



August 30, 2018

## The new T-Cross trailer – "I am cool": Volkswagen designers survey the world of compact SUVs

- Urban SUV: cool look and maximum customisation
- Designers reveal how they developed the new T-Cross

Wolfsburg (D) – The countdown for the launch of the new T-Cross<sup>1</sup> has started: The world première of the most compact Volkswagen SUV ever will be celebrated in autumn. The slogan "I am more" will accompany the launch in spring 2019. It stands for the four property fields "I am practical", "I am cool", "I am intuitive" and "I am safe". With a trailer for "I am cool", Volkswagen is now showing how the T-Cross designers have surveyed the world again and developed a new, urban generation of the Sport Utility Vehicle.



Video: The new T-Cross

Exterior example: the T-Cross has a deliberately charismatic and masculine design. The front end, with its bonnet and headlights integrated outside the wide radiator grille, is a dominant design feature. At the side, a sharply cut character line divides the areas. It forms a powerful shoulder section and merges into a new design element

at the rear: the reflector strip running across and bordered by black trim.

Colour and trim example: two-colour dash pads link the fresh, sporty style of the interior and the twelve colours of the exterior. The new T-Cross will also be available in different bi-colour paintwork versions as an option when it is launched next year.

### Press contact

**Volkswagen Communications**  
Product Communications  
Christoph Peine  
Spokesperson for the Small product line  
Tel.: +49 5361 9-76500  
[christoph.peine@volkswagen.de](mailto:christoph.peine@volkswagen.de)



More at  
[volkswagen-newsroom.com](http://volkswagen-newsroom.com)



Charismatic front end of the new T-Cross



Rear end with eye-catching reflector strip

Interior example: at an early stage of development, the designers immersed themselves in the spacious interior – virtually using augmented reality. They tested the ergonomics as well as the ambience and experienced the T-Cross of tomorrow live today in order to perfect it further. At the same time, they got a feeling for what it will be like for the first customers when their songs from the smartphone media library or streaming services resound through the interior of the new SUV via the "beats" sound system.

*<sup>1)</sup> The vehicle has not yet gone on sale.*

---

### 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 delivered 6.23 million vehicles, including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 198,000 people work for Volkswagen across the globe. The brand also has over 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.

---