



**The New Audi A8 price list**  
Effective January 2003

# A8

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## Prices

			Basic £	VAT £	Total £	O.T.R. £
3.7 quattro	280 PS	6-spd tiptronic	42,851.06	7,498.94	50,350.00	51,050.00
4.2 quattro	335 PS	6-spd tiptronic	46,195.74	8,084.26	54,280.00	54,980.00

'On The Road' (O.T.R.) prices include: delivery charge, full tank of fuel and number plates at £570.00 (inc. VAT), Road Fund Licence at £155.00 and first registration fee at £25.00.

## Technical data

		CO <sub>2</sub> emissions g/km	Fuel consumption*			Acceleration, seconds, 0-62 mph	Top speed, mph	ABI insurance group
			urban	extra urban	combined			
3.7 quattro	280 PS	286	16.3	32.1	23.7	7.3	155**	TBA
4.2 quattro	335 PS	288	16.0	32.1	23.5	6.3	155**	TBA

Please note: The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of brake horsepower). To convert from metric to imperial horsepower, divide the PS figure by 1.0139

\*Fuel consumption according to 1999/100/EU in mpg.  
\*\*Electronically limited.

## Standard equipment

### Main items of standard equipment:

8.5J x 18 'five arm' high gloss alloy wheels with 255/45 R18 tyres	Brake Lights with LED technology
Acoustic Parking System - front and rear	Car instruction manual on CD-ROM (for use with MMI system only)
Active front head restraints	CD autochanger, for 6 discs, located in glove compartment
Adaptive air suspension on all wheels	Centre armrests - front and rear
Air quality sensor with dust and pollen filter	Centre console with MMI terminal
Aluminium trim strips framing side windows and bumper detail	Child-proof locks on rear doors
Anti-theft device with interior ultrasonic protection and anti-towaway facility (Thatcham Category 1 approved)	Cruise control
Audi Space Frame (ASF III) construction with aluminium chassis and body panels	Cup and can holders front and rear
Auto dipping rear view mirror	Double glazed tinted glass with additional break-in protection
AutoCheck system	Driver's Information System including multi-function computer
Automatic 6-speed tiptronic transmission with DSP	Driver and front passenger two stage airbags with pre-tensioners
	Electric adjustable and heated door mirrors, with memory

Electric front seat belt height adjustment, with memory	First Aid kit
Electric front seats - 14 way adjustable, including lumbar support, with memory for both seats	Five three-point automatic seat belts
Electric windows (front and rear) with isolation switch for rear windows	Footwell lighting – front and rear
Electrically heated windscreen washer jets	Front foglights
Electromechanical Parking Brake	Front passenger airbag isolation
Electronic Anti-lock Braking System (ABS)	Headlight cleaning system
Electronic Brake-force Distribution (EBD)	Humidity sensor
Electronic Climate control with individual driver and front passenger controls	Illuminated vanity mirrors integrated into front sun visors
Electronic Differential Lock (EDL) – traction control	ISOFIX child seat mounting system
Electronic Stability Programme (ESP)	Lights on warning buzzer
Electronic transponder vehicle immobiliser	Luggage net
Ellipsoidal headlights	Metallic or pearl effect paintwork
Entry / exit light and active reflectors on all doors	MMI - Multi Media Interface control system
	Multi-function leather covered steering wheel
	Polished aluminium gear lever and gate
	Power socket in boot, 12 volt

## Standard equipment

quattro permanent four wheel drive

RDS radio system, 9 speakers and total 230 watts output

Remote control central locking (radio wave)

Remote unlocking for fuel filler cap, from driver's seat

Safety steering column with electric height and distance adjustment with memory

Servo assisted locking of the boot lid

Servotronic, speed adjustable power steering

Side airbags for four outer seats

Side impact protection in all doors

Side indicators with LED technology

Side protection strips in body colour with aluminium trim strips

SIDEGUARD - head airbag protection system

Torsen centre differential

Traction control (ASR)

