THE UP!

THE NEW LOOK up!
THE

UP!

Das Auto.
Meet the smart city car from Volkswagen. Small, nippy and priced to match, it offers the interior space and equipment levels of a larger car, giving you plenty to smile about. The compact size makes it ideal for driving round town, while the sophisticated technology, advanced features and generous proportions provide a level of sophistication not previously seen on such a small car.

Keep smiling.

Small has never looked so great.

Model shown is High Up!
Models shown are high up! with optional metallic paint.

Just 3.54 metres long and 1.64 metres wide, the up! is a great example in small car design, combining both style and comfort with a surprisingly large interior space. With its eye-catching wheels, fully glazed tailgate and stylish side windows, enhanced by horizontal running lines to the front and in each finisher to the side, the up! is a modern interpretation of the classic Volkswagen design. Sleek, contemporary and unmistakeably Volkswagen, this is the small car with big ideas.
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 951 litres of storage space; or can be split, offering total flexibility. From Move up! models onwards.

Models shown feature optional Candy White non-metallic paint.

Please see page 43 for full details of dimensions.
Not only has the up! been ergonomically designed to make the most of all its available space, it’s also been lovingly crafted, using high 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 equally as impressive, from the fabulous upholstery to the stylish steering wheel design. Every aspect has been designed to provide 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.

Interior shown is High up! with optional Sensor pack.
Three different trim levels allow you to select the finish and equipment that right for you, ensuring you feel totally at home in your up! And if you’re looking for something really out of the ordinary, the special editions – the Club up!, Street up! and Rock up! – offer levels of luxury and style that finally give environmentally friendly, air electric, zero-emission* models – the e-up!

* Zero-emission whilst driving.

3 TRIM LEVELS
3 SPECIAL EDITIONS
1 ALL-ELECTRIC MODEL:

THE up!

Take up!
The entry level Take up! offers an impressive level of specification, with many advanced features fitted as standard. An extensive range of safety equipment includes tyre pressure loss indicator, ESP (Electronic Stability Control), side impact airbags for front passengers, ABS (Anti-lock Braking System) and daytime running lights, while body-coloured bumpers, 14” steel wheels and full-size wheel trims add a touch of style to the exterior. The interior features contemporary ‘Spice’ upholstery, a three-spoke steering wheel and contoured seats, allowing for maximum comfort. CD player with an A2D to suit your music or MP3 player.

Move up!
Immediately identified by its chrome trimmed halogen headlights and body-coloured door handles and door trims, the Move up! really stands out from the crowd. Chrome trimming on the front grille and door handles, a ‘Black Pearl’ upper dashboard, stylish ‘Structure’ upholstery and chrome door handles all contribute to the stylish interior. Manual air conditioning, electric front windows, remote control with two memory folding keys, height adjustable driver’s seat, a variable boot floor and 60:40 split folding rear seat add to its comfort and practicality. Three-door models feature ‘easy entry’ sliding front seats with a convenient memory function, which returns the seats to their previous position when folded back. Model shown features optional metallic paint.

High up!
The impressive High up! builds on the well-equipped Move up! with an impressive range of advanced features fitted as standard. This includes 15” ‘Spoke’ alloy wheels, front fog lights, rear fog lights, ‘Maps & More’ portable infotainment device and split-grain leather trimmed three-spoke steering wheel, gear knob and handbrake grip. It is also equipped with electrically heated and adjustable door mirrors, ‘Rocks’ upholstery, ‘Suede Effect’ door trims, electrically heated front seats, leather steering wheel and handbrake grip, and an RCD 215 DAB radio/MP3 compatible CD player with an A2D to suit your music or MP3 player.
Have you heard about the new Club up!?
The Club up! takes the high specification of the already well-loved High up! and adds a whole range of stylish extras to deliver something really special. Starting with the exterior, it features trendy ‘Triangle’ 16 inch alloy wheels, silver painted door mirrors and rear tinted glass from the B pillar back. Available in a choice of vibrant Blueberry metallic or stunning Deep Black pearl effect paint, the exterior is further distinguished by ‘Club’ decals on the door panels and the unique ‘Club’ logo on the side. Inside, the style continues with a Blueberry or Black Pearl upper dashboard to match the exterior paint finish, ‘Tartan Tonic’ upholstery and front and rear carpet mats finished with a carbon border and ‘Orbit Blue’ stitching. The black roof lining and unique ‘Club’ door sill protectors help complete the interior look of this stylish and very exclusive Club.

01. RCD 215 DAB radio/MP3 compatible CD player and manual air conditioning
02. Unique ‘Club’ decals on door panels
03. Interior shown is Club up! with ‘Tartan Tonic’ upholstery and Blueberry metallic paint
04. Model shown is Club up! with Blueberry metallic paint
Street up!

