



up!

up! – press release

Melbourne 09 / 2012





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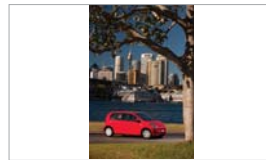
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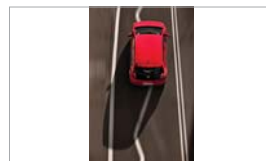
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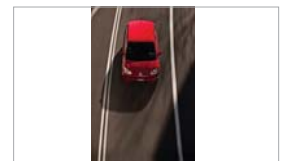
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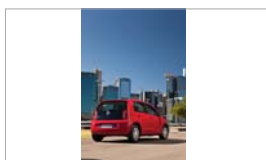
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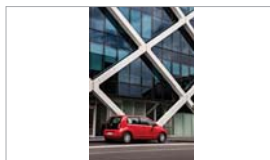
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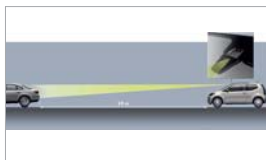
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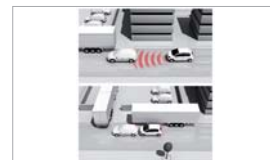
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Volkswagen up! –

Australian Launch, Melbourne, September 2012

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Important:

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Volkswagen is launching a new small car: the up!:

A car with charisma and great potential

- A new Volkswagen with a new generation three-cylinder petrol engine
- World's first sub light car with City Emergency Braking
- Debut of the multi-talented Maps + More system

The up! is an all-new city car from Volkswagen. With its pure design, maximum space on a minimal footprint, quality and attention to detail as well as affordable innovations it embodies the core values of the Volkswagen brand. The up! has come to market at just the right time: almost no other vehicle class is set to grow as much in the coming years as that of the sub light segment. The up! is built at the Volkswagen plant in Bratislava, Slovakia and is available in 3-door and 5-door.

The up!'s dimensions are key to its city car status. At 3,540mm in length, 1,641mm in width and 1,476mm in height, the up! is one of the smallest four-seater cars available. Its overall length consists of short body overhangs and a long wheelbase of 2,420mm. Thanks to these dimensions the turning circle of the up! is a compact 9.8 metres.

Use of space inside the car is exceptionally good with room for four adults. This is due to the wheelbase, which is one of the longest in the segment, combined with an engine that is mounted well forward. The 251-litre boot is also significantly larger than is typical in this class. When the rear seat is fully folded, cargo space increases to 951 litres.

Powering the up! is a new generation three-cylinder petrol engine with an output of 55kW. Combined fuel consumption is a low 4.9 L/100km on the combined cycle with CO₂ emissions of 114 g/km.

The entirely new up! is also the first car in its class in the world to have a City Emergency Braking function, which at speeds of between 5km/h to 30km/h detects the risk of an impending collision and can reduce accident severity by initiating automatic brake interventions that can even avoid a crash. So far, the up! is the only vehicle in the segment to be offered with this function.

Another entirely new feature appearing for the first time in a Volkswagen is the Maps + More system – a portable touchscreen module. It contains a navigation system, hands-free telephone unit, display of factual information related to the vehicle and a media player. In addition, it will now be possible to use apps to tailor Maps + More to a driver's highly individualised personal requirements profile. Maps + More is clicked into place above the centre console where it interfaces with the electronics network of the up! In the economically priced up!, a system was developed for organising the areas of navigation, telephone, information and entertainment that is just as economical. The portable device was also designed so that it could be brought up to the latest software levels via a simple update. In cooperation with Navigon, one of the world's leading suppliers of portable navigation systems, the special solution Maps + More was created; it is tailored to the up! and is affordable for all buyers.

At 3,540mm in length and 1,641mm in width, the up! is one of the smallest four-seater cars available. Its overall length consists of remarkably short body overhangs and a very long wheelbase (2,420mm) – a body layout that fully utilises the available space. It has a turning circle of 9.8 metres.

The up! design team was led by Volkswagen Group Head of Design, Walter de Silva, and Volkswagen Brand Design Chief, Klaus Bischoff. In commenting on the concept for the up!'s design, Bischoff says: "The perfect layout of a small compact car is based on a box with a wheel at each corner. The up! is one of the very few which comes close to doing this. It is not just the relationship between the wheelbase and the overhangs which is important, but also that of the vehicle's width and track. From any angle the wheels must be positioned as far to the outside of the vehicle as possible, so as to make the compact body stable and reliable on the road. It is therefore the objective, without further design and detailing, to lend a unique and solid appearance to the car. The shape must be right, even before important elements like the front design or the side window graphics establish the character of the model."

