



Q8



WELCOME
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THE NEW AUDI Q8

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The figures for fuel consumption and CO₂ emissions can be found on page 58.
Some of the equipment illustrated or described is optional equipment for which an extra charge is made.
Please contact your Audi partner or visit www.audi.co.za for detailed information about standard and optional equipment.

Think about your life.
Accelerated in a
new direction.



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Think about mobility. Then multiply it by today's world. Experience a form that redefines the maximum. That enriches every second of your life. The new Audi Q8 impressively combines the emotive line of a sporty coupé with the spaciousness of an SUV. A design that sets new standards. A character that puts self-confidence in a class of its own. Come with us into the 8th dimension.

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Marvel at a form. Sharpened by character.

It's the first impression that counts. That goes not just for what you can see, but also for the personality behind the form. The new Audi Q8 embodies both: its exterior design combines an athletic roof line and a coupé-like silhouette to create a powerful character statement – making a lasting impression wherever it goes.

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Savour the view.
Brought to life by a statement.

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Discover a detail. Multiplied by greatness.

Conviction is not something you can hide. The dominant octagonal Singleframe and the sporty feel of the D-pillar make the new Audi Q8 what it is – an expressive character with true greatness.



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2
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Take a detour.
Combined with adventure.



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an extra charge is made. Please contact your Audi partner or visit www.audi.co.za
for detailed information about standard and optional equipment.

Set yourself a challenge. Driven by passion.

For a driving experience in a whole other dimension. The new Audi Q8 combines luxurious comfort with superb handling stability. Thanks to the adaptive air suspension, it adjusts to your individual driving style and ensures superb cornering and a sporty, direct steering sensation on virtually any terrain.

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Driving around town usually means you have somewhere to be. The new Audi Q8 helps you get there without you losing your cool. Its optional all-wheel steering and ideal power distribution to both axles provide the agility and manoeuvrability you need – even to negotiate the urban jungle. That way you can stay relaxed even on tight bends. For an extraordinary driving sensation. Intensified with Audi quattro.



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Think about mobility. Designed for peace of mind.

We move around more freely than ever before, and yet everything we need can travel with us. All thanks to new technologies that bring clarity to our daily lives. This includes the digital core, a new design approach that focuses on the essentials while opening up endless possibilities. In this way, the new Audi Q8 combines a clear menu structure with the latest personalisation options.


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**Feel clarity.
Coupled with personality.**

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A wide-angle photograph of the front interior of a car. The view is from the passenger side looking towards the driver's seat. The front seats are upholstered in a dark, perforated leather with light-colored stitching. The dashboard and center console are also visible, featuring a modern, minimalist design with a large infotainment screen and a gear selector. The car is parked in front of a building with a decorative metal screen and a sign that reads "CLEARANCE 7' 5\"/>

Enjoy relaxation. Refined with exclusivity.

Whether it's by getting your day off to a good start or having a relaxed journey home – we all need ways to offset the rigours of everyday life. And it shouldn't be any different when you're setting off on holiday. With the massage and seat ventilation functions of the front customised contour seats in Valcona leather, time takes on a whole new dimension.

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Create a familiar place. Framed by openness.

A quick look at your options. The new Audi Q8 – an exceptional vehicle whose diverse range of high-quality equipment will impress you. Innovation and comfort meet individuality and personality. Tailored to your wishes.

Panoramic glass sunroof – provides for a pleasant, well-lit interior and improved interior climate thanks to efficient ventilation. An integrated wind deflector reduces wind noise when the sunroof is open. And the electrically operated, virtually lightproof sunblind means you don't have to worry about strong sunlight.

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Bang & Olufsen 3D Advanced Sound System

MMI navigation plus with MMI touch response

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Adaptive windscreen wipers with integrated washer jets

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**Think about seeing.
Multiplied by being seen.**

For a statement that clearly makes an impression: the new LED rear light band on the new Audi Q8. Choose the optional coming home/leaving home function and your car will greet you and bid you farewell with dynamic light sequencing. A demonstration of pure conviction.

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HD Matrix LED headlights with dynamic light sequencing and dynamic indicator





Discover an interior. Tailored to your mood.

