



Das Auto.

THE

UP!





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IS  
**BIG!**



# THE up! PLENTY TO SMILE ABOUT!

Meet the smart city car from Volkswagen. Small, nippy and priced to match, it offers the interior space and features of a much larger car, giving you plenty to smile about. The compact size is perfect for driving round town, while the sophisticated technology, advanced features and generous proportions provide a level of luxury not previously seen on such a small car. Keep smiling. **Small has never looked so great.**



SMALL CAR.  
BIG IMPACT.

Just 3.54 metres long and 1.64 metres wide, the **up!** sets a new precedent in small car design, combining a minimal footprint with exceptional interior space. With its eye-catching wheels, fully glazed tailgate and stylish side windows, enhanced by horizontal running lines to the front and smooth finishes to the side, the **up!** is an ultra modern interpretation of the classic Volkswagen design. Sleek, contemporary and unmistakably Volkswagen, this is the small car with big ideas.



08  
09

Interior shown is High **up!** with optional 'Leather look' upholstery, Sensor pack, Sports pack and Candy White non-metallic paint.

## THE SMALL CAR THAT THINKS BIG.

With more interior space than you could imagine, the **up!** appears to achieve the impossible – offering a large cabin with more head and legroom than you'd ever think possible for up to four occupants.

From the Move **up!** onwards, the boot space becomes incredibly adaptable. Rear seats are split, providing room for one rear occupant and additional stowage space, and the variable boot floor can be used at two different levels, offering either maximum storage space or a level loading area, depending on your requirements. Which means there's a surprising amount of room for everybody and everything, from small guests up to major purchases.



The **up!** is a full four seater offering ample space and comfort.



With the rear seat backrest up, the boot holds 251 litres – providing impressive spaciousness.



The rear seats fold completely, opening up a massive 951 litres of storage space; or can be split, offering total flexibility. From Move **up!** models onwards.





Interior shown is High up! with optional Sensor pack.

# SMALL DETAILS THAT MAKE A BIG DIFFERENCE.

Not only has the **up!** been ergonomically designed to make the most of all available space, it's also been lovingly crafted, using the highest quality materials and finishes. Which means every switch and display is intuitively where you would expect it to be, right at your fingertips, while the interior aesthetics are second to none, from the luxurious upholstery to the stylish steering wheel design. Every aspect has been designed to provide total comfort and practicality. And if that's not enough, a whole range of optional equipment enables you to personalise your **up!** still further, to suit your individual needs.



# Groove up!

The stylish new Groove **up!** is perfect for those who like music, with its awesome 'Fender' premium soundpack, complete with six speakers, a subwoofer and 300 watt amplifier. Available as a three or five-door model, the Groove **up!** looks scintillating with bespoke 'Groove' upholstery featuring a dynamic grey stripe with orange piping, leather trimmed steering wheel, gear gaiter and handbrake grip with orange stitching and complementary carpet mats also finished with orange stitching. New 16 inch 'Upsilon' alloy wheels, tinted glass from the B pillar back and 'Gloss Black' door mirrors create an eye-catching exterior, echoed inside by door sill protectors with 'up!' lettering and a body-coloured dashboard (depending on the exterior colour selected). Building on the impressive High **up!** specification, the new Groove **up!** features air conditioning, heated front seats and the 'Maps & More' portable infotainment device, with touch-screen satellite navigation, Bluetooth phone connectivity and music streaming, making it a cinch to sync with your tunes.



01. Model shown is Groove **up!** with optional Sunset Orange metallic paint

02. 'Fender' premium soundpack

03. 'Maps & More' portable infotainment device

04. 'Groove' upholstery



01



02



03

# Rock up!

The stunning Rock **up!** is designed to turn heads wherever it goes, thanks to its distinctive exterior styling. An eye-catching anthracite stripe decal runs the length of the bonnet, roof and tailgate, while the full body kit comprises 'Gloss Black' front spoiler, side skirts, rear diffuser and rear spoiler. 'Gloss Black' door mirrors\*, smart 16 inch 'Upsilon' alloy wheels and the unique 'rock **up!**' logo on the side completes the look, with paintwork available in Candy White, Tornado Red and Deep Black. A selection of interior options includes Black or Grey upholstery and, as with the Groove **up!**, standard specification is high, featuring heated front seats, air conditioning and remote central locking. A six speaker sound system and 'Maps & More' portable infotainment device with touch-screen satellite navigation and Bluetooth connectivity enhances the driving experience, ensuring total luxury and enjoyment on every trip.



01. 'Maps & More' portable infotainment device

02. 16 inch 'Upsilon' alloy wheels

03. Chrome effect door mirrors when specified with optional 'Deep Black' pearl effect paint

04. Model shown is Rock **up!** with optional Candy White non-metallic paint

\* Chrome effect door mirrors when specified with optional 'Deep Black' pearl effect paint.

04

01



02



03



04



# LOOKS LIKE A SMALL CAR. GIVES THE FEELING OF GREAT FREEDOM.

Whether you are taking the children to play football, doing the weekly shop or going on a trip with friends, the five-door **up!** offers you even more practicality. Despite it having the same exterior dimensions, the two additional rear doors makes access even more comfortable. Getting rear seat passengers in and out of your **up!** becomes instantly easier, while awkward duties such as fitting child seats or putting the rear seats down and loading large items become much less of a chore. All in all, you can be sure that more doors really does mean more flexibility.



