



March 20, 2018

Volkswagen is reinforcing its SUV campaign in the USA by adding another model

- Five-seat version of the Atlas extends its SUV range
- World premiere of the near-production concept car on 28 March 2018 at the New York International Auto Show
- New Atlas version will also be produced in Chattanooga

Wolfsburg – After the successful market launch of the Atlas on the American market, Volkswagen is extending its model range with another SUV. This new SUV is based on the Atlas, has five seats and sports a coupé-like roof line. Already offering a preview of the new model is a near-production concept car that will be presented at the New York International Auto Show next week. Like the seven-seat Atlas, this new five-seat version will also be produced at Volkswagen's plant in Chattanooga, Tennessee, and it was specially designed and developed for the American market.



Concept Car Atlas¹ five-seater

The SUV campaign is part of Volkswagen's TRANSFORM 2025+ strategy, because SUVs are experiencing increasingly strong customer demand which makes them an important growth driver for Volkswagen. That is why the brand is significantly extending its product range. One of seven Volkswagen cars sold globally is already an SUV. By 2020, 19 SUV models will be offered internationally – from small vehicles in Polo format to large models like the Atlas. These strong products are responsible for a significant upward sales trend in all global regions. Consequently, in 2017 the core brand of the Group achieved sales growth that was multiple times better than the automotive market trend.

The new Atlas shows just how successful the new Volkswagen SUVs are. Since it was launched last year, more than 36,000 vehicles have already been sold. It has made a significant contribution toward boosting the SUV share to over 50 percent in the USA.

Hinrich J. Woebcken, President and CEO of Volkswagen of America, Inc. emphasizes this point as well: "The Atlas is providing a strong impetus to

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Volkswagen, and we are very pleased to add this new five-seat SUV, produced in Chattanooga, to our SUV lineup.”

Volkswagen will invest around 340 million US dollars in the vehicle’s market launch, in addition to investments of around 900 million US dollars already made to expand the plant for Atlas production. The five-seat version of the Atlas will then already be the third Volkswagen model to be built at the Chattanooga plant. This plant has been producing the US-version of the Passat since 2011 and the Atlas SUV since 2017.

Volkswagen is kicking off the next stage of a global SUV campaign, and at the New York Auto Show (28 March to 8 April) it is presenting a new version of the Atlas developed for North America. The concept car is a five-seat version of the Atlas mid-size SUV that was introduced in the USA in 2017 as a seven-seater, and it illustrates the potential for further versions in this model.

Like the seven-seat Atlas, the new five-seater is also based on the modular transverse matrix (MQB). When it comes to design aspects, the near-production concept car impresses with a sporty, compact rear body in coupé style. The side profile combines powerful proportions with a confident presence. A special dynamism is conveyed by the C-pillars, which are angled much lower in the style of a coupé compared to the seven-seater.

The five-seater that is based on the seven-seat Atlas will also be a very attractive product for customers. Advanced engines, an 8-speed automatic transmission, 4MOTION all-wheel drive and comfortable suspension will be offered, as will a comprehensive line-up of driver assistance systems and the latest technologies such as the Active Info Display, Adaptive Cruise Control (ACC), collision warning and emergency brake assist (Front Assist), Automatic Post-Collision Braking System, Blind Spot Monitor, lane keeping system (Lane Assist) and parking steering assistance (Park Assist).

¹⁾ The vehicle has not yet gone on sale and therefore Directive 1999/94 EC does not apply.

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 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.
