smoky blue and Iceland green.

Please consult your Audi Centre for examples of Alcantara and carpet colours.

*Due to safety considerations contrast stitching is not available on the dashboard windscreen side.



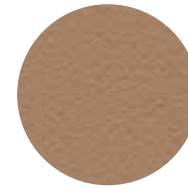
Chestnut brown



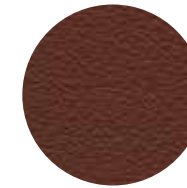
Jet grey



Alabaster white



Sand beige



Saddle brown



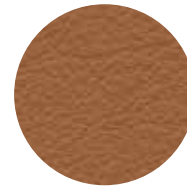
Crimson red



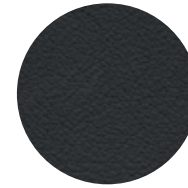
Magnolia white



Havanna brown



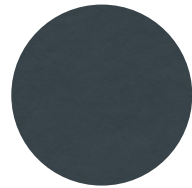
Cognac brown



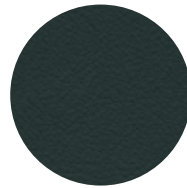
Night blue



Cloudy grey



Smoky blue



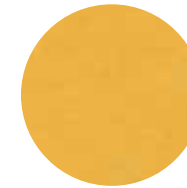
Iceland green



Powder beige



Classic red



Calendula yellow



Audi exclusive leather package 1



Audi exclusive leather package 2

Upholstery

Audi exclusive

Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
YZ1 S3G	●	●	●	-	●	●	-	●	●	●	£5,795.00
YZ2 S3G	●	●	●	-	●	●	-	●	●	●	£8,045.00
YZ3 S3G	●	●	●	-	●	●	-	●	●	●	£12,025.00
YZ4 7HD S3G	●	●	●	-	●	●	-	-	-	-	£22,035.00
	-	-	-	-	-	-	-	●	-	-	£18,310.00
	-	-	-	-	-	-	-	-	-	●	£17,275.00
	-	-	-	-	-	-	-	-	●	-	£14,275.00
	●	●	●	-	●	●	-	●	-	●	£14,275.00

In combination with Audi design selection (PEZ/PEX/PET)

Options are subject to availability and may extend delivery.

- = Not available
- = Available
- S = Standard

*Can only be ordered in combination with Comfort seats or Comfort Sports seats.

**Can only be ordered in combination with Comfort seats or Comfort Sports seats and one of the leather packages (7HB/C/D).

†Can only be ordered in combination with Comfort seats or Comfort Sports seats and one of the leather packages (7HC/D).

††Can only be ordered in combination with Comfort seats or Comfort Sports seats, Alcantara headlining (PL4/7), and electric sunblinds for rear window and rear door windows (3Y8).

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.



Audi exclusive leather package 3



Audi exclusive leather package 4

Upholstery

Audi exclusive interior options

Order Code		SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
YTO S3G	Audi exclusive seat belts*	●	●	●	—	●	●	—	●	●	●	£1,635.00
YSQ S3G	Audi exclusive carpet and floor mats** – with leather piping, front and rear	●	●	●	—	●	●	—	●	●	●	£2,145.00
YVX S3G	Audi exclusive personalised door sill trims. Door sill trims in front and rear can be personalised with lettering. Contact your local Audi Centre for more details	●	●	●	S	●	●	S	●	●	●	£2,700.00

*Leather, headlining and stitching (where applicable) can be specified from the Audi exclusive colours on page 62.

**The carpet colour can also be selected from any of the Audi exclusive colours.

Function elements such as backrest adjusters or seat adjusting levers come in the colour of the interior equipment code ordered.



Audi exclusive carpet, including floor mats



Audi exclusive personalised door sill trims



Comfort Sports seats (PS1) and Rear seat package (PE2) with Audi exclusive leather package 4 (YZ4) in Magnolia white and Chestnut brown

Inlays

Attention to detail can make a big impact. From contemporary black Piano finish to Fine grain ash, our selection of inlays make the perfect finishing touch to your car's interior.





Inlays

Inlays are the all-important finishing touch that add flair and interest to your car's interior, available in a variety of textures and finishes.

Order Code		SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12***	Total RRP inc VAT
5MG	Upper inlays – Walnut, dark brown	S	S	S	S	S	S	S	-	-	-	No charge
5TF	Upper inlays – Fine grain birch wood, pearl beige*	•	•	•	•	•	•	•	•	-	•	£325.00
5TW	Upper inlays – Vavona wood, assam grey*	•	•	•	•	•	•	•	•	-	•	£325.00
7TL	Upper inlays – Fine grain ash, velvet brown*	•	•	•	•	•	•	•	•	-	•	£325.00
5MC	Upper inlays – Fine grain ash, natural gold brown*	•	•	•	•	•	•	•	-	-	•	£325.00
5MB	Upper inlays – Poplar, brown silver*	•	•	•	•	•	•	•	•	-	•	£325.00
5TT	Upper inlays – Piano finish, black*	•	•	•	•	•	•	•	•	•	S	£850.00
5MK	Upper inlays – Carbon atlas	-	-	-	-	-	-	-	S	S	-	No charge
5TU	Upper inlays – Carbon with red thread^	-	-	-	-	-	-	-	-	•	-	No charge
GT4	Lower inlays – Brushed aluminium, silver	•	S	S	S	•	S	S	S	S	S	£400.00
GT0	Lower inlays – Highly polished, black	S	-	-	-	S	-	-	•	•	-	No charge

Options are subject to availability and may extend delivery.

- = Not available
• = Available
S = Standard

*Only available in combination with leather gear lever (6Q2) or gear selector lever in wood (6Q3) on S8.

**Only available as a lower inlay.

***On W12 models the available inlays have no charge.

^Only available on S8 plus in combination with interior JR and the Gear selector level in wood (6Q3).

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Upper inlays



Walnut, dark brown – 5TF



Fine grain birch wood, pearl beige – 5TF



Vavona wood, assam grey – 5TW



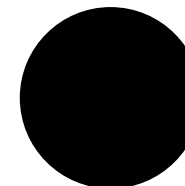
Fine grain ash, velvet brown – 7TL



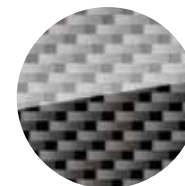
Fine grain ash, natural gold brown – 5MC



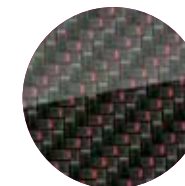
Poplar, brown silver – 5MB



Piano finish, black – 5TT



Carbon atlas, – 5MK

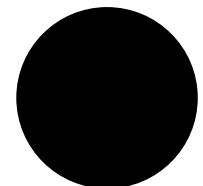


Carbon with red thread, – 5TU^

Lower inlays



Brushed aluminium, silver** – GT4



Highly polished, black** – 5T0

Inlays

Audi exclusive

Audi exclusive has sourced a wide range of materials which you can select for your inlays, from Oak sepia to Fine grain myrtle, nutmeg.

Order Code		SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
YTA S3G	Audi exclusive inlays (cannot be combined with the inlays shown on page 68)*	•	•	•	•	•	•	•	•	•	•	£1,840.00



Fine grain myrtle, nutmeg



Fine grain ash, nougat



Oak, sepia



Vavona wood, bronze



Modrone wood, gold



Tamo ash, dark brown

Options are subject to availability and may extend delivery.

- = Not available
- = Available
- S = Standard

*Only available in combination with leather gear selector lever (6Q2) on S8. SMG must also be added.

RRP - Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.



Audi exclusive inlays in Oak, sepia



Audi exclusive inlays in Fine grain myrtle, nutmeg

Options

Every driver has different needs, which is why we have created some useful options to further enhance your car. For extra comfort, support, style or function, you can choose from a variety of additional features, tailoring everything from your infotainment and audio equipment to your wheels and lighting.





Wheels, tyres and suspension

Choose a set of specially-selected alloy wheels to subtly enhance the way your Audi A8 looks and drives.



19" x 9J '5-arm'
design alloy wheels - PRD



19" x 9J '10-spoke Y'
design alloy wheels - PRC



19" x 9J '15-spoke Y'
design alloy wheels - PRR



20" x 9J '10-parallel-spoke'
design alloy wheels - PRK



20" x 9J '5-double-spoke'
design alloy wheels - PQ8



20" x 9J '10-spoke'
design alloy wheels - PRA



21" x 9J '5-triple-spoke' design
alloy wheels - PRJ



21" x 9J '5-arm Rotor' design titanium
finish alloy wheels - PQ0



21" x 9J '5-double spoke'
alloy wheels - PQ7



21" x 9J '5-double spoke' titanium
finish alloy wheels - PQ4

Please note that choosing an optional wheel may affect the fuel consumption figures and the CO2 emissions on your A8. This may result in a change in the subsequent Vehicle Excise Duty payable. Please see pages 95, 97 and 102 for more details.