Exterior design

Viewed from the front, the up! appears to smile, due to the prominent lines of the bumper. And it is intentionally smiling, according to de Silva, having been designed to incorporate the elements of both "simplicity and sympathy". He explains: "Sympathy is part of the up! concept. It combines the friendliness of the Beetle with the rational perfection of the Golf."

Integrated in its friendly face is the Volkswagen logo, the only chrome element at the front end. The up! can make do without large air cooling intakes due to its small petrol engine and the headlights are significantly smaller than those of other Volkswagens, yet they are visually very prominent

In side profile, the significant flares of surfaces and alternation of convex and concave forms define the car's styling. A slight concave groove above the side sill creates an accent in the continuous surface, but the side profile does not show any seams or edges except for the wheel housings and the look of the side windows. The wheel housings are prominent and their lateral surfaces – the so-called wheel mirrors – are very large, making the diameters of the small wheels (14") appear even larger.

The design of the windows gives the up! an unmistakable look as well. A short angle in front creates a formal connection between the lower-lying window edge and the bonnet. A long ascending line in the rear third of the vehicle matches that formed by the rear wheel and the C-pillar. This interplay of lines reinforces the image of the C-pillar being supported by the rear wheel, a characteristic which – in interaction with the long wheelbase and short overhangs – underscores the crisp proportions of the up!. Over the short, steeply-rising bonnet, there is another line that leads over the windscreen and roof to the rear. There, the car's silhouette first follows the side windows then finishes in a near vertical curve down to the bumper.

The up! has a large rear hatch, which extends right down to the bumper. This so-called hybrid hatch consists of three basic layers. Its outer skin consists of a transparent glass element. The hatch forms an integral unit with the vertically oriented rear lights.

In detail, the hatch is constructed of a load-bearing framework upon which a second sheet-metal layer is laser welded in place with the integrated trailing edge of the roof. The outer third layer of the hatch is the glass element that is joined by adhesive. It extends down from the trailing edge of the roof over the entire hatch and incorporates the rear window as well as the lower area of the lid. The border around the rear window and the lower section are coated in black from the inside. Forming a contrast to the black are the chrome surfaces of the Volkswagen logo and the up! badge. The hatch is opened by pressing a button in the handle beneath the Volkswagen logo.

Although they look like a part of the rear hatch, the large tail-lights of the up! are actually joined to the body. Their red surfaces are very distinctive, especially in their interplay with the white C-shaped elements. The lower third of the rear section is dominated by the bumper with its wide licence-plate panel and surrounding seam. The front and rear bumpers are painted in body colour as standard.

up! 5-door

The look of the up!'s side profile is changed in a 5-door version. While the lower window line of the three-door rises towards the rear near the C-pillars, it forms a straight line on the 5-door car. This gives the new body version a high level of independence. The crisp and short body overhangs are also distinctive on the 5-door. The front and rear sections are identical on both body versions. This also means that buyers of the 5-door version will get to enjoy a rear hatch whose outer skin consists of a continuous glass surface; this gives the hatch the high-tech and high-end look of a smartphone.

Comfortable driving with four persons. The rear doors open wide and offer comfortable entry – including for adults. The four-seat, 5-door car offers the same good interior space as the three-door, and the amount of space is remarkable given the vehicle's size. Headroom in the rear is 947mm, while it is 1,000mm in front. Legroom in the second row is a comfortable 789mm. The seat height on the rear bench has a pleasant effect: the height of the so-called H-point – the vertex where the seat surface and backrest meet – is 378mm in the rear, which is higher than in front (306mm). This higher seat position gives rear passengers a better view over the shoulders of the driver and front passenger. Just as important: there is plenty of space under the front seats for the feet of the rear passengers.

Aerodynamics

With a Cd value of 0.32, the new up! achieves exemplary aerodynamic performance for its class, and this results in improved refinement thanks to reduced wind noise as well as lower fuel consumption.

At Volkswagen, the first steps in refining a car's aerodynamics are made in a very early phase of the project using a simulation process known as CFD (Computational Fluid Dynamics). Because of its cost and time advantages, this process has since replaced evaluation and optimisation with real 1:4 scale models. An important aspect of the CFD process is its ability to represent very realistically the vehicle's details digitally. Step by step, this method optimises a car's aerodynamics on the computer. Not until this process has been fully exploited are wind tunnel measurements conducted on a real full-scale aerodynamic model at a suitably mature development level.

At this stage, the aerodynamic model is covered with an exterior skin of clay, enabling quick changes to be made to the vehicle's shape. In addition, the 1:1 model already has realistic shapes of engine compartment and underbody structures and in turn, this enables quick optimisation of parts that are very important to aerodynamics such as the front and rear spoilers and underbody panels. The designs of aerodynamically relevant add-on parts are then finalised based on measurements from the first prototypes.