The dynamic Street up! is literally streets ahead when it comes to style and specification. Building on the High up!’s impressive equipment, its eye-catching exterior is designed to turn heads with ‘Upsilon’ 16 inch alloy wheels, ‘Street’ decals on the bonnet, roof and door panels, and the unique ‘Street’ logo on the side, enhancing the car’s profile and character.

Inside, the story continues with ‘Street’ upholstery and a leather trimmed three-spoke steering wheel with yellow contrast stitching and ‘up!’ logo insert. The interior theme continues with yellow stitching on the gear knob, handbrake grip and front and rear carpet mats, while unique ‘up!’ door sill protectors and black rooflining complete the interior styling.

* Black door mirrors when specified with optional Reflex Silver metallic paint.
The stunning Rock up! is designed to turn heads wherever it goes thanks to its distinctive exterior styling. A unique ‘Anthracite’ stripe decal runs the length of the bonnet, roof and rear tailgate, while the full body kit comprises ‘Black’ front spoiler, side skirts, rear diffuser and rear spoiler. ‘Gloss Black’ door mirrors*, ‘Upsilon’ alloy wheels and the unique ‘rock up!’ logo on the door panel complete the look. A selection of interior options includes Anthracite or Grey upholstery, together with a high standard specification featuring heated front seats, manual air conditioning and remote central locking with two remote folding keys. A six speaker sound system and ‘Maps & More’ portable infotainment device with touchscreen satellite navigation and Bluetooth connectivity enhance the driving experience, ensuring entertainment and enjoyment on every trip.

* Chrome effect door mirrors when specified with optional Deep Black pearl paint.
The e-up!

The era of electric. The e-up! the compact, all-electric car that lets you drive Volkswagen’s impressive city car in an electric guise. Zero emissions when the vehicle is in motion make it great for the environment, but that’s only half the story. Impressive performance means it’s also fun to drive, achieving 0-62mph in just 12.4 seconds, with a range of up to 93 miles* on one battery charge depending on driving style and other contributing factors. Add a raft of advanced features providing impressive everyday practicality, and you have a very impressive commuter car.

* The specified NEDC range can vary because of driving style, speed, use of additional electrical consuming equipment, outside temperature, number of people in car/maximum load, driving style selection (normal, ECO, ECO+) and terrain.

In summer (+5 to +35°C), it can be between 74.5–102.5 miles, and in winter (-10 to +5°C), around 49.5–74.5 miles.

It doesn’t matter if you’re a commuter, student, or freelancer, or whether you live in London, Birmingham or Manchester, the era of electric mobility has arrived. For more information about the e-up!, contact your Volkswagen retailer or go to www.volkswagen.co.uk/new/e-up-nf/which-model/brochures

To find out more about the benefits of owning an ultra low emission vehicle, including the Government’s grants for vehicles and chargepoints, visit www.GoUltraLow.com

01. Interior shown is e-up! with Pure White dashboard
02. The striking blue-rimmed Volkswagen roundel and chrome strip
03. Stylish ‘C’-shaped LED daytime running lights
04. Model shown is e-up!
The up! is a full fledged four seater with ample 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.

Models shown feature optional Candy White non-metallic paint.

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 packing 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.
WHEELS.

Whether you prefer a full-cap wheel trim or alloy wheels in "Black Spoke High Gloss", each design 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!

'Triangle Black' alloy wheels
6J x 16", 185/50 R16 tyres
| Optional – High up!

'Upsilon' alloy wheels
6½J x 17", 195/40 R17 tyres
| Street 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!

'Polygon' alloy wheels
6½J x 17", 195/40 R17 tyres
| High up!

* Move up! BlueMotion Technology models feature 175/65 R14 low rolling resistance tyres as standard. † Not available on BlueMotion Technology models.

Please note: 'Triangle Black' alloy wheels are included with optional Sports Pack.

Model shown is High up! with optional 'Triangle Black' alloy wheels and Candy White non-metallic paint.

Choose your alloy wheels.
A wide range of exterior colours are available for the up!

Whether you choose Pure White, Candy White, Mayan Blue, Tornado Red, Hot Orange, Reflex Silver, Tungsten Silver, Blueberry, Deep Black or Oryx White, a complex painting process with comprehensive corrosion protection ensures a long-lasting high quality paint finish.

Please note: Colour range is reproduced for illustration purposes only. Actual on-car colours may vary from those shown, as print processes do not allow exact reproduction of the paint colours.
DASHBOARD.
Depending on which model you choose, a selection of interior dashboard combinations enables you to make a choice that reflects your personal taste.

UPHOLSTERY.
The practical and durable cloths for the passenger compartment await you in the passenger compartment, with a wide range of stylish patterns and contemporary colours available, depending on the model you select.