Options are subject to availability and may extend delivery.

Wheels, tyres and suspension

Order Code		SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
1G3	Full-sized spare alloy wheel with tyre. Only in combination with 19" or 20" alloy wheels. Please note that the boot space is reduced with this option	-	-	-	-	-	-	-	-	-	●	£430.00
PRD	19" x 9J '5-arm' design alloy wheels with 255/45 R19 Y tyres	●	●	-	-	●	●	-	-	-	-	£1,635.00
PRC	19" x 9J '10-spoke Y' design alloy wheels with 255/45 R19 tyres	●	●	-	-	●	●	-	-	-	-	£1,635.00
		-	-	-	-	-	-	-	-	-	●	No charge
PRR	19" x 9J '15-spoke Y' design alloy wheels with 255/45 R19 tyres	●	●	-	-	●	●	-	-	-	S	£1,635.00
		●	●	-	-	●	●	-	-	-	-	£2,755.00
PRK	20" x 9J '10-parallel-spoke' design alloy wheels with 265/40 R20 Y tyres	-	-	-	-	-	-	-	-	-	●	£1,120.00
		-	-	●	-	-	-	-	-	-	-	£725.00
		-	-	-	-	-	-	-	●	-	-	£1,470.00
PQ8	20" x 9J '5-double-spoke' design alloy wheels with 265/40 R20 tyres	-	-	-	-	-	-	-	-	-	●	£995.00
		-	-	●	-	-	-	-	-	-	-	£585.00
		●	●	-	-	●	●	-	-	-	-	£2,800.00
PRA	20" x 9J '10-spoke' design aluminium alloy wheels with 265/40 R20 tyres	-	-	-	-	-	-	-	-	-	●	£1,165.00
		-	-	●	-	-	-	-	-	-	-	£725.00
PRJ	21" x 9J '5-triple-spoke' design alloy wheels with 265/35 R21 tyres	-	-	-	-	-	-	-	●	-	-	£1,565.00
		-	-	-	-	-	-	-	●	-	-	£1,665.00
PQ0	21" x 9J '5-arm Rotor' design titanium finish alloy wheels with 275/35 R21 tyres	-	-	●	-	-	-	-	-	-	-	£1,450.00
		-	-	-	●	-	-	●	-	-	-	£1,250.00
		-	-	-	-	-	-	-	-	●	-	No charge
PQ7	21" x 9J '5-double spoke' alloy wheels with 275/35 ZR21 tyres	-	-	-	-	-	-	-	-	●	-	No charge
PQ4	21" x 9J '5-double spoke' titanium finish alloy wheels with 275/35 ZR21 tyres	-	-	-	-	-	-	-	-	●	-	No charge

Please note that choosing an optional wheel may affect the fuel consumption figures and the CO2 emissions on your A8. This may result in a change in the subsequent Vehicle Excise Duty payable. Please see pages 95, 97 and 102 for more details.

Options are subject to availability and may extend delivery.

- = Not available
● = Available
S = Standard

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Suspension

Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
PC5	Ceramic brakes. 19-inch high-performance braking system with carbon fibre-reinforced ceramic brake discs in front and rear. Includes specially designed cooling ducts in the ventilated and perforated brake discs, brake calipers in high-gloss anthracite, and 'Audi ceramic' inscription to front calipers										
	-	-	-	-	-	-	-	•	•	-	£8,650.00
2MA	Sports air suspension with electronic shock absorption control – stiffer damping. Vehicle height can be decreased by up to 10mm. Increased functionality through Audi drive select										
	•	•	•	•	-	-	-	-	-	-	£860.00
GH2	quattro® with Sports differential. The electronically regulated Sports differential distributes variable amounts of driving force to each rear wheel ensuring outstanding acceleration performance when cornering, better direct steering characteristics and more agile handling (standard on 4.2 TDI models)										
	•	•	•	•	•	•	•	S	S	•	£1,175.00
1N8	Dynamic steering. Improves handling and ride comfort whilst changing lanes, parking and cornering by dynamically adapting the steering to the driving situation. In addition to adapting the steering effort, the steering angle is also adapted (steering ratio). Supports vehicle stabilisation through the ESC										
	•	•	•	•	•	•	•	S	S	•	£1,330.00
PA3	Dynamic package – includes ceramic brakes and top speed restriction removed to increase maximum speed to 189mph*										
	-	-	-	-	-	-	-	-	•	-	£9,250.00

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Audio and communication

Stay in touch using our range of advanced communication functions, and give each journey its own soundtrack with our audio equipment, including a Bang & Olufsen Advanced Sound System and the class-leading Rear Seat Entertainment System.

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S = Standard

¹To check the compatibility of your mobile phone and whether it has SIM Access Profile compatibility, please visit www.audi.co.uk/phonecompatibility

²Please note that when a data SIM card is inserted into the SIM card reader, Bluetooth hands-free connectivity is disabled as the SIM card takes priority over the Bluetooth connection.

³Online services are only available for mobile phone contracts including a data option and only within the coverage of the mobile phone network; there may be additional costs for the use of these services (charges and billing correspond to the personal mobile phone contract). Due to high data volumes, a mobile phone contract including an unlimited data plan is strongly recommended. The content and scope of the online-based services offered may vary.

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
9ZW	•	•	S	S	•	•	S	S	S	S	£350.00
9ZW QF2	•	•	-	-	•	•	-	-	-	-	£830.00
	-	-	•	•	-	-	•	•	•	S	£480.00
9ZW QF4	•	•	-	-	•	•	-	-	-	-	£1,315.00
	-	-	•	•	-	-	•	•	•	-	£965.00
	-	-	-	-	-	-	-	-	-	•	£485.00
9ZE	•	•	-	-	•	•	-	-	-	-	£425.00
9ZC	•	•	-	-	•	•	-	-	-	-	£775.00
	-	-	•	•	-	-	•	•	•	-	£425.00
QU6	•	•	•	•	•	•	•	•	•	•	£1,000.00
6G0	•	•	•	•	•	•	•	S	S	S	£415.00
8RY											
	•	•	S	S	•	•	S	S	S	S	£1,175.00

BOSE® surround sound system
 - 14 high-performance speakers
 - Dashboard – two tweeters and a centre speaker
 - Front doors – two bass modules with BOSE® Acoustic Wave Speaker Technology and two mid-range speakers
 - Rear doors – two mid-range speakers in doors and two tweeters in the B-pillars
 - Parcel shelf – a subwoofer and two surround-sound speakers
 - 12-channel DSP amplifier with over 600-Watt output located in boot
 - Surround-sound reproduction from digital 5.1 recordings (DVD) and from stereo sources (CD, Radio, MP3) via the patented BOSE® Centerpoint 2 technology (speaker trim design with chromed plastic frames, protector and BOSE® logo)

Audio and communication

Order Code

Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
Bang & Olufsen Advanced Sound System											
8RF	•	•	-	-	•	•	-	-	-	-	£6,740.00
	-	-	•	•	-	-	•	•	•	•	£5,565.00
9WP	•	•	•	•	•	•	•	•	•	•	£2,370.00

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Bang & Olufsen Advanced Sound System

- 19 high-performance speakers including subwoofer:
- Dashboard – 100mm centre speaker, 19mm tweeter and two surround-sound speaker
- Front doors – two 100mm mid-range speakers and two 165mm woofers
- Rear doors – four 100mm mid-range speakers and two tweeters
- Parcel shelf – subwoofer, two surround-sound speakers and two tweeters
- 19-channel Digital Signal Processing (DSP) amplifier with over 1,400-Watt output located in boot
- Surround-sound reproduction from digital 5.1 recordings (DVD) and from stereo sources (CD, Radio, MP3)
- Motorised Acoustic Lens speakers in dashboard, aluminium loudspeaker grilles for all other visible speakers

Rear Seat Entertainment

- Two 10.2” high-resolution LCD monitors (only 16mm thick) on the backrest of the front seats, fixed with adjustable brackets.
 - Separate MMI control unit in rear centre armrest
 - Separate main unit in rear with additional single DVD drive, hard drive (20GB for media; maximum 4,000 tracks in MP3 format), two SD card slots, Audi Music Interface, AUX-IN and AV-IN (for external games console, for example)
 - Audio supports MP3, WMA and AAC formats
 - Video supports MPEG-1, -2, -4, WMV and Xvid formats
 - Access to radio, TV and DVD changer
 - Two wireless Bluetooth headphones
 - Option of different content on each screen
 - 5.1 surround-sound possible
- Only in combination with Comfort front seats (PS8) or Comfort front Sports seats (PS1) and BOSE® (8RY) or Bang & Olufsen (8RF) sound systems. Only in combination with Deluxe 4-zone climate control (9AH) on S8



Bang & Olufsen Advanced Sound System



Audi Phone Box



Rear Seat Entertainment with Audi design selection Balao brown and Bang & Olufsen Advanced Sound System

Interior equipment

Specify every detail of your car's interior with this range of options.

Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
PGD	●	S	S	S	●	S	S	S	S	S	£995.00
9AH	●	●	●	●	S	S	S	●	●	S	£1,100.00
3Y2	●	●	●	●	–	–	–	●	–	–	£345.00
3Y8	●	●	●	●	S	S	S	●	S	S	£845.00
VC1	●	●	●	●	●	●	●	●	●	●	£195.00
3X4	●	●	●	●	●	●	●	●	●	●	£245.00
1W7	●	●	●	●	●	●	●	●	●	●	£1,275.00
8S3	●	●	●	●	–	–	–	●	●	–	£280.00
VE1 853	–	–	–	–	●	●	●	–	–	S	£275.00
1U9	●	●	●	●	●	●	●	●	●	●	£2,500.00

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*HomeLink® is a registered trademark of Johnson Controls. For information on compatibility, visit www.homelink.com

**Designs are subject to factory approval.

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Interior equipment

Specify every detail of your car's interior with this range of options.

Options are subject to availability and may extend delivery.

- = Not available
- = Available
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Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
5N2	•	•	•	•	•	•	•	•	•	S	£525.00
6Q3	•	•	•	•	•	•	•	-	-	•	£110.00
YTD S3G	•	•	•	-	•	•	-	•	•	•	£340.00
0TR	-	-	-	-	•	•	•	-	-	•	£250.00
2V9	•	•	•	•	•	•	•	•	•	•	£130.00
9JA	•	•	•	•	•	•	•	•	•	•	No charge

Folding grab handles with wood segments. Not available in combination with upper inlays – Fine grain ash, natural gold brown (SMC) or upper inlays – Fine grain birch wood, pearl beige (STP). Not available in combination with Audi exclusive inlays (YTA)

Gear selector lever in wood – wood is matched to chosen upper inlays. Not available in combination with Audi design selection (PEZ/PEX) or Audi exclusive inlays (YTA)

Audi exclusive gear selector lever in wood. Only available in combination with matching Audi exclusive inlays (YTA)

Rear foot rests

Air ioniser boosts the well-being and alertness of driver and passengers. Placing it in the right B-pillar benefits rear-seat passengers in particular. Ionisation of air reduces harmful airborne particles and germs, thus improving air quality in the interior.

- Generates ions to match the concentration found in outdoor settings such as the mountains or a park

- Ioniser is activated by a switch on the right B-pillar

- A vent in the right B-pillar emits ionised air

Only in combination with Deluxe 4-zone climate control (9AH)

Non-smoking package. Replaces ashtray with additional storage compartments



Rear vanity mirror



Folding grab handles with wood segments

Exterior equipment

Make sure your car looks exactly as you want it to by selecting some of the striking options from our detailed list.

Order Code		SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
3FE	Electric slide-and-tilt sunroof. Includes position pre-selection, tinted glass insert, variable sunshield and convenience closing	●	●	●	●	S	S	S	●	●	S	£1,035.00
3FR	Electric slide-and-tilt solar-panel sunroof. Includes position pre-selection and convenience closing. Uses the sun's energy to supply a constant flow of air to reduce the temperature inside a parked car	●	●	●	●	-	-	-	●	●	-	£1,890.00 £440.00
PPA	Panoramic sunroof. Includes rear vanity mirror	-	-	-	-	●	●	●	-	-	●	£1,635.00
GZ2	Power door closure. Electrically-operated power doors with soft-close feature	●	-	-	-	●	-	-	●	-	-	£460.00 No charge
4E7	Power-operated boot lid. Opens and closes the boot lid electrically. Opened via radio-operated remote car key, button in the driver's door or the soft-touch button in the boot-lid recess. Closed by pressing the button on the inside of the boot lid	●	S	S	S	●	S	S	S	S	S	£615.00
4KS	Privacy glass.* Dark tinted glass from B-pillar backwards	●	S	S	S	●	S	S	●	S	-	£390.00
4KV 4GR	Twin-pane UV, heat-insulating glass and heated windscreen. Includes invisible heating element in windscreen. Operates automatically below +5°C when climate control is on auto. Please note that the reflective layer may impede the operation of portable GPS, GSM or road-toll devices. Only in combination with Mobile telephone preparation - High with Audi Connect (9ZW). Not available in combination with Privacy glass (4KS)	●	-	-	-	●	-	-	●	-	S	£920.00
VW5 4GR	Twin-pane UV, heat-insulating privacy glass and heated windscreen. Includes invisible heating element in windscreen. Operates automatically below +5°C when climate control is on auto. Please note the reflective layer may impede the operation of portable GPS, GSM or road-toll devices. Only in combination with Mobile telephone preparation - High with Audi Connect (9ZW)	●	-	-	-	●	-	-	●	-	-	£1,310.00 £920.00 £390.00
1D9	Towing bracket - electrically folding. Electrically folding ball head operated via button in the luggage compartment, including trailer stabilisation via the Electronic Stability Programme. Includes single European 13-pin electrics socket and may require a 13- to 7-pin adaptor.** Please contact your Audi Centre for details	●	●	●	●	●	●	●	●	●	●	£825.00
2Z7	Deletion of engine technology badge at rear	●	●	●	●	●	●	●	-	-	●	No charge
2Z0	Deletion of model designation and engine technology badges at rear	●	●	●	●	●	●	●	-	-	●	No charge
0P8	Enhanced Sports exhaust. Includes black chrome exhaust pipes with a distinctive sound	-	-	-	-	-	-	-	●	S	-	£1,215.00
5J1 6FQ	Carbon styling package. Includes rear boot lid spoiler and exterior mirror housings in carbon fibre	-	-	-	-	-	-	-	●	●	-	£1,995.00

Options are subject to availability and may extend delivery.

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*Please note that Privacy glass (4KS) can be deselected on A8 SE Executive and Sport with order code (YEK).

**Additional wiring is required for auxiliary equipment.

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Safety and security

We've developed a range of advanced technologies to increase your safety.

The driver's assistance systems featured on these pages work only within system limits. They assist the driver with driving tasks. However, the driver remains responsible for driving the vehicle and is required to be attentive.

Options are subject to availability and may extend delivery.

- = Not available
 • = Available
 S = Standard

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Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
7Y4	•	•	•	•	•	•	•	•	•	•	£510.00
PCC	•	•	•	•	•	•	•	•	S	•	£1,330.00

Audi active lane assist. Helps the driver to stay in lane with gentle steering impulses for greater safety and convenience, particularly on motorways and country roads:

- Informs driver if the car is drifting out of lane unintentionally above approximately 37mph
- Driver has the choice of two system settings in the MMI:
 - Early steering intervention - continuously helps the driver to stay in lane with steering impulses that centre the vehicle in its lane
 - Late steering intervention - alerts the driver that the vehicle is possibly crossing the lane markings, at the same time as providing a corrective steering prompt
- Additional warning in the form of vibrating steering wheel when lane markings are crossed, if specified by driver
- Camera identifies individual or coloured lane markings, e.g. yellow lines at roadworks
- Additional indication in head-up display (if selected as an option)

Adaptive cruise control (ACC) with Stop&Go function including Pre-sense front. Automatic distance regulation, using radar sensors to maintain required distance by braking and accelerating. Four programs (distance 1 to distance 4) can be set via the steering column controls of the cruise control system. Works at speeds between 0 and 155mph* and also includes Audi braking guard system which triggers a visual and acoustic alarm when the system detects the risk of a collision with the vehicle in front. In addition, the airbags are pre-conditioned if a crash is sensed and the braking system is prepared to assist with the necessary braking force once the brake pedal is touched



Carbon fibre rear boot lid spoiler



Adaptive cruise control



Audi active lane assist

Safety and security

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Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
PCH	•	•	•	•	•	•	•	•	-	•	£525.00
PCD	•	•	•	•	•	•	•	•	-	•	£900.00

Audi side assist including Pre-sense rear. Aids the driver when changing lane. Audi side assist monitors the area behind your car, using radar sensors located discreetly in the rear bumper, and informs the driver with a visual warning signal in the door mirror if there is a vehicle in their blind spot or approaching quickly from behind. The system is activated using a button in the driver's door and works at speeds above 19mph. Pre-sense rear uses the rear sensors, and if a rear collision is sensed, the upper backrest and headrest are adjusted automatically and the airbags are pre-conditioned to provide increased protection. When combined with Comfort front Sports seats (PS1), the pneumatic bolsters are also filled to provide more protection

Audi side assist including rear Pre-sense and Audi active lane assist. Combines the functionality of Audi active lane assist and Audi side assist including Pre-sense rear. Additionally, with the combination of these two optional extras, if the driver attempts to change lanes and Audi side assist detects a vehicle in the driver's blind spot then Audi active lane assist's steering intervention will steer you back into lane in an attempt to avoid a collision



Audi side assist



Audi side assist

Safety and security

The driver's assistance systems featured on these pages work only within system limits. They assist the driver with driving tasks. However, the driver remains responsible for driving the vehicle and is required to be attentive.