The **up!** is a full fledged four seater with sufficient comfort and space.



With the rear seat backrest upright, the luggage compartment has an impressive 251 litres of space.



The rear seats fold completely, opening up a massive 959 litres of storage space, or can be split, offering total flexibility. From Move **up!** models onwards.



When the front passenger seat is folded down, even long loads and luggage can be transported without difficulty.

Model shown is five-door High **up!** with optional panoramic sunroof, 'Leather look' upholstery, Sports pack, City emergency braking pack and Candy White non-metallic paint.

## WHEELS.

Whether you prefer a full wheel trim or alloy, classic or decorative, sporty or elegant, each one of our 14, 15, 16 or 17 inch designs has been created exclusively for the **up!**, adding a real touch of contemporary style.



### Steel wheels

5J x 14, 165/70 R14 tyres

| Take **up!**



### Steel wheels

5J x 14, 165/70 R14 tyres\*

| Move **up!**



### 'Spoke' alloy wheels

5½J x 15, 185/55 R15 tyres

| High **up!**



### 'Upsilon' alloy wheels

6J x 16, 185/50 R16 tyres

| Groove **up!** Rock **up!**



### 'Waffle' alloy wheels

5½J x 15, 185/55 R15 tyres

| Optional – Move **up!**



### 'Black Spoke High Gloss' alloy wheels

5½J x 15, 185/55 R15 tyres

| Optional – High **up!**



### 'Classic' alloy wheels

6J x 16, 185/50 R16 tyres

| Optional – High **up!**



### 'Triangle Black' alloy wheels

6J x 16, 185/50 R16 tyres

| Optional – High **up!**  
as part of the Sports pack



### 'Polygon' alloy wheels

7J x 17, 215/40 R17 tyres

| High **up!** Groove **up!**  
includes sports suspension

\* Move **up!** BlueMotion Technology models feature 175/65 R14 low rolling resistance tyres as standard.



Tornado Red



Deep Black



Oryx White

LARGE SELECTION!  
IN THE SMALLEST AREA!

Candy White	Tornado Red	Sunset Orange Metallic
B4	G2	4S
Reflex Silver Metallic	Tungsten Silver Metallic	Night Blue Metallic
8E	K5	Z2
Deep Black Pearl Effect	Oryx White	
2T	OR	

## PAINTS.

A wide range of exterior colours are available for the **up!** Whether you choose Candy White, Tornado Red, Sunset Orange, Reflex Silver, Tungsten Silver, Night Blue, Deep Black or Oryx White, a complex painting process with comprehensive corrosion protection ensures a long-lasting high quality paint finish.

## DASHBOARD.

A selection of interior dashboard combinations enables you to make a choice that reflects your personal taste, depending on which model you choose.



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01. Black Pearl/Anthracite  
| Move up! | High up! | Groove up! | Rock up!

02. Black Pearl/Cornsilk | High up! | Rock up!

03. Pure White/Anthracite | High up! | Groove up! | Rock up!

04. Pure White/Cornsilk | High up! | Rock up!

05. Red/Anthracite | High up! | Rock up!

06. Red/Cornsilk | High up! | Rock up!

07. Dark Silver/Anthracite | High up! | Groove up! | Rock up!

08. Dark Silver/Cornsilk | High up! | Rock up!

09. Grained Cornsilk/Cornsilk | Move up!

10. Sunset Orange/Anthracite | Groove up!

11. Oryx White/Anthracite | Groove up!

Interior for Take up! Anthracite/Anthracite not shown.  
'Gloss Black' steering wheel inserts are standard on High up!, Groove up! and Rock up! models.  
'Maps & More' portable infotainment device is standard on High up!, Groove up! and Rock up! and is optional on all other models.



01

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## UPHOLSTERY.

All new integral seats, specially developed for the up!, await you in the passenger compartment, with a wide range of stylish patterns and contemporary colours available, depending on the model you select.

01. 'Dots' cloth – Anthracite (JM) | Take up!

02. 'Structure' cloth – Anthracite (JM/JI) | Move up!

03. 'Structure' cloth – Black Denim (JS) | Move up!

04. 'Polka' cloth – Anthracite (JK) | High up! | Rock up!

05. 'Polka' cloth – Salsa Red/Grey (JT) | High up! | Rock up!

06. 'Polka' cloth – Beech/Grey (JV) | High up! | Rock up!

07. 'Groove' cloth – Anthracite (27) | Groove up!

08. 'Leather look' upholstery – Anthracite (OO) | Optional – Move up! | High up! | Rock up! | Groove up!