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01. 'Dots' cloth – Anthracite (JM) | Move up!
02. 'Structure' cloth – Anthracite (JM/JI) | High up!
03. 'Structure' cloth – Black Denim/Beige (JS) | Street up!
04. 'Polka' cloth – Anthracite (JK) | High up!
05. 'Polka' cloth – Salsa Red/Grey (JT) | Rock up!
06. 'Polka' cloth – Beech/Grey (JV) | High up!
07. 'Tartan Tonic' cloth – Anthracite (20) | Club up!
08. 'Street' cloth – Anthracite (61) | Street up!
09. 'Leather look' upholstery – Anthracite (OO) | Optional – Move up!
10. 'Leather look' upholstery – Anthracite (OI) | High up!
11. 'Leather look' upholstery – Anthracite (OJ) | Club up!
12. 'Leather look' upholstery – Anthracite (O) | Street up!
13. 'Leather look' upholstery – Anthracite (O) | Rock up!
14. 'Leather look' upholstery – Anthracite (O) | Optional – Move up!
15. 'Leather look' upholstery – Anthracite (O) | High up!
16. 'Leather look' upholstery – Anthracite (O) | Club up!
17. 'Leather look' upholstery – Anthracite (O) | Street up!
18. 'Leather look' upholstery – Anthracite (O) | Rock up!

Please note: Swatches reproduced for illustration purposes only. Actual upholstery colours may vary from those shown, as print processes do not allow exact reproduction of the upholstery and dashboard colours.

Images shown feature optional City emergency braking pack.

Interior shown is Move up!
Interior shown is Club up!
Interior shown is Street up!
Interior shown is Rock up!

Choose your colour carefully, as your chosen upholstery is a integral part of the overall look of your vehicle.
<table>
<thead>
<tr>
<th>Seat upholstery</th>
<th>Dashboards</th>
<th>Models</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oryx White PD7</td>
<td>Cornsilk Black Light Grey</td>
<td>Pure White† 0Q</td>
</tr>
<tr>
<td>Dark Silver PD5</td>
<td>Cornsilk Black Light Grey</td>
<td>Candy White* B4</td>
</tr>
<tr>
<td>Red PD3</td>
<td>Cornsilk Black Light Grey</td>
<td>Mayan Blue Signature* D7</td>
</tr>
<tr>
<td>Pure White PD2</td>
<td>Cornsilk Black Light Grey</td>
<td>Tornado Red G2</td>
</tr>
<tr>
<td>Oryx White PD7</td>
<td>Anthracite Black Light Grey</td>
<td>Hot Orange Metallic Signature* 4S</td>
</tr>
<tr>
<td>Dark Silver PD5</td>
<td>Anthracite Black Light Grey</td>
<td>Reflex Silver Metallic* † 8E</td>
</tr>
<tr>
<td>Pure White PD2</td>
<td>Anthracite Black Light Grey</td>
<td>Tungsten Silver Metallic* K5</td>
</tr>
<tr>
<td>Blueberry PD9</td>
<td>Anthracite Black Light Grey</td>
<td>Blueberry Metallic ‡ S8</td>
</tr>
<tr>
<td>Oryx White PD7</td>
<td>Anthracite Black Black</td>
<td>Deep Black Pearl Effect* †‡ 2T</td>
</tr>
<tr>
<td>Pure White PD2</td>
<td>Anthracite Black Black</td>
<td>Oryx White Premium Signature* 0R</td>
</tr>
<tr>
<td>Red PD3</td>
<td>Anthracite Black Light Grey</td>
<td>° Upholstery ○ Rock</td>
</tr>
<tr>
<td>Pure White PD2</td>
<td>Anthracite Black Light Grey</td>
<td>° Upholstery ○ Street</td>
</tr>
<tr>
<td>Blueberry PD9</td>
<td>Anthracite Black Black</td>
<td>° Upholstery ○ Club</td>
</tr>
<tr>
<td>Oryx White PD7</td>
<td>Anthracite Black Black</td>
<td>° Upholstery ○ High</td>
</tr>
<tr>
<td>Pure White PD2</td>
<td>Anthracite Black Black</td>
<td>° Upholstery ○ Move</td>
</tr>
</tbody>
</table>

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

‡ Blueberry metallic and Deep Black pearl effect paints are standard on Club models.

† Pure White non-metallic, Reflex Silver metallic and Deep Black pearl effect paints are standard on Street models.

* Optional at extra cost. ● Standard ○ Optional at extra cost – Not available.

Interior shown is High with optional ‘Leather look’ upholstery, Sports pack and Candy White non-metallic paint.
Think Blue.

BlueMotion Technologies*

Start/Stop technology - saves fuel by automatically switching off the engine when the car isn’t in motion.

Brake energy recuperation system - makes use of energy that’s usually lost when you brake.

Turbocharged engines - deliver more power when you need it and use less fuel when you don’t.

Low rolling resistance tyres - reduce the friction between the tyre and the road, meaning it takes less energy – and less fuel – to go further.

