



Das Auto.

THE
up!



Das Auto.

THE NEW
LOOK up!



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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 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.**



SMALL CAR.
BIG IMPACT.

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 smooth finishes to the side, the **up!** is an ultra modern interpretation of the classic Volkswagen design. Sleek, contemporary and unmistakeably 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 for such a compact car, the **up!**'s appearance is deceiving – offering a large cabin with more head and legroom than you'd ever imagine 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 lots of important stuff, 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 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.



Interior shown is High up! with optional Sensor pack.

SMALL DETAILS THAT
MAKE A BIG DIFFERENCE.
MAKE A BIG DIFFERENCE.

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.

Three different trim levels allow you to select the finish and equipment that's 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!**, Rock **up!** and Look **up!** – offer new levels of luxury and style. And finally, one environmentally friendly, all-electric, zero-emission* model – the **e-up!**

* Zero-emission whilst driving.



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, ESC (Electronic Stability Control), side head/thorax airbags for front passengers, ABS (Anti-lock Braking System) and daytime running lights, while body-coloured bumpers, 14 inch steel wheels and full size wheel trims add a real touch of style to the exterior. The interior features contemporary 'Dots' upholstery, a three-spoke steering wheel and practical storage compartments, as well as an RCD 215 DAB radio/MP3 compatible CD player with an AUX-in socket for connection to your iPod or MP3 player.



Move **up!**

Immediately identified by its chrome trimmed halogen headlights and body-coloured door mirrors and door handles, the Move **up!** really stands out from the crowd. The 'Black Pearl' upper dashboard, stylish 'Structure' upholstery and chrome trimmed interior door handles create a stylish interior, enhanced by such features as 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. 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 all fitted as standard. This includes 15 inch 'Spoke' alloy wheels, front fog lights, heated front seats, a '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, vibrant 'Polka' upholstery, 'chrome effect' detailing throughout the interior and, as an alternative to the 'Black Pearl' upper dashboard, a choice of dashboard colours depending on the exterior paint selected.

3 TRIM LEVELS
4 SPECIAL EDITIONS
1 ALL-ELECTRIC MODEL:
THE **up!**



01



02



03

Club up!

Have you heard about the new Club in town?
The Club **up!** takes the high specification of the already well equipped 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 rooflining and unique '**up!**' door sill protectors help complete the interior look of this stylish and very exclusive club.



04

- 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 upper dashboard
- 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, enhanced by silver painted door mirrors*, front fog lights with chrome trimmed surround and rear tinted glass from the B pillar back. 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.

- 01. Model shown is Street **up!** with Deep Black pearl effect paint
- 02. Interior shown is Street **up!** with 'Street' upholstery and Black Pearl upper dashboard
- 03. 16 inch 'Upsilon' alloy wheels
- 04. Unique 'Street' decals on the bonnet and roof panels



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 rear tailgate, while the full body kit comprises 'Gloss Black' front spoiler, side skirts, rear diffuser and rear roof spoiler. 'Gloss Black' door mirrors*, sporty 16 inch 'Upsilon' alloy wheels and the unique 'rock **up!**' logo on the door panel completes 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 touch-screen satellite navigation and Bluetooth connectivity enhances the driving experience, ensuring entertainment and enjoyment on every trip.

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

- 01. Model shown is Rock **up!** with optional Candy White non-metallic paint
- 02. 'Maps & More' portable infotainment device
- 03. 16 inch 'Upsilon' alloy wheels
- 04. Chrome effect door mirrors when specified with optional Deep Black pearl effect paint