08

## COMBINATIONS.

Seat upholstery	Dashboard upper	Dashboard lower, door panels	Candy White* B4	Tornado Red G2	Sunset Orange Metallic* 4S	Reflex Silver Metallic* 8E	Tungsten Silver Metallic* K5	Night Blue Metallic* Z2	Deep Black Pearl Effect* 2T	Oryx White* 0R
<b>'Dots' cloth ● Take up!</b>										
Anthracite JM	Anthracite	Anthracite	●	●	-	●	●	●	●	●
<b>'Structure' cloth ● Move up!</b>										
Anthracite JM	Black Pearl	Anthracite	●	●	-	●	●	●	●	●
Black Denim JS	Grained Cornsilk	Cornsilk	●	●	-	●	●	●	●	●
Anthracite JI	Grained Cornsilk	Cornsilk	●	●	-	●	●	●	●	●
<b>'Polka' cloth ● High up!</b>										
Anthracite JK	Black Pearl PD1	Anthracite	●	●	-	●	●	●	●	●
	Pure White PD2	Anthracite	-	-	-	-	●	●	●	-
	Red PD3	Anthracite	-	●	-	-	-	-	-	-
	Dark Silver PD5	Anthracite	●	-	-	-	●	●	●	●
Beech/Grey JV†	Black Pearl PD1	Cornsilk	●	-	-	●	●	-	●	●
	Pure White PD2	Cornsilk	-	-	-	●	●	●	-	-
	Dark Silver PD5	Cornsilk	●	-	-	-	●	●	●	●
Salsa Red/Grey JT†	Black Pearl PD1	Cornsilk	●	●	-	-	●	-	●	●
	Pure White PD2	Cornsilk	-	●	-	-	●	-	-	-
	Red PD3	Cornsilk	●	●	-	-	●	-	●	●
	Dark Silver PD5	Cornsilk	●	●	-	-	●	-	●	●

Seat upholstery	Dashboard upper	Dashboard lower, door panels	Candy White* B4	Tornado Red G2	Sunset Orange Metallic* 4S	Reflex Silver Metallic* 8E	Tungsten Silver Metallic* K5	Night Blue Metallic* Z2	Deep Black Pearl Effect* 2T	Oryx White* 0R
<b>'Groove' cloth ● Groove up!</b>										
Anthracite 27	Black Pearl PD1	Anthracite	●	-	●	●	●	-	●	●
	Pure White PD2	Anthracite	-	-	-	-	●	-	-	-
	Dark Silver PD5	Anthracite	-	-	●	-	●	-	●	-
	Orange PD6	Anthracite	-	-	●	●	●	-	●	●
	Oryx White PD7	Anthracite	-	-	-	-	-	-	-	●
<b>'Polka' cloth ● Rock up!</b>										
Anthracite JK	Black Pearl PD1	Anthracite	●	●	-	-	-	-	●	-
	Pure White PD2	Anthracite	-	-	-	-	-	-	●	-
	Red PD3	Anthracite	-	●	-	-	-	-	-	-
	Dark Silver PD5	Anthracite	●	-	-	-	-	-	●	-
Beech/Grey JV†	Black Pearl PD1	Cornsilk	●	-	-	-	-	-	●	-
	Dark Silver PD5	Cornsilk	●	-	-	-	-	-	●	-
Salsa Red/Grey JT†	Black Pearl PD1	Cornsilk	●	●	-	-	-	-	●	-
	Pure White PD2	Cornsilk	-	●	-	-	-	-	-	-
	Red PD3	Cornsilk	●	●	-	-	-	-	●	-
	Dark Silver PD5	Cornsilk	●	●	-	-	-	-	●	-

Seat upholstery	Dashboard upper	Dashboard lower, door panels	Candy White* B4	Tornado Red G2	Sunset Orange Metallic* 4S	Reflex Silver Metallic* 8E	Tungsten Silver Metallic* K5	Night Blue Metallic* Z2	Deep Black Pearl Effect* 2T	Oryx White* 0R
<b>'Leather look' upholstery ○ Move up!</b>										
Anthracite OO	Black Pearl	Anthracite	○	○	-	○	○	○	○	-
<b>'Leather look' upholstery ○ High up!</b>										
Anthracite OO	Black Pearl PD1	Anthracite	○	○	-	○	○	○	○	-
	Pure White PD2	Anthracite	-	-	-	-	○	○	○	-
	Red PD3	Anthracite	-	○	-	-	-	-	-	-
	Dark Silver PD5	Anthracite	○	-	-	-	○	○	○	-
<b>'Leather look' upholstery ○ Groove up!</b>										
Anthracite OO	Black Pearl PD1	Anthracite	○	-	○	○	○	-	○	○
	Pure White PD2	Anthracite	-	-	-	-	○	-	-	-
	Dark Silver PD5	Anthracite	-	-	○	-	○	-	○	-
	Orange PD6	Anthracite	-	-	○	○	○	-	○	○
	Oryx White PD7	Anthracite	-	-	-	-	-	-	-	○
<b>'Leather look' upholstery ○ Rock up!</b>										
Anthracite OO	Black Pearl PD1	Anthracite	○	○	-	-	-	-	○	-
	Pure White PD2	Anthracite	-	-	-	-	-	-	○	-
	Red PD3	Anthracite	-	○	-	-	-	-	-	-
	Dark Silver PD5	Anthracite	○	-	-	-	-	-	○	-



Interior shown is High up! with optional 'Leather look' upholstery, Sports pack and Candy White non-metallic paint.

\* Optional at extra cost. ● Standard ○ Optional at extra cost - Not available

† Please note: interiors specified with 'Polka' cloth in Salsa Red and Beech, feature coloured edging on the front seats only.

