
Audi A8 – Exterior design

Even more prestige and authority: the exterior design

The Audi A8 is a sedan that represents status and exudes authority – now that it has been reworked, its exterior is even more representative, confident, and athletic. The base of the Singleframe grill is now wider and chrome angles that increase in size from bottom to top adorn its grid. The side air intakes are more upright and just as freshly styled as the headlights, whose lower edge on the outside creates a distinctive contour. To summarize, the newly designed and precisely orchestrated design elements in the front area significantly increase the A8's presence and authority and sharpen the profile of the brand's top model.

From a side view, the luxury sedan's progressive character is particularly eyecatching. The roof dome runs flat. Stretched lines in the body of the car emphasize its length, wide wheel arches hint at the standard quattro drive system. In all model variants, the rocker panel area has a concave shape and ends in a blade pointing toward the road. The rear is dominated by wide chrome clasps, a customizable taillight signature with digital OLEDs, and a continuous, segmented light strip. The diffuser insert in the bumper is delicately accentuated and redesigned with horizontal bars. The Audi S82 presents four flow-optimized pipes under a circumferential contour – typical of the Audi S model. They are one of its characteristic sporty design details.

Beyond the basic exterior, Audi is offering its customers the chrome exterior package and, for the first time in the A8, the new S line exterior package. The latter gives the front end a dynamic touch and differentiates it even more from the base model, with distinctive blades in the area near the side air intakes complementing the front view – in very similar fashion as the S82. The look is even more defined with the additional black appearance package. The color swatch for the A8 includes eleven colors, among them the new metallic district green, firmament blue, Manhattan gray, and ultra blue. Also new to the Audi A8 are five matte finishes – Daytona Gray, Floret Silver, District Green, Terra Gray, and Glacier White. In the Audi exclusive program, the car is painted in the customer's chosen color.

11/2021