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Leading the Way – the new Volkswagen Touareg

- **The Volkswagen flagship: the brand's statement on design, technology and dynamic handling**
 - **A success story: around one million Touareg sales in the first two vehicle generations**
 - **World premiere: on 23 March 2018 in Beijing**
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Wolfsburg (Germany) – Volkswagen is kicking off the new automotive year with the world premiere of the new Touareg. The brand's flagship is the next milestone in the largest model campaign by Volkswagen. Standing at the top of the model range, the Touareg shows all of the brand's power with its expressive design, innovative technologies and dynamic handling properties. The world premiere of the top vehicle will take place in China, the world's strongest growing SUV market and the company's largest individual market.



First look at the completely new developed Touareg

Standing at the top of the Volkswagen model range, the Touareg makes the brand's standards clear. The highly expressive design by Klaus Bischoff, Head of Volkswagen Design, and his team give it an unmistakable appearance that is strong in character. A phalanx of innovative assistance systems give it a maximum degree of safety

and comfort. One of the largest digital cockpits in its class, the InnoVision Cockpit, opens up a new type of infotainment environment. Its connectivity makes it a driving internet node. The drive train, air suspension, rear-wheel steering and roll stabilisation all ensure a safe and dynamic driving experience.

With the new Touareg, Volkswagen is continuing the success story of this model series in a third generation. Like its predecessors, it will satisfy the rigorous standards of the premium automotive class and its customers. The exclusive SUV C-segment is currently one of the fastest growing segments in global automotive markets and is expected to double its volume by the year 2023 in China, for example.

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The Touareg has demonstrated its performance power and driving capabilities impressively, in around one million units, ever since the model series launched in 2002 –on-road, off-road and on rally trails around the world. Highlights include wins in the Dakar Rally events in the years 2009-2011.

Volkswagen is revealing the new Touareg and the entire range of its technical capabilities and comprehensive features for the first time in a world premiere on 23 March 2018 in Beijing.

1) The new Touareg is not yet on sale and is therefore not governed by Directive 1999/94/EC.

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 more than six 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.
