

A R T E O N





Volkswagen

In 24 months from concept car ...

A look back. Geneva 2015. Volkswagen unveils the Sport Coupé Concept GTE.
The five-door fastback concept car becomes one of the stars of the International Motor Show on the banks of Lake Geneva.



"The Sport Coupé Concept GTE is another milestone of expressive design. Unmistakably reinvented, from the first to the last stroke. A stylistic compass. In this concept car, Volkswagen is not only presenting the new design of a new model, but also initial glimpses of a new era in design."

Klaus Bischoff, Geneva, March 2015



ARTEON

... to production model

Back to the future: Now, in March 2017, just 24 months after the concept car made its debut, Volkswagen is presenting the production version, the Arteon.



"The fact that the Arteon has gone into production with only minimal design changes from the show car demonstrates Volkswagen's appetite for innovation. Exactly like the concept car, the Arteon generates that 'I want it' feeling. As forecast in 2015, this car does indeed mark the start of a new design era."

Klaus Bischoff, spring 2017



The Arteon combines the design elements of a classic sports car with the elegance and space of a fastback. An avant-garde business-class gran turismo that speaks to the heart and head alike.

Klaus Bischoff, Head of Volkswagen Design

Arteon adds new premium class model to Volkswagen range

Volkswagen is adding to its model range with an avant-garde gran turismo: the new Arteon. Positioned above the Passat, the Arteon is being revealed to a global audience for the first time at the Geneva International Motor Show (9 to 19 March).



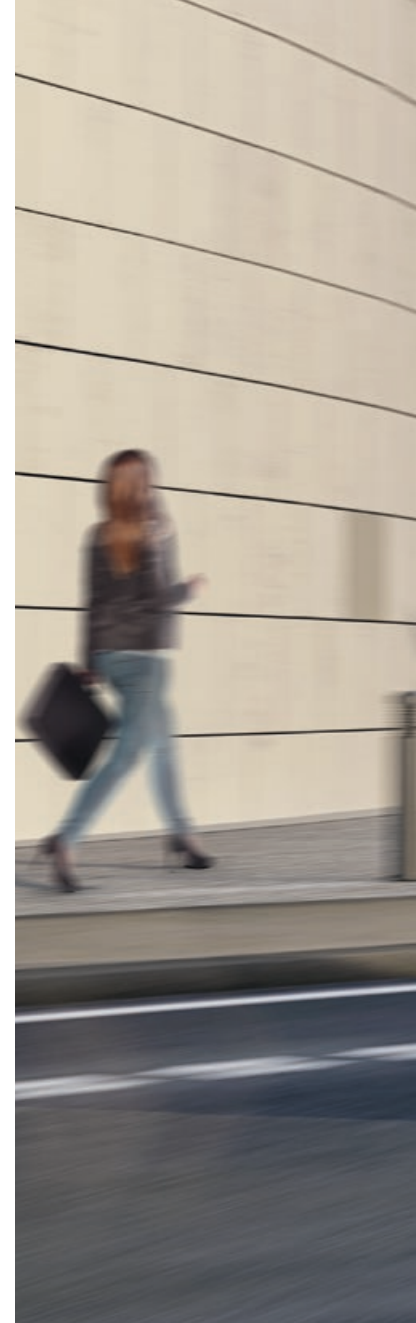


High-calibre Volkswagen design

Gran turismo – the avant-garde alternative

Tobias Sühlmann, responsible for the Arteon's exterior design, explains: "The athletic lines of the Arteon incorporate a highly functional overall concept. Form and function find common ground here in a progressive way. Thanks to its long wheelbase, very stretched roofline, coupé-style fastback design and large rear hatch, this gran turismo provides more space and flexibility than conventional saloons."

The five-seat Arteon thus makes a strong case for itself as an avant-garde alternative – a car for everyone who wants a five-door fastback with perfect lines and progressive technology that is both sporty and ideal for everyday use.