In establishing the up!'s aerodynamics, special attention was given to attaining a minimal front overhang. With this goal in mind, the sides of the front section of the up! were shaped so that the air would flow around the wheel housings with minimal turbulence. In attempting to reduce every possible gram of CO₂ emissions, the position and size of the front spoiler was also optimised progressively; in the final design, another 1.1g/km CO₂ was saved which may seem insignificant but all adds to the final figures. At the same time, the final front spoiler design reduces front and rear aerodynamic lift coefficients of the up! resulting in even safer driving characteristics.

The design of the rear section also has a crucial effect on the car's aerodynamic performance. Intensive fine tuning of the aerodynamics of the up! has resulted in contours that both preserve styling targets and achieve defined flow separation, including in the side panels at the rear. In the process, the rear spoiler contour was tuned to the design of the lateral trailing edges. The sum of all of these measures yields the Cd value of 0.32 mentioned previously.

Structural design

In order to design a car which is structurally safe and yet achieves a low overall weight, it is imperative to use the most innovative manufacturing technologies. For this reason, the body materials of the up! consist of 8.1 percent “hot-formed” steel content, meaning the parts exhibit extreme toughness (including the floor and B-pillars); the car’s body weight was reduced by 13kg just due to the use of hot-formed steel. Moreover, by consistently downsizing engine technology, using high-strength steel and relentlessly removing every superfluous gram, developers succeeded in reducing the weight of the up!.

In the area of the front side members, sills and side roof frame, so-called dual-phase steels are used which, together with hot-formed steel panels, create the basic structure for the safety occupant cell. The up! also sets top values in the segment with its 39.3 percent share of ultra-high-strength steels and 17.2 percent share of high-strength steels. Only 24.9 percent of the weight of the body structure consists of conventional deep-drawing steels, which are used for visual parts that are very challenging to manufacture, such as exterior parts of the side body or rear wheel housings.

The result is an especially rigid body structure which exhibits comfort levels expected in the next vehicle class in the areas of acoustic and vibration behaviour. This is attributable to the layout of nodes and load transmission points, in other words, the available installation spaces are optimally utilised by means of a three-shell body structure, so that the occupant cell is surrounded by sturdy, computationally optimised profiles.

The up! also sets new standards in its class with its static torsional rigidity of 19,800Nm/degree which is important as high torsional rigidity has a definite positive effect on comfort and handling properties.

In its smallest model, Volkswagen has clearly not compromised on safety, quality or comfort.

Interior design

One only has to sit inside the up! for a short time to realise that use of space is exceptionally good, and this is because of its wheelbase together with a compact engine mounted well forward and a new running gear design. Although the up! is a small car, for its driver and three passengers it is by no means cramped.

The newly developed modular seats offer very good driving comfort. The head restraints for the driver and front passenger are firmly attached to the seats, meaning that, regardless of a person's stature, they always fit properly.

Under the leadership of Dr Ulrich Hackenberg, member of the Board of Management for Technical Development, the up! team placed great emphasis on good ergonomics. The car's interior dimensions support this with headroom in front an impressive 1,000mm, and 947mm in the rear. The seats are positioned at a good height both front and back; for the driver and front passenger, the so-called H-point – the vertex where the seat and seatback meet – is at a height of 306mm; in the rear the H-point is at 378mm. This somewhat higher seating position for rear passengers affords them a better view over the shoulders of the driver and front passenger.

The up! is also practical, with numerous storage compartments and a high level of attention to detail in its interior design. Along with a large storage bin in the centre console and the glovebox, there are storage surfaces and bottle holders (up to 1.0 litre bottles) in the two doors and a cup holder in the rear. The glove compartment is equipped with a holder for pens and pencils, a notepad and coins; there is also a compartment for glasses; and the coat hook was integrated in the B-pillar in such a way that it is visible through the window from outside, and so it can be easily found.

There are three central elements to the instruments and user interfaces: the instrument cluster in front of the driver; the switch module in the middle of the vehicle with radio-CD and air conditioning controls; and the detachable Maps + More infotainment and navigation unit (optional).

The instrument cluster consists of analogue instruments and one digital display. In the centre of the instrument cluster is the speedometer with the integrated digital multifunction display. The multifunction display shows a variety of information such as City Emergency Braking, outside temperature display, electronic odometer and trip meter.

Controls for the ventilation or air conditioning system, radio-CD system and hazard indicator lights are all located in the central dashboard module between the driver and front passenger. The entire unit is located up high – so that it is easy to see and use – and it is painted in gloss black. It's interesting to note that every up! is fitted with its 'own' individual wiring harness with its electrical system pre-configured for the features fitted, thereby reducing the cost and weight of installing unnecessary cables.