# THINK BLUE.

BlueMotion Technologies represents our contribution towards sustainable motoring, ensuring we offer optimum solutions for every demand, all designed to make driving as fuel-efficient as possible. Comprising a range of energy saving technologies that work hand in hand with Volkswagen's advanced engines and gearboxes, it's a ground-breaking combination that consistently achieves new levels of efficiency, economy and lower CO<sub>2</sub> emissions.

Innovative BlueMotion Technologies include such features as battery regeneration which stores energy that would otherwise have been lost when you brake, specially adjusted running gear to reduce air resistance, low rolling resistance tyres and the clever Start/Stop function which switches off the engine when your vehicle is stationary and in neutral, then starts it again as you depress the clutch or accelerator\*. Working in synergy with highly efficient, low consumption engines, they ensure our BlueMotion Technology models are friendlier

to the environment and your wallet, enabling you to 'Think Blue' and do your bit for the planet, while still enjoying the highest levels of style, refinement and performance. Externally, Volkswagen's 'BlueMotion Technology' badging identifies the cleanest, most energy-efficient cars in our range. So when you see this logo you'll know we're talking about ways to cut emissions and the cost of your motoring, without having to give up everyday practicalities and comfort.

\* Please note that not all of these features are standard on BlueMotion Technology models.



**BLUEMOTION**  
— TECHNOLOGIES —

Image shown is from the 'Maps & More' portable infotainment device. Optional on Take **up!** and Move **up!** and standard on all other models.

# SMALL ON SIZE. BIG ON INTELLIGENCE.



# 3.54m

It may be just 3.54 metres long, but it's packed with innovative ideas, each designed to make driving more comfortable, more efficient and, above all, safer than ever before. That's the **up!**, small on size, but big on advanced technology.

## CITY EMERGENCY BRAKING.

The **up!** is the first car in its class to offer City emergency braking, helping the driver to avoid a low-speed crash or reduce its severity, and providing a real contribution to driving safety. At speeds of up to 19mph, a laser sensor in the upper part of the windscreen monitors an area 10 metres in front of the car, identifying vehicles that may present a threat of collision. If a collision is likely, the City emergency braking is alerted, ready to respond quickly to the driver's braking action and avoid impact. If the driver fails to notice the threat and a collision becomes imminent, the system applies the brakes hard, significantly reducing the impact speed. Optional on all models.

## REAR PARKING SENSORS.

Sensors located in the rear bumper assist with parking manoeuvres by emitting audible and visual signals, alerting the driver to any obstacles in the way. The closer you get to an object, the faster the sound frequency. When used with the 'Maps & More' portable infotainment device, the system also warns you optically, via a parking display on the 5 inch colour screen. Optional on Move **up!**, High **up!**, Groove **up!** and Rock **up!** models as part of the Sensor pack.

## ELECTRONIC STABILITY CONTROL.

ESC (Electronic Stability Control) recognises critical driving situations and reacts in milliseconds by targeting the brake and engine management systems, controlling the speed of individual wheels and helping to bring the vehicle under control. This enables the vehicle to achieve maximum directional stability. ESC features a hill hold function which, when you release the foot brake, will hold your **up!** for a further two seconds, preventing it from rolling back when pulling away or during a hill start, making every journey just that little bit easier. A careful driving style is essential, however, as even ESC cannot extend beyond the laws of physics. Optional on Take **up!** and standard on all other models.

# LEAVES NOTHING TO BE DESIRED.



## COMFORT PACK.

Aiming to take some of the stress out of driving, the Comfort pack comprises electric front windows, remote central locking with a remote folding key, driver's seat height adjustment, two-tone horn, warning 'lights on' buzzer and a parking light. Optional on Take **up!** and standard on all other models.



## CITY EMERGENCY BRAKING PACK.

The **up!** is the first model in its class to feature the innovative City emergency braking, as part of the City emergency braking pack, helping to prevent collisions in urban driving situations, at speeds of up to 19mph. The system utilises a laser sensor to monitor the traffic in front, assisting the driver in identifying critical distance situations and reducing the risk of collision. The pack also includes a front passenger's airbag deactivation switch. Optional on all models. Specify the City emergency braking pack on Take **up!** models and ESC (Electronic Stability Control) including hill hold, with EDL (Electronic Differential Lock) and ASR (Traction Control) is also included.

## SENSOR PACK.

Ultrasonic and audible rear parking sensors help you park safely in the smallest city spaces by warning you of obstacles or vehicles in your way. In addition, the pack includes a multifunction computer and cruise control, which keeps your selected speed constant at speeds over 19mph, enabling you to relax on longer journeys without having to keep your eye on the speedometer. Optional on Move **up!**, High **up!**, Groove **up!** and Rock **up!** models.



## PANORAMIC SUNROOF.

An electric, glass sliding/tilting panoramic sunroof gives an uninterrupted view of the sky above, enabling you to make the most of valuable moments, such as the first spring sunshine or a summer evening under the open sky. It also adds an extra dimension of light and space, creating a wonderfully relaxing interior ambience and letting you enjoy freedom and fresh air at the touch of a button\*. An integrated roller blind provides protection against the glare of the sun. Optional on Move **up!**, High **up!** and Groove **up!** models.