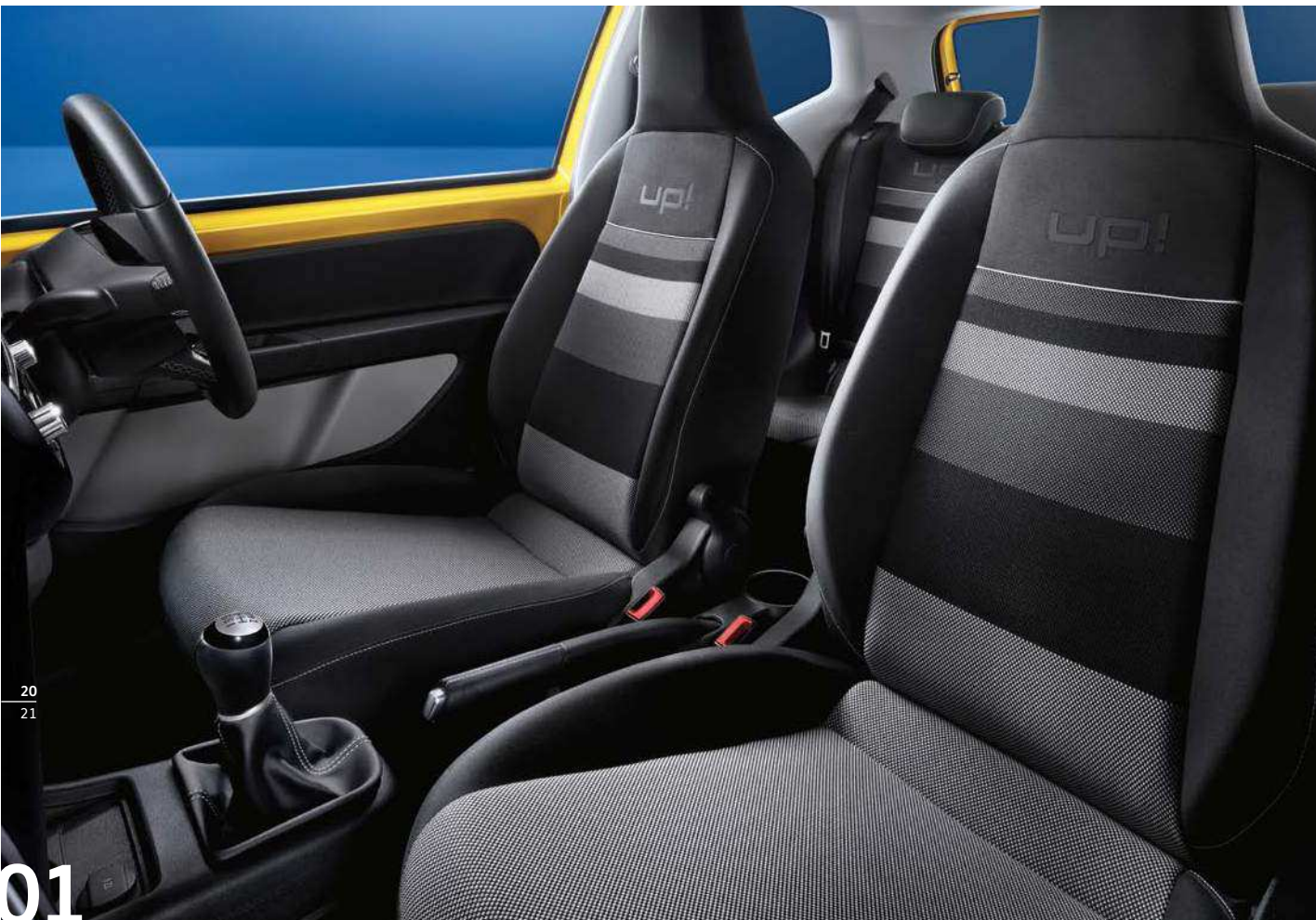


01

04

Look up!

The Look that turns heads! The 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 'Gloss 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.



- 01. Interior shown is Look **up!** with stylish 'Chess' upholstery
- 02. 15 inch Fortaleza alloy wheels
- 03. Eye-catching 'Gloss Black' door mirror housings
- 04. Model shown is Look **up!** with Saturn Yellow non-metallic paint



The e-up!

The future is electric. The **e-up!**, the compact, all-electric car that lets you drive Volkswagen's impressive city car in all-electric guise. Zero emissions when the vehicle is in motion mean it's 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.

It doesn't matter if you are 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



* 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.

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!



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 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.

Dimensions shown are for five-door models, please see page 43 for full details of dimensions.



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' alloy wheels
6J x 16", 185/50 R16 tyres
| Club up!



'Upsilon' alloy wheels
6J x 16", 185/50 R16 tyres
| Street up! Rock up!



'Fortaleza' alloy wheels
5½J x 15", 185/55 R15 tyres
| Look 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! Club up!
as part of the Sports pack



'Polygon' alloy wheels†
6½J x 17", 195/40 R17 tyres
| High up! Street up!
includes sports suspension

SMALL CAR. BIG CHOICE.



WHEELS.

Whether you prefer a full sized 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.

Model shown is High up! with optional 'Triangle Black' alloy wheels and Candy White non-metallic paint. Please note: 'Triangle Black' alloy wheels are included with optional Sports Pack.

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

PAINT.

A wide range of exterior colours are available for the up! Whether you choose Pure White, Candy White, Saturn Yellow, Tornado Red, 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.



Pure White (0Q) S L



Candy White (B4) T M H R



Saturn Yellow (T1) L



Tornado Red (G2) T M H R L



Reflex Silver Metallic (8E) S T M H



Tungsten Silver Metallic (K5) T M H



Blueberry Metallic (S8) C



Deep Black Pearl Effect (2T) C S T M H R



Oryx White Premium Signature (0R) M H S

- T - Take up!
M - Move up!
H - High up!
C - Club up!
S - Street up!
R - Rock up!
L - Look up!
- Standard Optional

Models shown are High up! with optional 'Classic' alloy wheels.
Images shown are for illustration purposes only and may not necessarily reflect UK specification.
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.



