

Auto China

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Asian premiere of the new PHIDEON

Notes:

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Debut of a new Volkswagen premium saloon

Innovative PHIDEON set to be launched in China in 2016

New high-tech PHIDEON saloon was developed especially for the Chinese market

The PHIDEON's design combines sumptuous elegance with impressive dynamics

Ten key facts – the PHIDEON in keywords

1. The Volkswagen PHIDEON is an all-new high-end saloon in the premium segment in China.
2. The innovative PHIDEON is positioned above the Passat and the Magotan, which is available in China.
3. The five metre saloon car is characterised by an extremely elegant yet simultaneously dynamic body design.
4. With its charismatic front end, the PHIDEON paves the way for the future design of Volkswagen's top-of-the-range saloons.
5. The new PHIDEON was developed in Germany with the assistance of VW's Chinese partner SAIC Volkswagen. It will be launched in China in the third quarter of 2016.
6. The saloon will be offered with high-efficiency TSI engines (turbocharged direct petrol injection engines) and a plug-in hybrid drive is also planned.
7. In Beijing, Volkswagen will unveil the flagship model in the series: the four-wheel drive PHIDEON 3.0 TSI 4MOTION with 300 PS.
8. This high-tech PHIDEON is the first Volkswagen to use a camera-based night vision system.
9. The interior is tailored perfectly to the needs of the driver, with the PHIDEON's luxurious rear passenger compartment also making it an ideal chauffeur-driven limousine.
10. The PHIDEON is the first Volkswagen to be based on the Modular Longitudinal Matrix (MLB).

In brief – the Asian premiere of the PHIDEON

Wolfsburg/Beijing, April 2016. The all-new Volkswagen PHIDEON is to make its Asian debut during Auto China 2016 in Beijing. This innovative and luxurious four-door car is positioned above the new Magotan, and thus in the premium segment. The elegant new five-metre saloon will be launched on the Chinese market in the third quarter of this year. With the debut of the PHIDEON, which was developed and designed in Germany, Volkswagen is adding a crucial pillar to its model range. When designing this car, Volkswagen made use of the technical expertise of its Chinese partner, SAIC Volkswagen. Particularly its extensive experience when it comes to the wishes and requirements of customers went into the creation of this premium saloon. SAIC Volkswagen will also manufacture the new model.

The PHIDEON also sees the debut of the new “face” of Volkswagen’s luxury saloons. Klaus Bischoff, Head of Design, Volkswagen Brand: “The new PHIDEON, with its equally powerful and charismatic front end, its flowing and yet precisely drawn lines and the exceedingly dynamic proportions, exudes highest presence and superiority, while the PHIDEON’s progressive design corresponds to the high level of its technical innovations. Thus this avant-garde model, designed in Europe for our style-conscious Chinese customers, was born.” Volkswagen’s design team is proud of the fact that it was possible to derive the PHIDEON almost directly from the breathtaking C Coupé GTE concept car, which was presented at Auto Shanghai in 2015, with only minor changes. From a technical perspective, the PHIDEON is the first Volkswagen to be based on the Modular Longitudinal Matrix (MLB). Its name – PHIDEON – is a construct standing for elegance and reliability, and phonetically and symbolically evokes Fides, the Roman goddess of fidelity.

The engines – direct petrol injection engines with up to 300 PS

TSI engines. The top-of-the-range model – the PHIDEON 3.0 TSI 4MOTION, which comes with four-wheel drive as standard – is powered by a 3.0 litre V6 direct injection petrol compressor engine that produces 220 kW/300 PS. This efficient TSI develops maximum torque of 440 Nm. The new five-seater from Volkswagen will also be available as a 2.0 TSI (with a four-cylinder engine) with front-wheel drive. A model with a plug-in hybrid drive is also planned for the future.