Purpose-built BlueMotion cars - comprise both hybrid and electric vehicles, offering all the features of their regular counterparts.

Electric vehicles - comprise both hybrid and fully electric vehicles, offering all the features of their regular counterparts.

*BlueMotion Technologies are available on all Volkswagens and vary between models.
SMALL ON SIZE. BIG ON INTELLIGENCE.

It may be just 3.54 metres long, but it’s packed with innovation, each designed to make driving more comfortable and enjoyable than ever before. That’s the \textit{up!}, small on size, but big on advanced technology.

Model shown features optional Candy White non-metallic paint. Images shown are for illustration purposes only and may not necessarily reflect UK specification.

**CITY EMERGENCY BRAKING.**

The \textit{up!} was 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 road safety. An进化 of city driving, it ensures cleaner, safer roadways.

The system’s laser sensors monitor the area 10 metres in front of the car, detecting vehicles that may present a threat of collision. If a collision is likely, the system applies hard braking to help avoid impact.

Optional on all models as part of the City emergency braking pack.

**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.

ESC features a hill hold function, which keeps your \textit{up!} stationary for a further two seconds when you release the foot brake, preventing it from rolling back when pulling away or during a hill start. When used with the ‘Maps & More’ portable infotainment device, the system can also warn you optically, via a parking display on the 5 inch colour screen.

A careful driving style is essential, however, as even ESC cannot extend beyond the laws of physics. Standard 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. When used with the ‘Maps & More’ device, the system can also warn you optically, via a parking display on the 5 inch colour screen.

Optional on Move \textit{up!} models and above 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.

ESC features a hill hold function, which keeps your \textit{up!} stationary for a further two seconds when you release the foot brake, preventing it from rolling back when pulling away or during a hill start. When used with the ‘Maps & More’ portable infotainment device, the system can also warn you optically, via a parking display on the 5 inch colour screen.

A careful driving style is essential, however, as even ESC cannot extend beyond the laws of physics. Standard on all models.

Images drawn are for illustrative purposes only and may not necessarily reflect UK specification.
Aiming to take some of the hassle out of driving, the Comfort pack comprises electric front windows, remote central locking with two remote folding keys, driver’s seat height adjustment, two-tone horn, warning ‘lights on’ buzzer and parking lights.

Optional on Take up! and standard on all other models.

To ensure your up! provides high levels of comfort and practicality, we’ve put together a number of optional packs, each offering a whole range of extras to meet your preferred needs.

COMFORT PACK.

During busy city driving, the Comfort pack includes electric front windows, remote central locking, two-tone folding keys, driver’s seat height adjustment, two-tone horn, warning ‘lights on’ buzzer and parking lights. Optional on Take up! and standard on all other models.

CITY EMERGENCY BRAKING PACK.

The up! was the first model in its class to feature the innovative City emergency braking, as part of the City emergency braking pack, helping to prevent possible 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 helping to reduce the risk of collision. The pack also includes a front passenger’s airbag deactivation switch. Optional on all models.

PANORAMIC SUNROOF.

An electric, glass sliding/tilting panoramic sunroof gives a 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 pleasant interior ambience and letting you enjoy fresh air at the touch of a button*. An integrated roller blind provides protection against the glare of the sun should you wish. Optional on Move up!, High up!, Club up! and Street up! models and above. Model shown features optional City emergency braking pack and Candy White non-metallic paint.

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

SOUND PACK.

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

SENSOR PACK.

Ultrasonic and audible rear parking sensors help you park in small city spaces by warning you of obstacles or vehicles in your way. In addition, the pack includes a multi-function computer and cruise control, which helps to reduce fuel consumption, and enables you to drive at a constant speed over 19mph but within the legal speed limit. Optional on Move up! and standard on High up! models and above.

SPORTS PACK.

Sports suspension and stylish ‘Triangle Black’ 6J x 16 inch alloy wheels with 185/50 R16 tyres and anti-theft wheel bolts give a sporty ambience to High up! and Club up! models. High up! models also benefit from the addition of a black rooflining and rear tinted glass from the B pillar back approximately 65% tinted. Optional on High up! and Club 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 rear outside mirrors provide improved safety and visibility in misty or snowy weather. Optional on all models and above.
Model shown is High up! with optional Sports pack and Candy White non-metallic paint.

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 touch-screen.

02. Think Blue. Analyses your journey and advises 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 to your destination, ensuring a less stressful, relaxing drive on every journey.

05. Telephone. Voice activated Bluetooth hands free telephone connection* enables you to communicate 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.

‘MAPS & MORE’. Of all the equipment options offered in the High up! ‘Maps & More’ is a particular highlight. This innovative portable entertainment device offers a host of advanced features, including voice activated navigation, in-built telephone functions, Bluetooth connectivity, different display modes and a whole world of music and in-car entertainment.

