



February 23, 2017

## The countdown has started:

### The new Arteon<sup>1</sup> celebrates its world premiere at the Geneva International Motor Show

---

- New fastback model positioned above the Passat sets the emotional stage in the premium mid-size class
  - Headlights and radiator grille merge to create completely new front end
- 

Wolfsburg – Volkswagen is enhancing its model line-up with an avant-garde gran turismo: the new Arteon. The fastback model, positioned above the Passat, will be presented to the public for the first time at the Geneva International Motor Show (9 to 19 March).



Arteon front



Arteon rear

Combining avant-garde design with a high level of versatility was the key objective for designers and developers of the Arteon. This resulted in an interior architecture which is exceptionally generously spacious – with ample head and leg room at all seats – which is extraordinary for this body form. Key design elements of the charismatic Arteon include its completely new front end, in which the LED headlights and daytime running lights merge with the chrome-plated crossbars of the radiator grille and the bonnet. The car's remarkable shoulder section is another defining feature of its design.

Other equipment features making their debut in the Arteon include the latest generation of driver assistance systems. Interesting features have been added that are typically reserved for luxury automobiles. This unique combination makes the Arteon one of the most attractive products in its segment.

**Press contact:**  
Volkswagen Communications

**Product Communications**  
Martin Hube  
Spokesperson Midsize/Fullsize  
Tel: +49 5361 9-49 874  
martin.hube@volkswagen.de

**Product Communications**  
Christoph Peine  
Spokesperson Midsize/Fullsize  
Tel: +49 5361 9-76 500  
christoph.peine@volkswagen.de



**More at:**  
[volkswagen-media-services.com](http://volkswagen-media-services.com)



*<sup>1)</sup> Arteon: this vehicle is not on sale yet. It does not have type approval yet and is therefore not subject to 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 2016, Volkswagen produced about 5.99 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 218,000 people work for Volkswagen across the globe. The brand also has 7,700 dealerships with 74,000 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.

---