'R-Line' focuses on pure dynamism



Arteon R-Line



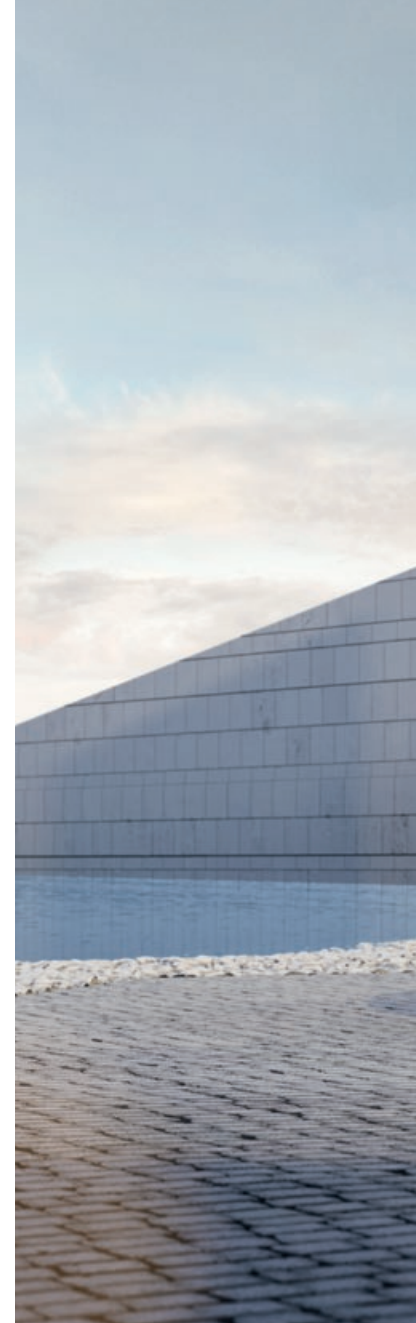
'Elegance' reflects sporty sophistication

Perfect proportions



The MQB creates space


The new Arteon was designed on the Modular Transverse Matrix (MQB). Transverse stands here for engines transversely mounted in the front. That creates space. Between the Arteon's two axles is a large wheelbase of 2,841 mm. The bodywork overhangs of the 4,862 mm long fastback model are correspondingly short. The Arteon is 1,871 mm wide and 1,427 mm high. These figures deliver truly dynamic proportions – a visual starting point for the Volkswagen designers.





1,427 mm

4,862 mm

A dark grey Volkswagen Arteon is shown from a side-rear perspective, driving on a bridge. The bridge has a prominent curved metal railing. In the background, a city skyline with various skyscrapers is visible under a clear sky. The car is in motion, as indicated by the blurred background and the bridge railing.

"The Arteon can be fitted with a number of different predictive systems. For example, electronic driving aids such as the latest generation ACC – the adaptive cruise control now recognises speed limits and reacts accordingly before the driver even notices them."

Dr Frank Welsch, Member of the Board of Management, Volkswagen Passenger Cars Brand, Development

"The Arteon's infectious appeal comes not only from its elegant and unmistakable design. Technically, too, it is of a very high standard and provides a level of space far greater than that of its competitors. The Arteon is thus setting new benchmarks in this segment."

Dr Elmar-Marius Licharz, Head of the Volkswagen Full-Size Product Line, responsible for Arteon







Charismatic Arteon breathes dynamism

Front end embodies sports car style

One of the most important design elements of the charismatic Arteon is the completely new front section. Stand-out features of this include a bonnet that extends a long way forward and over both wings and a radiator grille that encompasses the vehicle's full width. The LED headlights and daytime running lights, fitted as standard, combine with the chrome-plated crossbars of the radiator grille and bonnet. The result is a front-end design that would be a match even for high-calibre sports cars.

Powerful fastback design



Designed in the style of a sports car are the powerful shoulder section at the rear, the muscular wings and the flared wheel arches above the up to 20-inch alloy wheels. Seen in silhouette between the axles is a waistline that, likewise, follows the pure sports car doctrine.



We make the future real

The Arteon perfectly reflects the new Volkswagen brand strategy. Its claim: "We make the future real." Different fields of innovation such as Connected Community, Intuitive Usability and Automated Driving form the basis of this strategy.



Connected Community

- In the future, Volkswagen will interconnect humans, cars and the environment more than ever before. In the new Arteon this happens via diverse online services ("Security & Service") and apps (via "Guide & Inform" and "App Connect").



Intuitive Usability

- Volkswagen is focusing on cars that are intuitive to operate with new display and control concepts. In the new Arteon these include a fully digital Active Info Display and an infotainment system with gesture control.