01. Black Pearl/Anthracite | Move up! | High up! | Club up! | Street up! | Rock up! | Look up!
02. Black Pearl/Cornsilk | High up! | Rock up!
03. Pure White/Anthracite | High up! | Street 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! | Rock up!
08. Dark Silver/Cornsilk | High up! | Rock up!

09. Beige/Cornsilk | Move up!
10. Blueberry/Anthracite | Club up!
11. Oryx White/Anthracite | High up! | Street up!
12. Oryx White/Cornsilk | High up!

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.

Images shown feature optional City emergency braking pack.
Interior for Take up! Anthracite/Anthracite not shown.
'Gloss Black' steering wheel inserts are standard on High up!, Club up! and Rock up! models.
'Maps & More' portable infotainment device is standard on High up!, Club up!, Street up! and Rock up! and is optional on all other models.

UPHOLSTERY.

The practical and durable cloths 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.



'Dots' cloth – Anthracite (JM)
T



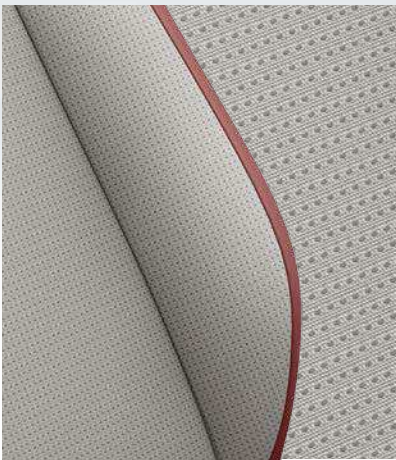
'Structure' cloth – Anthracite (JM/JI)
M



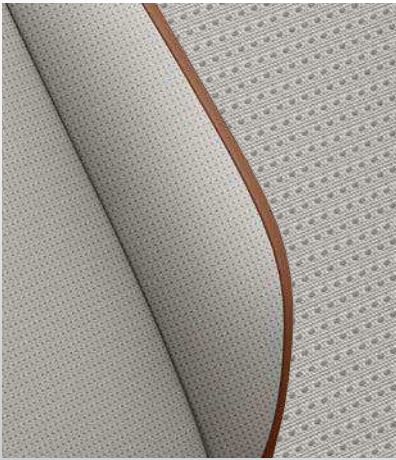
'Structure' cloth – Black Denim/Beige (JS)
M



'Polka' cloth – Anthracite (JK)
H R



'Polka' cloth – Salsa Red/Grey (JT)
H R



'Polka' cloth – Beech/Grey (JV)
H R



'Tartan Tonic' cloth – Anthracite (20)
C



'Street' cloth – Anthracite (61)
S



'Chess' cloth – Anthracite (16)
L



'Leather look' upholstery – Anthracite (00)
M H C S R

T – Take up!
M – Move up!
H – High up!
C – Club up!

S – Street up!
R – Rock up!
L – Look up!

Standard Optional

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.

COMBINATIONS.

Seat upholstery																			
Dashboard upper																			
Dashboard lower, door panels																			
Carpet																			
Roof colour																			
Pure White ^{1,2} OQ																			
Candy White* B4																			
Saturn Yellow ² T1																			
Tornado Red ² G2																			
Reflex Silver Metallic* ¹ 8E																			
Tungsten Silver Metallic* K5																			
Blueberry Metallic ³ S8																			
Deep Black Pearl Effect* ^{1,1} 3 2T																			
Oryx White Premium Signature* OR																			
'Dots' cloth ● Take up!																			
Anthracite JM	Anthracite	Anthracite	Black	Light Grey	-	●	-	●	●	●	-	●	-						
'Structure' cloth ● Move up!																			
Anthracite JM	Black Pearl	Anthracite	Black	Light Grey	-	●	-	●	●	●	-	●	●						
Black Denim/Beige JS	Beige	Cornsilk	Black	Light Grey	-	●	-	●	●	●	-	●	●						
Anthracite JI	Beige	Cornsilk	Black	Light Grey	-	●	-	●	●	●	-	●	●						
'Polka' cloth ● High up!																			
Anthracite JK	Black Pearl PD1	Anthracite	Black	Light Grey	-	●	-	●	●	●	-	●	●						
	Pure White PD2	Anthracite	Black	Light Grey	-	-	-	-	-	●	-	●	-						
	Red PD3	Anthracite	Black	Light Grey	-	-	-	●	-	-	-	-	-						
	Dark Silver PD5	Anthracite	Black	Light Grey	-	●	-	-	-	●	-	●	●						
	Oryx White PD7	Anthracite	Black	Light Grey	-	-	-	-	-	-	-	-	●						
Beech/Grey JV ⁴	Black Pearl PD1	Cornsilk	Black	Light Grey	-	●	-	-	●	●	-	●	●						
	Pure White PD2	Cornsilk	Black	Light Grey	-	-	-	-	●	●	-	-	-						
	Dark Silver PD5	Cornsilk	Black	Light Grey	-	●	-	-	-	●	-	●	●						
	Oryx White PD7	Cornsilk	Black	Light Grey	-	-	-	-	-	-	-	-	●						
Salsa Red/Grey JT ⁴	Black Pearl PD1	Cornsilk	Black	Light Grey	-	●	-	●	-	●	-	●	●						
	Pure White PD2	Cornsilk	Black	Light Grey	-	-	-	●	-	●	-	-	-						
	Red PD3	Cornsilk	Black	Light Grey	-	●	-	●	-	●	-	●	●						
	Dark Silver PD5	Cornsilk	Black	Light Grey	-	●	-	●	-	●	-	●	●						
	Oryx White PD7	Cornsilk	Black	Light Grey	-	-	-	-	-	-	-	-	●						