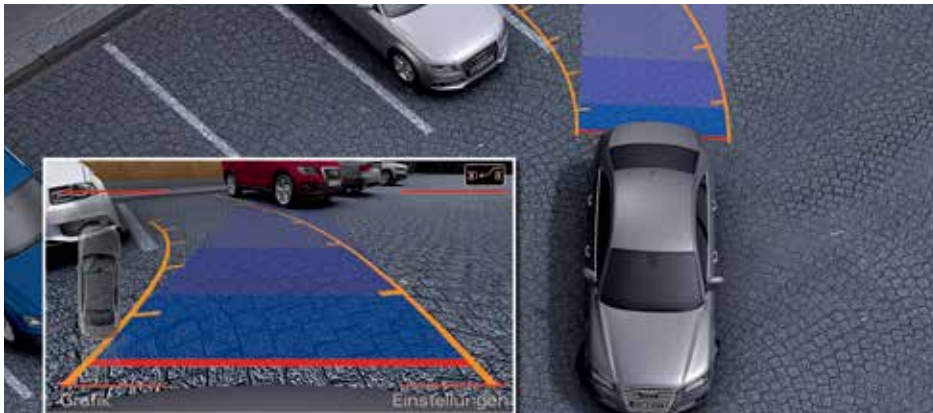
Options are subject to availability and may extend delivery.

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Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
Audi Assistance package with Pre-sense plus and Audi active lane assist – includes: - Audi adaptive cruise control with Stop&Go function including Pre-sense front - Audi active lane assist	•	•	•	•	•	•	•	•	-	•	£2,230.00
PCE - Audi side assist including Pre-sense rear - Pre-sense plus, an expansion of the Audi braking guard, where, if a collision is classified as unavoidable, the brakes are applied automatically in order to minimise the impact of the collision	-	-	-	-	-	-	-	-	•	-	£900.00
7X5 Audi parking system plus with park assist. Searches for suitable parking spaces along the road by means of ultrasonic sensors, calculates the ideal parking path and performs the steering action automatically. Park assist performs both parallel and perpendicular parking, as well as manoeuvring out of parallel parking spaces. The steering is done by the vehicle – the driver only needs to accelerate and apply the brakes	•	•	•	•	•	•	•	•	•	•	£410.00
KA2 Audi parking system advanced with reversing camera. Aids parking by acoustically and visually indicating distances to obstacles with guiding lines. Measured by sensors and reversing camera	•	S	S	S	•	S	S	-	-	-	£400.00
KA6 Audi parking system advanced with top view. Aids parking and manoeuvring using 4 cameras. Cameras are mounted in the front grille, the handle of the boot lid and the housing of the two exterior mirrors. The driver can choose between different image representations in the MMI display, including a live 'bird's eye view' image for parking	•	-	-	-	•	-	-	-	-	-	£900.00
	-	•	•	•	-	•	•	S	S	S	£500.00



Audi parking system advanced with reversing camera



Audi parking system advanced with top view

Safety and security

The driver's assistance systems featured on these pages work only within system limits. They assist the driver with driving tasks. However, the driver remains responsible for driving the vehicle and is required to be attentive.

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- = Not available
- = Available
- S = Standard

RRP - Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
PXC	•	•	S	S	•	•	S	S	S	S	£840.00
9R1	•	•	•	•	•	•	•	•	•	•	£1,535.00

Audi Matrix LED headlights. A direct evolution of Audi's LED headlights, Audi's Matrix technology provides maximum and precise illumination at all times without dazzling other road users.

The vehicle uses information obtained from multiple sources including the interior mirror camera and navigation system to identify the appropriate lighting required; using GPS data the vehicle will use high beam, but will automatically switch to dipped lighting when entering built up areas; whilst high beam is in use, and oncoming traffic is detected, the Matrix beam dips or fully extinguishes individual lighting diodes. Matrix beam is capable of establishing and tracking multiple road users and illuminating the appropriate corridor(s) of light either side of them to maintain maximum visibility of the road and surrounding environment without causing disruption to others.

With Audi Matrix LED headlights, both the front and rear indicators dynamically sweep up from inside to out within 0.15 seconds - clearly identifying not only that the vehicle is turning, but in which direction the driver is going - increasing road safety as it is easier for other road users to determine which way cars are moving in a shorter amount of time

Night vision assistant with pedestrian and animal detection. A thermal imaging camera (remote infrared with resolution of 320x240 pixels) registers heat dissipation in front of the vehicle and represents this image in the 7" Driver's Information System display. Image recognition software highlights people and larger wild animals detected in the darkness in yellow, and if the system classifies them as being at risk, a warning bell is sounded and the image changes to red. The people detected are also illuminated by the headlights three times in succession to alert them to the danger. System operation may be restricted in too much ambient light, high humidity and high night-time temperatures (over 28°C)



Audi Matrix LED headlights



Night vision assistant with pedestrian and animal detection

Safety and security

The driver's assistance systems featured on these pages work only within system limits. They assist the driver with driving tasks. However, the driver remains responsible for driving the vehicle and is required to be attentive.

Options are subject to availability and may extend delivery.

- = Not available
• = Available
S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Order Code	SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
QR9	•	•	•	•	•	•	•	•	•	•	£250.00
KS1	•	•	•	•	•	•	•	•	•	•	£1,340.00

Speed limit display – the prevailing speed limit can be simply read from the Driver's Information System. Should the camera fail to see a sign properly, the speed limit from the data for the navigation system will be shown instead. The specific advantages are:

- Display of the speed limits currently registered, which can be called up in the Driver's Information System at any time
- Display can be called up in every instrument cluster view
- Camera-based system is also capable of detecting temporary speed restrictions in roadworks and on digital displays (e.g. over motorways) within the system limits
- Display of national speed limits for Western European countries

Only available with Audi active lane assist (7Y4), Adaptive cruise control (PCG), or Audi Assistance package with Pre-sense plus and Audi active lane assist (PCE)

Head-up display. An optical system of mirrors project driving-related information directly into the driver's field of vision. To prevent ghost images, a special windscreen with a wedge-shaped film is fitted. The driver perceives the display to be 2 to 2.5m beyond the windscreen. The display has many benefits:

- Helps to increase safety, convenience and driving pleasure
- Straightforward operation via MMI
- Display is height-adjustable, adjusts to ambient brightness
- High contrast, multicolour display adjusts to ambient brightness

The following can be chosen to be displayed (depending on chosen options):

- Vehicle speed
- Navigation instructions
- Adaptive cruise control status, distance from vehicle ahead and set speed
- Warning messages from night vision assistant
- Camera-based speed limit display



Head-up display



Speed limit display

Steering wheels

Our steering wheels are available in a range of textures and designs and can give you control of key vehicle features such as phone and stereo, as well as the automatic transmission.

Order Code		SE	SE Executive	Sport	Edition 21	SE L	SE Executive L	Edition 21 L	S8	S8 plus	W12	Total RRP inc VAT
2Z5	4-spoke leather multi-function steering wheel with gear-shift paddles	S	S	-	-	S	S	-	-	-	S	No charge
1XX	3-spoke leather multi-function steering wheel with gear-shift paddles	•	•	-	-	•	•	-	-	-	-	£180.00
		-	-	S	S	-	-	S	S	S	•	No charge
1XT	Heated 3-spoke leather multi-function steering wheel with gear-shift paddles	•	•	-	-	•	•	-	-	-	-	£430.00
		-	-	•	•	-	-	•	•	•	•	£250.00
2ZD	Heated 4-spoke leather multi-function steering wheel with gear-shift paddles	•	•	-	-	•	•	-	-	-	•	£250.00
6F9	4-spoke multi-function steering wheel with wood segments and gear-shift paddles. Available in a selection of colours to match upper inlays	•	•	•	-	•	•	-	•	-	•	£615.00

Options are subject to availability and may extend delivery.

- = Not available
- = Available
- S = Standard

RRP – Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.



4-spoke leather multi-function steering wheel



3-spoke leather multi-function steering wheel



Looking after your Audi

When you've chosen your ideal model, it's reassuring to know that it will remain in safe hands. That's why we've created products to protect your Audi, from extended warranties to Audi Complete – our comprehensive service and maintenance package. And there's also a range of Audi accessories and merchandise to choose from, enabling you to further enhance and safeguard your car.





Audi Complete

If you drive under 10,000 miles per annum your vehicle will be placed on a Fixed Inspection Service schedule. If your mileage tends to exceed 10,000 miles per annum it will be placed on the Flexible Service schedule.

Audi Complete is our fixed-cost maintenance plan, which helps you keep your Audi in top condition and stay in control of your finances. For a simple monthly payment, you could cover your car's servicing, maintenance and, if you want, its tyres too.