Twin Chrome exhaust tailpipes

Twin three way catalytic converters

Valcona Leather upholstery with Alcantara door trim inserts

Tailored front and rear Velour carpet mats

Visible vehicle identification number

Warning Triangle

Wood trim inlays in Burr Walnut

## Optional equipment

	3.7 quattro	4.2 quattro	Basic £	Total £*
<b>Wheels and Tyres</b>				
<b>8J x 17 '7-spoke' design alloy wheels</b> with 235/55 R 17 tyres	●	●	No Charge	
<b>8.5J x 18 '5-arm' design high gloss alloy wheels</b> with 255/45 R 18 tyres	S	S	Standard	
<b>8J x 18 'hollow-spoke' design alloy wheels</b> with 235/50 R 18 tyres	●	●	255.32	300.00
<b>8J x 18 '9-spoke' design alloy wheels</b> with 235/50 R 18 tyres	●	●	212.77	250.00
<b>8.5J x 19 '12-spoke' design alloy wheels</b> with 255/40 R 19 tyres	●	●	468.09	550.00
<b>8.5J x 20 '9-spoke' design alloy wheels</b> with 225/35 R 20 tyres	●	●	1,106.38	1,300.00
<b>235mm x 500mm (19") '7-arm' design alloy wheels with PAX emergency run flat system</b> with 245/690 R 500 tyres ( <i>includes Electronic tyre pressure monitoring</i> ) ( <i>Spare wheel is deleted with this option</i> )	●	●	510.64	600.00
<b>Audio and Communication</b>				
<b>BOSE Surround Sound</b> , 5-channel surround sound reproduction with dynamic compensation for road noise, 8-channel amplifier; 10 loudspeakers with total output of 350 watts, high-resolution digital signal processing	●	●	617.02	725.00
<b>DVD based navigation system</b> , integrated in the MMI, large data storage capacity, high speed system, with DVD for Europe, GPS aerial concealed in the rear-window frame	●	●	851.06	1,000.00
<b>Hands-free dual-band / GSM car telephone</b> (without a handset), for small telephone SIM card, hands free microphone integrated in the roof module at the front, operation via the MMI, steering wheel or handset (if fitted), SIM card reader located under front centre arm-rest, aerial concealed in rear window frame	●	●	408.51	480.00
<b>Handset for use with hands-free dual-band / GSM car telephone</b> , cordless, transmission via standardised Bluetooth interface	●	●	85.11	100.00
<b>TV reception</b> , including Teletext function ( <i>picture reception only possible when the vehicle is stationary, TV sound reception at all times</i> )	●	●	600.00	705.00
<b>Voice Control System</b> , for most important basic functions of DVD navigation system, TV tuner, radio system, CD changer and car telephone (where fitted)	●	●	276.60	325.00

Options are subject to availability and extended delivery.

\*Total price includes VAT.

– = Not available ● = Available S = Standard

## Optional equipment

	3.7 quattro	4.2 quattro	Basic £	Total £*
<b>Seats</b>				
<b>Alcantara package</b> , comprising rear parcel shelf, upper trim of A, B, C and D columns, roof lining and sun visors in Alcantara	●	●	851.06	1,000.00
<b>Comfort seats</b> , with softer seat upholstery and special seam pattern; electric memory adjustment as per standard seat plus electric thigh support and front seat head angle with memory <i>(only in conjunction with Valcona or Natural leather)</i>	●	●	255.32	300.00
<b>Leather / Alcantara Combination</b> , central seat section and door inserts in Alcantara, seat side sections and head restraints in Leather <i>(only in combination with Sports seats)</i>	●	●	No Charge	
<b>Leather – Natural</b> , for seat covers, head restraints, and centre armrests, door inserts in colour matched Alcantara	●	●	255.32	300.00
<b>Lumbar support for rear seats</b> , electrically adjustable	●	●	221.28	260.00
<b>Seat heating for front and outer rear seats</b> , individually controlled with variable temperature adjustment	●	●	493.62	580.00
<b>Seat heating for front seats</b> , individually controlled with variable temperature adjustment	●	●	246.81	290.00
<b>Sports seats</b> , with contoured side sections at the front and a special seam pattern; electric memory adjustment as per standard seat plus electric thigh support and front seat head angle with memory. Includes folding door mirrors with automatic dipping function	●	●	574.47	675.00
<b>Through load facility (ski bag)</b> , for transporting long objects	●	●	191.49	225.00

Options are subject to availability and extended delivery.

\*Total price includes VAT.