Seat upholstery														
Dashboard upper														
Dashboard lower, door panels														
Carpet														
Roof colour														
Pure White ^{1,2} OQ														
Candy White* B4														
Saturn Yellow ² T1														
Tornado Red ² G2														
Reflex Silver Metallic* ¹ 8E														
Tungsten Silver Metallic* K5														
Blueberry Metallic ³ S8														
Deep Black Pearl Effect* ^{1,3} 2T														
Oryx White Premium Signature* OR														
‘Tonic’ cloth ● Club up!														
Anthracite 20	Black Pearl PD1	Anthracite	Black	Black	-	-	-	-	-	-	-	●	-	
	Blueberry PD9	Anthracite	Black	Black	-	-	-	-	-	-	●	-	-	
‘Street’ cloth ● Street up!														
Anthracite 61	Black Pearl PD1	Anthracite	Black	Black	-	-	-	-	●	-	-	●	-	
	Pure White PD2	Anthracite	Black	Black	●	-	-	-	-	-	-	-	-	
	Oryx White PD7	Anthracite	Black	Black	-	-	-	-	-	-	-	-	●	
‘Polka’ cloth ● Rock up!														
Anthracite JK	Black Pearl PD1	Anthracite	Black	Light Grey	-	●	-	●	-	-	-	●	-	
	Pure White PD2	Anthracite	Black	Light Grey	-	-	-	-	-	-	-	●	-	
	Red PD3	Anthracite	Black	Light Grey	-	-	-	●	-	-	-	-	-	
	Dark Silver PD5	Anthracite	Black	Light Grey	-	●	-	-	-	-	-	●	-	
Beech/Grey JV ⁴	Black Pearl PD1	Cornsilk	Black	Light Grey	-	●	-	-	-	-	-	●	-	
	Dark Silver PD5	Cornsilk	Black	Light Grey	-	●	-	-	-	-	-	●	-	
Salsa Red/Grey JT ⁴	Black Pearl PD1	Cornsilk	Black	Light Grey	-	●	-	●	-	-	-	●	-	
	Pure White PD2	Cornsilk	Black	Light Grey	-	-	-	●	-	-	-	-	-	
	Red PD3	Cornsilk	Black	Light Grey	-	●	-	●	-	-	-	●	-	
	Dark Silver PD5	Cornsilk	Black	Light Grey	-	●	-	●	-	-	-	●	-	
‘Chess’ cloth ● Look up!														
Anthracite 16	Black Pearl PD1	Anthracite	Black	Light Grey	●	-	●	●	-	-	-	-	-	

Seat upholstery	Dashboard upper	Dashboard lower, door panels	Carpet	Roof colour	Pure White ^{1,2} OQ	Candy White* B4	Saturn Yellow ² T1	Tornado Red ² G2	Reflex Silver Metallic* ¹ 8E	Tungsten Silver Metallic* K5	Blueberry Metallic ³ S8	Deep Black Pearl Effect* ^{1,3} 2T	Oryx White Premium Signature* OR
‘Leather look’ upholstery ○ Move up!													
Anthracite OO	Black Pearl	Anthracite	Black	Light Grey	-	○	-	○	○	○	-	○	○
‘Leather look’ upholstery ○ High up!													
Anthracite OO	Black Pearl PD1	Anthracite	Black	Light Grey	-	○	-	○	○	○	-	○	○
	Pure White PD2	Anthracite	Black	Light Grey	-	-	-	-	-	○	-	○	-
	Red PD3	Anthracite	Black	Light Grey	-	-	-	○	-	-	-	-	-
	Dark Silver PD5	Anthracite	Black	Light Grey	-	○	-	-	-	○	-	○	-
	Oryx White PD7	Anthracite	Black	Light Grey	-	-	-	-	-	-	-	-	○
‘Leather look’ upholstery ○ Club up!													
Anthracite OO	Blueberry PD9	Anthracite	Black	Black	-	-	-	-	-	-	○	-	-
‘Leather look’ upholstery ○ Street up!													
Anthracite OO	Black Pearl PD1	Anthracite	Black	Black	-	-	-	-	○	-	-	○	-
	Pure White PD2	Anthracite	Black	Black	○	-	-	-	-	-	-	-	-
	Oryx White PD7	Anthracite	Black	Black	-	-	-	-	-	-	-	-	○
‘Leather look’ upholstery ○ Rock up!													
Anthracite OO	Black Pearl PD1	Anthracite	Black	Light Grey	-	○	-	○	-	-	-	○	-
	Pure White PD2	Anthracite	Black	Light Grey	-	-	-	-	-	-	-	○	-
	Red PD3	Anthracite	Black	Light Grey	-	-	-	○	-	-	-	-	-
	Dark Silver PD5	Anthracite	Black	Light Grey	-	○	-	-	-	-	-	○	-