So not only will you ensure your car runs smoothly, you'll also protect its future resale value. And because everything's covered by one competitive price, there's no need to go anywhere else.

Pricing is completely tailored to your vehicle and takes into consideration the options you have on your vehicle and your likely annual mileage and resultant service schedule. Please speak to your Audi Centre for a personalised quote for Audi Complete.

Service Plan

Choosing an Audi Service Plan provides an easy way to cover all your car's scheduled servicing with a one-off payment. It can take care of everything from fluid and filter changes to your full service, ensuring you retain a full Audi service history. There are no servicing bills to plan for and you'll continue to benefit from today's prices for the length of your agreement.

For vehicles on Variable LongLife Service Schedule.

Options are subject to availability and may extend delivery.

- = Not available
- = Available
- S = Standard

RRP - Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Order Code	A8	S8	W12	Total RRP inc VAT
- Service Plan. Comprehensive service package, valid for 3 years or 60,000 miles (whichever occurs sooner) including parts and labour charges. Servicing is provided as defined in the Audi Service Schedules. Transferable between owners (within the period of original agreement). For full details of cover and exclusions, please speak to a member of staff at your Audi Centre	•	•	-	£350.00

Warranty

All new Audi models now come with a choice of a three, four or five-year warranty.* What's more, if you decide to sell your Audi before the warranty expires, it will be fully transferred to the new owner. So, whichever length of warranty you choose, you can forget about unexpected repair bills and enjoy several years of carefree driving.

Options are subject to availability and may extend delivery.

- = Not available
- = Available
- S = Standard

*Three year warranty consists of a two-year unlimited mileage warranty and a third year warranty with a 60,000 mile limitation. Four year warranty consists of two-years' unlimited mileage coverage, and two further years' coverage with a 75,000 mile limitation. Five year warranty consists of two-years' unlimited mileage coverage, and three further years' coverage with a 90,000 mile limitation.

**Only available prior to registration of your Audi A8. Please speak to your Audi Centre for full details.

RRP - Recommended Retail Price.

VAT is calculated at 20% but this may alter to reflect any change in the applicable VAT rate.

Order Code		A8	S8	W12	Total RRP inc VAT
-	Audi Warranty covering you for unlimited mileage in the first two years of ownership, and up to 60,000 miles in the third year. Transferable between owners**	S	S	S	No charge
EA6	Audi Warranty covering you for up to 4 years or 75,000 miles, whichever comes soonest. Cover includes a two-year unlimited mileage warranty, and up to 75,000 miles in the third and fourth years. Transferable between owners**	•	•	•	£1,035.00
EA9	Audi Warranty covering you for up to 5 years or 90,000 miles, whichever comes soonest. Cover includes a two-year unlimited mileage warranty, and up to 90,000 miles in the third, fourth and fifth years. Transferable between owners**	•	•	•	£2,555.00



Merchandise

From the enthusiasts' motorsport collection to the sophisticated Audi collection, there's a wide variety of adults' and children's clothing, lifestyle accessories and collectables, all of which bear the Audi name.

Please speak to a member of our team at your local Audi Centre to see the full Audi collection and to place an order. A selection of Audi merchandise is also available to buy from audi.co.uk/merchandise



Image shown is the Audi kids' car legends, item number 320.13.004.00

The Audi Difference

The experts in Vorsprung durch Technik

Our Audi Approved Master Technicians have undergone an impressive 100,000 hours of training over a 10-year programme to ensure they have the latest technical expertise for maintaining and servicing your Audi. All our Service Advisors undergo a specialist induction and training to ensure they are Audi professionals and able to talk to you about any issues you may have with your Audi vehicle.

Servicing tailored to your needs

Regular servicing is key to safeguarding your Audi's performance and a full Audi service history could help you enhance the future re-sale value. To make servicing easy, the Audi Service Schedules have been designed to work with your individual driving style and vehicle.

We offer two different schedules: the Fixed Inspection Service and the Flexible Service schedule. The conventional Fixed Inspection Service schedule has fixed intervals for the Oil-change Service and Inspection Service, which are determined by time and distance.

With the Flexible Service schedule, the Inspection Service intervals are also fixed but the Oil-change Service intervals are variable. Sensors take account of driving style and conditions to determine when the Oil-change Service is required and the driver is informed via the on-board service interval display.

The choice of Service Schedule will depend on journey type and mileage as well as individual driving style and conditions. The table to the right can be used for guidance but your Audi Centre will help you to determine the most suitable Service schedule for you based on your individual circumstances and preferences.

Fixed Inspection Service Schedule

	Vehicle usage:
Mileage	Less than 10,000 miles per annum Mainly city/town centre driving. Short journeys.
	Service Intervals:
Oil-change Service	Fixed to every 9,000+ miles/1 year
Inspection Service	Fixed to every 19,000+ miles/2 years

Flexible Service Schedule

	Vehicle usage:
Mileage	More than 10,000 miles per annum Motorway and main road driving. Mainly longer distance journeys. Constant speeds.
	Service Intervals:
Oil-change Service	Variable to a maximum of every 19,000+ miles/2 years
Inspection Service	Fixed to every 19,000+ miles/2 years

When a vehicle is frequently used in the following conditions, we recommend a Fixed Inspection Service Schedule, regardless of mileage:

Uneconomical driving styles, e.g. heavy acceleration and braking, constant use of high revs

High engine-loading conditions, e.g. frequent towing and hill climbs

*As indicated by the service interval display. Mileages are approximate as the Service Indicator system uses kilometres as its distance measurement.

Your convenience comes first

At Audi you can choose from a range of convenient services that suit your needs. Why not book a 'service while you wait' appointment* and enjoy our complimentary refreshments while your car is with us? Or, if you need to be mobile, take advantage of one of our courtesy cars which we can even deliver to you.* We guarantee we can service your Audi within 5 days without a courtesy car or within 10 days if you need transport. We will also ensure your car is returned to you with a full valet.

Audi Genuine Parts

You can rest assured that only Audi Genuine Parts will be used on your vehicle. What's more, Audi parts and labour come with a 2-year guarantee.**

No hidden costs

We believe strongly in transparency when it comes to our prices. For added peace of mind, we will give you a quotation over the phone for the work you have requested and email you the price confirmation. We'll consult you if any additional work on your car is needed when it is with us. We won't carry out any extra work without asking your permission first.

All part of the service

Whenever we see an Audi for a service, we connect it directly to our headquarters in Ingolstadt which enables us to check your car's software and make sure it's as up-to-date as possible. If the factory has released a software upgrade for your model, it can be applied immediately - improving anything from your car's efficiency to the precision of its parking system.

Audi Roadside Assistance

Your new car comes complete with 3 years' complimentary roadside assistance and recovery across the UK, provided by Automobile Association Insurance Services Limited. Also included is roadside assistance throughout Europe, managed by Automobile Association Insurance Services Limited.

For further information and terms and conditions please visit audi.co.uk

*Subject to availability.

**Excludes wear and tear.



A8 and S8 technical data

	Diesel		S8 quattro	S8 Plus quattro
Engine	3.0 TDI quattro	4.2 TDI quattro	4.0 TFSI quattro	4.0 TFSI quattro
Transmission	8-speed tiptronic	8-speed tiptronic	8-speed tiptronic	8-speed tiptronic
Cylinder	6-cylinder	8-cylinder	8-cylinder	8-cylinder
Displacement, cubic cm	2967	4134	3993	3993
Max. power ¹ , PS at rpm	262/4000-4250	385/3750	520/5800	605/6100-6800
Max. torque, Nm at rpm	580/1750-2500	850/2000-2750	650/1700-5500	750/2500-5500
Top speed ² , mph	155*	155*	155*	155*
0-62mph acceleration, seconds	5.9	4.7	4.1	3.8
ABI insurance group 1-50**	48E	50E	49E	TBC
Unladen weight ³ , kg	1880	2040	1990	1990
Gross weight limit, kg	2570	2705	2590	2590
Roof load limit/nose weight, kg	100/95	100/95	100/95	100/95
Max trailer load unbraked ⁴ , kg	750	750	750	750
Max trailer load with 12% gradient ⁴ , kg	2200	2300	2300	2300
Max trailer load with 8% gradient ⁴ , kg	2200	2300	2300	2300
Luggage compartment capacity, litres	490	490	520	520
Fuel tank capacity approx, litres	82	82	82	82
Emission standard	EU6 [^]	EU6 [^]	EU6	EU6

*Electronically limited.

[^]The addition of AdBlue technology ensures compliance with EU6 emissions standards. The AdBlue tank may require refilling between services.

**Highest insurance group rating shown. Group may be lower dependent on trim level. Please visit www.thatcham.org/abigruprating for details.

¹The given value was obtained in accordance with the specified measurement procedure (the respective current version of the Directive 80/1269/EEC).