Automated Driving

- Volkswagen will make cars even safer and more comfortable by automated driving. The Arteon is, for example, available with two new features: ACC Adaptive Cruise Control (now with predictive control based on routes and speed limits) and a new generation of Emergency Assist (in case the driver becomes incapacitated).



Made in Germany for every continent

The Arteon is set to lead the segment above the Passat

Passat, Arteon, Phideon. The Arteon takes its place in the Volkswagen model range above the Passat in all the latter's various versions sold around the globe. Following one level up from the Arteon comes the Phideon that has been specially developed for China. The new Volkswagen gran turismo is being produced at the German plant in Emden. It is a site with an adjoining sea port – perfectly suited to a car like the Arteon that will be launched in practically every country in the world of relevance to this vehicle class. It already begins this summer. The starter's gun sounds in mid-June in the German market, with advance orders being taken in the first few European countries from immediately after the Arteon's world premiere in Geneva.





Gran turismo redefined

Innovative, economical and fully suited to everyday use

The Arteon is reinterpreting the term 'gran turismo' with its combination of avant-garde design, sporty charisma, great flexibility and generous space. Further aspects that would be considered plus points in any vehicle class include excellent legroom in the back and luggage space of 563 to 1,557 litres.

On the technical front, the new Volkswagen impresses with six highly efficient engines (power output range from *110 kW / 150 PS to 1206 kW / 280 PS), front-wheel and all-wheel drive, plus digitalised displays and controls. Further features include an Active Info Display (fully digital and programmable instruments), a Head-up Display and the new Discover Pro infotainment system with a 9.2-inch glass screen and gesture control.



Interactive driver assistance systems look ahead

Networking of systems boosts safety

The Arteon's innovative driver assistance systems match its avant-garde concept. Three of the new technologies illustrate this: the latest generation of Adaptive Cruise Control (ACC) now takes into account data such as speed limits and/or route information and automatically adjusts the speed accordingly. Thanks to the navigation system's GPS and road data, the new dynamic cornering light with predictive control recognises when a bend is approaching and is already lighting it up before the driver actively turns into it. Further added safety is provided by the second generation of Emergency Assist: if the driver becomes incapacitated by ill health, the system not only (within its system limits) slows the car down, but now also steers it into the slow lane, traffic behind permitting.





The new Arteon's equipment lines

Three lines facilitate a high degree of personalisation

Despite its progressive concept, the Arteon is a car available at an attractive price. In parallel with the high-quality base version, the gran turismo will be available in two exclusive equipment lines: the 'Elegance' and 'R-Line'. The name says it all: the standard configuration of the Arteon Elegance is focused heavily on elegant aspects. The Arteon R-Line, meanwhile, puts sportiness even more at the heart of the vehicle's configuration – as is typical of all Volkswagen R-Line models. On the basis of these three trim styles, it is possible for the fastback model to be extensively personalised.

Every Arteon model has standard features that include:

Exterior

- Chrome strips on side windows
- LED tail lights
- LED headlights with LED daytime running lights
- Alloy wheels (17-inch and above)
- Keyless Go locking system

Interior

- Stainless steel door tread plates, front and rear
- Composition Media infotainment system, including eight loudspeakers, AUX-IN and USB
- Electronically controlled air conditioning system
- Multifunction steering wheel in leather (with shift paddles on DSG models)
- Semi-electric adjustable front comfort seats

Driver assistance and handling systems

- Driver Alert System
- Progressive steering

“The Arteon is the Volkswagen brand’s new premium model. It meets our customers’ high expectations with a new range structure and the ‘Elegance’ and ‘R-Line’ specifications.”

