



PRESS RELEASE • AUGUST 2014



Das Auto.

Polo Image Portfolio



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Polo_03



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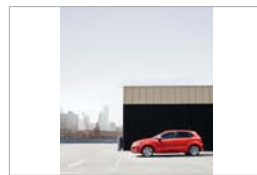
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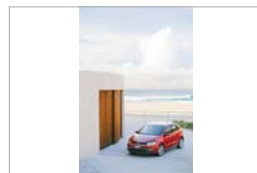
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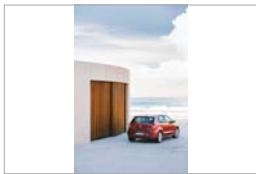
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The new Polo –

Australian Media Launch, Queensland, August 2014

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Important:

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Take-off with the new Polo:

Revised Polo arrives in Australia with new engines, new technology and a new look

New engines up to 21 per cent more fuel-efficient and offers great agility

New infotainment and assistance systems overcome class boundaries

Brisbane, August 2014. The Polo from Volkswagen is one of the world's best-selling compact models with nearly 14 million units produced. Around 721,000 drivers opted for the best-seller last year alone. Now Volkswagen Australia is introducing a new Polo that has been advanced both visually and technically.

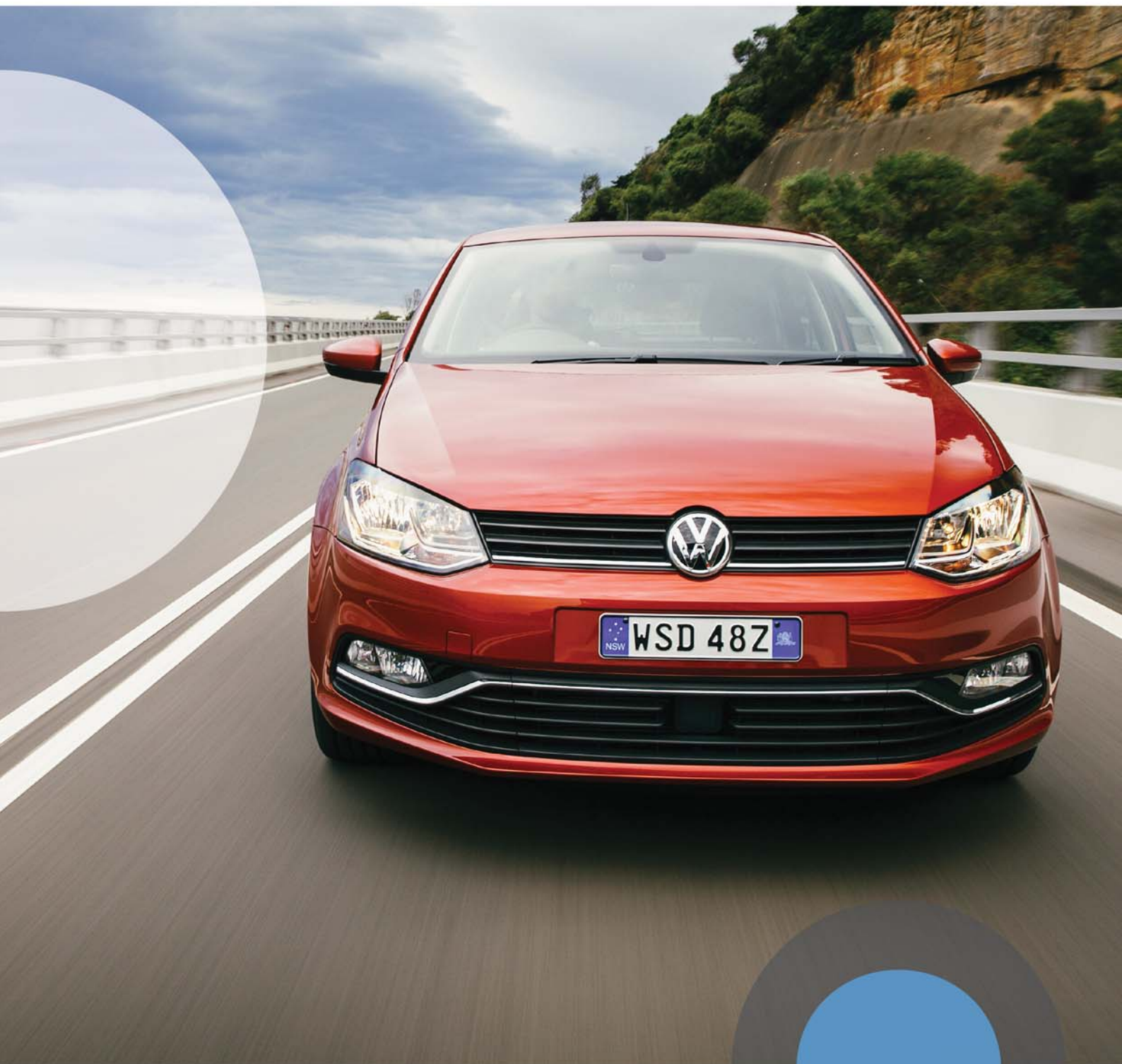
The assistance systems, as well as the new efficient engines of the Polo, have taken enormous strides forward. In its class, the Polo offers the widest range of assistance systems and is the first car in this segment that comes equipped with a Multi-Collision Braking System and, as part of an optional package, with Adaptive Cruise Control. In the case of both the infotainment system and engines, a completely new generation of technologies were integrated in the car.

