THE NEW

up!

Das Auto.
Introducing Volkswagen’s smart new city car. Small, nippy and priced to match, yet with the interior space and features of a much larger car, the new up! gives you plenty to smile about. Its compact size means it’s perfect for driving round town, while its sophisticated technology, advanced features and generous proportions provide levels of luxury not previously seen on such a small car. Keep smiling – small has never looked so good.
At just 3.54 metres long and 1.64 metres wide, the all-new up! sets a new precedent in small car design, combining a minimal footprint with exceptional interior space. Stylish side windows, eye-catching alloys and a fully glazed tailgate provide an ultra modern interpretation of the classic Volkswagen design, enhanced by horizontal running lines on the front and smooth finishes to the sides. The result is sleek, contemporary and unmistakably Volkswagen.
Not only has the new 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 instinctively 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 equipment options enable you to personalise your own up! still further, to meet your exact requirements.

With more interior space than any other car in its class, the new up! appears to achieve the impossible – offering a large cabin with more head and leg room than you’d ever think possible. And if you want to add a further dimension of light and space, the optional panoramic sunroof will flood the interior with sunlight and fresh air, creating a wonderfully relaxing interior ambience.
To make sure you feel completely at home in your new up!, three different trim levels enable you to choose exactly the finish and equipment that's right for you. And if you're looking for something truly out of the ordinary, the up! black or up! white special edition models offer even greater levels of luxury and style. Models shown are up! white. Model shown is up! white with optional panoramic sunroof.
Technical specification notes

Fuel tank capacity, galls/ltrs 7.7/35

Engine

Max. torque, lbs.ft/Nm at rpm 70/95 @ 3000-4300

68.9 mpg on the Combined cycle and emitting just 96 g/km of CO2 with outputs of 60 PS and 75 PS. There is also a BlueMotion Technology variant, capable of achieving thanks to innovative drive technology. Two compact 1.0 litre three cylinder petrol engines are available,

Highly efficient engines achieve exceptional levels of fuel economy and performance in the new

Official fuel consumption, manual gearbox, mpg/ltr per 100 km 5:

Engine type Three cylinder petrol

Emission class EURO 5

Top speed, mph (km/h), where the law permits 99 (160) 100 (161) 106 (171)

Performance

Gearbox Five speed manual

Cubic capacity, ltrs/cc 1.0/999

Acceleration, secs 0 - 62 mph 14.4 14.4 13.2

Max. roof load, with roof rails 3 50 50 50

Manual gearbox: Unladen weight 2 929 940 929

Max. output, PS 1/kW at rpm 60/44 @ 5000-6000 60/44 @ 5000-6000 75/55 @ 6200

Fuel grade, minimum Unleaded, 95 RON

Environmental information

of the vehicle must be deducted.

Tanks thanks to the knock control, unleaded four star (at least 95 RON) can be used instead of unleaded Super plus. 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.

Es 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 weight of 68 kg) and luggage (7 kg) in line with EU directive 95/48.

Figures with increasing altitude the engine performance diminishes. From 1,000 m above sea level and for every 1,000 m thereafter 10% consumption figures, which may differ from those calculated with this standard.

The weight of a vehicle will influence the level of CO2 it produces; as a result, vehicles with higher levels of specification and factory-fitted options may emit higher levels of CO2 TBA. The consumption calculation according to 1999/100/EC is based on the actual unladen weight of the vehicle. Additional specifications can lead to a higher weight class and hence to consumption figures of this higher weight class. The driving style, road and traffic conditions, environmental influences and vehicle condition can in practice lead to consumption figures, which may differ from those calculated with this standard.

Above and in accordance with EU Directive 99/94. The consumption calculation according to 1999/100/EC is based on the complete interior look.

Luxuries such as an RCD 215 radio/MP3 compatible CD player with AUX-in socket for front passengers, daytime running lights and ABS for optimum safety, body-coloured bumpers and 14 inch steel wheels and full size wheel trims for a real touch of style.

The entry level TBA offers a truly impressive level of specification, with many advanced features all fitted as standard. This includes side airbags for front passengers, curtain airbags light and side airbags for rear passengers, in addition to ESP (Electronic Stabilisation Programme), electric front windows, remote central locking, easy entry sliding seats, height adjustable driver's seat, variable boot floor and 60:40 split folding rear seat backrest.

The TBA immediately identifiable by its body-coloured door mirrors and door handles further enhance the passenger compartment. A wealth of features includes manual air conditioning, ESP (Electronic Stabilisation Programme), electric front windows, remote control central locking, height adjustable driver's seat, variable boot floor and 60:40 split folding rear seat backrest.

The TBA is immediately identifiable by its body-coloured door mirrors and door handles, stylish 'Polka' upholstery, chrome effect detailing throughout the interior and a choice of dashboard colours, with selected exterior colours.