‘MAPS & MORE’ is a particular highlight. This innovative portable infotainment device offers a host of advanced features, including voice activated navigation and Bluetooth phone functions*, all displayed on a 5 inch colour touch-screen. Optional on Take up! and Move up! and standard on all other models.

* Devices must be Bluetooth HFP (Hands Free Profile) compatible, please contact your authorised Volkswagen retailer for specific phone compatibility.
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 compact up!, there’s a Volkswagen for everyone.

If you’re thinking you might like to try a different Volkswagen, there are over 20 models in our range, so there’s bound to be at least one that catches your eye.

To see these models and configure your ideal Volkswagen, visit: www.volkswagen.co.uk
### Technical Specification

#### Engine

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<th>Engine Type</th>
<th>1.0 litre 75 PS</th>
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#### Performance

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<td>0-60 mph (sec)</td>
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<td>Max. speed, mph (km/h)</td>
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<td>106 (171)</td>
<td>106 (171)</td>
<td>106 (171)</td>
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<tr>
<td>Max. roof load (kg)</td>
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<td>Acceleration, secs</td>
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<td>11.0</td>
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#### Transmission

|--------------|---------------|---------------|---------------|---------------|

#### Fuel Consumption & CO2 Emission

<table>
<thead>
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<th>Fuel Consumption &amp; CO2 Emission</th>
<th>3-door/5-door</th>
<th>3-door/5-door</th>
<th>3-door/5-door</th>
<th>3-door/5-door</th>
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</thead>
<tbody>
<tr>
<td>Extra-urban</td>
<td>72.4/3.9 (70.6/4.0)</td>
<td>78.5/3.6 (55.4/5.1)</td>
<td>72.4/3.9 (70.6/4.0)</td>
<td>76.3/3.7 (70.6/4.0)</td>
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<tr>
<td>Urban</td>
<td>50.4/5.6 (53.3/5.3)</td>
<td>56.5/5.0 (50.4/5.6)</td>
<td>48.7/5.8 (51.4/5.5)</td>
<td>55.4/5.1 (50.4/5.6)</td>
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</tbody>
</table>

#### Technical Specification Notes

1. The maximum power output figures quoted are in Pferdestärken (PS) which in the metric equivalent of horsepower. To convert from metric to imperial horsepower, please use the formula 1 PS = 0.746 kW.
2. Figures are calculated in accordance with manufacturer’s criteria. The individual vehicle’s weight depends on the specification of the vehicle, driving conditions, temperature and air pressure. The valid weight and payload both include the factory-fitted full-fuel, but exclude driver, 68kg, baggage, 7kg, legal and/or registered spare wheel, 20kg. Please refer to the VDA measuring method for details.
3. The weight of the vehicle will influence the level of CO2 emissions it produces; as a result, vehicles with higher levels of specification and equipment will have higher CO2 emissions. More information is available on the Volkswagen website at www.volkswagen.co.uk and at www.dft.gov.uk/vca.
4. The weight of a vehicle will influence the level of CO2 emissions it produces; as a result, vehicles with higher levels of specification and equipment will have higher CO2 emissions. More information is available on the Volkswagen website at www.volkswagen.co.uk and at www.dft.gov.uk/vca.

#### Exterior Dimensions

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<th>5-door</th>
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<tbody>
<tr>
<td>Length, mm</td>
<td>1424</td>
<td>1428</td>
</tr>
<tr>
<td>Width, mm</td>
<td>1910</td>
<td>1910</td>
</tr>
<tr>
<td>Height, mm</td>
<td>1489</td>
<td>1489</td>
</tr>
<tr>
<td>Wheelbase, mm</td>
<td>2420</td>
<td>2420</td>
</tr>
<tr>
<td>Overall length, mm</td>
<td>3540</td>
<td>3540</td>
</tr>
<tr>
<td>Overall width, mm</td>
<td>1845</td>
<td>1845</td>
</tr>
<tr>
<td>Overall height, mm</td>
<td>1489</td>
<td>1489</td>
</tr>
<tr>
<td>Interior width – rear, mm</td>
<td>1589</td>
<td>1589</td>
</tr>
</tbody>
</table>

#### Technical Notes

- Fuel consumption and CO2 figures are obtained under standardised EU test conditions (Directive 93/116/EEC). This allows a direct comparison between different vehicles.
- Figures shown are for standard specification models. The addition of certain factory-fitted options and/or accessories may affect some of the dimensions shown. 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. Please refer to the VDA measuring method for details.
- Performance figures do not include the effects of factory-fitted options and/or accessories. Where arrows and figures are shown outside of the vehicle, the measurements are for exterior dimensions. Where arrows and figures are shown inside of the vehicle, the measurements are for interior dimensions. Please refer to the VDA measuring method for details.
Volkswagen service.

Exclusions and terms and conditions apply to all warranties and plans listed. For further details and details of Volkswagen Warranties and Service Plans, please consult your authorised Volkswagen retailer or repairer.