Vastly improved efficiency. Thanks to new engines and the inclusion of BlueMotion Technology (start/stop and brake energy recuperation), Volkswagen realised fuel economy improvements of as much as 21 per cent (Polo 66TSI Trendline).

Assistance systems for all. Many of the assistance systems of the Golf class are now making their way into the new Polo. They include the standard Multi-Collision Braking System (automatically initiates braking of the vehicle that had an accident in order to prevent a subsequent collision) as well as an optional Driver Comfort Package which includes Driver Fatigue Detection System, "Front Assist" ambient traffic monitoring system with City Emergency Braking and Adaptive Cruise Control (ACC). The new Polo also increases its edge over the competition with an impressive range of new convenience and safety functions that are unique in the light car segment. A new electro-mechanical power steering improves steering properties, enhancing one of the Polo's already strongest attributes.

Progressive infotainment system. The radio system was also redesigned; as a second generation system, it reflects state-of-the-art technology in what is known as the modular infotainment system (MIB). The software and hardware of the system follows the infotainment technologies of the larger Golf, and offers functions such as Bluetooth audio streaming in both (Polo Trendline and Comfortline) specifications.

Visually, the new Polo can be identified by sharper front and rear designs. Fresh colours, new interior materials and many other equipment details perfect the Volkswagen car. The updated Polo is once again available in Trendline and Comfortline equipment versions.



Revolution in the compact class:

Polo brings the assistance systems of the Golf to the light car segment

Polo is first car in its class with Multi-Collision Braking System as standard

More driving fun with electro-mechanical steering

The new Polo makes its debut with a range of comfort and assistance systems that are unique in this class. The Adaptive Cruise Control (ACC) is an example of the democratisation of innovative technologies: Volkswagen brought the system to the market with the Phaeton for the first time, followed by the Touareg. ACC was available for high-volume models for the first time with its integration in the Passat and Golf. With the new Polo, the comfort and safety system has been brought to a new class. Other new assistance systems include the Multi-Collision Braking System (automatically initiates braking of the vehicle that had an accident in order to prevent a subsequent collision), Driver Fatigue Detection System and “Front Assist” ambient traffic monitoring system with City Emergency Braking. The view towards the rear can now be sharpened by the optional Rear View Camera as well, included in the optional Driving Comfort package. In addition, a new electro-mechanical power steering system is perfected in the Polo. All new technologies in detail:

Electro-mechanical steering. The newly developed electro-mechanical steering system is making its debut in the Polo. The compact system was integrated directly into the steering column. The new Polo steering system is distinguished by its very precise and agile response and steering properties and it decouples roadway bumps very well. The system is operated with a steering gear (worm gear) that is driven by an electric motor.

Adaptive Cruise Control (ACC). The system utilises a radar sensor integrated at the front end. The desired vehicle speed can be specified over a range from 30 to 160 km/h. ACC works with either a manual gearbox or with DSG (dual-clutch gearbox).

In all Polo cars with DSG, when the vehicle ahead comes to a stop the ACC system comfortably brakes the Polo to a full stop as well. ACC maintains the prescribed vehicle speed together with a preselected distance to the vehicle ahead and it brakes or accelerates automatically in flowing traffic. The system dynamics can be individually varied by selecting a driving programme. This feature is included in the optional Driving Comfort Package, which also includes the Front Assist ambient traffic monitoring system as well as City Emergency Braking.