For a driving sensation that speaks to all the senses and conveys pure lightness – underlined by a centre console that appears to float freely in the cockpit. With the multicoloured contour/ambient lighting package for the new Audi Q8, you choose what lighting you want at any time of day. And thanks to the individual colour profile, you can find the right colour for every mood.

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Town or country: Audi quattro with self-locking centre differential ensures
the necessary reliability – even when the drive gets challenging.
Wheel-selective torque control provides additional support to the permanent
all-wheel drive with asymmetric, dynamic torque distribution.



Think about power. Multiplied by safety.

Tour assist package¹ (with adaptive cruise assist including traffic jam assist and bottleneck assist, predictive efficiency assist, camera-based recognition of traffic signs, turn assist and swerve assist) – optimum support on motorways and highways

City assist package¹ (including crossing assist, cross traffic assist rear, lane change warning, exit warning) – for more safety and comfort in urban traffic

The figures for fuel consumption and CO₂ emissions can be found on page 58.

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¹ Please note: The systems work only within system limits and assist the driver. However, the driver remains responsible for driving the vehicle and is required to be attentive at all times.



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Observe an athlete. Perfected by aesthetics.

Don't just emphasise the sporty character of your new Audi Q8 – enhance it. With the S line exterior package, you can lend the dynamic body line of your car an even more exhilarating edge and create special accents with exceptional design details.

Many additional highlights can be found at www.audi.co.za



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Singleframe mask in platinum grey, matt



S line logos on the front wings



S-specific side sill trims in body colour with inserts in platinum grey, matt

Experience the status quo. Coupled with desirability.

For a dynamic look that makes everything else pale in comparison.
Add unique accents that reflect your own personal taste with
the black styling package – with the Audi Singleframe, the trim strips
on the side windows and front and rear bumpers in striking black.

Many additional highlights can be found at www.audi.co.za

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Window slot trim in black

Singleframe mask in black

Tailpipe trim

Exterior mirror housing in black



Discover sportiness.
Perfected down to the last detail.

Sport seats, electrically adjustable,
including frequency Alcantara/leather combination seat upholstery
with S embossing on the front-seat backrests

Many additional highlights can be found at www.audi.co.za
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¹Please note the special information relating to wheels on page 59.



Inlays in matt brushed aluminium



Cast aluminium wheels in 5-V-spoke design (S design),
contrasting grey, partly polished¹



Illuminated door sill trims, front,
with aluminium inlays and S logo



Take something unique. Transformed into something unmistakeable.

Make your new Audi Q8 unique – as unmistakable as you are – with Audi exclusive.
With selected trim, coloured leather and customised paint finishes available
in a large range of colours. Whatever your heart desires.

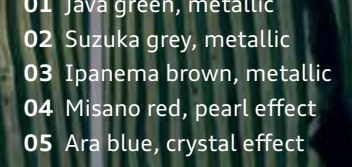
The figures for fuel consumption and CO₂ emissions can be found on page 58.
Audi exclusive is an option from Audi Sport GmbH.
Please contact your Audi partner or visit www.audi.co.za for detailed
information about standard and optional equipment.

Alabaster white	Cognac	Jet grey	Diamond silver
Ocean blue	Havana brown	Crimson red	Black

³For instance for edging, piping, contrasting stitching on seats and controls

Many additional paint finishes can be found at www.audi.co.za

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Audi exclusive is an option from Audi Sport GmbH.
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information about standard and optional equipment.



- 01 Java green, metallic
- 02 Suzuka grey, metallic
- 03 Ipanema brown, metallic
- 04 Misano red, pearl effect
- 05 Ara blue, crystal effect
- 06 Goodwood green, pearl effect

Audi exclusive Valcona leather upholstery and trim in black with contrasting stitching in iguana green. Audi exclusive controls in leather in black with contrasting stitching in iguana green. Audi exclusive upper and lower interior elements in leather in black with contrasting stitching in iguana green. Audi exclusive wood inlays in oak, sepiä. Audi exclusive carpets and floor mats in black with edging in black as well as piping and contrasting stitching in iguana green.

Savour the sight.
Rendered for a lasting impression.

When you choose a paint colour, choose one that best matches your own personality. Secure in the knowledge that the quality will be superb, because your vehicle is painted not just once, but four times. So not only do you look radiant in your Audi, the car is also protected from many environmental influences as well as wear. Ensuring that the car remains a powerful sight throughout its entire lifetime.