²Regulated.

³Vehicle unladen weight without driver (calculated in accordance with the current version of Directive 80/1268/EEC). The fitting of additional equipment may increase the vehicle's unladen weight and drag coefficient, whereupon the potential carrying capacity and top speed will be correspondingly reduced.

⁴The engine's power output always goes down with increasing altitude. At 1,000m above sea level, and for every additional 1,000m, deduct 10% from the weight of the outfit (trailer load limit + gross weight of the towing vehicle). Vehicle not suitable for towing.

Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

A8 and S8 technical data

Depending upon your chosen A8 wheel size, different efficiency figures for CO₂ emissions and fuel consumption will apply (based on EU directive no. 715/2007 effective from 01/09/14). This table is a quick reference guide to assist you in finding the correct values based on wheel sizes and chosen engine.

Engine		Diesel		S8 quattro		S8 Plus quattro	
		3.0 TDI quattro	4.2 TDI quattro	4.0 TFSI quattro	4.0 TFSI quattro		
Transmission		8-speed tiptronic	8-speed tiptronic	8-speed tiptronic	8-speed tiptronic		
Max. power ¹ , PS at rpm		262/4000-4250	385/3750	520/5800	605/6100-6800		
CO ₂ emissions ² , g/km	18" Wheels	149	189	-	-		
	19" Wheels	155	193	-	-		
	20" Wheels	155	193	216	-		
	21" Wheels	157	196	220	231		
Benefit in kind (BIK)%	18" Wheels	27%	35%	-	-		
	19" Wheels	29%	36%	-	-		
	20" Wheels	29%	36%	37%	-		
	21" Wheels	29%	37%	37%	37%		
Fuel consumption ² , mpg (l/100km) Urban	18" Wheels	39.2 (7.2)	30.1 (9.4)	-	-		
	19" Wheels	38.2 (7.4)	29.4 (9.6)	-	-		
	20" Wheels	38.2 (7.4)	29.4 (9.6)	21.4 (13.2)	-		
	21" Wheels	37.7 (7.5)	29.1 (9.7)	21.2 (13.3)	20.6 (13.7)		
Fuel consumption ² , mpg (l/100km) Extra Urban	18" Wheels	58.9 (4.8)	47.1 (6.0)	-	-		
	19" Wheels	56.5 (5.0)	46.3 (6.1)	-	-		
	20" Wheels	56.5 (5.0)	46.3 (6.1)	39.2 (7.2)	-		
	21" Wheels	55.4 (5.1)	45.6 (6.2)	38.2 (7.4)	35.8 (7.9)		
Fuel consumption ² , mpg (l/100km) Combined	18" Wheels	49.6 (5.7)	39.2 (7.2)	-	-		
	19" Wheels	47.9 (5.9)	38.2 (7.4)	-	-		
	20" Wheels	47.9 (5.9)	38.2 (7.4)	30.1 (9.4)	-		
	21" Wheels	47.1 (6.0)	37.7 (7.5)	29.4 (9.6)	28.2 (10.0)		

¹The given value was obtained in accordance with the specified measurement procedure (the respective current version of the Directive 80/1269/EEC).

²Fuel consumption and CO₂ emissions figures are obtained under standardised test conditions (Directive 93/116/EEC) using a representative model. This allows direct comparison between different models from different manufacturers, but may not represent the actual fuel consumption achieved in 'real world' driving conditions. More information is available at www.dft.gov.uk/vca

Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

A8 long wheelbase technical data

	Petrol	Diesel	
Engine	6.3 W12 quattro	3.0 TDI quattro	4.2 TDI quattro
Transmission	8-speed tiptronic	8-speed tiptronic	8-speed tiptronic
Cylinder	12-cylinder	6-cylinder	8-cylinder
Displacement, cubic cm	6299	2967	4134
Max. power ¹ , PS at rpm	500/6200	262/4000-4250	385/3750
Max. torque, Nm at rpm	625/4750	580/1750-2500	850/2000-2750
Top speed ² , mph	155*	155*	155*
0-62mph acceleration, seconds	4.6	6.1	4.7
ABI insurance group 1-50**	50E	48E	50E
Unladen weight ³ , kg	2075	1935	2095
Gross weight limit, kg	2675	2585	2720
Roof load limit/nose weight, kg	100/95	100/95	100/95
Max trailer load unbraked ⁴ , kg	750	750	750
Max trailer load with 12% gradient ⁴ , kg	2300	2200	2300
Max trailer load with 8% gradient ⁴ , kg	2300	2200	2300
Luggage compartment capacity, litres	520	490	490
Fuel tank capacity approx, litres	82	82	82
Emission standard	EU6	EU6 [^]	EU6 [^]

*Electronically limited.

[^]The addition of AdBlue technology ensures compliance with EU6 emissions standards. The AdBlue tank may require refilling between services.

**Highest insurance group rating shown. Group may be lower dependent on trim level. Please visit www.thatcham.org/abigrouprating for details.

¹The given value was obtained in accordance with the specified measurement procedure (the respective current version of the Directive 80/1269/EEC).

²Regulated.

³Vehicle unladen weight without driver (calculated in accordance with the current version of Directive 80/1268/EEC). The fitting of additional equipment may increase the vehicle's unladen weight and drag coefficient, whereupon the potential carrying capacity and top speed will be correspondingly reduced.

⁴The engine's power output always goes down with increasing altitude. At 1,000m above sea level, and for every additional 1,000m, deduct 10% from the weight of the outfit (trailer load limit + gross weight of the towing vehicle).

[^]Vehicle not suitable for towing.

Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

A8 long wheelbase technical data

Depending upon your chosen A8 wheel size, different efficiency figures for CO2 emissions and fuel consumption will apply (based on EU directive no. 715/2007 effective from 01/09/14). This table is a quick reference guide to assist you in finding the correct values based on wheel sizes and chosen engine.

		Petrol		Diesel	
		6.3 W12 quattro	3.0 TDI quattro	4.2 TDI quattro	
Engine		6.3 W12 quattro		3.0 TDI quattro	
Transmission		8-speed tiptronic		8-speed tiptronic	
Max. power ¹ , PS at rpm		500/6200		262/4000-4250	
CO ₂ emissions ² , g/km	18" Wheels	-	153	190	
	19" Wheels	254	159	194	
	20" Wheels	254	159	194	
	21" Wheels	259	161	197	
Benefit in kind (BIK)%	18" Wheels	-	28%	36%	
	19" Wheels	37%	29%	36%	
	20" Wheels	37%	29%	36%	
	21" Wheels	37%	30%	37%	
Fuel consumption ² , mpg (l/100km) Urban	18" Wheels	-	38.2 (7.4)	29.7 (9.5)	
	19" Wheels	18.5 (15.3)	37.2 (7.6)	29.7 (9.5)	
	20" Wheels	18.5 (15.3)	37.2 (7.6)	29.7 (9.5)	
	21" Wheels	18.1 (15.6)	36.7 (7.7)	28.8 (9.8)	
Fuel consumption ² , mpg (l/100km) Extra Urban	18" Wheels	-	57.6 (4.9)	47.1 (6.0)	
	19" Wheels	33.6 (8.4)	55.4 (5.1)	45.6 (6.2)	
	20" Wheels	33.6 (8.4)	55.4 (5.1)	45.6 (6.2)	
	21" Wheels	32.8 (8.6)	54.3 (5.2)	45.6 (6.2)	
Fuel consumption ² , mpg (l/100km) Combined	18" Wheels	-	48.7 (5.8)	38.7 (7.3)	
	19" Wheels	25.7 (11.0)	47.1 (6.0)	38.2 (7.4)	
	20" Wheels	25.7 (11.0)	47.1 (6.0)	38.2 (7.4)	
	21" Wheels	25.2 (11.2)	46.3 (6.1)	37.7 (7.5)	