Front Assist ambient traffic monitoring system. Front Assist uses a radar sensor integrated in the front of the car to monitor continuously the distance to traffic ahead. Front Assist aids the driver in critical situations by preconditioning the brake system and alerting the driver to any required reactions by visual and audible warnings, and in a second stage by a brief warning jolt. If the driver fails to brake hard enough, the system automatically generates a considerably higher braking force than is needed to avoid a collision. If the driver does not react at all, Front Assist brakes automatically – if necessary until the Polo reaches a standstill. The system also assists the driver by warning if there is insufficient distance to the vehicle ahead. One component of Front Assist is City Emergency Braking.

City Emergency Braking. The City Emergency Braking function is an extension of the Front Assist system, which is included in the optional Driving Comfort package. Using a radar sensor, it monitors the space in front of the Volkswagen. The system operates at speeds below 30 km/h. If the driver does not react in a situation with an impending collision with a vehicle ahead that is moving or stationary, then the brake system is preconditioned as in Front Assist. If necessary, City Emergency Braking then automatically initiates hard braking to reduce the severity of the accident. In addition, the driver is assisted with maximum braking force if the pedal force by the driver is insufficient.

Multi-Collision Braking System. A technological highlight of the new Polo is the Multi-Collision Braking System, standard on all new Polo variants. After a collision, it automatically brakes the vehicle to avoid secondary collisions or reduce their severity. The Multi-Collision Braking System is triggered when a primary collision has been detected. It assures controlled handling of the car by the driver, even in case of automatic braking. The driver can “override” the Automatic Post-Collision Braking System at any time. The system is deactivated, for instance, if it senses a press of the accelerator pedal. The Automatic Post-Collision Braking System is also deactivated if the driver initiates hard braking with greater deceleration than the system deceleration.

Fatigue Detection System. A feature critical to the Australian market where its motorists often travel vast distances in a single journey, is Volkswagen’s Driver Fatigue Detection System. Included in the optional Driving Comfort Package, the Driver Fatigue Detection System detects waning concentration of the driver and outputs an acoustic warning for a duration of five seconds, and a message appears in the instrument cluster recommending a break from driving. If the driver does not take a break within the next 15 minutes, the warning is repeated once.

Think Blue. Trainer.

The Think Blue. Trainer makes its debut in the new Polo. The Trainer is designed to help save fuel and makes it easier for the driver to achieve an eco-friendly and anticipatory style of driving. It monitors and analyses the use of the accelerator pedal, brakes and gear shifting, and it gives tips to drivers on how they might modify their style of driving to reduce fuel consumption.

In the start menu of the Think Blue. Trainer, the three functions “Driving”, “Fuel consumption” and “Blue Score” are displayed as circular symbols. These three symbols let the driver know, very quickly, just how eco-friendly the trip is. The “Driving” symbol, for example, indicates by the size of the circle how fuel-efficient the driving style has been – the thicker the circle, the more fuel efficient the driving style over the driven time period.

When reaching high “eco ‘ levels an icon appears at the centre of the circle. The “Fuel consumption” symbol shows the average fuel consumption value since the beginning of the current trip. The “Blue Score” an average percentage of efficiency.

When the driver touches areas on the screen, the related submenu is opened which shows further specific information. Under the “Think Blue” icon, tips on driving behaviour are shown; this information can be used straight away to drive in a more eco-friendly way. The submenu under “Blue Score” provides detailed information on the percentage score over the last 30 minutes. When the “Fuel consumption” submenu is called, a graphic display shows fuel consumption values also over the past 30 minutes.



Fuel efficiency improved by up to 21 per cent

66kW and 81kW Polo engines feature BlueMotion Technology as standard

Four cylinder 66kW TSI engine with BlueMotion Technology consumes only 4.8 l/100 km

Four cylinder 81kW TSI engine with BlueMotion Technology serves up 175Nm with same impressive 4.8 l/100km efficiency (DSG)

Volkswagen Australia is offering a new range of efficient petrol engines with the release of the new Polo, giving the two engine range better performance and even greater fuel economy. Both 66kW and 81kW turbocharged TSI engines come standard with a Stop/Start system and a regenerative braking mode.

New petrol engines.

The new TSI Polo engines. Both 66TSI and 81TSI petrol engines offered in Australia are completely new in the Polo and are some of the most fuel efficient engines in the Australian light car segment.