The exterior – a saloon car with the dynamism of a coupé

Sporty proportions. The PHIDEON is 5.05 metres long, 1.87 metres wide and 1.48 metres high. Between the extremely short front and rear overhangs for a car of this size is a long wheelbase of over three metres, which give this saloon car particularly sporty proportions. The eye-catching long bonnet gives the car style and lends it sovereign “prestigious dimensions”. This design terminology describes the distance between the front door reveal and the centre of the front axle. The greater this distance, the longer the bonnet can be without needing to extend the front overhang. This means that a long bonnet combined with a short front overhang results in an especially powerful and elegant premium class design. In combination with the elongated cabin, this results in an inimitably powerful and simultaneously elegant, flowing layout of the PHIDEON.

A new face. Apart from the sharp contours of the bonnet, the front is characterised by the wide and comparatively high radiator grille consisting of four chrome bars, with two of the chrome-plated crossbars framing the dual LED headlights integrated in the three-dimensional architecture of the radiator grille; the bold unit consisting of the grille, headlights and LED daytime running lights forms the “face” of the PHIDEON. This

design DNA will also be found in the brand's future high-end saloons. The exclusive overall impression of the PHIDEON is rounded off by a wrap-around chrome border, which elegantly finishes the lower section sloping down towards the rear.

An elegant silhouette. The side profile is characterised by a character line formed by two lines – a distinctive, razor-sharp drawn-out line over two surfaces, extending from the front wings to the back in the boot lid. This double character line develops into a powerful shoulder. The large wheel arches are also defining design traits, reaching far up into the vehicle body and underlining the PHIDEON's dynamism. Another striking feature: the alloy wheels, derived directly from the C Coupé GTE.

Powerful rear section. Like the front end, the design of the rear is also dominated by a horizontal division of the surfaces, accentuating the car's width. The character lines, which run around the car right up to the boot lid, frame the upper rim of the LED rear lights. A wrap-around chrome strip in the lower body area ends in stainless steel exhaust tailpipes, adding a dynamic visual highlight.

The interior – drive and be driven

Modern ambience. The PHIDEON was designed as a sporty five-seater, on the one hand appealing to dedicated self-drivers, while on the other hand being perfectly suited for use as a chauffeur-driven limousine with its generous spaciousness. The interior is thus both sporty and elegant. The dashboard and the interior architecture are designed to focus on the technical design and driving dynamics in the cockpit. The luxurious seats (in the front and rear passenger compartments) can be electrically adjusted in several directions and have integrated seat ventilation and heating as well as a massage function. The design team created a relaxed lounge atmosphere. The

atmosphere inside the car is also made more pleasant by a wrap-around ambient light strip that can switch between three different colours.

Convenience and driver assistance systems – high-end technologies

Innovative convenience systems. The new PHIDEON offers excellent convenience features. For instance, the sports saloon continues the Volkswagen tradition introduced to the top segment with the Phaeton of a chassis equipped with an air suspension system, similar to the systems used by fellow Volkswagen Group brand Bentley. The PHIDEON is equipped with the latest generation of this technology, with five individually selectable driving modes. Another new feature is the electric soft-closing system for the doors, called “Soft Close”, which harmonises perfectly with the stylish, luxurious and noiseless ambience on board.

MLB assistance systems. This new saloon has the full technology spectrum of the Modular Longitudinal Matrix (MLB) at its disposal. When it comes to driving information, this includes features such as a head-up display (which projects information onto the windscreen) and a camera-based night vision system that warns the driver if there are people or animals on or near the road, even in pitch-black darkness or in fog, allowing the driver to react significantly faster. When manoeuvring, Area View – a system with four wide-angle cameras – improves all-round visibility. Other assistance systems include ACC (Adaptive Cruise Control), Front Assist (surroundings monitoring system), Park Assist (assisted parking with automatic steering), Lane Assist (camera-based lane-departure warning system), Side Assist (lane-changing assistant), the proactive occupant protection system (which tensions the safety belts and closes the windows or the sunroof) and Light Assist (which automatically dips the high beam). These systems protect the occupants of the PHIDEON,

while also giving consideration to other road users. Last but not least, the new Volkswagen is characterised by optimum connectivity. This is ensured by the latest systems provided by the integrated Modular Infotainment Platform (MIB). CarPlay™ (Apple) and MirrorLink™ (Android) can be used to integrate almost any common smartphone, using various apps to control the infotainment system.