\* The electric panoramic sunroof has a maximum opening of 22cm.



## SOUND PACK. (NOT SHOWN)

Four additional speakers – two in the front, two in the rear – provide superior acoustics and exceptional all-round in-car entertainment. Optional on Move **up!** and standard on High **up!** and Rock **up!** models.



## SPORTS PACK.

Stylish 'Triangle Black' 6J x 16 alloy wheels with 185/50 R16 tyres and anti-theft wheel bolts give an individual look to your **up!** The pack also includes sports suspension for a more responsive drive and improved handling, and rear tinted glass 65% light absorbing from B pillar backwards, giving a sporty look to the exterior and helping to maintain a pleasant temperature inside. Optional on High **up!** models.



## WINTER PACK.

Heated front seats, with two individual pre-set temperature settings, provide extra comfort on cold mornings, while front fog lights and electrically heated and adjustable door mirrors allow you to see and be seen better, making your journey safer for you and your passengers. Optional on Move **up!** and standard on High **up!**, Groove **up!** and Rock **up!** models.

## ASG (AUTOMATED SHIFT GEARBOX).

The ASG is an automated manual transmission that combines excellent fuel economy with driving ease. Just like with a conventional automatic transmission, gears can be changed automatically by switching the gear lever to the drive (D) position, but it's also possible to change gears manually by moving the gear to the '+' or '-' positions. When the drive position is selected, the gear change timings will depend on driving style and acceleration speed. Because the ASG is a single-clutch gearbox (just like a manual gearbox), torque to the driving wheels must be interrupted during a gear change. This is most noticeable during maximum acceleration: a lighter throttle load produces a smoother shift.



Model shown is High up! with optional Sports pack and Candy white non-metallic paint.

## 'MAPS & MORE'.

Of all the equipment options offered in the up!, 'Maps & More' is a particular highlight. This innovative portable infotainment device offers a host of advanced features, including voice activated navigation and Bluetooth telephone functions\*, all displayed on a 5 inch colour touch-screen. Optional on Take up! and Move up! and standard on High up!, Groove up! and Rock up! models.

\* Phones must be Bluetooth HFP (Hands Free Profile) compatible, please contact your authorised Volkswagen retailer for specific phone compatibility.



**01. Vehicle.** Important information about your journey, such as engine speed, outside temperature, fuel consumption or manoeuvring space when parking† are all relayed via the 'Maps & More' colour screen.

**02. Think Blue.** Volkswagen is committed to sustainable motoring and has introduced a whole range of energy-saving technologies, encouraging drivers to 'Think Blue' and be mindful of the environment. 'Maps & More' has been designed to make a practical contribution to this ethos, analysing your journey and advising on a more energy-efficient style of driving.

**03. Media.** Thanks to a micro SD card reader, MP3 playback function and Bluetooth hands free interface, 'Maps & More' enables you to enjoy a whole world of music and in-car entertainment.

**04. Navigation.** The heart of 'Maps & More' is its integrated navigation system, preloaded with European navigational data, including sightseeing favourites, pedestrian and cycling routes, and over two million special destinations all over Europe. Easy to use via voice control or touch-screen, it will guide you safely and reliably to your destination, ensuring a stress-free, relaxing drive on every journey.

**05. Telephone.** Voice activated Bluetooth hands free telephone connection\* enables you to communicate safely and comfortably during your journey and even allows you to connect two phones at one time.

† Must be ordered in conjunction with optional Sensor pack to display parking information.

# There's a Volkswagen for all of us.

Nippy city run around? Luxurious executive saloon? Open-top cruiser? Whatever it is you're looking for, we probably have it. From the iconic Beetle and Golf GTI to the up! and ultra-efficient BlueMotion Polo, there's a Volkswagen for everyone.

If you're thinking you might like to try a different Volkswagen, take a look at the selection below to see what else we have. There are 21 models in our range, so there's bound to be at least one that catches your eye.



## Efficient

Our BlueMotion models benefit from innovative energy-saving technology that helps you optimise fuel consumption and reduce harmful emissions. This includes low rolling resistance tyres and improved aerodynamics, accompanied with advanced engines and gearboxes. Choose from the BlueMotion Polo, Golf or Passat.

However, BlueMotion Technology can be found across our range where automatic Start/Stop technology and brake energy recuperation is standard on the majority of our engines, helping you to save more money by being more efficient.



## Sporty

**Scirocco:** As exciting to drive as it is to look at. Style, performance and power.

You will also find our sporty gene in the iconic Golf GTI and Golf GTD. Or for something more refined and elegant, there's the Eos too.



## Spacious family cars

**Sharan:** The ultimate in convenience with sliding rear doors, and enough space for the whole family. And their luggage. And the dogs.

If it's space you're after, then you might also like to consider the Tiguan, Golf Plus, Golf Estate, Touran and Passat Estate.



## Style

**Beetle:** The original icon. And still the most unique way to make a fashion statement.

For more fun with the top down, why not consider Beetle Cabriolet, Golf Cabriolet or Eos.



