



**Audi Communications**

Mark McCartney  
Spokesperson – Marketing  
Phone: +64 21 337 986  
E-mail: [mmccartney@audi.co.nz](mailto:mmccartney@audi.co.nz)  
[audi.co.nz/newsroom](http://audi.co.nz/newsroom)

## **The new Audi S8 – Exhilarating Performance in the Luxury Class**

- **Powerful V8 high-performance engine with 420 kW and 800 Nm of torque**
- **Zero to 100 km/h in just 3.8 seconds**
- **Predictive active suspension for dynamic sporty performance**
- **Progressive S Model combines luxury design and state-of-the-art technology**

**Auckland, November 2020 – Audi confirms the arrival of the all-new S8 model. Boasting the latest features in driving technology and innovation, the progressive luxury sedan combines efficiency and comfort with superior Audi design to deliver an exhilarating driving experience.**

Dynamic all-wheel steering and predictive active suspension allow the all-new Audi S8 to transition effortlessly between the velvety cruise of a luxury, urban sedan and the dynamic demands of a high-performance sports car. Redefining the limits of physical possibility, the new high-tech suspension system allows drivers to actively control the trim of the body in any driving situation, greatly reducing pitch and roll during acceleration or braking; pairing high-level performance and precision with comfort and efficiency.

A powerful 4.0 TFSI engine produces 420 kW and 800 Nm of torque, powering from zero to 100 km/h in just 3.8 seconds. Reaching top speeds of 250km/h, the V8 engine with mild hybrid technology works to continuously reduce fuel consumption and deliver maximum efficiency.

“The new Audi S8 offers high-powered innovation for our progressive luxury customers,” says Audi New Zealand General Manager, Dean Sheed. “The combination of the latest driving technologies and systems with the best of Audi aesthetics, luxury and design, delivers a world-class vehicle that we know will be extremely popular with our New Zealand customers.”

Audi design elements define the progressive exterior of the model series. Details on the front bumper, side sills and the exterior mirror housings as well as the two S-typical twin oval exhaust tailpipes emphasise the car’s sporty nature, while 21-inch alloy wheels carry the elegant 5.18m sports sedan.

Internally, greater leg and head room offer significant increases in comfort for both drivers and occupants. Standard contour seats in a premium sporty look feature a wide range of power adjustments including pneumatically adjustable side bolsters, separate three-stage heating, seat ventilation and massage features in front. Four-zone air-conditioning and power assisted closing doors cement the model’s luxury credentials and status.



New digital services and innovative connectivity create a state-of-the-art experience. The MMI touch response operating concept is fully digital allowing the driver to control nearly all functions via two large displays. Drivers can also use natural speech control, offering virtually unlimited freedom when formulating questions and commands. All driving-relevant displays appear in the Audi virtual cockpit, which can be switched between two views with head-up display allowing the driver to see important information on the windshield.

Various Driver Assistance programs enhance safety and support confident driving including Audi lane change assist with exit warning system, rear cross traffic alert and Audi parking assist plus with surroundings display as standard. Adaptive cruise control with speed limiter, efficiency assist, swerve assist and turn assist facilitate effortless manoeuvring in any driving environment.

Customers can enjoy seamless connectivity through the myAudi app which connects the car to the customer's smartphone. The Audi smartphone interface brings Android Auto and wirelessly Apple Car Play on board, while high-end components such as the Bang & Olufsen 3D Advanced Sound System and the Audi phone box light round out the infotainment line-up in the all-new Audi S8.

“The S8 encapsulates the leading innovation and style that Audi is renowned for,” concluded Sheed. “We believe it represents a strong proposition for customers that simply will not compromise on both luxury and performance.”

– End –

The **Audi Group**, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

\*Under conditions defined by EU law, the Worldwide harmonised Light Vehicles Test Procedure (WLTP) lab  
\*\*Whichever comes first.

