



Volkswagen

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The new up! has arrived in Volkswagen showrooms

- **The small trendsetter makes a thrilling impression with an extensive range of standard equipment, an expanded infotainment system and smartphone integration**
- **New top engine with 66 kW/90 PS for the manoeuvrable small model**
- **The new up! beats sets the tone with a 300-watt sound system from BeatsAudio™**

Wolfsburg, 23 September 2016 – The new up! has arrived in the showrooms of Volkswagen partners. The small trendsetter features an extensive range of standard equipment, a larger number of customisation options and an expanded infotainment system. In addition, Volkswagen is offering a new top engine with 66 kW/90 PS for the up!. Meanwhile, real music fans will love the up! beats special edition model and its 300-watt sound system. Prices for the new up! start at €9,850.

The up! has a totally new look: from the bumper, via the rear diffuser, the headlights with LED daytime running lights and all the way to the rear lights – the up! has been "freshened" in many ways. Extensive customisation options are made possible by new exterior paints, highly contrasting roof colours and decal designs, coloured alloy wheels and a variety of seat designs. Alongside the two familiar petrol engines delivering 44 kW/60 PS¹ and 55 kW/75 PS², the nippy 1.0 TSI (66 kW/90 PS)³ unit now offers greater performance. The new three-cylinder engine is the most powerful in the range so far – and its first turbo. On top of that, the city car is also available in an efficient electric-drive e-up! version (60 kW/82 PS)⁴, and as an eco-up! powered by natural gas (50 kW/68 PS)⁵.

A multifunctional leather steering wheel and Climatronic (automatic air conditioning) are now available as an option for the first time – along with a reversing camera, which is a very special feature in this segment. Another innovation in the new up! is its smartphone integration. Just connect the smartphone above the dashpad, pair via Bluetooth and it becomes an infotainment system with a navigation feature and on-board computer functions, thanks to the Volkswagen app.

To coincide with the market launch, Volkswagen is also releasing the new special edition up! beats. This model is equipped with a 300-watt sound system as standard and has been exclusively fine-tuned for Volkswagen by US audio specialists BeatsAudio™. Despite the additional standard features (including central locking with RF remote control and LED daytime running

lights), the base model of the new up! costs less than its predecessor: just €9,850. Prices for the special edition up! beats model start at €13,150.

New up! product video: <https://youtu.be/9vtpGF3MSd8>

¹up! fuel consumption TSI 44 kW/60 PS in l/100 km: 4.4 – 4.1 (combined), CO₂ emissions in g/km: 101 – 95 (combined). Efficiency class: C, B

²up! fuel consumption TSI 55 kW/75 PS in l/100 km: 4.2 – 4.1 (combined), CO₂ emissions in g/km: 97-96 (combined). Efficiency class: B

³up! fuel consumption TSI 66 kW/90 PS in l/100 km: 4.4 (combined), CO₂ emissions in g/km: 101 (combined). Efficiency class: B

⁴e-up! Power consumption 60 kW/82 PS in kWh/100 km: 11.7 (combined), CO₂ emissions in g/km: 0; Efficiency class: A+

⁵eco up! fuel consumption 50 kW (68 PS) in kg/100 km; 2.9 (combined); CO₂ emissions in g/km: 82; Efficiency class: A

Note: Text and photos are available from www.volkswagen-media-services.com

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