– = Not available ● = Available S = Standard

## Optional equipment

	3.7 quattro	4.2 quattro	Basic £	Total £*
<b>Safety and Technology</b>				
<b>Adaptive Air Suspension - Sport</b> , sport suspension based on the standard adaptive air suspension system; with firmer damping and car level lowered by up to 20mm according to the mode	●	●	510.64	600.00
<b>Adaptive Cruise Control</b> , automatic distance regulation, uses radar sensors to maintain required distance by braking and accelerating, four programs (distance 1 to distance 4) set via steering column controls of the Cruise Control system	●	●	1,276.60	1,500.00
<b>Adaptive Light</b> , including Xenon Plus; integrated into headlights, activated when indicator is switched on, steering wheel is turned considerably or when reverse is selected, only works with low beam headlights and at speeds up to 45mph	●	●	553.19	650.00
<b>Coming / Leaving Home function</b> , delayed turning off of fog lights and rear lights when parking and automatic turning on when opening door; period of delay time adjustable via the MMI. Includes Light Sensor for automatic activation of headlights	●	●	63.83	75.00
<b>Door mirrors - automatic dipping function</b>	●	●	102.13	120.00
<b>Door mirrors - folding</b>	●	●	102.13	120.00
<b>Door mirrors - folding with automatic dipping function</b> (standard with sports seats with memory)	●	●	204.26	240.00
<b>Electronic tyre pressure monitoring</b> , monitors air pressure and temperature level for each wheel (including the spare wheel if fitted) while the car is driving, air pressure and temperature levels displayed via the MMI (standard with PAX emergency run flat tyre system)	●	●	340.43	400.00
<b>Xenon Plus</b> , headlights with gas discharge technology for low and main beams, includes automatic dynamic beam angle control	●	●	425.53	500.00

Options are subject to availability and extended delivery.

\*Total price includes VAT.

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## Optional equipment

	3.7 quattro	4.2 quattro	Basic £	Total £*
<b>Steering wheels</b>				
<b>Four spoke design multifunction steering wheel with switching function</b> , incorporating control paddles for manual selection of transmission gear	●	●	68.08	80.00
<b>Four spoke design multifunction steering wheel, heated</b> ( <i>must be combined with seat heating</i> )	●	●	68.08	80.00
<b>Four spoke design multifunction steering wheel, heated with switching function</b> , incorporating control paddles for manual selection of transmission gear ( <i>must be combined with seat heating</i> )	●	●	136.17	160.00
<b>Sports design multifunction steering wheel</b> , in three spoke design	●	●	68.08	80.00
<b>Sports design multifunction steering wheel with switching function</b> , in three spoke design, incorporating control paddles for manual selection of transmission gear	●	●	136.17	160.00

Options are subject to availability and extended delivery.

\*Total price includes VAT.

– = Not available ● = Available S = Standard N = No cost

# Optional equipment

	3.7 quattro	4.2 quattro	Basic £	Total £*
<b>Interior</b>				
<b>Advanced key</b> , access and car mobilisation authorisation system through automatic exchange of data between car and key via radio wave; includes engine start / stop button and locking buttons on top of door handles, door handles trimmed with Aluminium	●	●	723.40	850.00
<b>Deluxe front centre arm-rest</b> , divided for the driver and front passenger, storage compartments with hinge open lids, adjustable arm-rest angle	●	●	127.66	150.00
<b>Extended Aluminium look</b> , for trim around interior air vents, MMI display trim, control surround under central vents, activation switch for electromechanical parking brake and ring around rotary light switch	●	●	255.32	300.00
<b>Extended Leather upholstery</b> , centre console and armrest upholstery in the doors in Fine Nappa leather with decorative seams	●	●	553.19	650.00
<b>Fascia trim - Fine-grained Birch wood</b> , Beige to fascia, centre console and door cappings	●	●	191.49	225.00
<b>Fascia trim - Fine-grained Birch wood</b> , Grey to fascia, centre console and door cappings	●	●	191.49	225.00
<b>Fascia trim - Vavona wood</b> , Bernstein to fascia, centre console and door cappings	●	●	191.49	225.00
<b>Four-zone electronic climate control</b> , additional temperature and air distribution controls on centre console at the rear for left and right passengers	●	●	382.98	450.00
<b>Garage door opener (HomeLink)</b> , programmable radio operted remote control, control buttons integrated in the roof module at the front	●	●	127.66	150.00
<b>Gear knob in wood</b> , available in wood to match facia trim	●	●	63.83	75.00
<b>Interior light package</b> , illumination of the door storage compartments, the floor area and the inside door handles with LED technology, indirect illumination of the door trim, swivelling reading lights in the roof module at the rear, map reading light integrated in the dashboard at the front to light up the centre console; includes an ambient lighting function; can be individually configured via the MMI	●	●	212.77	250.00
<b>One-touch memory</b> , including Advanced key; identification field integrated in the start button on the centre console, identifies up to four drivers by their fingerprint when starting the car and re-establishes the individual settings for climate control, drivers seat, steering column, radio and other car systems that have been stored in advance with the MMI	●	●	936.17	1,100.00
<b>Rear window blind</b> , electrically operated	●	●	255.32	300.00
<b>Rear window blind</b> , electrically operated with manual side blinds for rear doors	●	●	404.26	475.00

Options are subject to availability and extended delivery.