Fuel consumption and emissions of the entry-level 66TSI model have been reduced from the previous Polo model by up to 21 per cent. As well as offering increased performance, the entry Polo 66TSI Trendline's fuel economy has been improved from the previous Polo Trendline with 63kW by 1.3 l/100 km to 4.8 litres.

Four cylinder TSI Polo Trendline with output of 66 kW. Both specifications in the Polo range are equipped with turbo direct injection engines (TSI) as well as BlueMotion Technology with Stop/Start system as standard. The smaller TSI engine in the range outputs 66 kW at 4,400-5,400 rpm. The combined fuel consumption of the 1.2 TSI is as low as 4.8 l/100 km (109 g/km CO₂). Turbocharging boosts the torque at this power level to 160 Nm (over the range 1,400 to 3,500 rpm), and is clearly delivers a gain in performance.

At this power level, the new Polo can also be ordered with a seven-speed dual clutch gearbox (DSG) or five speed manual.

Four cylinder TSI Polo Comfortline with output of 81 kW. The 81kW of maximum power of this engine is available between 4,600-5,600 rpm; the TSI outputs its maximum torque of 175 Nm between 1,400 and 4,000 rpm. As an alternative to the standard six-speed manual gearbox, this engine can also be ordered with a seven-speed DSG; in this case, the consumption drops to 4.8 l/100 km (113 g/km CO₂).

Gearboxes

Five-speed, six-speed and seven-speed. The new Polo will be delivered with precisely switchable and well graduated five-speed manual gearbox as standard in the Polo Trendline, and a six-speed manual gearbox in the Polo Comfortline. The optional seven-speed dual clutch gearbox (DSG) of the Polo provides optimum efficiency, dynamics and comfort. Through various individual parameters, characteristics and maps, the automatically switching gearbox can be tuned to both engines.

Running gear

McPherson and twist beam suspension. The running gear is based on the basic layout of McPherson front axle and twist beam rear suspension. Of course, the ESP electronic stabilisation programme is included in the Polo as standard. Numerous other electronic modules are networked to it, e.g. anti-lock braking system (ABS), hill start assistant, anti-slip regulation (ASR), engine drag torque regulation (MSR) and electronic differential lock (EDL)



Design quality of Polo overcomes class boundaries:

Polo look is more confident with sharpened design

Newly designed front end of the Polo

This sophisticated design of the Polo with its clean lines has now been made even more precise and sharper. The designers have advanced the front and rear end of the best-seller; the newly designed headlights and tail lights also have their very own charisma. The new Polo is 3,972 mm long, 1,682 mm wide (without door mirrors) and 1,453 mm tall.

The exterior in detail

Front end. The front-end design has a much more three-dimensional and sporty look due to its redesigned bumper and larger lower air intake. Acting as a design detail providing structure, a new chrome trim (Comfortline) connects the two daytime driving lights and makes the Polo appear wider; at the same time, the visual focus is lowered by the trim. Meanwhile, another chrome element also supports the formal integration of the grille into the headlight design on the Polo Comfortline; this chrome line joins the centres of the headlights with the horizontal alignment of the radiator grille, which also makes a sophisticated impression.

Rear section. In the rear bumper area, the car's width is emphasised by further developed styling, a cleaner horizontal layout and a wider cut-out for the licence plate. The trapezoidal outer contour of this area extends towards the rear wheels, which creates a more dynamic tension of surfaces. The rear reflectors, now embedded in the bumper, also give the visual impression of greater width. The rear lights were redesigned as well.

Side profile. From the side, the updated Polo can be made out by its new wheel designs. New to the wheel line-up are the standard Estrada alloy wheels for the Polo Comfortline (15-inch) and the Mirabeau alloy wheels (17-inch) included in the optional Sport Package for the 81TSI Comfortline. Also new is the design of the wheel covers for the 15-inch steel wheels of the entry-level Trendline version.