The interior of the up! is not only designed to be functional, stylish and simple, it is also intended to offer fun and a high level of quality. Especially high-end is the dash pad, the design panel in front of the driver and front passenger is finished in painted black pearl.

At 251 litres, the boot sets a best-in-class value for cargo capacity; and when the seatback of the rear bench is completely folded down, the up! can handle 951 litres of cargo and on a nearly flat cargo surface. The boot itself is upholstered with carpet, and so is the cargo area cover, which opens wide and can be quickly removed if necessary. When the rear bench seat is folded down, the upper cargo floor position creates a nearly level cargo surface, and small objects can also be stowed beneath the cargo floor in this position. The lower cargo floor position is used if especially large and bulky objects need to be stowed in the boot.

Making its debut in the up! is a new generation 1.0-litre three-cylinder, 12-valve petrol engine. The new 1.0-litre engine fulfils the Euro 5 emissions standard and is paired with a standard five-speed manual gearbox.

The up! is powered up! by a 1.0-litre engine which produces 55kW at 6,200rpm and 95Nm of torque from 3,000rpm to 4,300rpm. Fuel economy is still frugal with a combined economy of 4.9 L/100km and carbon dioxide emissions of 114 g/km.

The new petrol engine which powers the up! is produced from aluminium and is as compact as it is lightweight, along with being systematically designed to minimise internal friction. The two overhead camshafts are driven by toothed belts; the intake camshaft is variable which further reduces emissions and fuel consumption and improves the power curve in the lower rev range. The valves are activated by cam followers, again with very low friction. The engine's dual-circuit cooling system and integrated water-cooled exhaust manifold ensure short engine warm-up times, resulting in optimal engine temperatures for quick starts. Each cylinder is equipped with a separate ignition coil.

The internal combustion engine in the up! has bore / stroke dimensions of 74.5mm / 76.4mm. The compression ratio is 10.5:1, and engine control is performed by a Bosch Motronic unit.

The three-cylinder engine of the up! also has an aluminium crankcase that is die-cast in "open deck" construction. To reduce weight here, most of the mounting points for ancillary components are located directly on the crankcase, eliminating the need for an otherwise usual ancillary drive bracket.

In laying out the crankshaft drive, engineers were able to reduce further moving mass compared to the company's other three-cylinder engines, thereby minimising friction in the system. The downward-guided connecting rods and the pistons are weight-optimised to such an extent that the balancer shafts that are otherwise usual in three-cylinder engines could be eliminated – while maintaining the same comfort levels. Engine weight and drive friction – and therefore fuel consumption – were further reduced by the small main and connecting rod bearings. Six crankshaft counterweights are used to reduce internal forces and therefore the load on the main bearing. This also enhances the durability of the engine for exceptionally long life.

The four valves per cylinder head is cast from an aluminium alloy. The valves suspended at the tops of the combustion chambers are laid out at angles of 21 degrees (intake) and 22.4 degrees (exhaust), and as noted they are activated by cam followers. The cylinder head has an integrated exhaust manifold, because, as mentioned previously, the engines reach their optimal operating temperature faster with this technical layout. The engine coolant is heated faster during the cold start phase, because the exhaust channels within the head merge at a central flange. In normal operation, on the other hand, the exhaust gas stream is cooled more intensively, and the engines can be operated at an optimal fuel-to-air ratio of ≈ 1 . Once again, the benefits are reduced emission and fuel consumption values.

Other examples of damping and weight-optimisation include engineering sufficient installation space in the area of the engine bulkhead for the usual, relatively expensive firewall insulation, but instead of the usual moulded part, a more economical and very lightweight stamped part is used.

Good sound insulation of the interior is enabled by special tuning of structural damping as it interacts with other acoustic elements. The up! development team also focused on systematic sealing of the body to minimise entry of undesirable noises into the passenger compartment, and this also reduced the need for sound-absorbing materials.

Transmission

The new five-speed gearbox in the up! was specially tuned for the car's three-cylinder petrol engine. The conventional manual gearbox weighs just 26.7kg including transmission fluid, which makes it the world's lightest gearbox in this torque class (the gearbox also comes with indicators for the recommended gear and the engaged gear in the instrument cluster). The gearbox is also very compact measuring 356mm long by 462mm wide.

The up! is front engine and front-wheel drive, and uses an all-new running gear. Its very short overhangs on the front and rear axles, as well as a long wheelbase and stiff body structure, form the basis for good vehicle dynamics and chassis set-up.

At the front is a strut-type suspension with wishbones. A key component here is the subframe to which the single-shell transverse link is joined and which absorbs forces of the stabiliser that is joined directly to the strut tower, as well as the steering unit and the swivel mount of the engine bearing. The lightweight but very rigid subframe is produced from high-strength steel.