Volkswagen Warranty

- Warranty up to a maximum of five years or 90,000 miles.
- Warranty up to a maximum of five years or 90,000 miles.
- Warranty up to a maximum of five years or 90,000 miles.

Retailer Warranty

- Should the mileage exceed 60,000 miles within the first two years, the manufacturer's warranty will end and will not be valid. Full details of the three-year warranty are available from your authorised Volkswagen retailer or repairer.

Exclusions and terms and conditions apply to all warranties and plans listed. For further details and details of Volkswagen Warranties and Service Plans, please consult your authorised Volkswagen retailer or repairer.

Apologies Guaranteed

A comprehensive range of accessories from alloys to wheels to sports seats to body-kits. Volkswagen approved accessories purchased from and fitted by your authorised Volkswagen retailer will be covered against rusting through from the inside out for three years. Volkswagen approved accessories purchased from and fitted by your authorised Volkswagen retailer will be covered against rusting through from the inside out for three years.

Volkswagen Roadside Assistance

Every new car is registered for Volkswagen Roadside Assistance for one year except the Touareg which is registered for one year.

Volkswagen Finance

Volkswagen Finance is providing funding solutions for Volkswagen drivers. Whether your current car is due for replacement or you are new to the brand, we have a funding solution that meets your needs.

Please note:

Volkswagen Finance services are provided by Volkswagen Motor Insurance, which is an agent of Ageas Retail Limited, registered in England number: 1324965. VWFS UK and Ageas Retail Limited are separate and distinct companies and are not part of the same corporate group.

For full details, please contact your authorised Volkswagen retailer.

Volkswagen Assurance

Volkswagen Assurance is free to all Volkswagen customers for three years and it only takes a minute to activate. To find out more and to activate your cover, visit volkswagen-ensurance.co.uk.

Volkswagen Assurance is Volkswagen’s accident and repair cover which does exactly that. It works alongside your main insurance and provides additional cover for your car in the event of an accident involving your car.

Volkswagen Assurance is provided by Ageas Retail Limited, registered in England number: 1324965. VWFS UK and Ageas Retail Limited are separate and distinct companies and are not part of the same corporate group.

For full details, please contact your authorised Volkswagen retailer.

Volkswagen Finance

Finance is available to 18s and over, subject to status. Terms and conditions apply. Volkswagen Finance.

Volkswagen Roadside Assistance

Volkswagen Roadside Assistance is free to all Volkswagen drivers for three years. If your car is damaged in an accident, we'll look after your claim from start to finish ensuring your Volkswagen is restored to the highest standard.

Volkswagen Roadside Assistance can also be purchased for subsequent years. For full details, please contact your authorised Volkswagen retailer.

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Volkswagen Finance

Finance is available to 18s and over, subject to status. Terms and conditions apply. Volkswagen Finance.
THE NEW LOOK up!
The look that turns heads! The new Look up! adds a whole range of stylish extras to the popular and well equipped Move up! resulting in a car that exudes a vibrant and contemporary edge.

The exterior features chrome trimmed halogen headlights, dazzling 'Fortaleza' 15 inch alloy wheels contrasted by black door mirrors and black coloured decals on the door panels. This unique model is available in a choice of vibrant Pure White, Tornado Red or Saturn Yellow non-metallic paint.

Inside, the style continues with 'Black Pearl' upper dashboard, unique 'Chess' upholstery, manual air conditioning, electric front windows, remote central locking with two remote folding keys, height adjustable driver’s seat, a variable boot floor and 60:40 split folding rear seat backrest.

Please note: Colour range is reproduced for illustration purposes only. Actual on-car colours may vary from those shown, as print processes do not allow exact reproduction of the paint colours.
Look up!

MODEL PRICES

3-DOOR HATCHBACK

<table>
<thead>
<tr>
<th>Look up!</th>
<th>3-door</th>
<th>2-door</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 speed manual</td>
<td>80</td>
<td>90</td>
</tr>
<tr>
<td>£</td>
<td>£</td>
<td>7,880.13</td>
</tr>
<tr>
<td>£</td>
<td>3,011.67</td>
<td></td>
</tr>
<tr>
<td>£</td>
<td>£</td>
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</tbody>
</table>

SPECIAL OFFERS

- 2% introductory rate on all hire purchase agreements (subject to status).