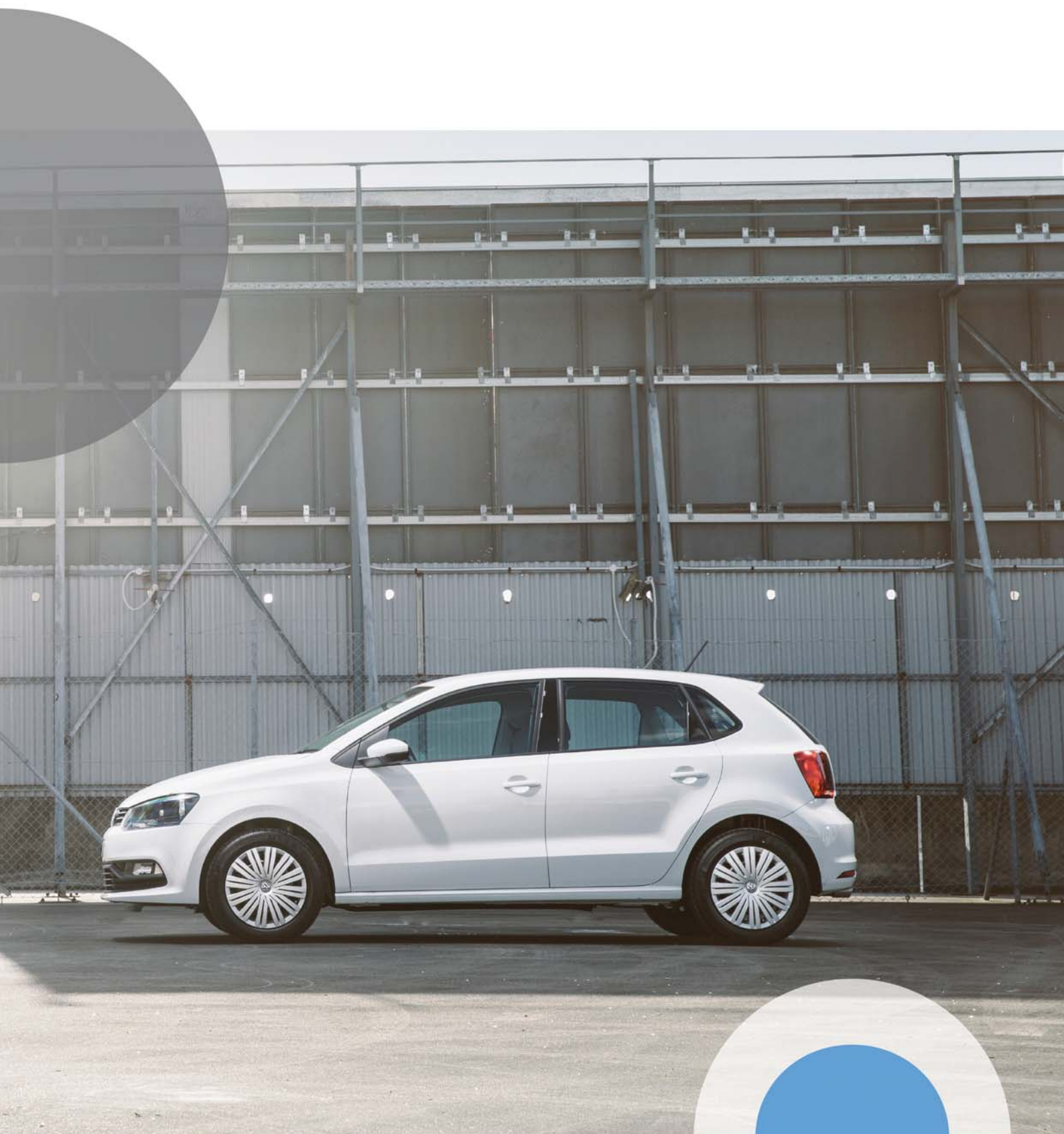
Three new body colours. Three of the six available colours are new: “Pure White”, “Sunset Red Metallic” and “Corn Flower Blue”. The Polo range is also complemented by additional colours “Deep Black Pearl Effect”, “Reflex Silver Metallic” and “Pepper Grey Metallic”.

The interior in detail

New layout of instruments and centre console. Many new ergonomic and visual improvements have been made inside the latest Polo. Aside from the new three-spoke steering wheel of the Golf class, the new instrument cluster in 3-D “tubes” look catches the eye immediately; the instruments in typical Volkswagen design language are finely detailed and are very precisely implemented. The newly designed layout of controls on the centre console is very intuitive. On the upper control level, just beneath the air vents, is a control panel that has been expanded from seven to nine buttons; positioned in the middle and easy to reach, for instance, is the hazard lights switch.

