



March 28, 2018

15 years of the Touran: one of the most successful German compact MPVs in Europe celebrates an anniversary

- The Touran was launched in March 2003
 - Around 2.3 million in sales of Volkswagen Touran over 15 years
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Wolfsburg (G) – 15 years ago – in March 2003 – Volkswagen launched the first Touran on the market. Since then, over three model generations, the MPV has developed into a best-selling vehicle and a market leader in its segment in Europe. Over the past 15 years, around 2.3 million new car buyers have chosen the MPV, which is offered as a five- or seven-seater. Today's Touran can impress with intelligent flexibility, a family-friendly character and innovative features, especially in driver assistance and infotainment.



The Touran – a constant companion for families too

After its launch in 2003, the MPV was given a comprehensive facelift in November 2006 including the first semi-automatic assistance system (Park Assist). In 2010, Volkswagen adapted the Touran – whose sales had already reached 1.13 million units – to the brand's new design DNA and updated its technologies.

After delivering a total of 1.9 million units, Volkswagen developed a completely new generation of the Touran and introduced it in a world premiere in February 2015. This was the first time that the Touran was based on the new 'modular transverse matrix' (MQB), and it was now 130 mm longer and up to 62 kilograms lighter. An entire armada of progressive assistance systems made their way into the compact Volkswagen MPV, as did a new level of connectivity. These included the optional 'Car-Net Cam Connect', which parents could use to keep an eye on their children via camera and see on the infotainment system monitor whether everything was all right in the rear seating area. The Touran offers another sensible option: electronic voice amplification. It amplifies

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passengers' voices via a microphone, and their speech is output over the vehicle's loudspeakers. This can assure good listening comprehension even across three rows of seats.

The current generation also stands out with one of the largest luggage compartments in its class (up to 834 litres with five people on-board), an ISOFIX child seat system for the rear seats and a 3-zone automatic air conditioner (Climatronic; standard in Highline). So, the Touran is also an ideal choice today as one of the best thought-out family cars of its time.

About the Volkswagen brand: "We make the future real."

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2017, Volkswagen produced around 6.23 million vehicles, including bestselling models such as the Golf, Tiguan, Jetta and Passat. Currently, 198,000 people work for Volkswagen across the globe. The brand also has more than 7,700 dealerships with 74,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. Key strategic themes for the future are electric mobility, smart mobility and the digital transformation of the brand.