## City run around

**up!:** The ideal city car. Efficient, fun and surprisingly spacious, with that trademark Volkswagen solidity.

If you're looking for something slightly more spacious, then why not consider the up!'s bigger sibling, the Polo. City run around efficiency with more versatility and even more space can be found on the iconic Golf – winner of 'World Car of the Year 2013'.



## Executive

**Volkswagen CC:** Perfectly turned out high-tech, executive luxury. A contemporary, stylish and innovative coupé.

All the luxury you need can also be found in the top of the range Phaeton, and executive comfort in the Passat Saloon and Jetta.



## 4x4

**Touareg:** The SUV just got smarter. True four by four capability off-road, and smooth, luxurious and powerful when on it. Features four wheel drive technology, '4MOTION', as standard for optimum road grip, stability and control.

Go anywhere, do anything in our four wheel drive alternatives: Tiguan and Passat Alltrack.

To see these models and configure your ideal Volkswagen, visit: [www.volkswagen.co.uk](http://www.volkswagen.co.uk)

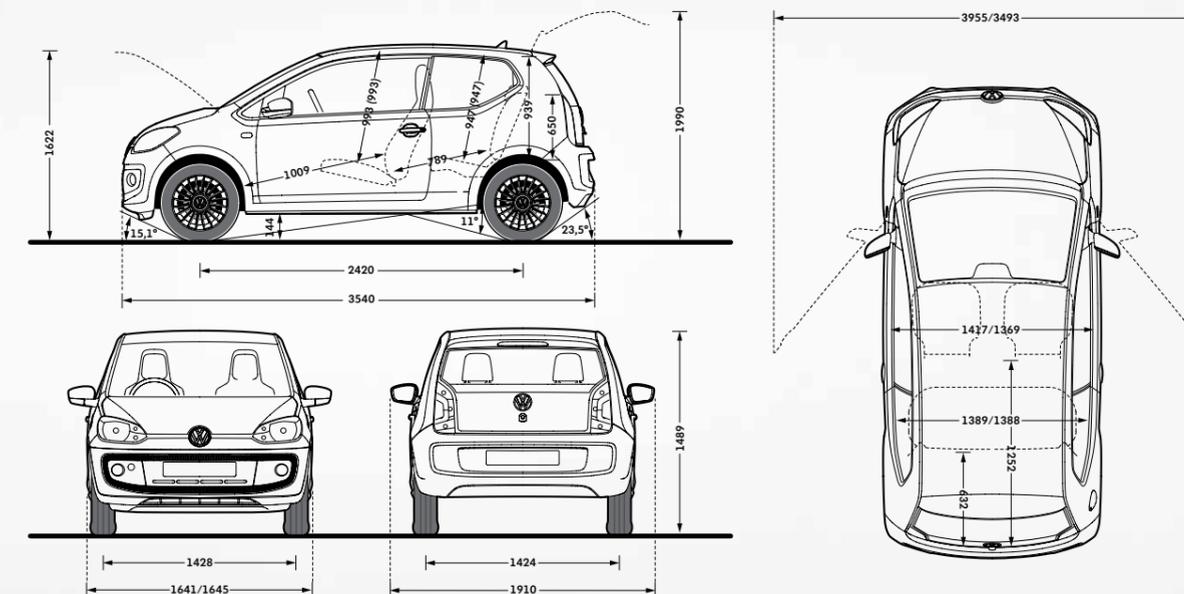
## TECHNICAL SPECIFICATION.

	Take <b>up!</b>	Move <b>up!</b>	High <b>up!</b>	High <b>up!</b>	
<b>Engine</b>	Move <b>up!</b>	BlueMotion Technology	Groove <b>up!</b> Rock <b>up!</b>	BlueMotion Technology	
	1.0 litre 60 PS	1.0 litre 60 PS	1.0 litre 75 PS	1.0 litre 75 PS	
Engine type	Three cylinder petrol	Three cylinder petrol	Three cylinder petrol	Three cylinder petrol	
Cubic capacity, ltrs/cc	1.0/999	1.0/999	1.0/999	1.0/999	
Max. output, PS <sup>1</sup> /kW at rpm	60/44 @ 5000-6000	60/44 @ 5000-6000	75/55 @ 6200	75/55 @ 6200	
Max. torque, lbs.ft/Nm at rpm	70/95 @ 3000-4300	70/95 @ 3000-4300	70/95 @ 3000-4300	70/95 @ 3000-4300	
Gearboxes	Five speed manual	Five speed manual	Five speed manual	Five speed manual	
	Five speed auto ASG*	–	Five speed auto ASG*	–	
<b>Weights, kgs</b>					
Gearbox: manual (auto ASG)	Unladen weight <sup>2</sup>	929 (932)	940	929 (932)	940
	Gross vehicle weight	1290 (1290)	1290	1290 (1290)	1290
	Payload <sup>2</sup>	436 (433)	425	436 (433)	425
	Axle load limit: front/rear	680/640 (680/640)	680/640	680/640 (680/640)	680/640
Max. roof load, with roof rails <sup>3</sup>	50	50	50	50	
<b>Performance</b>					
Top speed, mph [km/h] <sup>†</sup>	Manual gearbox	99 [160]	100 [161]	106 [171]	106 [172]
	Automatic ASG gearbox	99 [160]	–	106 [171]	–
Acceleration, secs 0 - 62mph	Manual gearbox	14.4	14.4	13.2	13.2
	Automatic ASG gearbox	15.3	–	13.9	–
ABl insurance group, 1 - 50	1E, 1E	1E	2E, 4E, 4E	2E	
<b>Environmental information</b>					
Fuel grade, minimum	Unleaded, 95 RON	Unleaded, 95 RON	Unleaded, 95 RON	Unleaded, 95 RON	
Fuel tank capacity, galls/ltrs <sup>4</sup>	7.7/35	7.7/35	7.7/35	7.7/35	
Official fuel consumption, manual (auto ASG) gearbox, mpg/ltr per 100km <sup>5</sup>	Urban	50.4/5.6 (53.3/5.3)	56.5/5.0	47.9/5.9 (51.4/5.5)	55.4/5.1
	Extra-urban	72.4/3.9 (72.4/3.9)	78.5/3.6	70.6/4.0 (70.6/4.0)	76.3/3.7
	Combined	62.8/4.5 (64.2/4.4)	68.9/4.1	60.1/4.7 (62.8/4.5)	67.3/4.2
Official CO <sub>2</sub> emission, g/km <sup>6</sup>	Manual gearbox	105	95	108	98
	Automatic ASG gearbox	103	–	105	–
Emission class	EURO 5	EURO 5	EURO 5	EURO 5	