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

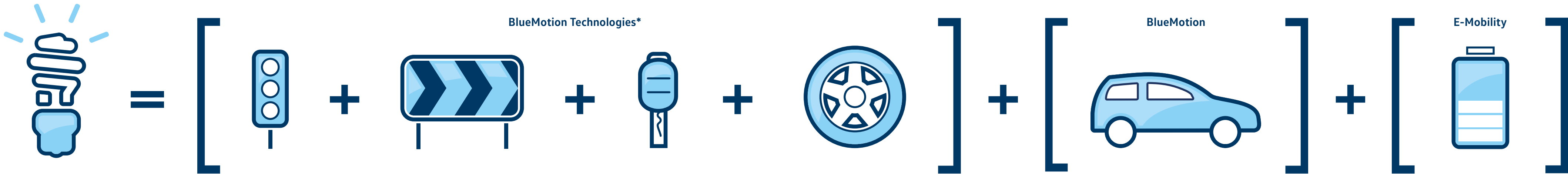
1 Pure White non-metallic, Reflex Silver metallic and Deep Black pearl effect paints are standard on Street **up!** models.

2 Pure White, Saturn Yellow and Tornado Red non-metallic paints are standard on Look **up!** models.

3 Blueberry metallic and Deep Black pearl effect paints are standard on Club **up!** models.

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

Think Blue.



Think Blue.

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
include the full range of BlueMotion Technologies as well as an aerodynamically optimised design to reduce wind resistance.

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.



3.54m

It may be just 3.54 metres long, but it's packed with innovative ideas, each designed to make driving more comfortable and enjoyable than ever before. That's the **up!**, small on size, but big on advanced technology. Model shown features optional Candy White non-metallic paint.

CITY EMERGENCY BRAKING.

The **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. 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 help avoid impact. If the driver fails to notice the threat and a collision becomes imminent, the system applies hard braking to significantly reduce the impact speed. Optional on all models as part of the City emergency braking pack.



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!** 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. 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. Standard on all models.



Images shown are for illustration purposes only and may not necessarily reflect UK specification.

LEAVES NOTHING TO BE DESIRED.



COMFORT PACK.

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.



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.

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 multifunction computer and cruise control, which keeps your selected speed constant at speeds over 19mph but within the legal speed limit, enabling you to relax on longer journeys without having to keep your eye on the speedometer. Optional on Move **up!** models and above. Model shown features optional Candy White non-metallic paint.



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!**, Street **up!** and Look **up!** models. 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. (NOT SHOWN)

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 Look **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 roofline 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 door mirrors allow you to see and be seen better. Optional on Move **up!** and Look **up!** and standard on High **up!** models and above.

ASG (AUTOMATED SHIFT GEARBOX).

The ASG is an automated gearbox that allows manual gear changes when the driver chooses. 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 lever 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!, Move up! and Look 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.



- 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.

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.



Sporty

Golf: 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 GTD and Golf R.



Spacious family cars

New 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 SV, Golf Estate, new 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 or the Golf Cabriolet.



City run around

up!: The ideal city car. Fun, easy to manoeuvre 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 practicality with more versatility and even more space can be found on the iconic Golf.



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 Jetta, and executive comfort in the Passat and Passat Estate – winner of 'European Car of the Year 2015'.



4x4

Touareg: The SUV just got smarter. True four by four capability off-road, and smooth, luxurious and powerful when on it, with four wheel drive technology, '4MOTION' as standard.

Go everywhere, do anything in our four wheel drive alternatives: Golf Alltrack, Tiguan and Passat and Passat Estate 4MOTION models.

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

TECHNICAL SPECIFICATION.