As its name suggests, the High TBA offers an exceptional range of advanced features. Inside and out, the Move TBA represents current trends in vehicle design. Traditional petrol and diesel models benefit from the latest technology, including USB inputs (with fold out MP3 compatible jack sockets), 15 inch 'Spoke' alloy wheels and front fog lights, heated front seats, a 'Maps & More' portable infotainment device and leather trimmed three-spoke steering wheel, gear change paddles and xenon headlights.

The Move TBA represents current trends in vehicle design. Traditional petrol and diesel models benefit from the latest technology, including USB inputs (with fold out MP3 compatible jack sockets), 15 inch 'Spoke' alloy wheels and front fog lights, heated front seats, a 'Maps & More' portable infotainment device and leather trimmed three-spoke steering wheel, gear change paddles and xenon headlights. The Move TBA is immediately identifiable by its body-coloured door mirrors and door handles, in addition to ESP (Electronic Stabilisation Programme), electric front windows, remote control central locking, height adjustable driver's seat, variable boot floor and 60:40 split folding rear seat backrest.
Charismatic and eye-catching, the up! black and up! white special edition models build on the exceptional specification of the High up! to offer the ultimate in style and luxury. Design highlights include 16 inch ‘Classic’ alloy wheels, chrome trimmed door mirror housings, side skirts and fog light surrounds, rear tinted windows and unique logos on the side.

Inside, heated front seats, sumptuous ‘Stripes’ cloth upholstery and the ‘Maps & More’ portable infotainment device ensure maximum driving enjoyment. While inside, stylish black carpet mats with white edging, a body-coloured dashboard, leather trimmed three-spoke steering wheel and gear lever, and special up! branding further enhance the interior ambience.

up! black
Dynamic, distinctive and luxurious, the up! black features 'Deep Black' pearl effect paint, 16 inch ‘Classic Black’ alloy wheels, unique ‘black’ logos and rear tinted windows.

up! white
Sporty, clean and modern, the up! white features ‘Pure White’ paint, 16 inch ‘Classic White’ alloy wheels, unique ‘up!’ logo adorning the steering wheel and rear tinted windows.
In the passenger compartment newly developed integral seats await you. They are available in various designs and colours depending on the trim level.

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!
05 ‘Polka’ cloth – Salsa Red/Grey (JT) | High up!
06 ‘Polka’ cloth – Beech/Grey (JV) | High up!
07 ‘Stripes’ cloth – Anthracite (OQ) | Up! black | Up! white
08 ‘Leather look’ upholstery – Anthracite (OO) | Optional – Move up! high up! | Up! black | Up! white

From subtle to vibrant, a selection of different interior dash combinations are available enabling you to make a very personal colour choice, depending on which model you choose.

Gloss Black’ steering wheel inserts are standard on High up! models.
‘Gloss Black’ steering wheel inserts with logo are standard on black and white models.
‘Maps & More’ portable infotainment device is standard on High up!, up! black and up! white and is optional on all other models.
WHEELS.

Whether full-size wheel trim or alloy, from 14 to 16 inch, sporty or elegant – every design was created especially for the new up!

<table>
<thead>
<tr>
<th>Tyre Size</th>
<th>Alloy Wheels</th>
<th>Tyre Size</th>
<th>Alloy Wheels</th>
</tr>
</thead>
<tbody>
<tr>
<td>5J x 14, 165/70 R14</td>
<td>Black Diamond 15</td>
<td>5½J x 15, 185/55 R15</td>
<td>'Waffle' alloy wheels</td>
</tr>
<tr>
<td>5½J x 15, 185/55 R15</td>
<td>'Black Spider' alloy wheels</td>
<td>6J x 16, 185/50 R16</td>
<td>'Classic Black' alloy wheels</td>
</tr>
<tr>
<td>6J x 16, 185/50 R16</td>
<td>'Triangle Black' alloy wheels</td>
<td>6J x 16, 185/50 R16</td>
<td>Optional – High up!</td>
</tr>
</tbody>
</table>

**COMBINATIONS.**

Seat upholstery: From full-size wheel trim to alloy, from 14 to 16 inch, sporty or elegant – every design was created especially for the new up!

<table>
<thead>
<tr>
<th>Upholstery Type</th>
<th>Standard on Take up!</th>
<th>Optional</th>
<th>Standard on Move up!</th>
<th>Optional</th>
<th>Standard on High up!</th>
<th>Optional</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Structure</strong></td>
<td>Anthracite JM</td>
<td>● ● ● ● ●</td>
<td>Anthracite</td>
<td>● ● ● ● ●</td>
<td>Black Pearl PD1</td>
<td>● ● ● ● ●</td>
</tr>
<tr>
<td><strong>Stripes</strong></td>
<td>Salsa Red/Grey JT</td>
<td>● ● ● ● ●</td>
<td>Anthracite</td>
<td>● ● ● ● ●</td>
<td>Black Pearl PD1</td>
<td>● ● ● ● ●</td>
</tr>
<tr>
<td><strong>Leather look</strong></td>
<td>'Leather look' *</td>
<td>Optional at extra cost</td>
<td>Black Pearl PD1</td>
<td>● ● ● ● ●</td>
<td>Black Pearl PD1</td>
<td>● ● ● ● ●</td>
</tr>
</tbody>
</table>

* Optional at extra cost.
The Comfort pack for Take up! models aims to take some of the stress out of driving with some handy additions and comprises electric front windows, remote central locking with two remote folding keys, driver’s seat height adjustment, two-tone horn, and warning ‘lights on’ buzzer and a parking light. Optional on Take up! Standard on all other models.