\* Five speed automatic ASG gearbox only available on Move **up!** and High **up!** models. † Where the law permits.

### Technical specification notes

- The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of horsepower). To convert from metric to imperial horsepower, divide the PS figure by 1.0139.
- Figures are calculated in accordance with manufacturer's criteria. The individual unladen weight depends on the specification of the vehicle, this then reduces the possible payload accordingly. The unladen weight and payload both include the fuel tank 90% full, driver (68kg) and luggage (7kg) in line with EU directive 95/48.
- With increasing altitude the engine performance diminishes. From 1,000m above sea level and for every 1,000m thereafter 10% of the vehicle weight must be deducted.
- The size of the fuel tank is approximate and therefore it may be possible to add a greater amount of fuel than the size of the tank specified, due to the space in the filler neck.
- Fuel consumption and CO<sub>2</sub> figures are obtained under standardised EU test conditions (Directive 93/116/EEC). This allows a direct comparison between different manufacturer models but may not represent the actual fuel consumption achieved in 'real world' driving conditions. More information is available on the Volkswagen web site at [www.volkswagen.co.uk](http://www.volkswagen.co.uk) and at [www.vca.gov.org](http://www.vca.gov.org).
- The weight of a vehicle will influence the level of CO<sub>2</sub> emission it produces; as a result, vehicles with higher levels of specification and factory-fitted options may emit higher levels of CO<sub>2</sub>.



On illustrations, where arrows and figures are shown inside of the vehicle, the measurements are for interior dimensions. Where arrows and figures are shown outside of the vehicle, the measurements are for exterior dimensions.

### Exterior dimensions

Length, mm	3540
Width – including door mirrors, mm	1910
Width – excluding door mirrors – 3-door/5-door, mm	1641/1645
Width – opened front doors – 3-door/5-door, mm	3955/3493
Width – opened rear doors – 5-door, mm	3118 (not shown)
Height, mm	1489
Height – opened bonnet/floor, mm	1622
Height – opened tailgate/floor, mm	1990
Wheelbase, mm	2420

### Interior dimensions

Effective headroom – front, mm (with sunroof)	993 (993)
Effective headroom – rear, mm (with sunroof)	947 (947)
Elbow width – front – 3-door/5-door, mm	1417/1369
Elbow width – rear – 3-door/5-door, mm	1389/1388
Legroom – front, mm	1009
Legroom – rear, mm	789

### Max. luggage capacity, ltrs.

VDA measuring method using 200 x 100 x 50 mm blocks	
With rear seats upright – 3-door/5-door	251/251
With rear seats folded – 3-door/5-door	951/959

## VOLKSWAGEN SERVICE.

### The Volkswagen Warranty.

#### Three-year Warranty.

All Volkswagen passenger cars come with a three-year/60,000 miles warranty, which protects your car against the failure of most technical and electrical components due to manufacturing defects. This comprises a two-year manufacturer's warranty with unlimited mileage plus a further one-year/60,000 miles (whichever is soonest) Retailer Warranty\*. Should the mileage exceed 60,000 miles within the first two years, the manufacturer's two-year warranty will still be valid. Full details of the three-year warranty are available from your authorised Volkswagen retailer or repairer.

\* All warranty work must be completed by an authorised Volkswagen retailer or repairer.

#### Three-year Paint Warranty.

The paintwork of the up! is covered against manufacturing defects for a period of three years. Naturally, the up! must be cared for in compliance with the operating instructions which will be found in your vehicle handbook. Please consult your authorised Volkswagen retailer or repairer for full warranty details.

#### 12-year Body Protection Warranty.

The internal body sections and panels of the up! are covered against rusting through from the inside for 12 years. Naturally, the up! must be cared for in compliance with the operating instructions. Please consult your authorised Volkswagen retailer or repairer for full warranty details.

