



# Media Information

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## The new Tiguan EDITION 20: Volkswagen celebrates two decades of a success story

- **Anniversary model now available to order at an attractive price** – Tiguan EDITION 20 with extensive standard equipment and exclusive details
- **Nine million units sold since the market launch in 2007** – Compact SUV quickly established itself as a favourite in its segment
- **Global bestseller** – The Tiguan has consistently been the Volkswagen Group's top-selling model since 2017

**Wolfsburg – Volkswagen is now presenting the new Tiguan EDITION 20. The anniversary model with R-Line exterior, a new colour and a host of exclusive details can be ordered from today, with prices starting from 48,180 euros (for 1.5 TSI with 110 kW/150 PS<sup>1</sup>). The company is therefore paying tribute to a vehicle that has shaped the SUV segment for two decades and contributed to the success of the Volkswagen brand. More than nine million Tiguan vehicles have been sold worldwide since the market launch in 2007 up to the end of May 2026. The popular SUV has also been the Volkswagen Group's top-selling model since 2017.**

**Media contact**  
Volkswagen Communications  
Product Communications  
Christian Tinney  
Spokesperson Polo | T-Cross | Taigo |  
Tiguan  
Tel.: +49 151 2926 3119  
christian.tinney@volkswagen.de



The new Tiguan EDITION 20 in the special colour  
Maple Red metallic

The EDITION 20 is based on the Life equipment line and combines its extensive standard equipment with dynamic R-Line elements and exclusive anniversary details. The special model stands out from the standard production version right at the very first glance thanks to the new Maple Red metallic paintwork, which was created specifically for the EDITION 20 and gives the Tiguan an elegant look.



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Martin Sander, Member of the Volkswagen Board of Management responsible for Sales, Marketing and After Sales: "The Tiguan has been a key factor in the Volkswagen brand's success for the past 20 years. With more than nine million vehicles sold worldwide and its status as the Volkswagen Group's top-selling model, it exemplifies quality, versatility and practicality more than any other vehicle. The EDITION 20 is our way of saying thank-you to all those customers who have contributed to this success story."

### Overview of the exclusive features for the Tiguan EDITION 20:

- R-Line exterior package for a dynamic appearance
- Front bumper trim strips in vehicle colour
- Window trim strips and exterior mirror caps in high-gloss black
- Darkened side windows (at rear)
- Lasered trim on the B-pillar with EDITION 20 lettering



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- Logo projector in the doors with EDITION 20 badge
- 19-inch Coventry alloy wheels with coloured paint finish fitted as standard; 20-inch wheels are available as an option
- Tiguan lettering on the rear and load sill protector in high-gloss black
- Red decorative stitching on dash panel, door trim, seat covers and mats
- Illuminated sill panel mouldings with EDITION 20 lettering
- Steering wheel with frame and insert trim in special colour and with EDITION 20 lettering on the steering wheel
- Front and rear seat covers in modified design, including new centre section

For the anniversary model, all engines available for the Tiguan Life from 110 kW/150 PS can be ordered.

### Looking back at 20 years of the Tiguan: from concept car to a global bestseller

The history of the Tiguan did not start on the road, but on a stage. Volkswagen presented the Concept Tiguan – a compact SUV with a sporty design and rugged characteristics – at the Los Angeles Auto Show in November 2006. The reaction was overwhelming, so it wasn't long before a decision was made to start series production.

Volkswagen presented the **first-generation Tiguan** at the International Motor Show in Frankfurt in 2007, followed by the market launch in the same year. The name – a made-up word that merges 'Tiger' and the German word 'Leguan' (iguana) – was the winner of a readers' poll by Auto Bild magazine. Right from the outset, the first generation impressed with a modern space concept, optional 4MOTION all-wheel drive and a wide range of engine options. The Tiguan struck a chord with the times: demand for compact SUVs was growing rapidly, and Volkswagen had the ideal overall package in its range with the Tiguan.

With the **second generation (from 2016 onwards)**, Volkswagen introduced a number of significant enhancements: the Tiguan grew in size, received a new design, and also offered more space, greater comfort and state-of-the-art assist systems. In 2017, it became the best-selling model across the Volkswagen Group – a status it has maintained ever since. The Tiguan Allspace was launched in parallel as an extended version for customers with greater space requirements. A particularly sporty version, the Tiguan R, made its debut in 2020 with 235 kW (320 PS) and all-wheel drive. The product line already grew dynamically in the initial years: annual production rose from 120,000 vehicles in the debut year 2007 to almost 911,000 units in 2019.

The **third and current** generation (launched in 2024) is continuing the success story with a brand-new design, new cockpit landscape with large touchscreen, a host of assist systems and optional features from the luxury class. The drive spectrum ranges from TDI and TSI engines to eTSI drive systems (with 48-volt technology) and plug-in hybrid drive systems (eHybrid) with electric ranges of over 100 kilometres. Volkswagen is currently working once more on powerful R variant. The top-of-the-range engines are equipped with 4MOTION all-wheel drive as standard and can be used as a towing vehicle with a towing capacity of up to 2,300 kg.

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The Tiguan thus remains what it has been for 20 years: versatile, comfortable, high-quality and always in step with the times. The model is currently produced at three locations – in Germany (Wolfsburg), Mexico (Puebla) and China (Anting) – and is offered for sale in over 60 countries worldwide.

All information in the text refers to the German market.

<sup>1)</sup> *Tiguan EDITION 20 (110 kW/150 PS) – combined energy consumption: 6.2 l/100 km; combined CO<sub>2</sub>-emissions: 141 g/km; CO<sub>2</sub>-class: E.*

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The Volkswagen Passenger Cars brand has a global presence and produces vehicles at 28 locations in 12 countries. In 2025, Volkswagen delivered about 4.7 million cars. These include bestsellers such as the Polo, T-Roc, T-Cross, Golf, Tiguan and Passat as well as the successful all-electric models of the ID. family. Last year, the company handed over around 382,000 all-electric vehicles to customers worldwide. About 170,000 people currently work at Volkswagen around the world. With its "BOOST 2030" strategy, the company is consistently driving forward its development into the most desirable brand for sustainable mobility.

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