The concept of a torsion beam chassis was chosen for the rear axle, where the semi-independent suspension also exhibits low weight and compact construction.

Electro-mechanical power steering

Like a number of other Volkswagen models, all versions of the up! are equipped with electro-mechanical power assisted steering which is able to vary the feel of the steering wheel to suit the speed and driving situation: firm and direct when driving hard, effortless at parking speeds.

In the case of the up!, the parameters are the selected degree of active self-centring to the middle position and steering comfort as well as a feeling of safety. The important self-centering characteristic, even over the slightest of steering angles, and speed-dependent build-up of steering torque convey a sense of very high precision to the driver.

Braking system

At the front, the up! is equipped with newly developed, ventilated 14-inch disc brakes. Compared to the brake discs of this size used by the company to date, Volkswagen was able to reduce their weight (per vehicle) by 1.5kg, thus saving additional fuel. The reduction in unsprung mass has a positive effect on driving comfort as well.

At the rear, Volkswagen is implementing a drum brake derived from that on the Polo, which ideally fits the power range and weight of the up!. A nine-inch brake servo unit optimises braking power. One innovative aspect of the system is that the power range of the brakes is subdivided into two “maps”. In the comfort braking range, the focus is on good force metering ability. But if more powerful braking is required, the second map is activated with a higher servo boost factor which significantly reduces the pedal force required during hard braking.

The up! is equipped with ABS and Volkswagen’s ESP electronic stabilisation programme.

City Emergency Braking

A technical highlight on the up! – as well as a first in this sector – is the City Emergency Braking which comes as standard. Automatically active at speeds between 5km/h to 30km/h, it uses a laser sensor (integrated in the upper area of the windscreen) to scan a space 10 metres in front of the up! and detect the risk of an imminent collision. If such a collision with a moving or stationary object is imminent without any reaction by the driver, then the brake system is pre-conditioned, and in a second stage the hydraulic brake assistant is switched to a more sensitive mode.

Depending on the situation, City Emergency Braking might then initiate, as a third stage, automatic hard braking to a stop, or alternatively support the driver with full braking power if current braking force is insufficient.

Depending on the vehicle's speed and the driving situation, City Emergency Braking can reduce accident severity by automatic brake interventions – and possibly even avoid a crash. Nonetheless, the driver still assumes responsibility for the braking process.

If it is deemed necessary, the driver can deactivate the intervention by City Emergency Braking at any time by pressing the accelerator pedal or steering. In addition, City Emergency Braking can be shut off entirely by pressing a button in the lower part of the centre console. In this case, a related symbol appears in the instrument cluster with the word "OFF" for five seconds to indicate the deactivation; in addition, the indication appears whenever the relevant vehicle speed range between 5 km/h to 30 km/h is reached.

If there is a fault with City Emergency Braking, the symbol flashes slowly and continually. When City Emergency Braking is triggered, the symbol intermittently flashes briefly and at a quick interval.

The up!'s class-leading torsional rigidity and extremely strong body structure ensure it is a safe place to be, while active safety features including ABS, ESP, City Emergency Braking and integrated head restraints complete the package.

In the event of a frontal collision, an Early Crash Sensor – integrated directly behind the front bumper – pre-activates restraint systems in advance of the actual impact. What happens then is a case for high-speed cameras: within just a few milliseconds, the belt tensioners tighten the fastened seatbelts to involve the driver and front passenger in the vehicle's deceleration as early as possible. Belt force limiters reduce chest loads while front airbags restrain movement of the upper body. The steering column makes an additional contribution towards safety, further reducing the risk of injury to the driver. In case of a side impact, the standard head-thorax airbags contribute to protecting the head and upper body of the driver and front passenger.

With a view to future updates in child seat regulations, the up! is a safe place for children in the rear seating area thanks to ISOFIX fixtures and top-tether fittings; this system securely fastens the child seats to the car. With older children, the standard seatbelt status indicator in the multifunction display informs the driver whether rear passengers are correctly strapped in, and there is an acoustic "fasten seatbelts" reminder for the front seats.

It's important to note though, that in this Volkswagen, not only are the passengers themselves optimally protected, but so too are other traffic participants, with a high emphasis placed on pedestrian protection. The up! scores well here with such features as its new, compact three-cylinder engine, directly mounted ancillary engine components and very compact gearbox.

Thanks to the suspended layout of the gearbox mounts next to the side members, it was possible to mount the battery in a very low location – and this low mounting point is essential for good pedestrian protection. Overall, the deformation space between the bonnet and engine block helps to minimise the risk of injury to pedestrians. The hinges of the bonnet were also further optimised for this purpose.