Many additional paint finishes can be found at www.audi.co.za



- 01 Dragon orange, metallic
- 02 Navarra blue, metallic¹
- 03 Glacier white, metallic
- 04 Galaxy blue, metallic
- 05 Cobra beige, metallic
- 06 Samurai grey, metallic

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¹ Available only in conjunction with S line exterior package.

Experience a presence.
Combined with power.

With Audi wheels, you can emphasise your own individual style and the character of your new Audi Q8. Why not indulge yourself and create a powerful presence with your favourite design. And for peace of mind when out on the road: Audi wheels are subjected to special test procedures, undergo rigorous testing and are of superb quality.

Many additional wheels can be found at www.audi.co.za



- 01 20-inch cast aluminium wheels in 5-arm design
- 02 21-inch cast aluminium wheels in 5-arm star design, contrasting grey, partly polished¹
- 03 21-inch cast aluminium wheels in 5-V-spoke design (S design), contrasting grey, partly polished¹
- 04 22-inch forged milled wheels in 5-Y-spoke design, contrasting grey, partly polished¹
- 05 22-inch forged aluminium wheels in 5-twin-arm design, contrasting grey, partly polished¹
- 06 22-inch Audi Sport cast aluminium wheels in 5-V-spoke star design in gloss anthracite black, gloss turned finish^{1, 2, 3}
- 07 21-inch Audi Sport cast aluminium wheels in 5-arm turbine design in platinum look, gloss turned finish^{1, 2}

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You will find specifications on the technical characteristics of tyres on page 59.
¹Please note the special information relating to wheels on page 59. ²From Audi Sport GmbH.
³For information on when this feature will be available, please contact your Audi partner.

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Think about a seat.
Transformed into the front row.

You have a special place in your Audi. Impressive comfort
can be felt on the front and rear seats:
thanks to high-quality materials and first-class workmanship.

No matter which seat upholstery you choose:
you're sitting in the right place.

Many additional seat upholstery options can be found at www.audi.co.za

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Customised contour seat, front,
in Valcona leather, black

Sport seat in frequency Alcantara/leather combination in rotor grey
with contrasting stitching in anthracite

Valcona leather, black

Leather/mono.pur550 combination, okapi brown

Frequency Alcantara/leather combination, black

Consider something select. Then add the finishing touches.

Exclusive atmosphere is a question of style. Your style. A style you can refine right down to the last detail. Create tangible accents with high-quality Audi inlays. Experience the fascination of selected materials: fine woods or aluminium trim – combine them to suit your own individual taste.

Many additional inlays can be found at www.audi.co.za

- 01 Flamed eucalyptus, natural basalt grey
- 02 Fine grain ash natural grey-brown
- 03 Oak, grey
- 04 Aluminium spectrum
- 05 Eucalyptus, natural lava brown
- 06 Matt brushed aluminium
- 07 Diamond paint finish, silver grey

01

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Think about accessories. Developed for a life of individuality.

Audi Genuine Accessories provides you with numerous ways of adding even more facets to your new Audi Q8. With products that keep our quality promise day in, day out. Benefit from custom solutions with fascinating design and a high level of functionality. For more information, please contact your Audi partner.

The figures for fuel consumption and CO₂ emissions can be found on page 58.
Audi Genuine Accessories are available from AUDI AG for an extra charge.



Eye-catching features that allow you to give your new Audi Q8 a decidedly sporty edge – such as exterior mirror housings made from high-quality carbon. Available ex-works or as a retrofit option from your Audi partner. Your Audi partner will inform you about exactly when this feature will be available.



Further information can be obtained from the accessories catalogue and from your Audi partner.



01 Audi ski and luggage box – in an exclusive Audi design, lockable and can be opened on both sides for convenience. Available in the colours brilliant black, gloss or platinum grey with brilliant black side blade. Available in the sizes 300 l, 360 l and 405 l. Can be used only in conjunction with the carrier unit.

