



## 2015 iF gold award for the new Passat

- **Panel of experts awards the new Passat Saloon one of the most prestigious international design awards**

**Wolfsburg, 27 February 2015 – The new Passat Saloon has received the 2015 iF gold award in the "Product" discipline. The highly prestigious award has long been considered a quality seal for excellence in design, and it was accepted this evening in Munich by Klaus Bischoff, Head of Volkswagen Design.**

The international award committee, which consisted of 53 judges from 20 countries, gave the new Passat Saloon its highly coveted top rating in the "Automobile / Vehicles / Bikes" category. The award committee explained its decision as follows: "Reinterpreting such a classic brand requires a great deal of sensitivity. We were fascinated by the consistency – in the sense of 'form follows function' – with which the pure and expressive design language has been applied throughout the whole concept, in both the interior and exterior. The Volkswagen Passat unites minimalism with strong detailing. Practical use is combined with the highest level of elegance."

The eight generation Passat made its debut last year with new technologies and engines as well as a new expressive design. Thanks to advanced engineering methods, it was possible to design the car's proportions to be very dynamic – with a low body, long wheelbase and large wheels. The latest assistance and infotainment systems make the Passat one of the most innovative models in its class. The Passat GTE – the first Passat to feature a plug-in hybrid drive – will arrive at dealerships beginning in late summer of this year. Its power and torque are utilised in an extremely eco-friendly and efficient way. The car's NEDC fuel consumption (for hybrid vehicles) is less than 2.0 l/100 km and 13.0 kWh/100 km; these values equate to CO<sub>2</sub> emissions of less than 45 g/km.

Along with the gold award for the Passat Saloon, other cars recognised at this year's iF Design awards include the Passat Estate, Golf Sportsvan and Golf R\*.

*\*Golf R: Fuel consumption in l/100 km: urban 9.4 – 8.8 / extra urban 7.1 – 6.9 / (combined) 5.9; CO<sub>2</sub> emissions (combined) in g/km: 165 - 159; efficiency class: D*

**Note:** Text and photos are available from [www.volkswagen-media-services.com](http://www.volkswagen-media-services.com)

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