Euro NCAP test results

Under evaluation by Euro NCAP (European New Car Assessment Programme) the overall packages of occupant, child and pedestrian protection and the safety assistance systems installed in the up! earned the new car a top five star rating. In addition, the up! received Euro NCAP's Advanced Award for the car's innovative City Emergency Braking function, positioning the new Volkswagen ahead of its direct competitors, because no vehicle in its class has earned five stars and the Advanced Award before.

In occupant protection, the up! attained top results in all seat positions and regardless of the sizes of the driver and front passenger. Factored into the rating were results of frontal and side impact tests, a pole side impact test and what is known as a whiplash test – which determines loads to the cervical spine of the neck. The up! also achieved excellent child protection results with dummies representing 18 month and three-year old children.

The up! also attained impressive results in the area of safety equipment. Here, Euro NCAP rated the seatbelt reminders for all seats and use of a vehicle dynamic control system (ESP) as especially positive.

After the Golf, Golf Cabriolet, Jetta, Passat, Polo, Scirocco, Tiguan and Touareg, the up! is the ninth vehicle from Volkswagen to earn a top 'Five Star' rating from Euro NCAP.

Equipment Highlights

Standard features

- ABS anti-lock brakes with Brake Assist, EBD and City Emergency Brake function and ESP
- Driver and front passenger airbags, plus front side/head airbags
- Front integrated head restraints
- Warning buzzer and/or visual warning for front and rear seats if belt unfastened
- Height adjustable steering wheel
- Body coloured bumper bars, door handles and exterior mirrors
- Black pearl finish to dashboard panel
- Black gloss finish surrounding audio, air conditioning controls, air vents and headlight switch
- AM/FM security coded radio (RCD215) with MP3 compatible CD player
- Auxiliary input audio socket in dashboard
- Two rear seats with split/ folding backrest
- Shopping bag hooks
- Variable luggage compartment floor level
- Steel wheels 14x5" with full wheel trims and 165/70 R14 tyres
- Spare wheel, full size steel
- Daytime driving lights, remote central locking, power front windows, power/heated door mirrors, air conditioning, 6 speakers

Optional features

A number of options are available for the up! which are largely grouped together in packages to simplify the purchase process.

- **Maps + More Portable Infotainment Device (PID)**
 - 5" touch screen colour display with four primary menu options – Navigation, Media (media player and picture viewer via micro SD card slot), Telephone (Bluetooth® phone connectivity with phonebook display, text to speech and audio streaming) and Vehicle Information (Think Blue trainer, multi-function trip computer and vehicle status displays)
- **Panoramic glass sunroof with electrically slide and tilt adjustable integrated wind deflector and sunblind**
- **Comfort Drive package:**
 - Cruise control
 - Multi-Function Display (MFD) – outside temperature, trip time, trip length, average speed, speed warning, average and current fuel consumption and distance till empty
 - Parking distance sensors, rear
- **Comfort Style package**
 - Alloy Wheels (Waffle) 15x5.5" with 185/55 R15 tyres (4) and anti-theft wheel bolts
 - Front fog lights, mounted in lower bumper
 - Leather trimmed steering wheel, handbrake lever and gearshift knob
 - Leatherette seat upholstery with white stitching
 - Heated front seats
 - Floor mats front and rear, carpet

Maps + More

Completely new for the up! and for any Volkswagen is Maps + More, a portable multi-functional infotainment system which includes a navigation system, hands-free telephone unit, vehicle information displays and a media player. In addition, apps can be used to tailor Maps + More to the driver's individual requirements. Maps + More attaches to a sturdy bracket above the centre console, which allows it to "talk to" the car's electronics network.

Maps + More offers the most systematic form of integration of portable devices being launched on the market today. And it is also available at a competitive price, which is why it was chosen for the up!. Designed in conjunction with Navigon – one of the world's leading suppliers of portable navigation systems – it is not only simple and easy to use but also easy to update with a straightforward software upload.

Maps + More works in conjunction with the standard RCD 215 radio-CD system which enables playback of MP3 files, spoken navigation instructions and telephone conversations to output via the radio system and the car's loudspeakers. The customer then has a complete radio-navigation system with voice control, CD/MP3 player, micro-SD card interface (32 GB) for playing back music and images, hands-free telephone unit, multifunctional trip computer with fuel-saving trainer and other applications with a wide range of functions.

The system's basic functions are organised into four main menus – Vehicle, Navigation, Media and Telephone – each of which is activated from the five-inch colour touchscreen.

Vehicle

This menu is used to display information on the up! and apps including:

- Information from the trip computer (driving range, fuel consumption, average fuel consumption, vehicle speed, driving time and distance) with digitally generated analogue gauges for the tachometer, engine temperature and outside temperature
- Door monitoring (a visual representation of open doors)
- The “ThinkBlue. Trainer”

ThinkBlue. Trainer

This trainer is designed to help save fuel and makes it easier for the driver to achieve an eco-friendly and anticipatory style of driving. It monitors and analyses the use of the accelerator pedal, brakes and gear shifting, and it gives tips to drivers on how they might modify their style of driving to reduce fuel consumption.