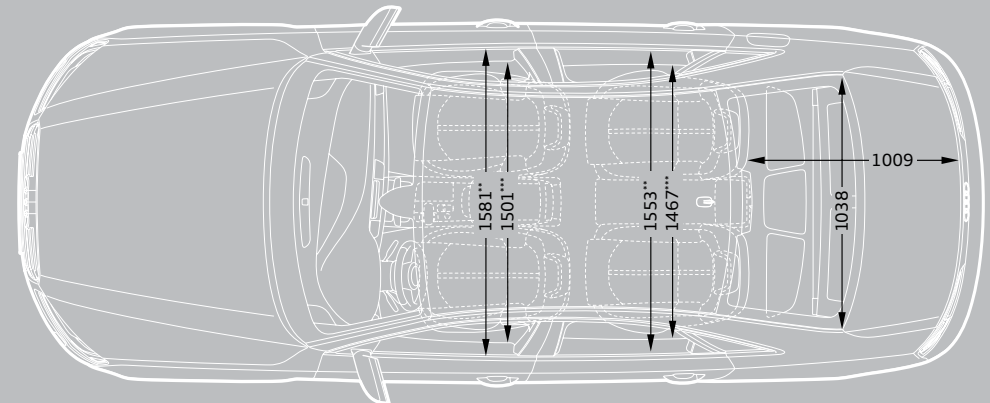
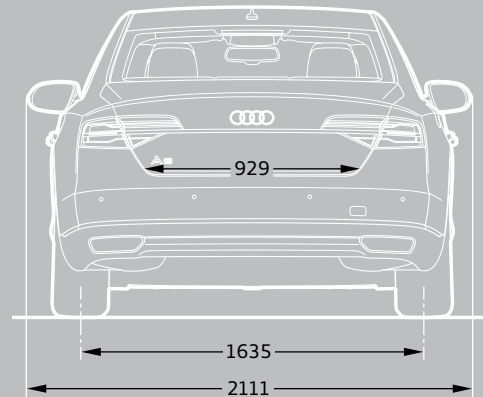
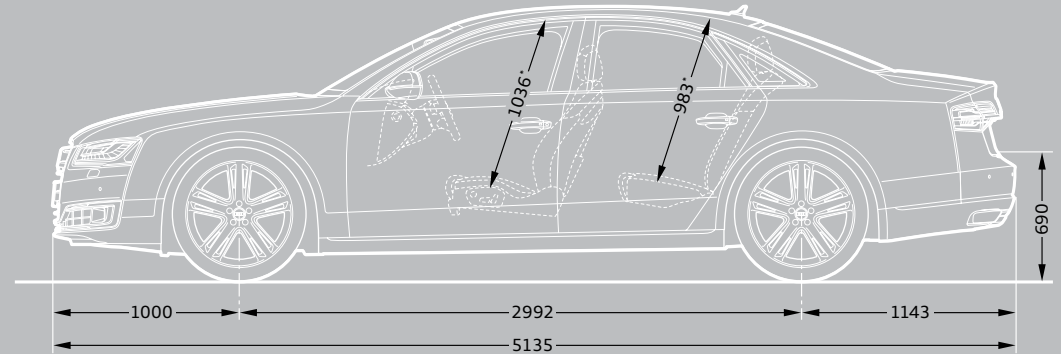
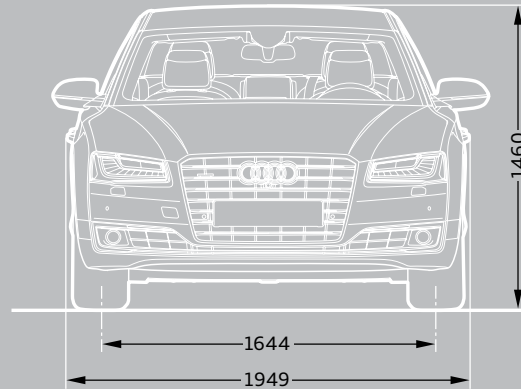
¹The given value was obtained in accordance with the specified measurement procedure (the respective current version of the Directive 80/1269/EEC).

²Fuel consumption and CO₂ emissions figures are obtained under standardised test conditions (Directive 93/116/EEC) using a representative model. This allows direct comparison between different models from different manufacturers, but may not represent the actual fuel consumption achieved in 'real world' driving conditions. More information is available at www.dft.gov.uk/vca

Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert to brake horsepower, divide the PS figure by 1.0139.

A8 dimensions

The technical drawings opposite show the exact dimensions of the Audi A8, so you can check everything – from whether the car will fit in your garage to whether your luggage will fit in the boot.



*Maximum headroom, depending on model equipment.

**Elbow room width.

***Shoulder room width.

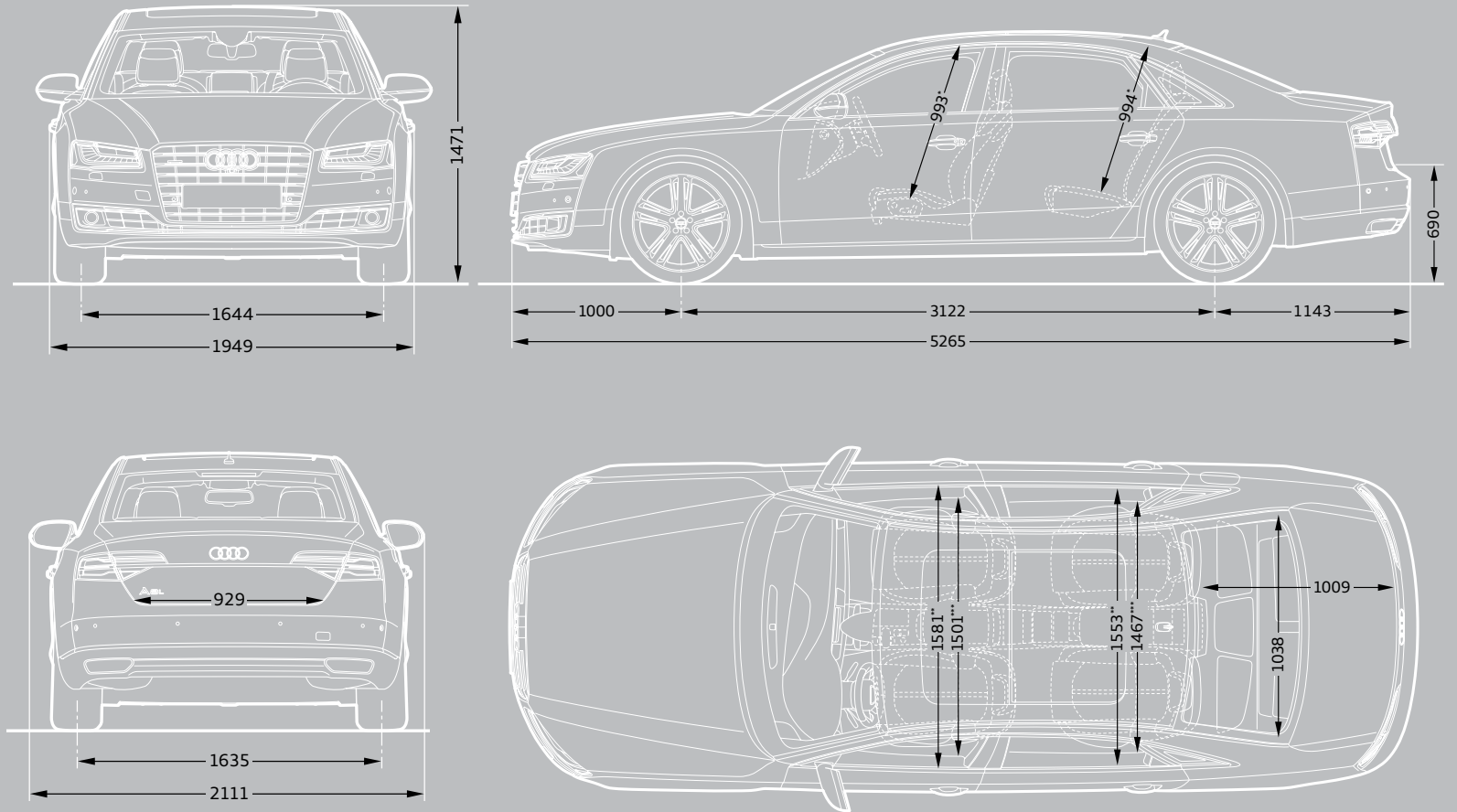
Dimensions in millimetres.

Turning circle approx 12.3 metres.

Dimensions were measured with vehicle at unladen weight, ground clearance measured with vehicle carrying its maximum load. Luggage compartment volume in litres: 520 (as measured by the VDA standard test method using 200 x 100 x 50mm blocks). Diesel models have 30 litres less luggage space.

A8 long wheelbase dimensions

The technical drawings opposite show the exact dimensions of the Audi A8 long wheelbase, so you can check everything – from whether the car will fit in your garage to whether your luggage will fit in the boot.



*Maximum headroom, depending on model equipment.