The Winter pack provides that extra bit of comfort on cold mornings. Electrically heated and adjustable door mirrors and front fog lights allow you to see and be seen better, making your journey safer for you and your passengers. Optional on Move up!, Standard on High up!, up! black and up! white models.

Driver’s assistance pack
The new up! is the first model in its class to feature the innovative City emergency braking, as part of the Driver’s assistance pack. It utilises a laser sensor to observe the traffic in front, and at speeds up to 19 mph, assists the driver to detect critical distance situations in front of the vehicle, thereby reducing the risk of rear-end collisions. The pack is completed by a front passenger’s airbag deactivation switch. Optional on all models. On Take up! models, this option also includes ESP (Electronic Stabilisation Programme) including EDL (Electronic Differential Lock) and ASR (Traction Control).

The Sound pack offers cruise control, multifunction computer and rear parking sensors form the Sensor pack. Ultrasonic and audible rear parking sensors help you park safely in the smallest city spaces by alerting you of vehicles and obstacles in your way. For a more relaxing driving experience, cruise control keeps your selected speed constant at speeds of over 19 mph, enabling you to relax on longer journeys, without having to keep an eye on your speedometer. Optional on Move up!, High up!, up! black and up! white models.

Sports pack
‘Triangle Black’ 6J x 16 alloy wheels with 185/50 R16 tyres and anti-theft wheel bolts form part of the Sports pack, adding even more individuality to your up! Max included a sports suspension which will improve handling and gives more responsive steer, while rear tinted windows ensure a pleasant interior temperature, while creating a sporty look to the exterior. Optional on High up! and Max models.

Mail icon
SMALL IS GREAT!
VOLKSWAGEN SERVICE.

The Volkswagen Warranty.

Three-year Warranty.

All Volkswagen new up!s come with a three-year/60,000 miles warranty, which protects your against the failure of most mechanical 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 sooner) Retainer Warranty. Should the mileage exceed 60,000 miles within the first two years, the manufacturer’s two-year warranty will still be valid. If an additional warranty for subsequent years or higher mileage is desired, it may be purchased from an authorised Volkswagen retailer or repairer.

Extended Warranty.

You may purchase additional protection from your authorised Volkswagen retailer or repairer, or contact 0800 990 100.

Vehicle handbook. Please consult your authorised Volkswagen retailer or repairer for full warranty details.

The Volkswagen Warranty.

Three-year Paint Warranty.

The paintwork of the new up! is covered against manufacturing defects for a period of three years. Naturally, the warranty must be cancelled in the event of weather-, stone- or stonechip damage 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 new up! are covered against corrosion through the inside of the vehicle for 12 years. Naturally, the warranty must be cancelled in the event of the appearance of rust in the weld areas found in your vehicle handbook. 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 are covered by a three-year warranty provided they are installed in accordance with the operating instructions. Please consult your authorised Volkswagen retailer or repairer for full warranty details.

Customer Assistance.

We want you to enjoy your new car from the day you buy it and to feel Volkswagen insurance complimentary seven-day cover. Call free on 0800 316 1992 (lines are open Monday to Friday 8 am – 9 pm and Saturdays 9 am – 4 pm) to 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.

Volkswagen Insurance.

For further details of our full range of insurance products available, visit www.insurewithvolkswagen.co.uk for details of the full range of insurance products available. Additionally, you can get a quote for your annual car insurance and buy it online too. All of our insurance products are designed to meet the needs of making a claim.

Volkswagen Roadside Assistance.

With the LongLife Service the vehicle can cover anywhere between 10,000 miles or 24 months (whichever is soonest) between oil changes. Inspection service is typically in the third year of ownership and thereafter every second year, for vehicles with an approximate annual mileage of 10,000 miles.

Please consult your vehicle handbook for full details.

Note:

The specifications contained in this brochure are for information purposes only and are subject to change. If you require any specific facts, 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 must be monitored and recorded as part of our training and quality assurance processes. All monitoring and recording processes meet Oftel regulations.

Note:

CO2 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 CO2 emissions produced. The CO2 output and 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 values of the member states relating to the carbon dioxide emissions and the fuel consumption of motor vehicles.

Please Note:

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