In the start menu of the “Think Blue. Trainer”, the three functions “Driving”, “Fuel consumption” and “Shifting” are displayed as circular symbols. These three symbols let the driver know, very quickly, just how eco-friendly the trip is. The “Driving” symbol, for example, with its integrated silhouette of the up! inside a circle, indicates by the size of the circle how fuel-efficient the driving style has been – the larger the circle, the less fuel-efficient the driving style over the driven time period.

The “Fuel consumption” symbol shows the average fuel consumption value since the beginning of the current trip. When the driver touches one of the three symbols on the screen, the related submenu is opened which shows further specific information.

ThinkBlue. Trainer Cont'd

Under the “Driving” menu, tips on driving behaviour are shown; this information can be used straight away to drive in a more eco-friendly way. The submenu under “Shifting” provides detailed information on the ideal shift point and how well shift recommendations were implemented over recent minutes. When the “Fuel consumption” submenu is called, a graphic display shows fuel consumption values over the past 30 minutes.

Navigation menu

The main function of this menu is a classic navigation system with voice control. But Maps + More also incorporates a number of additional functions:

- When the up! is parked, the “My vehicle” system automatically records the position of the car, so when returning to the vehicle, Maps + More operates as a mobile navigation system to guide the owner back to the parking location. This is particularly helpful in unfamiliar cities.
- The system can locate car parks and around two million points of interest.
- The system can also accept about 500 navigation destinations as personal favourites and show map details in 3D.
- Those using the up! as a business car will also benefit from the “Trip log” function.
- Those who wish to can display their own motifs as a Maps + More screensaver; in this case, the screen also shows the date, time and outside temperature.

Media

The combination of Maps + More and the RCD 215 offers a number of options for playing music over the loudspeakers of the up!: the radio, a micro-SD card reader (for cards up to 32 GB) or the CD/MP3 player of the RCD 215. Photos can also be displayed from an SD card. Those using an iPod or iPhone can also play back music through the system via Bluetooth. Additional functions include:

- In addition to the station name, Maps + More can display the station's logo (the latest station listing can be downloaded at any time via Navigon Fresh).
- Just as on many MP3 players, it is also possible to display the album cover of the song currently being played from the SD card.
- Photos can be presented as a slideshow via Maps + More.
- Both radio and sound settings can be adjusted quickly and intuitively from the touchscreen under the "Media" menu.

Telephone

When used with suitable Bluetooth enabled telephones, Maps + More offers a range of functions equivalent to those of a hands-free unit. After interfacing with the telephone, the touchscreen displays a keyboard, the entire contacts book of the interfaced device and a directory of recent calls. The telephone can also be operated by voice control along with the ability to have two phones paired at the same time.

Volkswagen up!

Pricing

Models

up! 3 Door 5 Speed Manual	\$13,990 *
up! 5 Door 5 Speed Manual	\$14,990 *

Options

Metallic/Pearl Effect Paint	\$500
Maps + More Portable Infotainment Device (PID)	\$500
Panoramic electric glass sunroof	\$1,400
Comfort drive package	\$600
Comfort style package	\$2,500

* Prices quoted are Manufacturer List Prices excluding dealer delivery charges, which may vary from dealer to dealer and statutory charges, which vary from state to state.

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12 January 2012

NEW VOLKSWAGEN up! NAMED WHAT CAR? CAR OF THE YEAR 2012

The new Volkswagen up! has claimed top honours at the prestigious What Car? UK awards, being named Car of the Year for 2012 as well as best City Car. Taking the Car of the Year title for the sixth time makes Volkswagen the most successful manufacturer at the What Car? awards since they began in 1978.

It was a highly successful night for the manufacturer overall at the motor industry's annual 'Oscars', with the Golf returning as winner of the Small Family Car category for the sixth time overall and fourth consecutive year, and Volkswagen also taking the coveted Safety Award.

Commenting on the awards, What Car? editor-in-chief Chas Hallett said: "The Volkswagen up! sets new standards for a car at £10,000. It's a city car that can seat four adults, while offering new levels of refinement, quality and maturity at this price; none of its rivals feels quite so grown-up. Buyers will be looking for even more for their money than ever in 2012, so the up! is a worthy winner of the What Car? Car of the Year."

Once again, the What Car? editorial team found the evergreen Golf hard to fault, and summed up by saying: "The Golf now has four wins in a row in our Small Family Car category – proof that Volkswagen got the package just right. This is a particularly demanding category, but the Golf has all the right ingredients: it's practical, comfortable and good to drive, holds its value well and is economical. It's really all the car most people will ever need."