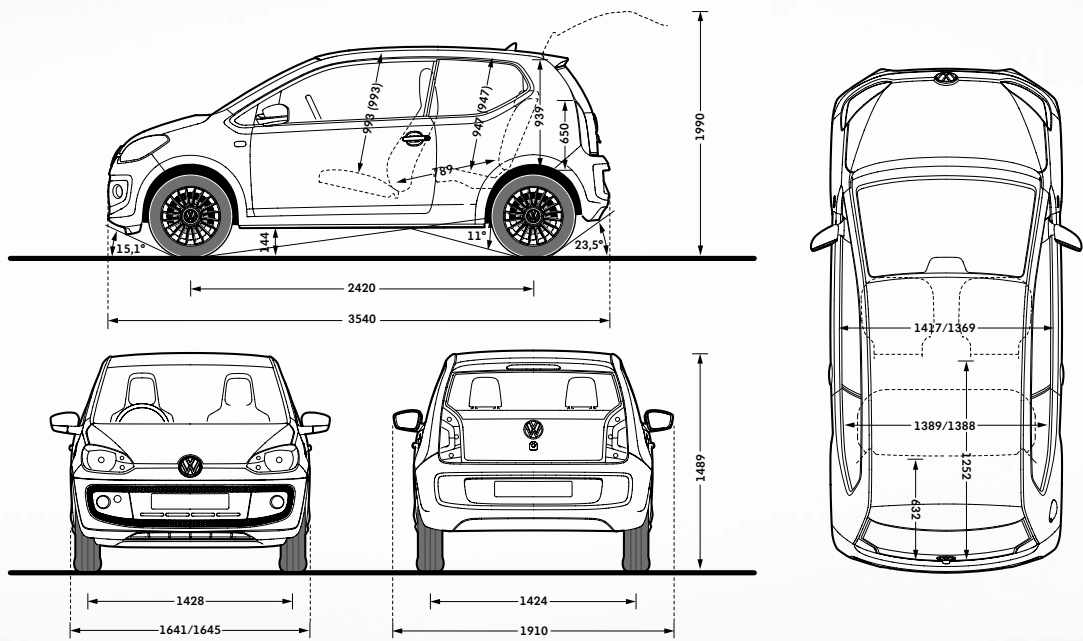
Engine		Take up! Look up! 1.0 litre 60 PS	Move up! BlueMotion Technology 1.0 litre 60 PS	High up! Club up! Street up! Rock up! 1.0 litre 75 PS	High up! BlueMotion Technology 1.0 litre 75 PS
Engine type		Three cylinder petrol	Three cylinder petrol	Three cylinder petrol	Three cylinder petrol
Cubic capacity, ltrs/cc		1.0/999	1.0/999	1.0/999	1.0/999
Max. output, PS ⁽¹⁾ /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*	–
Weights, kgs					
Gearbox: manual (auto ASG)	Unladen weight ⁽²⁾	929 (932)	940	929 (932)	940
	Gross vehicle weight	1290 (1290)	1290	1290 (1290)	1290
	Payload ⁽²⁾	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 ⁽³⁾		50	50	50	50
Performance					
Top speed, mph [km/h] †	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	–
ABI insurance group, 1 - 50		1E, 1E, 2E	1E	2E, 5E, 5E, 4E	2E
Environmental information					
Fuel grade, minimum		Unleaded, 95 RON	Unleaded, 95 RON	Unleaded, 95 RON	Unleaded, 95 RON
Fuel tank capacity, galls/ltrs ⁽⁴⁾		7.7/35	7.7/35	7.7/35	7.7/35
Official fuel consumption, manual (auto ASG) gearbox, mpg/ltr per 100km ⁽⁵⁾					
	Urban	50.4/5.6 (53.3/5.3) ⁽⁵⁾	56.5/5.0 ⁽⁵⁾	48.7/5.8 (51.4/5.5) ⁽⁵⁾	55.4/5.1 ⁽⁵⁾
	Extra-urban	72.4/3.9 (72.4/3.9) ⁽⁵⁾	78.5/3.6 ⁽⁵⁾	72.4/3.9 (70.6/4.0) ⁽⁵⁾	76.3/3.7 ⁽⁵⁾
	Combined	62.8/4.5 (64.2/4.4) ⁽⁵⁾	68.9/4.1 ⁽⁵⁾	61.4/4.6 (62.8/4.5) ⁽⁵⁾	67.3/4.2 ⁽⁵⁾
Official CO ₂ emission, g/km ⁽⁵⁾	Manual gearbox	105 ⁽⁵⁾	95 ⁽⁵⁾	106 ⁽⁵⁾	98 ⁽⁵⁾
	Automatic ASG gearbox	103 ⁽⁵⁾	–	105 ⁽⁵⁾	–
Emission class		EURO 6	EURO 6	EURO 6	EURO 6

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

Exterior dimensions

Length, mm	3540
Width – including door mirrors, mm	1910
Width – excluding door mirrors – 3-door/5-door, mm	1641/1645
Height, mm	1489
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)
Interior width – front – 3-door/5-door, mm	1417/1369
Interior width – rear – 3-door/5-door, mm	1389/1388
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

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. Model shown is 3-door.