New radio system. Located on the next control level of the centre console is the infotainment module, which is ideally positioned in the field of view. The latest Polo is the first Volkswagen to get the second generation radio system of the “modular infotainment scheme” (MIB). The “Composition Colour” unit is standard in both Polo Trendline and Comfortline specifications; it offers a five-inch colour display, six speakers, a CD drive (including MP3/WMA function), SD card, auxiliary input socket, USB interface and phase diversity (dual receiver system). The system can be extended by adding a rear view camera, included in the optional Driving Comfort Package.

New climate control interface and chrome accents. Interior specialists also optimised controls for the climate control systems (manual or automatic control). They are arranged below the infotainment system. Chrome accents on the door panels, the air vents and around the gear shift console also add to the sophisticated ambience (in Comfortline specification).



Two equipment lines, revised exterior and interior design

The “Trendline” and “Comfortline” equipment lines have been substantially upgraded

Optional Driving Comfort and Sport packages for Comfortline specification add new technology and convenience features

As in the previous model, Volkswagen is once again offering two equipment levels in the 2014 model year Polo: “Trendline” and “Comfortline”, with the standard equipment of both models significantly improved.

Polo Trendline in detail

Attractive entry model. Buyers will now get even more added value, especially in the entry version. For example, standard features of the Polo Trendline includes BlueMotion Technology, new electromechanical steering, cruise control and composition colour audio unit.

In its interior, the entry-level model is characterised by various applications in elegant black as well as new seat materials in the “Grip” design. And of course, the Polo Trendline is also given extensive safety and comfort equipment. For example, in addition to the ABS, the ESP electronic stabilisation programme, including hill start assistant, is standard on board. Passive safety is also a key feature: in addition to the front airbags, side airbag and curtain airbags, the Polo comes with five headrests, five three-point belts (height-adjustable in the front), belt tensioners and belt force limiters in the front as well as Isofix fittings for child seats (on the outside of the rear seats). The front head restraints have been designed in such a way that they counteract whiplash. Comfort focused standard equipment in this line includes, among other things, electric windows, central locking with wireless remote control, asymmetrically split folding rear seats, double cargo floor, cargo area cover, height-adjustable driver’s seat, driver’s and passenger’s vanity mirrors in the sun shades and tinted heat insulating glass.

Polo Comfortline in detail

New levels of sophistication. The Polo Comfortline features were extended by 15-inch “Estrada” alloy wheels and the “PLUS” multifunction display. Beyond that, the “Comfortline” equipment line reveals its identity on the exterior by a chrome trim around the air inlet. In terms of comfort, features such as electrically adjustable and heated wing mirrors, a passenger’s seat that is height-adjustable, various trims in aluminium look (instruments, air nozzles, light turn switch, radio and climate controls) and storage pockets on the backs of the front seats complement the standard equipment. Seating in the Polo Comfortline features the elegant “Rail” design.

Optional Driving Comfort Package in detail

For customers who wish to enhance their Polo Comfortline, the optional Driving Comfort Package offers an armada of comfort and assistance systems more commonly found on vehicles in the luxury car category. The Driving Comfort Package includes such useful and potentially life-saving features as Adaptive Cruise Control, Driver Fatigue Detection System, Front Assist with City Emergency Brake function, rain-sensing windscreen wipers and a Rear View Camera with static guidance lines.

Optional Sport Package in detail

Polo Comfortline customers who enjoy a more spirited drive can also opt for the Sport Package. Adding unique Mirabeau 17-inch wheels, dark tinted rear side window and rear window glass, front fog lights with static cornering function, low tyre pressure indicator, and lowered sports suspension, the Sport Package enhances the already impressive standard list of equipment in the Comfortline, and can be combined with the other optional Driving Comfort Package.



The new Polo

Pricing

Model

| | |
|---------------------------------------|----------|
| Polo 66TSI Trendline 5 speed manual | \$16,290 |
| Polo 66TSI Trendline 7 speed DSG | \$18,790 |
| Polo 81TSI Comfortline 6 speed manual | \$18,290 |
| Polo 81TSI Comfortline 7 speed DSG | \$20,790 |

Options

| | |
|--------------------------------------|---------|
| Metallic / Pearl Effect paint | \$500 |
| Driver Comfort Package – Comfortline | \$1,500 |
| Sport Package – Comfortline | \$1,500 |

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Prices quoted are Manufacturer List Prices excluding dealer delivery charges, which may vary from dealer to dealer and statutory charges, which vary from state to state.

