



S8

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Unmistakable presence

The new Audi S8 has been given a progressive upgrade with performance and comfort continuing to remain at the core of this commanding vehicle. The powerful V8 TFSI engine allows this luxury sedan to accelerate from 0 – 100km in 3.8 seconds, delivering an impressive

maximum torque of 800Nm and a power output of 420kW. The S8 is a new benchmark of blending outstanding performance with refined sophistication to deliver the ultimate in luxury and prestige.





Designed for the
extraordinary





The Audi S8's design is a masterclass in understated performance; muscular without being brash, luxurious without excess, and unmistakably Audi. Its sporty look is emphasised by its striking air inlets in the front bumper and fascinating L-shaped slits that merge to form the single frame grille.

Along the sides, the silhouette is sleek and elongated, defined by clean shoulder lines, sculpted doors, and subtle aluminium accents. A sleek lightbar stretches across the rear using OLED technology to allow the dynamic turn indicators to adapt to your driving mode.

The S8's athletic poise is further accentuated with exterior features like aluminium or black exterior mirror housings, the standard 21-inch alloy wheels with red brake callipers, angular side sills, and an impressive rear diffuser with four oval tailpipes.



Performance redefined

The Audi S8 delivers a driving experience that's as exhilarating as it is refined. Unparalleled performance is balanced with a meticulous focus on driving dynamics. The predictive active suspension combines comfort with agile handling by adjusting each individual wheel to the respective road condition, reducing the steering radius.

The result is confident handling, remarkable ride comfort and dynamic poise, whether you're gliding through city streets or opening it up on the highway. With its precise steering, responsive throttle, and advanced drive select modes, the S8 is made for those who expect more from every journey.





Sporty and stylish

S-specific features and high-quality materials create a sporty impression in the interior of the new Audi S8. Both front seats and outer rear seats can be individually adjusted and heated to your liking, with powered sunshades on all rear windows for additional comfort.

Luxury is in the details, with contoured Valcona leather seats, 4-way pneumatic lumbar support and comfort head restraints in the rear. The front seats also offer a massage feature for supreme comfort.





Lighting that leads with prestige

The Audi S8's Digital Matrix LED headlights project light with impressively precise control. The headlights adapt the beam pattern dynamically, illuminating curves, highlighting your lane and avoiding glare for oncoming drivers.

The rear of the S8 makes a statement with innovative OLED lighting, which offer multiple signature patterns and shift dynamically depending on factors like drive mode or ambient lighting, blending futuristic aesthetics with safety cues.

Additional features include headlamp washer system, which improves night visibility under harsh conditions, and separate daytime running lights to enhance safety and improve efficiency.





Lighting reimagined

The S8 Ambient lighting package plus, offers a continuous wrap around design which defines the cabin, with ambient LEDs and light strips elegantly tracing the dashboard, doors and centre console.

These create a sensory glow with selectable colour themes and adjustable brightness. Luxury accents like the illuminated S8 door sill trims, show the iconic S8 logo when entering or exiting the vehicle.





*Audi connect is not supported outside of South Africa

Ahead of the curve

Nearly all driver information can be found in your direct field of view with the Audi Virtual Cockpit Plus and head-up display. Audi drive select lets you choose the characteristics of your drive to match your preference; from dynamic, sport, to classic. Unlock an array of advanced safety, security and infotainment features by linking your car to your smartphone using Audi connect*.

Advanced features like adaptive cruise with traffic jam assist, lane change assist, lane departure warning, swerve and turn assist, intelligent park assist, and 360° camera systems, enhance your driving experience and make the S8 a technological marvel.



An iconic canvas

Exterior Colours



Brilliant Black



District Green



Glacier White



Floret Silver



Ultra Blue



Myth Black



Firmament Blue



Vesuvius Grey



Daytona Grey





Sporty luxury

All the Audi S8 seats are equipped with advanced adjustability, refined materials and sophisticated accents, ensuring that you are enveloped in comfort and style.

The cabin offers a multi-textured design with carbon fibre inlays spread across the instrument panel, door trims and centre console, giving the interior its sporty touch.

Design your new Audi S8 to be as unique as you are with a selection of upholstery colours such as Cognac Brown, Merlot Red or Pastel Silver, and customised paint finishes.





Dynamic design. Iconic feel.

With each bold design element carefully chosen to enhance its sporty character, the Audi S8 comes standard with 21-inch, 5-twin-spoke star design wheels in Anthracite Black. Additional 21-inch wheel designs and finishes are available as options when you customise your vehicle to complement your unique personality so you can stand out.