Jürgen Stackmann, Member of the Management Board of Volkswagen Passenger Cars Brand, Sales, Marketing und After Sales Divisions

The Arteon Elegance includes the following custom details:

Exterior

- Chrome wing mirror caps
- LED tail lights with dynamic indicator light function
- 18-inch 'Muscat' alloy wheels
- Continuous chrome trim strip on lower bodywork
- Heated windscreen washer jets

Interior

- Instruments, dashboard and door panels with individualised look and trim
- Contrast stitching on seat covers and floor mats
- Pedal covers with an aluminium look
- Seat covers in alcantara/leather ('Vienna')
- Heated front seats

The Arteon R-Line includes the following custom details:

Exterior

- C-signature of the front air intakes in high-gloss black
- Leather sports multifunction steering wheel in R-Line design
- 18-inch 'Sebring' alloy wheels
- Heated windscreen washer jets
- Special R-Line bumpers
- Continuous chrome trim strip on lower bodywork
- Chrome-plated exhaust system tailpipes

Interior

- Roof liner in 'Titan Black'
- Stainless steel door tread plates front and rear with R-Line logo on front plates
- Pedal covers with an aluminium look
- Alcantara/leather ('Vienna') seat covers with R-Line logo
- Special R-Line steering wheel
- Heated front seats

High-tech TSI with Active Cylinder Management

Six engines that deliver between *150 and †280 PS

The new Arteon is launching with a range of six turbocharged direct fuel injection engines. All are four-cylinder units: the entry-level petrol (TSI) and diesel (TDI) engines each develop an identical power output of *110 kW / 150 PS and *140 kW / 190 PS. The most powerful TSI delivers †206 kW / 280 PS, while the most powerful TDI produces †176 kW / 240 PS. The base petrol engine, the 1.5 TSI Evo, is a complete redesign. Thanks to Active Cylinder Management (ACT) it is exceptionally efficient.

Dual clutch gearbox for all versions

All engines can be combined with an automated DSG dual clutch gearbox (except the *110 kW TSI in Germany, which can be combined only with a manual gearbox). For the TSI, the DSG is part of the standard specification for the *140 kW engine and above. In the case of the TDI, it is fitted as standard with the †176 kW version. The most powerful TSI and TDI also have 4MOTION all-wheel drive as standard, while this is available as an option for the *140-kW TDI. All other models have front-wheel drive.

The Arteon's engines in summary:

Petrol	Output	Gearbox / Drive system
*1.5 TSI Evo	110 kW / 150 PS	6-speed / optionally 7-speed DSG (DSG not in Germany)
*2.0 TSI	140 kW / 190 PS	7-speed DSG
2.0 TSI	206 kW / 280 PS	7-speed DSG plus 4MOTION
Diesel		
*2.0 TDI	110 kW / 150 PS	6-speed / optionally 7-speed DSG
*2.0 TDI	140 kW / 190 PS	6-speed / optionally 7-speed DSG / optionally 4MOTION
2.0 TDI	176 kW / 240 PS	7-speed DSG plus 4MOTION

Economical gran turismo

The Arteon will be a pleasure to own thanks to its low running costs. For example, the Arteon *1.5 TSI and *2.0 TDI delivering 110 kW: the first full service is not due until the car has done 60,000 kilometres or after three years. An oil change (the need for which can be shown on the instrument panel) becomes due after two years or 30,000 kilometres. Some previously maintained items, such as the gearbox oil, remain in the vehicle for its entire life. It is therefore no surprise that the projected total maintenance costs over the first four years and 60,000 kilometres are less than €200. The car also falls into a low insurance class. Fleet managers will therefore welcome the extremely low total cost of ownership (TCO) for the Arteon.

Information on the Arteon

This press kit as well as images and videos on the new Arteon are available online at:
www.volkswagen-media-services.com. User ID: **arteon2017**; password: **fastback**.

Features and technical data of production models apply to models offered in Germany.
Details for other countries may vary.

All performance, fuel efficiency and emission figures mentioned in this press release
are predicted figures, subject to official type approval, as of February 2017.

* = Arteon 1.5 TSI Evo, 110 kW / Arteon 2.0 TSI, 140 kW / Arteon 2.0 TDI, 110 kW / Arteon 2.0 TDI, 140 kW:
these vehicles are not yet on sale and are therefore not governed by Directive 1999/94 EC.

¹ = Arteon 2.0 TSI DSG, 206 kW - fuel consumption in l/100 km: urban 9.2 / extra-urban 6.1 / combined 7.3;
CO₂ emissions combined in g/km: 164; efficiency class: C

² = Arteon 2.0 TDI DSG, 176 kW - fuel consumption in l/100 km: urban 7.1 / extra-urban 5.1 / combined 5.9;
CO₂ emissions combined in g/km: 152; efficiency class: B



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