VOLKSWAGEN SERVICE.

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

**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 Warranty¹. 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.

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 vehicle must be cared for in compliance with the manufacturer's operating instructions. Please consult your authorised Volkswagen retailer or repairer for full warranty details.

Three-year Paintwork Warranty.

This latest paintwork warranty, pioneered by Volkswagen, provides you with cover on a new car. Naturally, during the warranty period the car must be cared for in compliance with the manufacturer's operating instructions. Any paintwork defects, as a result of the manufacturing process, will be rectified without charge.

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.

The up! is serviced using the Fixed Service schedule. The service intervals for the Fixed Service are as follows:

- Oil change service – After 1 year or 10,000 miles (15,000km), whichever is soonest.
- Inspection service² – First after 2 years or 20,000 miles (30,000km), then every one year or 20,000 miles (30,000km), whichever is soonest.

Volkswagen Insurance³.

We want you to start enjoying your new car from day one and thanks to Volkswagen free 5 day insurance, you can. Call free on 0330 303 6930 (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.

Volkswagen Insurance⁴.

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? Insurance 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 by a Volkswagen approved repairer and Volkswagen trained technicians, using only genuine Volkswagen parts and paints.
- A dedicated Claims Manager who will manage your claim from start to finish, 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 Insurance 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-insurance.co.uk

Volkswagen Finance⁵.

Volkswagen Finance specialises in providing funding solutions for Volkswagen drivers. Whether your Volkswagen is for private or business use, you can choose from a range of funding options.

- Solutions – a Personal Contract Plan
- Hire purchase
- Lease purchase
- Finance lease
- Contract hire

With all Volkswagen Finance products you can choose a fixed-cost maintenance plan to help you budget for your servicing and maintenance costs. No matter what finance product you choose, your local Volkswagen retailer will be able to provide you with a personalised quote that could meet your budget and vehicle needs.

Fuel consumption and CO₂ Emissions.

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 achieved 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.

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 larger alloy wheels than those fitted as standard may result in increased fuel consumption as well as higher CO₂ emissions and subsequently an increased Vehicle Excise Duty (VED) band. BIK rates paid by company car drivers may also increase. In some instances, the recommended 'On the road' retail price paid for a vehicle may increase as a result of the increased VED rate. CO₂ is the main greenhouse gas responsible for global warming. The specifications contained in this brochure are for information purposes only and are subject to change.

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 roadside and home 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. Exclusions and terms and conditions apply. For pricing and further details of Volkswagen Roadside Assistance, please consult your authorised Volkswagen retailer, or visit www.volkswagen.co.uk

Tax Free Sales.

For full details, please contact your authorised Volkswagen retailer.

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 Ofcom regulations.

VOLKSWAGEN SERVICE
FOR YOUR PEACE OF MIND.

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

2 The inspection service first at 3 years (or 40,000 miles) and then every second year (or 40,000 miles) has additional workscope.

3 Volkswagen Financial Services is a trading name of Volkswagen Financial Services (UK) Limited ("VWFS UK"). Registered in England and Wales number: 2835230. Registered Office: Brunswick Court, Yeomans Drive, Blakelands, Milton Keynes MK14 5LR. Financial and consumer credit services are provided by VWFS UK. Annual insurance credit is provided by Ageas Retail Limited.

Volkswagen Motor Insurance from VWFS UK is sold and administered by Ageas Retail Limited, registered in England and Wales number: 1324965. Registered Office: Ageas House, Hampshire Corporate Park, Templars Way, Eastleigh, Hampshire SO53 3YA. VWFS UK and Ageas Retail Limited are not part of the same corporate group.

4 Insurance from Volkswagen Financial Services is sold and administered by Lawshield UK Limited, registered in England number: 3360532 (registered office: Lawshield House, 850 Ibis Court, Lakeside Drive, Centre Park, Warrington, Cheshire WA1 1RL) and underwritten by UK General Insurance Limited on behalf of Ageas Insurance Limited, registered in England number: 354568 (registered office: Ageas House, Tollgate, Eastleigh, Hampshire SO53 3YA).

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



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youtube.com/user/ukvolkswagen



Das Auto.

THE NEW LOOK up!





01

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's 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.

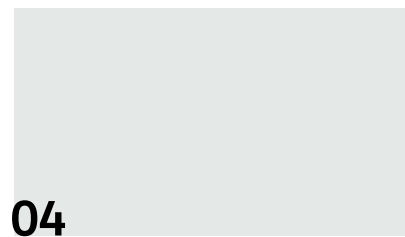
Please note: Colour range is reproduced for illustration purposes only. Actual on-car colours may vary from those shown, as print processes do not allow exact reproduction of the paint colours.