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# Optional equipment

	3.7 quattro	4.2 quattro	Basic £	Total £*
<b>Exterior</b>				
<b>Automatically actuated boot lid</b> , opens and closes the boot lid electrically, opened via radio-operated remote car key, button in the drivers door or the soft touch button in the bootlid recess; closed by pressing the button on the inside of the boot lid	●	●	319.15	375.00
<b>Deletion of engine displacement badge on boot lid</b>	●	●	No Charge	
<b>Deletion of model and engine displacement badges on boot lid</b>	●	●	No Charge	
<b>Electric slide and tilt glass sunroof</b> , with position pre-selection, tinted glass insert, variable sunshield and convenient closing	●	●	765.96	900.00
<b>Electric slide and tilt solar-panel sunroof</b> , with position pre-selection, uses the sun's energy to supply a constant flow of air to reduce the temperature inside a parked car	●	●	1,000.00	1,175.00
<b>Towing equipment</b> - removable (factory fitted towbars usually require a 13 to 7 pin adapter, please consult your Audi Centre for details)	●	●	527.66	620.00
<b>Twin pane heat and UV insulating glass</b> , with additional reflective coating on outer pane to reduce interior heat build up	●	●	314.89	370.00

Options are subject to availability and extended delivery.

\*Total price includes VAT.

- = Not available ● = Available S = Standard N = No cost

# Colour availability

Standard colours:	3.7 quattro	4.2 quattro	Basic £	Total £*
	Brilliant Black	●	●	No Charge
Brilliant Blue	●	●	No Charge	
Atlas Grey, metallic	●	●	No Charge	
Crystal Blue, metallic	●	●	No Charge	
Light Silver, metallic	●	●	No Charge	
Oyster Grey, metallic	●	●	No Charge	
Silver Green, metallic	●	●	No Charge	
Aqua Blue, pearl effect	●	●	No Charge	
Aurora Blue, pearl effect	●	●	No Charge	
Burgundy Red, pearl effect	●	●	No Charge	
Ebony Black, pearl effect	●	●	No Charge	
Irish Green, pearl effect	●	●	No Charge	
Night Blue, pearl effect	●	●	No Charge	
Pearl Beige, pearl effect	●	●	No Charge	

Options are subject to availability and extended delivery.

\*Total price includes VAT.

– = Not available ● = Available S = Standard

## CO<sub>2</sub> data and information

### CO<sub>2</sub> emission based Vehicle Excise Duty.

All vehicles first registered on, or after 1st March 2001, are subject to a new form of Vehicle Excise Duty (Road Fund Licence).

This duty is based upon the type of fuel the vehicle uses and its carbon dioxide (CO<sub>2</sub>) emissions level, measured in grams per kilometre (g/km). The DVLA has created five categories for petrol engines and five categories for diesel engines.

	Petrol engines	Diesel engines
<b>A – upto 121g/km</b>	£ 70.00	£ 80.00
<b>B – 121 to 150g/km</b>	£100.00	£110.00
<b>C – 151 to 165g/km</b>	£120.00	£130.00
<b>D – 166 to 185g/km</b>	£140.00	£150.00
<b>E – over 185g/km</b>	£155.00	£160.00

## Service by Design

At Audi we believe that every customer has a right to expect excellent service each and every time contact is made with us. To help ensure that this happens we have agreed a set of service standards with our Audi Centre network that governs the way that they do business with you, the customer. These standards apply to both the sales and the aftersales experience and we actively monitor their delivery to ensure that you receive the highest standards of customer service. We believe that these service standards are the very least we should deliver and go a long way toward ensuring a consistent, stress free experience whenever you are in contact with anyone who represents the Audi brand.

### **Every Audi Centre will be open during the following times:**

**Sales:** 9am–6pm Monday to Friday  
9am–5pm Saturday

**Service:** 8am–6pm Monday to Friday  
8.30am–1pm Saturday

*Sunday opening at local discretion.*

### **We will give you a Test Drive.**

Whilst we cannot always have the desired car ready immediately, we will confirm the arrangements for a test drive within 2 working days (subject to status).

### **We promise to keep you informed about your new car delivery.**

Once we have confirmed a delivery date with you we will keep you informed of progress. In the unlikely event of a delay to your vehicle, we commit to keeping you mobile to suit your circumstances.

