



Volkswagen

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## Available to order now: the new Volkswagen up!

- **New top engine, smartphone integration and more personalisation options for the compact small car**
- **Higher specification at a lower entry-level price**
- **With a 300-watt sound system from BeatsAudio™ the new up! beats sets the tone**

Wolfsburg, 26 May 2016 - Volkswagen is now taking advance orders in Europe for the new up! The small car now has much sharper lines, more comprehensive standard features, more options for personalisation and extended connectivity. Volkswagen also has a new top engine delivering 66 kW/90 PS and a special edition up! beats model with a 300-watt sound system on offer. The new up! is available to order now from €9,850.

As soon as you look at Volkswagen's smallest car, numerous changes catch the eye: from the bumper, via the rear diffuser, the wing mirrors with integrated indicator lights and the headlights with LED daytime running lights all the way to the rear lights, the up! has a totally new look. Alongside the two familiar petrol engines delivering 44 kW/60 PS<sup>1</sup> and 55 kW/75 PS<sup>2</sup>, the nippy 1.0 TSI (66 kW/90 PS)<sup>3</sup> now provides greater dynamic handling and even more driving fun. The new three-cylinder engine is the most powerful in the range so far, and its first turbo. From this summer the small trendsetter's product portfolio will be further expanded by the addition of the efficient, electrically powered e-up! (60 kW/82 PS) and the eco-up! powered by natural gas (50 kW/68 PS).

Another new feature in the up! is the optional 'maps + more dock' for smartphone integration: simply click into the centre console, link up via Bluetooth and, hey presto, thanks to the Volkswagen app the smartphone becomes an infotainment system with navigation function and on-board computer.

The new up! provides impressive scope for personalisation: in addition to the new exterior colours, highly contrasting roof colours, quirky decal designs and coloured alloy wheels, a variety of dashpad and seat designs are available for the interior as well. On top of that, Volkswagen is for the first time offering the up! with multifunction leather steering wheel, Pure Air Climatronic (automatic air conditioning) and reversing camera.

To coincide with the start of advance sales, Volkswagen is also launching the new special edition up! beats. It has a 300-watt sound system as standard and has been exclusively fine-tuned for Volkswagen by US audio specialists BeatsAudio™.

Despite the additional standard features (including central locking with RF remote control and LED daytime running lights), the base model of the new up! costs less than its predecessor: just €9,850. The special edition up! beats model starts from €13,150.

<sup>1</sup>up! fuel consumption TSI 44 kW/60 PS in l/100 km: 4.4-4.1 (combined), CO<sub>2</sub> emissions in g/km: 101-95 (combined). Efficiency class: C-B

<sup>2</sup>up! fuel consumption TSI 55 kW/75 PS in l/100 km: 4.4-4.1 (combined), CO<sub>2</sub> emissions in g/km: 103-96 (combined). Efficiency class: C-B

<sup>3</sup>up! fuel consumption TSI 66 kW/90 PS in l/100 km: 4.7-4.4 (combined), CO<sub>2</sub> emissions in g/km: 108-101 (combined). Efficiency class: C-B

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

### **Volkswagen Communications**

Product Communications

Sonja Tyczka

Telephone: +49 (0) 5361 / 9-87 570

E-mail: [sonja.tyczka@volkswagen.de](mailto:sonja.tyczka@volkswagen.de)

[www.volkswagen-media-services.com](http://www.volkswagen-media-services.com)