Sound that moves you

The Bang & Olufsen 3D Advanced Sound System delivers clear, high-quality audio throughout the cabin for an unforgettable listening experience with the acoustics of a concert hall. This sophisticated system achieves a three-dimensional soundscape for all passengers through strategic speaker placement, with speakers

throughout the cabin. It also has powerful amplification and advanced sound processing. So, you can sit back and enjoy the emotive experience of being enveloped in a sound stage.





Defined by you

Audi exclusive allows you to make the S8 distinctly your own by personalising both the interior and exterior with a selection of customisable colours, materials and special features including upholstery, inlays,

trims, seats and carpets. You can take your Audi to the highest level of self-expression with the bespoke personalised door panel badges.





Standard Equipment



Wheels

- > Anti-theft wheel bolts and loose wheel warning
- > Direct tire pressure monitoring system
- > Disc brakes in front, 19-inch, brake calipers painted in Red with "S" lettering
- > Disc brakes in rear, 18-inch, brake calipers painted in Red with "S" lettering
- > Space-saving spare wheel
- > Tool kit and jack
- > Wheels, 5-double-spoke star style (S style), 9.0J x 21, 265/35 R21 tyres



Performance and suspension

- > 48-V electric system and active battery cooling
- > Dynamic all-wheel steering
- > Predictive active suspension
- > quattro with sports differential



Lighting

- > Digital HD Matrix LED headlamps
- > Headlamp washer system
- > OLEO rear combination lamps with light signature
- > Reading lights, basic equipment
- > Separate daytime running light



Exterior Equipment

- > Exterior mirror housings in Aluminum Look
- > Exterior mirrors, power-adjustable, heated and powerfolding, auto-dimming on both sides, with memory feature
- > High-Gloss Styling package
- > Left exterior mirror, convex
- > Model designation as per new engine power designation
- > Panoramic glass sunroof
- > Refrigerant R1234yf
- > Reinforced bumpers
- > Right exterior mirror, aspherical
- > Scuff plates with aluminum inserts and rhombus S emblem, illuminated
- > Windshield with heat-reflecting glass



Standard Equipment



Interior Equipment

- > 4-way lumbar support for the front seats
- > 4-zone climate control system
- > Acoustic glass
- > Active Noise Cancellation
- > Ambient Lighting package plus
- > Anti-theft alarm system
- > Comfort centre armrest in front
- > Driver and front passenger airbag with front passenger airbag deactivation
- > First aid kit with warning triangle and safety vests
- > Floor mats in front and rear
- > Glossy Black operating buttons with haptic feedback and aluminum Look interior
- > Glove-compartment cooling
- > Head restraints in rear
- > Headliner in Black fabric
- > Individual contour comfort seats in sports look in front
- > ISO FIX and top tether for outer rear seats
- > Leather package
- > Leather-wrapped multi-function steering wheel, 3-spoke, with shift paddles
- > Lower decorative inserts in Dark Matte Brushed Aluminum
- > Pedal cluster and foot rest in stainless steel
- > Power-adjustable front seats with memory feature
- > Powered sunshade for the rear window
- > Rear bench seat and backrest, non-folding
- > Seat heaters in front and rear
- > Seat trim covers in Valcona leather
- > Seat ventilation and massage feature in front
- > Selector lever in carbon
- > Sun visor on driver and front passenger side
- > Upper decorative inserts in Carbon Vector
- > USB ports with charging function in rear





Standard Equipment



Safety and convenience

- > 360-degree cameras
- > Adaptive cruise control with speed limiter, efficiency assist, swerve assist and turn assist
- > Audi pre sense front
- > Audi pre sense rear
- > Comfort key with sensor-controlled luggage compartment release with SAFELOCK
- > Head-up display
- > Lane change assistant with exit warning system and rear cross traffic alert
- > Lane departure warning
- > Luggage compartment lid, electrically opening and closing
- > Park assist plus
- > Park assist with parking aid plus
- > Power latching for the doors
- > Seat belt reminder
- > Side airbags in front and rear incl. curtain airbag system



Audio and communications

- > Audi connect Emergency Call & Service
- > Audi connect Navigation & Infotainment
- > Audi phone box
- > Audi smartphone interface
- > Audi virtual cockpit Plus
- > Bang & Olufsen premium sound system with 3D sound
- > DVD drive
- > MMI Navigation plus with MMI touch response Top infotainment system Premium (MIB3)





Audi Vorsprung durch Technik