

Audi Communications

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Luxury class Audi S8 arrives in New Zealand

- Biturbo V8 engine with 420 kW and 800 Nm of torque
- Extensive technology portfolio with many intelligent functions
- Available to order now
- Maximum retail price of \$265,900*

Auckland, 6 July, 2022 – The Audi S8 TFSI quattro, Audi’s top end sport luxury sedan, is available to order in New Zealand. With an extensive technology suite and eight speed tiptronic quattro gear box, this high-performance S8 offers sporty elegance coupled with high end performance.

“New Zealanders love their performance cars, so we’re pleased to be able to offer a limited run of the high performance S8 in this market,” 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.”

Sporty elegance

The new S8 introduces design enhancements from the previous model, specifically elements in the front, side, and rear which significantly increase its presence and authority on the road. The base of the singleframe grill is now wider, and chrome angles that increase in size from bottom to top decorate its grid. The rear is dominated by wide chrome clasps, a customisable taillight signature with digital OLEDs, and a continuous, segmented light strip.

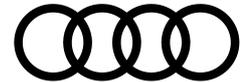
Inspirational performance

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 has 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.

The Digital Matrix LED headlights use DMD (digital micromirror device) technology and 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 headlights emit a carpet of light that illuminates the driver’s own lane brightly.

New solutions: Navigation and Audi connect plus safety and security systems

MMI Navigation plus is standard in the enhanced Audi S8. It is supported by the third-generation modular infotainment toolkit. The S8 also boasts a state of the art safety and security system with ABS braking, electronic differential lock, traction control and electronic stabilisation control. It also has front, side and rear airbags and extended pedestrian protection.



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

The S8 engine is connected to a fast 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 also standard, along with progressive steering.

The new Audi S8 is available to order now. For further enquiries, please contact your local Audi dealership.

* Maximum Retail Price (MRP) excludes on road costs and any optional extras. Clean Car rebate or fee may apply. For more information visit www.nzta.govt.nz/cleancar.

Ends

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.