#### Approved Accessories.

A comprehensive range of accessories from alloy wheels to carpet mats is available to complement the factory-fitted option list. Volkswagen approved accessories purchased from and fitted by your authorised Volkswagen retailer at the point of vehicle sale will also benefit from the three-year vehicle warranty.

#### Extended Warranty.

If you order the Volkswagen Extended Warranty as an option when buying your new up!, then you get the 100% Volkswagen Warranty and you can continue to enjoy comprehensive Volkswagen protection against many unforeseeable repair costs. Designed to your needs, you can purchase an extra one or two year's warranty up to a maximum of five years or 90,000 miles.

### Service Intervals.

Service intervals for up! are based on the Volkswagen Time and Distance regime:

- Oil change service Every 10,000<sup>†</sup> miles/1 year (whichever is soonest).
- Interval service Every 20,000<sup>†</sup> miles/2 years (whichever is soonest).
- Inspection service Every 40,000<sup>†</sup> miles/3 years (whichever is soonest) for the first inspection service and then every 40,000<sup>†</sup> miles or two years thereafter (whichever is soonest).

<sup>†</sup> Please note that mileages are approximate as the service indicator system uses kilometres as the distance measurement. Please consult your authorised Volkswagen retailer or repairer for advice and full details.

### Volkswagen Insurance<sup>‡</sup>.

We want you to start enjoying your new car from day one and thanks to Volkswagen Insurance complimentary seven day cover, you can. Call free on 0800 316 7892 (lines are open Monday to Friday 8am – 9pm and Saturday 9am – 5pm), provide a few details and a cover note will be sent to your retailer. They will then tax your car and you can drive it away.

<sup>‡</sup> Volkswagen Insurance is a trading name of Volkswagen Insurance Service (Great Britain) Limited, an appointed representative of Volkswagen Financial Services (UK) Limited, Brunswick Court, Yeomans Drive, Blakelands, Milton Keynes MK14 5LR. Registered in England number 2835230. Volkswagen Insurance is sold, underwritten and administered by Allianz Insurance plc registered in England number 84638. Registered office 57 Ladymead, Guildford, Surrey GU1 1DB. Volkswagen Financial Services (UK) Limited and Allianz Insurance plc are authorised and regulated by the Financial Services Authority. Volkswagen Financial Services (UK) Limited and Allianz Insurance plc are not part of the same corporate group.

### Volkswagen Ensurance.

Get three years' Volkswagen Ensurance cover for free. Another great benefit of being a Volkswagen driver. If your Volkswagen was damaged in an accident, wouldn't you want it fixed by a Volkswagen trained technician using only genuine Volkswagen parts? Ensurance is Volkswagen's accident and repair cover which does exactly that. It works alongside your main comprehensive motor insurance policy no matter who you are insured with, to make sure you get the quality repair and service you would want. If you're involved in an accident or your car is stolen, just one call to us and we'll look after your claim from start to finish ensuring your Volkswagen is restored to the highest standard.

Activate your cover and benefit from:

- A guarantee that your Volkswagen will be repaired in a Volkswagen Insurance approved repairer, by Volkswagen trained technicians, using only genuine Volkswagen parts and paints.
- A dedicated Claims Manager available 24-hours a day to manage your claim, liaising with your insurer and the repairer, so you don't have to.
- Help to recover any uninsured losses using our Legal Expenses Cover.
- Online claims tracking so you can keep up to date with the status of any claim.

Volkswagen Ensurance is free to all Volkswagen customers for three years and it only takes a minute to get cover. To find out more and to activate your cover, visit [volkswagen-ensurance.co.uk](http://volkswagen-ensurance.co.uk)

### Volkswagen Roadside Assistance.

Every new car is registered for Volkswagen Roadside Assistance for one year. This provides vehicle home and roadside recovery in the unlikely event of a breakdown in the UK and Europe (subject to conditions). Volkswagen Roadside Assistance can also be purchased for subsequent years. For full details, please contact your authorised Volkswagen retailer or repairer.

### CO<sub>2</sub> Emissions.

Increased weight of a vehicle, including higher trim levels and the addition of options will have a detrimental influence on the level of fuel consumption and CO<sub>2</sub> emissions produced.

The CO<sub>2</sub> and fuel consumption figures are obtained from tests on a representative vehicle of the type, conducted and approved in accordance with Council Directive 80/1268/EEC as amended by Directive 1999/100/EC (or later) on the approximation of the laws of the member states relating to the carbon dioxide emissions and the fuel consumption of motor vehicles.

### Please Note.

Some illustrations in this brochure do not necessarily reflect UK specifications and may not be available. In particular, controls and some items of equipment are positioned differently for the UK.

The specifications contained in this brochure are for information purposes only and are subject to change. If you require any specific feature, you must consult your authorised Volkswagen retailer who is regularly updated with any change in specification. Please check model availability and full specification details with your authorised Volkswagen retailer prior to ordering.

Note: we would like to advise you that telephone calls to Volkswagen Customer Care may be monitored and recorded as part of our training and quality assurance processes. All our monitoring and recording processes meet OfTel regulations.

VOLKSWAGEN SERVICE  
FOR YOUR PEACE OF MIND.



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Issue: 1 July 2013. Printed in UK.  
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