



Media Information

May 23, 2022

Happy Birthday, Touareg! – Exclusive special-edition model for the 20th anniversary

- Stylish Touareg “EDITION 20” premium SUV with new paintwork, perfectly coordinated interior and exclusive details
- Flagship model with Innovision Cockpit and elegant leather package as standard
- Impressive success story: more than one million units of the luxury SUV sold worldwide since 2002

Wolfsburg (Germany) – Volkswagen is celebrating 20 years of the Touareg with the Touareg “EDITION 20”. This special-edition model will join the premium SUV model family from mid-June 2022 and features a particularly extensive range of exclusive equipment – including an extremely expressive exterior design and an elegant leather package in the interior. Since its market launch in 2002, the luxury SUV has become an out-and-out success. More than one million units of this innovative technology carrier have been sold worldwide up to the present day. The special-edition model is available to order now, with prices starting from 77,530 euros (for V6 TDI with 170 kW/231 PS¹).

Media contact

Volkswagen Communications
Product Communications
Martin Hube
Spokesperson Passat | Arteon |
Touareg | PHEV
Tel.: +49 (0) 5361 / 9-49874
martin.hube@volkswagen.de



Touareg “EDITION 20” – the exclusive special-edition model for the 20th anniversary.

20 years ago, Volkswagen took the bold step into a new segment with the stylish Touareg. Since then, the company's premium SUV has firmly established itself in the respective markets and has become an outstanding success. More than one million units have been sold up to the present day – an impressive figure in the SUV C-segment. Modern optional features such as Travel Assist and the Innovision Cockpit with 15” infotainment system display (standard in

the Touareg “EDITION 20”) ensure even greater comfort and maximum connectivity. Technologically sophisticated running gear innovations such as the optional air suspension and roll compensation increase the vehicle dynamics and make the Touareg much easier to handle than its size might suggest.

Exterior with exclusive visual highlights. The distinguishing features of the new special-edition model include the completely new paintwork in Meloe Blue as well as the high-gloss polished 20-inch Bogota wheels, which are only available for the anniversary model. The expressive exterior design is rounded off by darkened side and rear windows, LED tail lights with cherry red tint, and an “EDITION 20” badge on the B-pillar. The wheel arches and diffuser additionally have a Black Glossy paint finish.

Standard leather equipment and “EDITION 20” details. The exclusivity of the Touareg “EDITION 20” is continued in the ultra-modern interior. When getting into the vehicle, the driver and occupants are welcomed by illuminated sill panel trim with the “EDITION 20” logo. High-quality black Savona leather seats with distinctive diamond stitching and seams in the contrasting colour Ceramique, a light beige, underline the



More at
volkswagen-newsroom.com

ACCELERATE
DIGITAL | ENERGIZED



Media Information

extremely stylish overall impression. The sporty character is highlighted by red accents: Perfectly matched double seams (piping) in Ceramique/Red can be found on the dash panel, steering wheel and door inner sides. The leather-covered selector lever for the automatic gearbox features the "EDITION 20" logo.

Four engine variants with superior power. The new Volkswagen Touareg "EDITION 20" is offered with four drive variants:

- 170 kW (231 PS)¹ 3.0 V6 TDI with 500 Nm torque
- 210 kW (286 PS)² 3.0 V6 TDI with 600 Nm torque
- 250 kW (340 PS)³ 3.0 V6 TSI with 450 Nm torque
- Plug-in hybrid V6 TSI with 280 kW (381 PS)⁴ system power and 600 Nm torque

All four engines transmit their power to an eight-speed gearbox with all-wheel drive system. This makes it possible to tow braked trailers with a weight of up to 3.5 tonnes.

Technology carrier and record holder for 20 years. When it was introduced in 2002, the Touareg surprised with a 5.0-litre V10 TDI engine and an impressive torque at the time of 750 Nm. The "Race Touareg" from Volkswagen Motorsport dominated the Dakar Rally for three years in succession from 2009 to 2011. Various long-distance world records followed, such as on the Pan-American Highway, where a distance of up to 23,000 kilometres was covered in just under twelve days. In 2006, the Touareg pulled a Boeing 747 weighing 155 tonnes out of its hangar and in doing so secured another world record.

In 2005, the Touareg "Stanley", one of the first truly intelligent vehicles in automotive history, won the DARPA Grand Challenge for autonomous vehicles organised by the American Defense Advanced Research Projects Agency. It was one of only four vehicles from the 23 that started the race to reach the finish line. Today, Volkswagen customers benefit from many years of development experience with systems such as Travel Assist and the optional Park Assist Plus with remote parking capability.

¹Touareg 3.0 TDI (170 kW/231 PS) fuel consumption in l/100 km (NEDC): urban 8.8 / extra-urban 5.9 / combined 7.0, CO₂ emissions in g/km: 184 (combined), efficiency class: C

²Touareg 3.0 TDI (210 kW/286 PS) fuel consumption in l/100 km (NEDC): urban 8.1 / extra-urban 6.2 / combined 6.9; CO₂ emissions in g/km: 182 (combined), efficiency class: C

³Touareg 3.0 TSI (250 kW/340 PS) fuel consumption in l/100 km (NEDC): urban 11.5 / extra-urban 6.9 / combined 8.6; CO₂ emissions in g/km: 196 (combined), efficiency class: C

⁴ Touareg eHybrid (280 kW/381 PS system power) fuel consumption (NEDC) in l/100 km: combined 2.7; power consumption, kWh/100 km: combined 21.1; CO₂ emissions, g/km: combined 61; efficiency class: A+

The Volkswagen Passenger Cars brand is present in more than 150 markets worldwide and produces vehicles at more than 30 locations in 13 countries. In 2021, Volkswagen delivered around 4.9 million vehicles. These include bestsellers such as the Polo, T-Roc, Golf, Tiguan or Passat as well as the successful all-electric models ID.3 and ID.4. Last year, the company handed over more than 260,000 battery electric vehicles (BEV) to customers worldwide, more than ever before. Around 184,000 people currently work at Volkswagen worldwide. In addition, there are more than 10,000 trading companies and service partners with 86,000 employees. With its ACCELERATE strategy, Volkswagen is consistently advancing its further development into a software-oriented mobility provider.