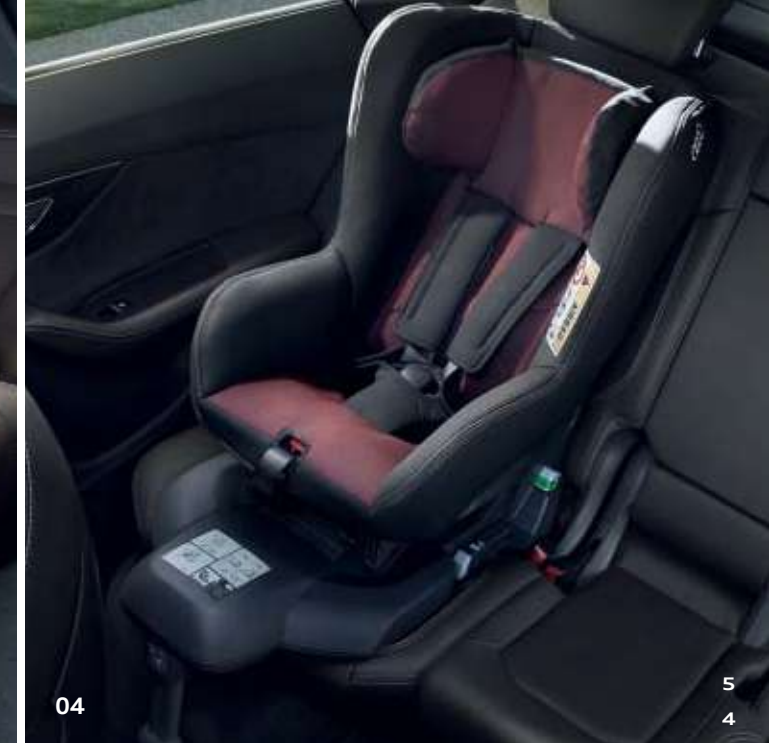
02 Roof box bags – designed to fit the Audi ski and luggage boxes perfectly to make full use of the stowage space. Waterproof floor and 5 cm waterproof lip. Available in three sizes: S (43 l), M (76 l) and L (82 l).

03 Rear box – practical travel companion with a capacity of around 12 litres. Mounting with 3-point seat belt. Including mesh pocket and adjustable straps inside.

04 Audi child seat I-SIZE – suitable for children between 61 and 100 cm tall. Can be used only with I-SIZE base. Can be fitted to vehicle seats only with ISOFIX mount. Also available: Audi baby seat and Audi child seat youngster advanced.

05 Inductive charging cover – for Apple iPhone models 5/5s/SE as well as 6/6s and 7. Provides wireless charging to Qi standard while on the move. Certified to Apple iPhone guidelines (MFi)

06 All-weather floor mats – perfect fit for the footwell in the Audi Q8, can be secured at the points provided. Hard-wearing, made from 100 % recyclable plastic. Provide effective protection against damp and dirt accumulation.





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¹The availability of services may vary depending on the model and equipment of your Audi. Audi connect is a prerequisite for using some services. Further information about myAudi is available at www.audi.com/myaudi; for information on Audi connect visit www.audi.com/connect.

The fascination of the Audi Q8. Find out more online.

Discover the world of the new Audi Q8.
More information, more individuality and more exclusivity.
Now at www.audi.co.za.



Scan the QR code using your smartphone or tablet and discover the world of the new Q8.
Connection costs depend on your mobile phone contract



myAudi app¹

Access vehicle and service information about your Audi at any time, plan journeys and send destinations and routes straight to the vehicle – all with a single app. You can download the myAudi app free of charge from the App Store or the Google Play Store. The app is available for iOS and Android.



