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One million Touaregs: milestone to be celebrated by special model with elegant extras

- Stylish "ONE Million" model with new special paintwork, perfectly coordinated interior and exclusive details
- Touareg has been part of Volkswagen's model range since 2002
- The millionth unit rolled off the production line in Bratislava, Slovakia

Wolfsburg (Germany) – First-class, superior and sophisticated – Volkswagen celebrates the production of one million Touaregs with the special "ONE Million" model. The anniversary model now joins the flagship's model range and has an impressive range of exclusive equipment.



The Touareg "ONE Million" model with special Sechura Beige paintwork.

Since the end of 2002, the Touareg has been an integral part of Volkswagen's model range. Volkswagen presents a stylish special model to celebrate the production of one million Touaregs. Its special features include completely new paintwork in Sechura Beige (optional) and two new types of wheel rim – either high-gloss polished 20-inch

Bogota wheels or 21-inch Suzuka wheels in Adamantium Silver. The tasteful exterior is further accentuated by darkened rear lights, high-quality sill panel trims with the inscription "ONE Million" as well as a badge on the B-pillar – also bearing the words "ONE Million". Wheel arch strips and a diffuser are also painted in Black Glossy. The special model can be upgraded with the R-Line Black Style exterior package, including exterior mirrors in Reflection Silver for example.

This stylishness continues in the car's interior: The exclusive Puglia leather seat covers coloured with olive leaf extracts make sure of that. The upper parts of the front seats and the insides of the doors are decorated with high-quality diamond stitching in Amber Brown. These elegant seams can also be found on the dash panel, the steering wheel and the gear lever.

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Even the vehicle key is covered in top-quality Puglia leather. The elegant overall impression is finished off by a variety of decorative trim elements in Silver Wave and the fully digitalised InnoVision Cockpit, whose screen is used to control the air conditioning system and seat heating, among other things. It is the focal point of the vehicle interior. Prices for this special "ONE Million" model start at 80,880 euros (for the Touareg with V6 TDI¹⁾ 210 kW/286 PS).

The Touareg always was a technology leader

Volkswagen Slovakia's site in Bratislava is the only assembly plant worldwide to produce the Touareg for the Volkswagen brand. The first Touareg to be produced in 2002 was already a technology leader. Thanks to this top-end model, the Volkswagen brand developed into one of the world's leading full-range providers – and now serves all important segments, from the small city specialist to the high-end SUV.

The Touareg itself soon became a best-seller: almost one million car drivers decided in favour of generation one and two (beginning in 2010). The current third generation looks set to continue this successful course. With a new maximum of technological innovations, authentic and dynamic SUV design and high degree of suitability for everyday use. The new Touareg also boasts a maximum trailer weight of up to 3.5 tons. The latest generation has new highlights such as maximum connectivity and some partially automated driving functions that significantly increase convenience and dynamics.

¹⁾ *Touareg V6 TDI (210 kW/286 PS) fuel consumption in l/100 km: urban 7.7 / extra-urban 5.9 / combined 6.6; CO₂ emissions in g/km (combined): 173; emissions class: B*

About the Volkswagen brand:

Volkswagen Passenger Cars operates in more than 150 markets worldwide and produces vehicles at more than 50 locations in 14 countries. In 2018, Volkswagen produced around 6.2 million vehicles, including bestsellers such as the Golf, Tiguan, Jetta and Passat. Volkswagen has a current workforce of 195,878 employees around the globe. Added to this are more than 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. Electric mobility, smart mobility and digital transformation of the brand are the key strategic issues for the future.
