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Summer highlight 2020: pre-sales of the new Arteon and Arteon Shooting Brake started

- Both models impress with their emotional design, a generous amount of space and modern technology
- New TDI engines boast high efficiency and low NOx emissions thanks to twin dosing
- Later in the year, an eHybrid model will become available offering driving with zero local emissions

Wolfsburg (Germany) – Volkswagen is launching the new Arteon¹ on the market and, as a first, offering a second body version at the same time: the new Arteon Shooting Brake². It redefines the concept of an estate with an emphatically sporty rear end. Pre-sales of both models starts now. As a fastback with coupé-style rear, Volkswagen has set the starting price for the Arteon at 43,524.37³ euros; prices for the Shooting Brake start at 44,387.06³ euros. The official launch will take place at the beginning of November. Towards the end of the year, both Arteon models will also be available with a plug-in hybrid drive and as R models with a Performance TSI engine.

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The new Arteon as Shooting Brake and fastback

Volkswagen is launching the new Arteon and the new Arteon Shooting Brake on the market in three equipment lines: Arteon, Elegance and R-Line.

Arteon⁴ basic version. At the order launch, the Arteon equipment line will be available in conjunction with a 110 kW (150 PS) turbocharged diesel engine (TDI) and a 7-speed dual clutch gearbox (DSG). Thanks to new twin dosing technology,

the TDI engine boasts ground-breakingly low NOx emissions coupled with high efficiency. As standard, the exterior features LED headlights, LED daytime running lights, LED tail light clusters and 17-inch alloy wheels.

Considerably more exclusive than that of its predecessor, the interior has, for instance, a completely redesigned dash panel including Digital Cockpit Pro (digital instruments), an 8.0-inch Infotainment system with navigation system (Discover Media), and touch sliders for the electronically controlled air conditioning system. Another new feature is the leather multifunction steering wheel. What is more, standard equipment now includes sport comfort seats (at the front) with lumbar support (electronically adjustable on the driver side), cruise control system with speed limiter, and the Keyless Go central locking system.

Elegance⁴ and R-Line⁴. The basic version is followed by the enhanced Elegance and R-Line versions. Elegance offers an emphatically sophisticated configuration, while R-Line focuses on dynamics. On the outside, both equipment lines are fitted with their



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own individual 18-inch alloy wheels, LED headlights including Light Assist (automatic main-beam control), dynamic turn signal in the LED tail light cluster, and individual front aprons with extra chrome features.

On the inside, the standard equipment is enhanced by seat covers in Alcantara/leather, genuine wood (Elegance) or metal applications (R-Line), aluminium-look pedal caps, and touch islands on the multifunction steering wheel. In addition, both equipment lines are supplied with elements such as driving profile selection, front seat heating and Park Assist (at front and rear).

Volkswagen will gradually launch more engine, gearbox and model variants on the market over the coming months. For the first time in the Arteon, this will include a plug-in hybrid drive whose purely electrical range is large enough for day-to-day distances to be driven with zero local emissions. Furthermore, a new top-of-the-range R model will also be available in both body variants.

1) Arteon 2.0 TDI SCR 110 kW DSG / fuel consumption (NEDC) in l/100 km: urban 5.1–5.0 / extra-urban 3.6–3.5 / combined 4.2–4.0; CO₂ emissions in g/km: 110-107 (combined); efficiency class: A+

2) Arteon Shooting Brake 2.0 TDI SCR 110 kW DSG / fuel consumption (NEDC) in l/100 km: urban 5.2–5.0 / extra-urban 3.7–3.5 / combined 4.2–4.1; CO₂ emissions in g/km: 111-107; efficiency class: A+

3) Including 16 per cent value added tax; valid until 31 December 2020

4) All equipment specifications are excerpts from the overall equipment; they apply to the German market

About the Volkswagen brand:

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 2019, Volkswagen delivered 6.3 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 195,878 people work for Volkswagen across the globe. The brand also has over 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.