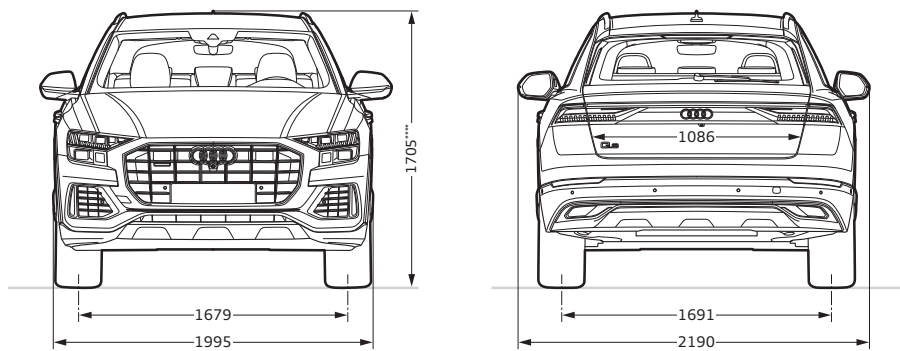
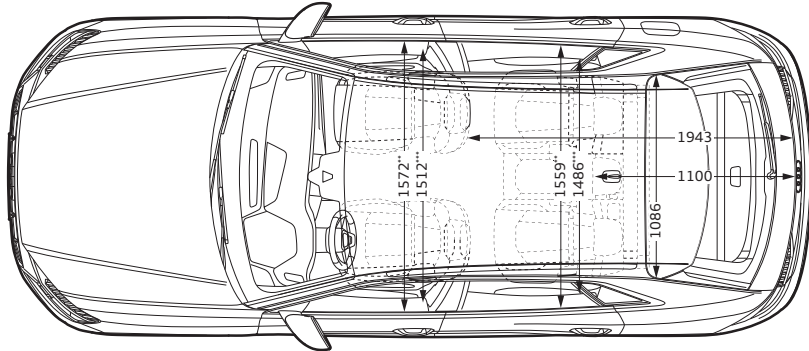
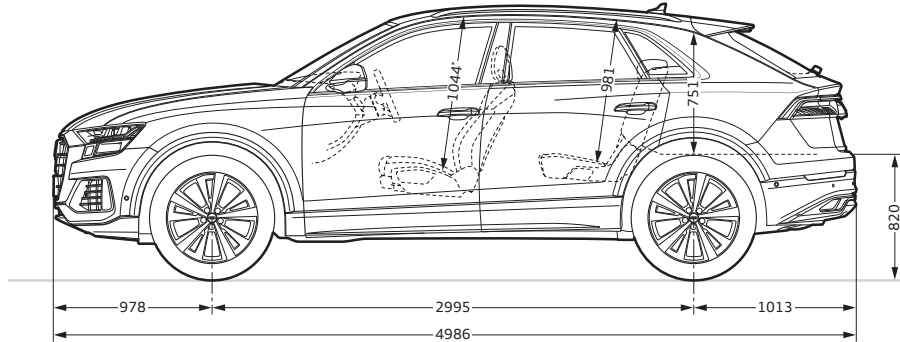
Model	Q8 50 TDI quattro (210 kW)
Engine type	V6 diesel engine with common rail injection system and turbocharging, Mild Hybrid Electric Vehicle (MHEV)
Displacement in cc (valves per cylinder)	2,967 (4)
Max. output ¹ in kW at rpm	210/3,500–4,000
Max. torque in Nm at rpm	600/2,250–3,250
Power transmission	
Drive type	quattro permanent all-wheel drive
Transmission type	8-speed tiptronic
Weights/capacities	
Unladen weight ² in kg	2,220
Gross vehicle weight in kg	2,890
Permissible roof load limit/ nose weight in kg	100/115
Trailer load limit ³ in kg	
unbraked	750
12 % gradient	2,800
8 % gradient	2,800
Fuel tank capacity, approx. in l	75/AdBlue® ⁴ tank: 24
Performance/consumption	
Top speed in km/h	245
Acceleration 0–100 km/h in s	6.3
Fuel grade	Sulphur-free diesel ⁵
Fuel consumption ⁶ in l/100 km	
urban	7.3–7.0
extra-urban	6.5–6.4
combined	6.8–6.6
CO ₂ emissions ⁶ in g/km, combined	179–172
Emission standard	EU6

