



Volkswagen

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Press reception at the Geneva International Motor Show 2016 – World premiere of the Volkswagen Phideon

- **New Volkswagen in the premium segment for the Chinese market**
- **Dynamic luxury saloon ushers in a design new era for the premium segment**

Wolfsburg/Geneva, 29 February 2016 – Today saw the world premiere of the Volkswagen Phideon, ahead of the Geneva International Motor Show 2016. The all-new premium saloon will be launched on the Chinese market in 2016 and combines distinguished elegance with maximum dynamic performance.

The future of Volkswagen's premium segment will go into production in China in the third quarter of 2016: as a sporty saloon car, the Phideon redefines the design language of Volkswagen's premium models. The four-door coupé, which was developed in Germany, positions itself as both a sports saloon as well as a chauffeur-driven limousine.

The exterior of the Phideon has smooth transitions and clear lines, from the energetically forward-leaning front and a sharp shoulder line to the characteristically harmonious coupé sloping roof at the rear. At over five metres in length, the C model is set off to its best advantage with a powerful radiator grille, striking chrome elements and the ambient exterior lighting, which makes its début with this car.

The interior also conveys a sense of luxury: The rear passenger compartment has a genuine lounge character, while Volkswagen has integrated ground-breaking technology in the cockpit, such as the newly developed Active Info Display for a virtual 3D look and the chauffeur mode, which allows the passenger to send information to the infotainment system.

With this sporty saloon car Volkswagen has set its sights on a future in which design and innovative technology are elegantly combined.

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