WHEELS AND SUSPENSION

- Full size steel spare wheel
- Alloy wheel, 15" 5½J x 15” 'Fortaleza' with 185/55 R15 tyres and anti-theft wheel bolts

MAIN ITEMS OF STANDARD SPECIFICATION

STANDARD ITEMS OF EQUIPMENT:

- Look up!
- MAIN ITEMS OF STANDARD SPECIFICATION

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXTERIOR</td>
<td>Two-tone horn, three-spoke steering wheel (for 1.0 litre bottles)</td>
</tr>
<tr>
<td></td>
<td>Storage compartments in front doors</td>
</tr>
<tr>
<td></td>
<td>– Split folding rear seat backrest 60:40</td>
</tr>
<tr>
<td></td>
<td>– Driver’s and front passenger’s ‘easy entry’ sliding seat with memory function</td>
</tr>
<tr>
<td></td>
<td>– Driver’s seat height adjustment</td>
</tr>
<tr>
<td></td>
<td>– Upholstery – ‘Chess’ cloth</td>
</tr>
<tr>
<td></td>
<td>– Driver’s and front passenger’s ‘easy entry’ sliding seat with memory function (for access to rear world)</td>
</tr>
<tr>
<td></td>
<td>– Fold-down rear seat backrest (for 2 rear seats)</td>
</tr>
<tr>
<td></td>
<td>– Storage compartments in front doors (for 1 bottle)</td>
</tr>
<tr>
<td>WHEELS AND SUSPENSION</td>
<td>185/55 R15 tyres and anti-theft wheel bolts</td>
</tr>
<tr>
<td></td>
<td>Full size steel spare wheel</td>
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</table>

IN-CAR ENTERTAINMENT

- Look up!
- COMFORT AND CONVENIENCE

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERIOR</td>
<td>12V socket in centre console</td>
</tr>
<tr>
<td></td>
<td>Two-tone horn, three-spoke steering wheel (for 1.0 litre bottles)</td>
</tr>
<tr>
<td></td>
<td>Storage compartments in front doors</td>
</tr>
<tr>
<td></td>
<td>– Split folding rear seat backrest 60:40</td>
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<tr>
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<tr>
<td></td>
<td>– Fold-down rear seat backrest (for 2 rear seats)</td>
</tr>
<tr>
<td></td>
<td>– Storage compartments in front doors (for 1 bottle)</td>
</tr>
</tbody>
</table>

SAFETY AND SECURITY

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>INTERIOR</td>
<td>12V socket in centre console</td>
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<td>– Fold-down rear seat backrest (for 2 rear seats)</td>
</tr>
<tr>
<td></td>
<td>– Storage compartments in front doors (for 1 bottle)</td>
</tr>
</tbody>
</table>
TECHNICAL SPECIFICATION.

Engine

<table>
<thead>
<tr>
<th>Engine type</th>
<th>Look up!</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 litre 60 PS</td>
<td></td>
</tr>
<tr>
<td><strong>Engine type</strong></td>
<td>Three cylinder petrol</td>
</tr>
<tr>
<td><strong>Cubic capacity, ltrs/cc</strong></td>
<td>1.0/999</td>
</tr>
<tr>
<td><strong>Max. output, PS (1)/kW at rpm</strong></td>
<td>60/44 @ 5000-6000</td>
</tr>
<tr>
<td><strong>Max. torque, lbs.ft/Nm at rpm</strong></td>
<td>70/95 @ 3000-4300</td>
</tr>
<tr>
<td><strong>Gearboxes</strong></td>
<td>Five speed manual</td>
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</table>

Weights, kgs

<table>
<thead>
<tr>
<th>Gearbox: manual</th>
<th>Unladen weight (2)</th>
<th>929</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Gross vehicle weight</td>
<td>1290</td>
</tr>
<tr>
<td></td>
<td>Payload (2)</td>
<td>436</td>
</tr>
<tr>
<td></td>
<td>Axle load limit: front/rear</td>
<td>680/640</td>
</tr>
<tr>
<td></td>
<td>Max. roof load, with roof rails (3)</td>
<td>50</td>
</tr>
</tbody>
</table>

Performance

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Acceleration, secs</strong></td>
<td>Manual gearbox</td>
<td>14.4</td>
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<tr>
<td><strong>ABI insurance group, 1 - 50</strong></td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

Environmental information

| **Fuel grade, minimum** | Unleaded, 95 RON |
| **Fuel tank capacity, galls/ltrs (4)** | 7.7/35 |
| **Official fuel consumption, manual gearbox, mpg/ltr per 100km (5)** | Urban 50.4/5.6 |
|                           | Extra-urban 72.4/3.9 |
|                           | Combined 62.8/4.5 |
| **Official CO2 emission, g/km** | Manual gearbox | 105 |

<table>
<thead>
<tr>
<th><strong>Emission class</strong></th>
<th>EURO 6</th>
</tr>
</thead>
</table>

Technical specification notes

1) The maximum power output figures are quoted in PS (Pferdestärke), which is the metric equivalent of horsepower. To convert from metric to imperial horsepower, divide the PS figure by 1.0139.

2) 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.

3) The rate of the tax band 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.

4) Fuel consumption and CO2 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 and CO2 emissions in ‘real world’ driving conditions. More information is available on the Volkswagen website at www.volkswagen.co.uk and at www.dft.gov.uk/vca.

