



Audi Communications

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Inspirational performance in the luxury class: the enhanced Audi S8

- Biturbo V8 engine with 420kW and 800 Nm of torque
- Digitised light for more safety and a progressive technology experience
- Extensive technology portfolio with many intelligent functions
- Due to arrive in New Zealand in Quarter 3, 2022

Auckland, February 22, 2022 – The Audi S8 TFSI quattro is coming to New Zealand as Audi’s top end sporty luxury model. With sharpened design, particularly in the front and rear, and innovative technologies, Audi is ensuring the increased presence and sporty elegance of the high-performance S8. The new high-end headlights and taillights inspire with innovative functions and form the apex of the S8’s established technology portfolio.

“As a performance market, it makes sense to bring the high performance S8 to New Zealand” said Dean Sheed, General Manager of Audi New Zealand. “With its V8 engine, luxury design and top of the line technology, we know this high-end sedan will satisfy the discerning luxury performance customer.”

Sport elegance: the exterior

Thanks to the enhancement, the exterior of the S8 has an even more representative, confident, and athletic effect. The newly designed and precisely orchestrated design elements in the front, side, and rear areas significantly increase the S8’s presence and authority and sharpen the profile of the brand’s top performance luxury model.

Inspirational performance

The biturbo V8 generates 420 kW of power and 800 Nm of torque from 2,050 to 4,500 rpm. Equipped with predictive active suspension, sport differential, and dynamic all-wheel steering. The Audi S8 come with mild hybrid technology (MHEV) as a standard feature, which uses the 48-volt main electrical system. The 4.0 TFSI engine distributes its four litres of displacement to eight cylinders in a V-assembly. One highlight of the V8 is the cylinder on demand system (COD), which temporarily deactivates four cylinders for moderate driving.

Digital Matrix LED headlights and OLED rear lights

Comparable with video projectors, the Digital Matrix LED headlights use DMD (digital micromirror device) technology. Each headlight has approximately 1.3 million micromirrors, which disperse the light in tiny pixels and precisely control them. One new function is lane and orientation lights for highways. The enhanced S8 comes with Digital OLED rear lights (OLED = organic light emitting diode) as a standard feature. In conjunction with the assistance systems, the digital OLED rear lights have a proximity indication feature.

New solutions: Navigation and Audi connect



MMI Navigation plus is standard in the enhanced Audi S8. It is supported by the third-generation modular infotainment toolkit (MIB 3). The likewise standard online and Car-2-X services from Audi connect augment the navigation system.

tiptronic, quattro and the sport differential: the whole gamut of driving experience

The S8 engine is connected to a fast and gently toggling eight-step tiptronic. Thanks to an electric oil pump, the automatic transmission can change gears even when the combustion engine is not running. The constant all-wheel drive quattro with the sport differential and dynamic all-wheel steering is standard. It actively distributes torque between the rear wheels during fast cornering and thereby makes the handling even sportier and more stable. The adaptive air suspension with controlled damping is standard. Progressive steering is another standard feature.

The new Audi S8 is currently due to arrive in New Zealand during the third quarter of 2022. Final pricing and specifications will be released closer to the local launch.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. With its brands Audi, Ducati, Lamborghini and, since January 1, 2022, Bentley, it comprises the premium brand group within the Volkswagen Group. Its brands are present in more than 100 markets worldwide. Audi and its partners produce automobiles and motorcycles at 21 locations in 13 countries.

In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. More than 85,000 people all over the world work for the Audi Group, around 60,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the premium brand group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.