Meanwhile the Safety Award was in large part the result of the availability of Volkswagen's innovative City Emergency Braking system on the up!. Although safety features are no longer the preserve of larger, more expensive models, the judges were impressed by this particular example of 'big car' technology filtering down to a smaller model. The system uses sensors to scan the space ahead, then applies the brakes automatically if it detects that the car is about to hit an object in front. Hallett added: 'It works well – particularly in town, the up!'s natural environment – and the biggest achievement is that Volkswagen is offering the technology at a respectable price on its smallest model.'

Dr Ulrich Hackenberg, Member of the Board of Management of the Volkswagen Brand with responsibility for Development collected the award and commented: "We are very grateful for this award which recognises the achievements and qualities of our new small car, the up!. We set out to design a car which would combine Volkswagen values and maximum space in a distilled and compact package; a car which embodies the pure essence of the brand."

"From its modern, clean and efficient engines, through its class-leading safety features to its innovative infotainment system, it is a design which encapsulates modern urban mobility."

"Furthermore the up! is not a standalone product, but the first child in a new small car family. Groundbreaking Volkswagen models including a fully-electric version, the up! Blue-e-Motion which is due in 2013, will also join the family, and other Volkswagen Group brands will also benefit from its arrival. We are very excited about our new car and are delighted that the influential judges at What Car? magazine clearly share our views on the up!."



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10 April 2012

The up! is 'World Car of the Year 2012'

International jury gives sought after award to Volkswagen.

Wolfsburg / New York: Latest triumph for Volkswagen: the up!
is 'World Car of the Year 2012'! This much sought after title was
awarded today at the New York International Auto Show.

The jury, consisting of 66 top journalists from 25 countries, voted by a majority to name the up! 'World Car of the Year 2012'. In the end, Volkswagen's city car beat off two other finalists to secure the internationally recognised prize.

"This award shows once again that in the up! our designers and engineers have created a vehicle that has been thought through in minute detail. A vehicle that sets standards in its class for efficient use of space, safety, motoring fun and environmental compatibility," remarks Prof. Dr. Martin Winterkorn, Chairman of the Board of Management of Volkswagen AG.

Within just a short time of its launch last December, the up! was, for example, already topping the statistics for new vehicle registrations in Germany. At around the same time, consumer protection organisation Euro NCAP awarded the up! a top score of five points and also gave it an 'Advanced Award' for its city emergency braking system. The highly regarded iF Design Institute in turn gave Volkswagen's smallest car the 'iF design award in Gold'. Nor does it end there! The up! has to date also won the '2011 Goldene Lenkrad' (Golden Steering Wheel) in Germany and three awards from British motoring magazine 'What Car?': 'Car of the Year', 'City Car 2012' and the 'Safety Award'.

On a minimal footprint (3.54 m long) the up! provides maximum space for four people, plus extremely efficient drive technologies.



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17 May 2012

VOLKSWAGEN up! CLAIMS ANOTHER TOP AWARD AT FLEET WORLD HONOURS

Volkswagen's new small car, the up!, has claimed yet another award, being named Best City Car in the 2012 Fleet World Honours.

The Fleet World Honours are presented annually, and the judging process combines the expert opinion of the Fleet World editorial team with the objective values provided by a number of leading leasing companies and fleet data providers.

The judging panel is chaired by Steve Moody, Editor of Fleet World, and includes John Kendall, Alex Grant and Ross Durkin from the Fleet World editorial team. Residual value, maintenance and reliability data is provided by ALD Automotive, Hitachi Capital Vehicle Solutions, Lex Autolease, LeasePlan and Arval. Market value data is provided by EurotaxGlass and VIPDATA.

Commenting on the up!, Fleet World Editor, Steve Moody, said: 'Volkswagen's up! is a breath of fresh air, managing to be both characterful and practical, retro and modern. A clever infotainment system, bright spacious cabin and parsimonious three-cylinder engines ensure the up! is a classy addition to the sector.'

Fleet World's Managing Editor, Ross Durkin, added: 'Judging the Fleet World Honours does not get any easier. In the last year we have seen some tremendous new cars launched – many powered by alternative fuels – as well as the introduction of some very innovative new fleet services. When judging the car awards we were very mindful of key issues such as emissions levels, safety, resale values and reliability. However we also have to remember that essential ingredient – desirability – when assessing a car's overall position and that can be seen in the results.'

The Volkswagen up! is a small car in need of a large trophy cabinet. The Fleet World Honour will be added to its list of current awards which includes small/city car accolades from CarBuyer website and Top Gear magazine, as well as the overall What Car? Car of the Year and 2012 World Car of the Year titles.