**Elbow room width.

***Shoulder room width.

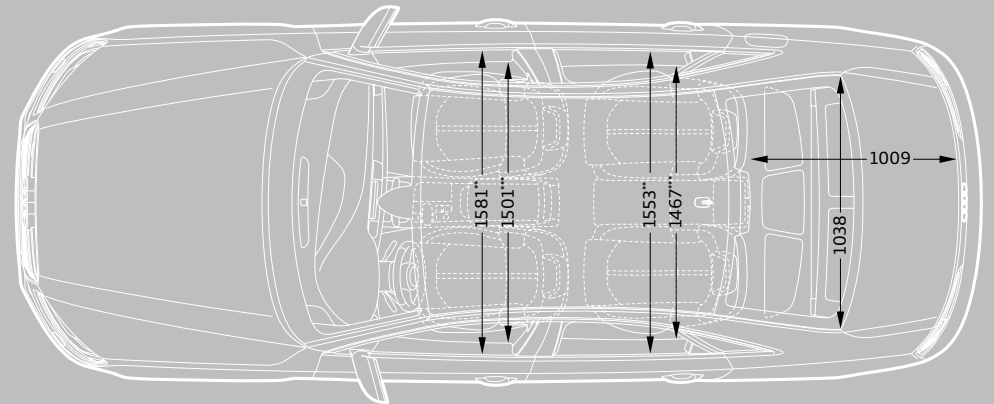
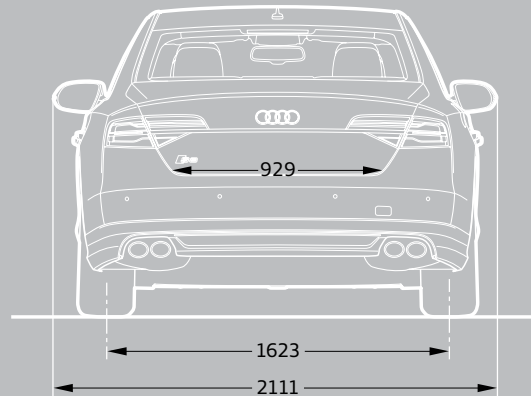
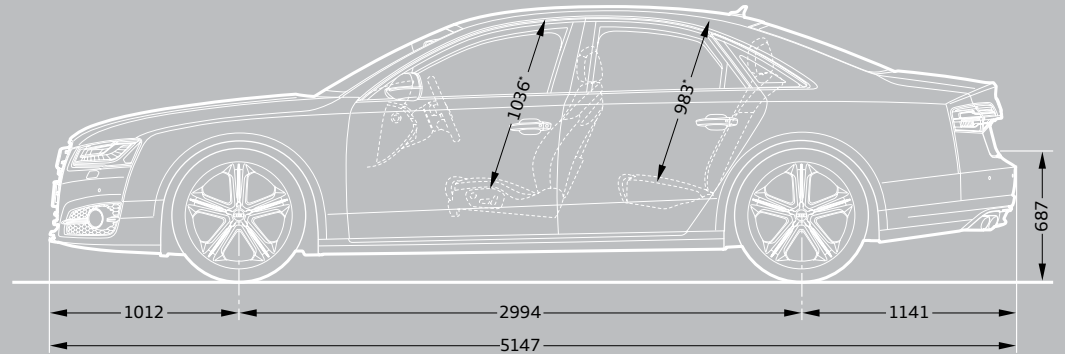
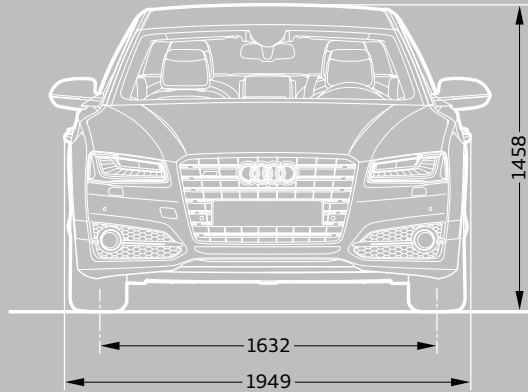
Dimensions in millimetres.

Turning circle approx 12.3 metres.

Dimensions were measured with vehicle at unladen weight, ground clearance measured with vehicle carrying its maximum load. Luggage compartment volume in litres: 520 (as measured by the VDA standard test method using 200 x 100 x 50mm blocks). Diesel models have 30 litres less luggage space.

S8 dimensions

The technical drawings opposite show the exact dimensions of the Audi S8, so you can check everything – from whether the car will fit in your garage to whether your luggage will fit in the boot.



*Maximum headroom.

**Elbow room width.

***Shoulder room width.

Dimensions in millimetres.

Turning circle approx 12.3 metres.

Dimensions were measured with vehicle at unladen weight, ground clearance measured with vehicle carrying its maximum load. Luggage compartment volume in litres: 520 (as measured by the VDA standard test method using 200 x 100 x 50mm blocks).

Pricing and Additional information

Welcome to Audi

By placing an order for your Audi, you're choosing to get behind the wheel of one of the most sophisticated cars on the road. And because we believe the service we offer should be just as advanced, we want to let you know exactly what you can expect from us, now and in the future.

We've agreed a set of standards with all our Centres which governs the way we do business with you. It outlines the kind of service we promise to deliver for every customer, right down to filling each new Audi we sell with half a tank of fuel.

So whether you're interested in the date your car will arrive in the UK or the way we'll dispose of non-biodegradable materials after we service your Audi, you can have total confidence in us.

Audi Promise

Audi Centres

We guarantee that all our Centres will be open as follows:

Sales: Monday to Friday 9am–6pm
Saturday 9am–5pm

Service: Monday to Friday 8am–6pm
Saturday 8.30am–1pm

Sunday opening is at local discretion.

New car delivery

Once we've confirmed a delivery date for your car, we'll keep you informed of progress. Subject to reasonable notice, we'll then deliver it to a place of your choice, whether that's your home or work. In the unlikely event of a delay, we'll provide a courtesy car to minimise inconvenience and keep you mobile.

Environmental commitment

We promise to dispose of all non-biodegradable materials from your vehicle in a responsible manner.

Pricing

Prices and specifications given are correct at the time of printing. Always check details with your Audi Centre as Audi policies are continually developing. We reserve the right to change prices or specifications at any time.

All prices are subject to VAT, currently charged at 20%, but this may alter to reflect any change in the applicable VAT rate.

Delivery charges and number plates are not included in the vehicle price.

Delivery charge	£504.99
Number plate	£20.00
VAT	£105.01
Total	£630.00

Audi Customer Care

Every new Audi benefits from the comprehensive Audi Customer Care Package, which comprises:

- ▶ A 3-year Audi warranty, which covers you for unlimited mileage in the first 2 years of ownership, with a full mechanical and electrical warranty which covers you for up to 60,000 miles in the 3rd year
- ▶ A 3-year paint warranty
- ▶ A 12-year anti-corrosion warranty
- ▶ 3 years' UK roadside assistance and recovery

You also have the option when ordering your new car of choosing a 4-year or 5-year Audi warranty. Speak to a member of the sales team for more information.

Audi tax-free sales

If you are entitled to purchase a vehicle free of VAT, normally through military or diplomatic privilege, please contact your local Audi Centre for full details.

Should you have any difficulty obtaining the information you require, please call 0870 241 5663.

Audi Financial Services

Audi Financial Services specialises in providing funding solutions for Audi drivers. Whether your Audi is for private or business use, there is a range of funding options to choose from.

Below is the full range of finance products, which comprises:

- ▶ Solutions – a Personal Contract Plan
- ▶ Hire purchase
- ▶ Lease purchase
- ▶ Finance lease
- ▶ Contract hire

With all products, you can choose a fixed-cost maintenance plan designed to help you budget accurately.

No matter which Audi model you choose, your local Audi Centre can provide you with a personalised quote designed to fit your budget and motoring needs.

Audi Financial Services is a trading name of Volkswagen Financial Services (UK) Limited. An offer of finance depends on certain conditions. Available to people over 18 in the UK only.

Audi Insurance

We want you to start enjoying your new car from day one and thanks to Audi complimentary five day insurance you can. To activate, simply call 0330 303 6900, provide us with a few details, and we'll send a cover note to your Audi Centre. They will then tax your car and you can drive it away. Telephone lines are open Monday to Friday 8am – 8pm and Saturday 9am – 4pm. For details of our full range of Insurance products visit insurewithaudi.co.uk

Additional information

CO₂ data and information

CO₂ emissions-based Vehicle Excise Duty

Vehicle Excise Duty (Road Fund Licence) is based upon the amount of Carbon Dioxide (CO₂) a vehicle emits, measured in grams per kilometre (g/km). First year VED rates apply to the first year of ownership. Annual VED rates apply thereafter. The DVLA has created thirteen categories:

Petrol and Diesel engines	First year	Annual rate (second year onwards)
A – up to 100g/km	£0.00	£0.00
B – 101 to 110g/km	£0.00	£20.00
C – 111 to 120g/km	£0.00	£30.00
D – 121 to 130g/km	£0.00	£110.00
E – 131 to 140g/km	£130.00	£130.00
F – 141 to 150g/km	£145.00	£145.00
G – 151 to 165g/km	£180.00	£180.00
H – 166 to 175g/km	£295.00	£205.00
I – 176 to 185g/km	£350.00	£225.00
J – 186 to 200g/km	£490.00	£265.00
K – 201 to 225g/km	£640.00	£290.00
L – 226 to 255g/km	£870.00	£490.00
M – over 255g/km	£1,100.00	£505.00

Vehicle Excise Duty (VED) rates correct at time of going to print, but these may alter to reflect any change in the applicable VED rate.





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