Explanatory notes

- ¹ The figure given was calculated using the specified measuring procedure (current version of UN-R 85).
- ² Unladen vehicle weight includes driver (75 kg) and fuel tank 90 % full, calculated in accordance with the current version of Reg. (EU) 1230/2012. Optional equipment may increase the car’s unladen weight and drag coefficient, whereupon the possible payload limit and the top speed will be reduced accordingly.
- ³ The engine’s power output always decreases with increasing altitude. At 1,000 m above sea level, and for every additional 1,000 m, deduct 10 % from the weight of the outfit (trailer load limit + gross weight of the towing vehicle). Figure for trailer load limit applies to factory-fitted trailer towing hitch. If using the vehicle with a trailer towing hitch for commercial purposes, a digital tachograph may be required under certain conditions.
- ⁴ Registered trademark of the Verband der Automobilindustrie e. V. (VDA).
- ⁵ We recommend using sulphur-free diesel complying with DIN EN 590. If this is not available, use diesel complying with DIN EN 590.
- ⁶ The specified fuel consumption and emission data have been determined according to the measurement procedures prescribed by law. Since 1 September 2017, certain new vehicles are already being type-approved according to the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Starting on 1 September 2018, the New European Driving Cycle (NEDC) will be replaced by the WLTP in stages. Owing to the more realistic test conditions, the fuel consumption and CO₂ emissions measured according to the WLTP will, in many cases, be higher than those measured according to the NEDC. For further information on the differences between the WLTP and NEDC, please visit our website. We are currently still required by law to state the NEDC figures. In the case of new vehicles which have been type-approved according to the WLTP, the NEDC figures are derived from the WLTP data. It is possible to specify the WLTP figures voluntarily in addition until such time as this is required by law. In cases where the NEDC figures are specified as value ranges, these do not refer to a particular individual vehicle and do not constitute part of the sales offering. They are intended exclusively as a means of comparison between different vehicle types. Additional equipment and accessories (e.g. add-on parts, different tyre formats, etc.) may change the relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO₂ emissions and the performance figures for the vehicle.

The Fuel Consumption and Carbon Dioxide Emission Figures reflected were obtained in accordance with prescribed uniform measuring standards under laboratory type conditions. The measuring standards are stipulated by law. They do not apply to a specific vehicle and are provided to enable comparison between different vehicle models tested using the same uniform measuring standard. The values are accordingly not necessarily representative of real-life driving conditions. Factors such as driving style, vehicle load, road conditions, tyre size, traffic and ambient conditions may result in different fuel consumption and carbon dioxide emission levels to those achieved under the test parameters referred to above. More details are contained in the owner’s manual.

Audi Q8	Dimensions in mm
Dimensions are for unladen vehicle weight. Luggage capacity ¹ 605/1,755 l (second value is with the rear seat backrest folded down and the vehicle loaded up to roof height). Turning circle approx. 13.3 m. *Maximum headroom. **Elbow room width. ***Shoulder room width. ****Vehicle height with roof aerial.	



Classifications of tyre parameters

The table shows the range of fuel efficiency, wet grip and exterior noise emission classes for the different tyre sizes of the Audi Q8.

	Tyre size	Fuel efficiency class	Wet grip class	Exterior noise emission class
Summer tyres	265/55 R 19	B	A	73
	275/50 R 20	C	B–A	73–72
	285/45 R 21	C	B	73
Winter tyres	285/40 R 22	C	A	75
	265/55 R 19	B	B	73
	265/50 R 20	C	B	73
	285/45 R 21	C	C–B	75–73

It is not possible to order a specific tyre.
Ask your Audi partner about the range of tyres available in your country.

Important note

Special information about the wheels: Wheels with gloss turned and gloss milled finish as well as polished or partly polished aluminium wheels must not be used in wintry road conditions. For manufacturing reasons, the rim surface does not have sufficient corrosion protection for such use and can be damaged permanently by road salt or similar.

Equipment for the Audi A8 illustrated (p. 2–35)
Paint finish: Dragon orange, metallic
Wheels: forged aluminium wheels in 5-twin-arm design, contrasting grey, partly polished²
Seats/seat upholstery: customised contour seats, front, in Valcona leather, sard brown
Inlays: flamed eucalyptus, natural basalt grey

The figures for fuel consumption and CO₂ emissions can be found on page 58.
Some of the equipment illustrated or described is optional equipment for which an extra charge is made. Please contact your Audi partner or visit www.audi.co.za for detailed information about standard and optional equipment.
¹ Technical specifications refer to a basic vehicle without country-specific features and the selected optional equipment.
² Please note the special information relating to wheels on this page.

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Auto-Union-Strasse 1
85045 Ingolstadt
www.audi.com
Date published: July 2018

Printed in Germany
833/11N0.89.24

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