5) The weight of a vehicle will influence the level of CO2 emissions it produces; as a result, vehicles with higher levels of specification and factory-fitted options may emit higher levels of CO2. Choosing longer wheelbase wheel rims may also increase the vehicle’s weight, and an increased vehicle’s weight will result in an increased vehicle’s CO2 levels. Using larger alloy wheels may also increase the weight of the vehicle and subsequently increase the vehicle’s CO2 emissions.
VOLKSWAGEN SERVICE.

Exclusions and terms and conditions apply to all warranties and plans listed. For further details and pricing of Volkswagen Services and finance plans, please consult your authorised Volkswagen retailer or visit www.volkswagen.co.uk

Volkswagen Warranty

One or three-year policies are available. A three-year policy will cover the car for three years or 60,000 miles (whichever is sooner). Should the mileage exceed 60,000 miles within the first two years of ownership, an additional one-year manufacturer’s warranty is available, with unlimited mileage plus a further one-year/60,000 miles (whichever is sooner) service maintenance plan. Your Volkswagen vehicle must be used for less than 80,000 miles in 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.

Body Protection Warranty

The exterior body sections and panels of the up! are covered against rusting through from the inside caused by the manufacturing process. Any paintwork defects, as a result of the manufacturing process, will be rectified without charge.

Approved Accessories

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

Service Intervals

The up! has a one in two years service interval with a fixed service schedule. The service intervals for the Fixed Service are as follows:

- First after 1 year or 15,000 miles (whichever is sooner), whichever is located.
- First after 2 years or 20,000 miles (whichever is sooner), whichever is located.
- Third after 3 years or 40,000 miles (whichever is sooner), whichever is located.
- Fourth after 4 years or 50,000 miles (whichever is sooner), whichever is located.
- Fifth after 5 years or 60,000 miles (whichever is sooner), whichever is located.
- After 1 year or 20,000 miles (whichever is sooner), whichever is located.
- After 2 years or 30,000 miles (whichever is sooner), whichever is located.
- After 3 years or 40,000 miles (whichever is sooner), whichever is located.
- After 4 years or 50,000 miles (whichever is sooner), whichever is located.
- After 5 years or 60,000 miles (whichever is sooner), whichever is located.

Volkswagen Service

To get best performance from your car, your Volkswagen should be serviced at least every two years or 30,000 miles (whichever is sooner). Original parts are used in all service and repair work. For further details please contact your Volkswagen retailer.

Volkswagen Insurances

We want you to start enjoying your new car right now and to get the most out of your Volkswagen. Your car is fully insured for driving away with comprehensive cover. To find out more and to activate your cover, visit volkswagen-insurance.co.uk

Park Assist Guarantee

This guarantee is only available to Volkswagen owners for the duration of your warranty. Normally, during the warranty period the car must be in for compliance with the manufacturer’s operating instructions. This guarantee, as a result of the manufacturing process, will be without charge.

Approvals/Assurances

A comprehensive range of accessions from alloy wheels to seats and mats is available to complement the high-quality finish of the car. Volkswagen approved accessories are purchased from and fitted by your authorised Volkswagen retailer at the price of sale alone and 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 can continue to enjoy comprehensive Volkswagen protection against any unforeseeable repair costs. If you want to use the service at any time, you can purchase an extra one or two-year warranty up to a maximum of five years or 90,000 miles.

Fuel consumption and CO2 Emissions

The specifications contained in this brochure are for information purposes only and are subject to change. In particular, controls and some items of equipment are positioned differently for the UK.

Volkswagen Finance

Volkswagen Financial Services is a trading name of Volkswagen Financial Services (UK) Limited (‘VWFS UK’). Registered in England and Wales. Company number: 1174922. Registered Office: Ageas House, Hampshire Corporate Park, Templars Way, Eastleigh, Hampshire SO53 3YA. VWFS UK and Ageas Retail Limited services are provided by VWFS UK. Annual insurance credit is provided by Ageas Retail Limited. Registered Office: Ageas House, Tollgate, Eastleigh, Hampshire SO53 3YA. VWFS UK is a member of the Financial Services Compensation Scheme and the Financial Ombudsman Service. All our monitoring and recording processes meet Oftel regulations.

Volkswagen Roadside Assistance

Every new car is registered for Volkswagen Roadside Assistance for one year except the Touareg which is registered for three years. This provides vehicle retrieval and basic return assistance to the next available service station or car dealer. Assistance must be requested prior to purchase of subsequent years. For full details, please contact your authorised Volkswagen retailer. Volkswagen Roadside Assistance is available at any network garage. In the event of a breakdown, please call our 24-hour help line on 0800 630 0000 and quote your Vehicle Identification Number (VIN) to recover any uninsured losses using our Legal Expenses Cover. Online claims tracking can be used to keep up to date with the status of any claim.

For full details, please contact your authorised Volkswagen retailer.
The new Look up!