### **We will deliver your New or Used Vehicle where you want it within the UK.**

To help your Audi experience feel great right from the first day of ownership, with reasonable notice, we will tailor delivery of your car to your home or place of work, whichever you prefer.

### **Have your first journey on us!**

In all our new and used cars your ownership experience starts with a full tank of fuel.

### **Quotation response.**

We commit to respond to any request for a quotation within 1 working day.

### **Training.**

We commit to a programme of continuous training development for all our staff so that we can deliver a high quality, professional service.

### **Unlikely perhaps, but if you need to complain.**

We have a complaints procedure that will ensure any negative issue you have with us is taken seriously.

### **We promise to keep you mobile.**

When your car is off the road you won't be. We offer a range of services to keep you mobile such as collection and delivery, or the use of an Audi Courtesy Vehicle.

### **All our courtesy cars will be insured and fuelled.**

Your replacement Audi will be fuelled upon collection, all we ask is that you return it to us ready for the next customer with the same amount of fuel. On presentation of your driving licence we will also insure the car free of charge.

### **Service Bookings.**

We commit to service your Audi, within a maximum of 5 working days should you not require a loan car, and 10 working days if you should.

### **We will always wash and vacuum your car.**

When your vehicle is in our workshops we will wash and vacuum it free of charge.

### **We have no hidden charges.**

Anything charged for will be itemised on your bill.

### **You will be allocated a Named Audi Technician.**

All work to your vehicle will be carried out by a named technician, to whom you will have access should you require it.

### **We will always ask your permission to carry out extra work.**

We will never carry out repair work and charge you for it without prior consent.

### **Environment and Recycling Commitment.**

We commit to dispose, at our expense, of all non-biodegradable materials from your vehicle in a responsible manner.

## Pricing information

### Prices.

Prices and specifications given are correct at the time of printing. You should however check details with your Audi Centre as the Audi policy is one of continuous improvement. The right is reserved to change specification or price at any time.

All prices are subject to VAT, currently at 17.5%.

Delivery charges and number plates are not included in the vehicle price.

Delivery charge	Number plates	VAT	Total
£422.55	£20.00	£77.45	£520.00

### Audi roadside assistance.

Your new Audi is covered for roadside assistance and recovery, provided by the RAC, for the first year of ownership. This free service continues for up to 3 years from date of registration, providing all servicing and repairs are carried out by an authorised Audi Centre, in accordance with the manufacturer's recommendations.

### Audi customer care.

Every new Audi benefits from the comprehensive Audi Customer Care Package comprising:

3 year manufacturer/dealer warranty;

3 year paint warranty;

12 year anti-corrosion warranty;

Up to 3 years UK roadside assistance and recovery.

These, together with Audi's variable service intervals, provide a combination unmatched by any other major manufacturer. Contact your Audi Centre for full details.

### Audi tax free sales.

If you are entitled to purchase a vehicle free of VAT, normally through Military or Diplomatic privilege, please contact your local Audi Centre for full details.

Should you have any difficulty obtaining the information you require, please call Freephone 0800 585878.

### Audi finance.

A full range of credit facilities are available, ranging from traditional Hire Purchase to business user products such as Lease Purchase and Finance Lease. Hire Purchase agreements can either be linked to a variable Finance House base rate or fixed to the term of the agreement. Guaranteed Payment Protection Plans are also available to look after your finance payments in the event of sickness, accident or unemployment. Your Audi Centre will be pleased to provide you with full details and a written quotation.

### Audi solutions.

Whether you are a private motorist or a company car driver now wishing to operate a vehicle privately, Audi Solutions offers a new approach with a highly flexible motoring package. Finance, service, maintenance, tyres, road tax and even motor insurance, can be provided individually or in combination to deliver a fully budgeted programme spreading the cost and giving you greater peace of mind. Even at the end of the contract you have a choice: keep your car, hand it back or choose a new Audi. Solutions quotations and brochures are available from your Audi Centre.

### Audi contract hire.

Contract Hire is one of the most popular business user funding routes. The fixed rental patterns and lack of disposal worries allow precise budget control and remove the burden of administration. Together, Audi Finance and your Audi Centre can provide competitive rentals over a wide choice of mileages and periods. Servicing, maintenance, tyres and replacement vehicle programmes can all be included to suit your particular needs. Fleet management, sale and leaseback and special public sector rates complete the Audi Finance business user offer. Full details and quotations are available from your Audi Centre.

### Audi insurance.

Motor insurance specially tailored for your Audi is available from Audi Insurance. For a quotation without obligation please ring Linkline on 0845 6016014.

