



June 13, 2017

Volkswagen offers first look at the new Polo

- **World premiere of the sixth generation Polo this coming Friday in Berlin**
 - **New edition has charismatic design, increased interior space and numerous technological highlights**
-

Wolfsburg – The countdown has begun: this coming Friday (June 16, 2017), Volkswagen is revealing the new Polo in Berlin. The latest edition of the best-selling car is larger, more spacious, more comfortable and will continue the success story of the compact model of which more than 14 million units have been sold.



Polo front

view across the characteristic shoulderline

The new Polo makes a confident, sporty and emotional impression down to the last detail. Klaus Bischoff, Head of Design Volkswagen Brand, explains: "This Volkswagen can immediately be made out as the original of its class, but also as a completely new generation. A Polo with an expressive design which makes the compact sportier, cleaner and unique within the brand range. This is a car that fits in perfectly with our times – both visually and technologically."

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 2016, Volkswagen produced around 5.99 million vehicles, including best-selling models such as the Golf, Tiguan, Jetta and Passat. Currently, 196,000 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. Key strategic themes for the future are electric mobility, smart mobility and the digital transformation of the brand.

Press contact:
Volkswagen Communications

Product Communications
Ruth C. Holling
Spokesperson Product Line Small
Tel.: +49 (0) 5361 9-89 474
ruth.holling@volkswagen.de

Product Communications
Christoph Peine
Spokesperson Product Line Small
Tel.: +49 (0) 5361 9-76 500
christoph.peine@volkswagen.de



More at
volkswagen-media-services.com