02



03



04



05



06



07

- 01. Interior shown is new Look up! with stylish 'Chess' upholstery
- 02. 15 inch Fortaleza alloy wheels
- 03. Eye-catching 'Gloss Black' door mirror housings
- 04-06. Non-metallic paints in Pure White, Tornado Red or Saturn Yellow
- 07. Model shown is new Look up! with black coloured decals on door panels and Saturn Yellow non-metallic paint

Look up!

MODEL PRICES

3-DOOR HATCHBACK.

Look up!	1.0 ltr	3-door	5 speed manual	Output, PS	CO ₂ emission, g/km*	Maximum VED band†	Basic Recommended Retail £	VAT £	Total Recommended Retail £	Manufacturer's Recommended 'On the road' Retail price £‡
				60	105*	B	7,808.33	1,561.67	9,370.00	9,995.00

* 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 achieved 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. CO₂ is the main greenhouse gas responsible for global warming. This information should be used for illustration purposes only. Choosing larger alloy wheels than standard may result in increased fuel consumption as well as higher CO₂ emissions and subsequently increased Vehicle Excise Duty (VED) band, and BIK rates paid for company car drivers will increase. In some instances, the recommended 'On the road' retail price paid for the vehicle may increase as a result of the increased VED rate. The specifications contained in this price list are for information purposes only and are subject to change.

† For full details of VED (Vehicle Excise Duty) bands and other costs included in the 'On the road' recommended retail price, please see the Vehicle Excise Duty (VED) and Additional 'On the road' costs page in the current up! price list.

‡ Recommended 'On the road' retail price based on standard model. Recommended retail prices and specifications are correct at the time of going to press. These prices and specifications may be subject to change without notice.

MAIN ITEMS OF STANDARD SPECIFICATION

STANDARD ITEMS OF EQUIPMENT: Look up!

VOLKSWAGEN SERVICE	INTERIOR	IN-CAR ENTERTAINMENT AND COMMUNICATIONS
3-year/60,000 miles warranty (whichever is soonest)	'Black Pearl' upper dashboard	DAB digital radio receiver
3-year paintwork warranty	Chrome trimmed interior door handles	RCD 215 radio system/MP3 compatible CD player with 2 speakers, front and AUX-in socket for connection to an external multimedia source (e.g. iPod and MP3 player)
12-year body protection warranty	Cup holders, front x 1, rear x 1	
Volkswagen Roadside Assistance	Digital clock	
Exclusions and terms apply, please see Volkswagen Service page for more details	Driver's sun visor with ticket holder	
	Front passenger's sun visor with vanity mirror, illuminated	
	Glovebox	
	Height adjustable steering wheel	
	'High Gloss Black' air vent surrounds	
	'High Gloss Black' handbrake button	
	Interior light delay	
	Internally adjustable door mirrors	
	Luggage compartment cover	
	Luggage compartment light	
	One-touch indicators	
	Seating	
	- Upholstery - 'Chess' cloth	
	- Driver's seat height adjustment	
	- Driver's and front passenger's 'easy entry' sliding seat with memory function (for access to rear seats)	
	- Split folding rear seat backrest 60:40	
	Storage compartments in front doors (for 1.0 litre bottles)	
	Three-spoke steering wheel	
	Two-tone horn	
	Variable boot floor	
	12V socket in centre console	
		SAFETY AND SECURITY
		ABS (Anti-lock Braking System) with HBA (Hydraulic Brake Assist)
		Airbags
		- Driver's and front passenger's airbags
		- Side head/thorax airbag system, for front passengers
		Electronic engine immobiliser
		ESC (Electronic Stability Control) including hill hold, EDL (Electronic Differential Lock) and ASR (Traction Control)
		Front integrated head restraints
		Front three-point seat belts
		High level 3rd brake light
		Isofix child seat preparation (for 2 rear child seats)
		Rear head restraints x 2, height-adjustable
		Remote central locking with 2 remote folding keys
		Tyre pressure loss indicator
		Warning buzzer and light for front and rear seat belts if unfastened
		2 rear three-point seat belts

COMFORT AND CONVENIENCE
Air conditioning, manual
Electric windows, front
Heated rear window
Manually dimmable interior rear-view mirror
Tool kit

DRIVER'S ASSISTANCE
Hill hold function
Power-assisted steering, speed-sensitive
Rev counter
Speedo, electronic odometer, trip counter and fuel gauge
Warning 'lights on' buzzer

1 For vehicles with 15" wheels there will be limitations on the speed and distance that can be driven on the spare wheel.

The specifications listed are for information purposes only as our products are continually updated and changes may be made to the specifications at any time. If you require any specific feature, please consult your authorised Volkswagen retailer who is regularly updated with any change in specification. Specifications are subject to change without notice.

TECHNICAL SPECIFICATION.

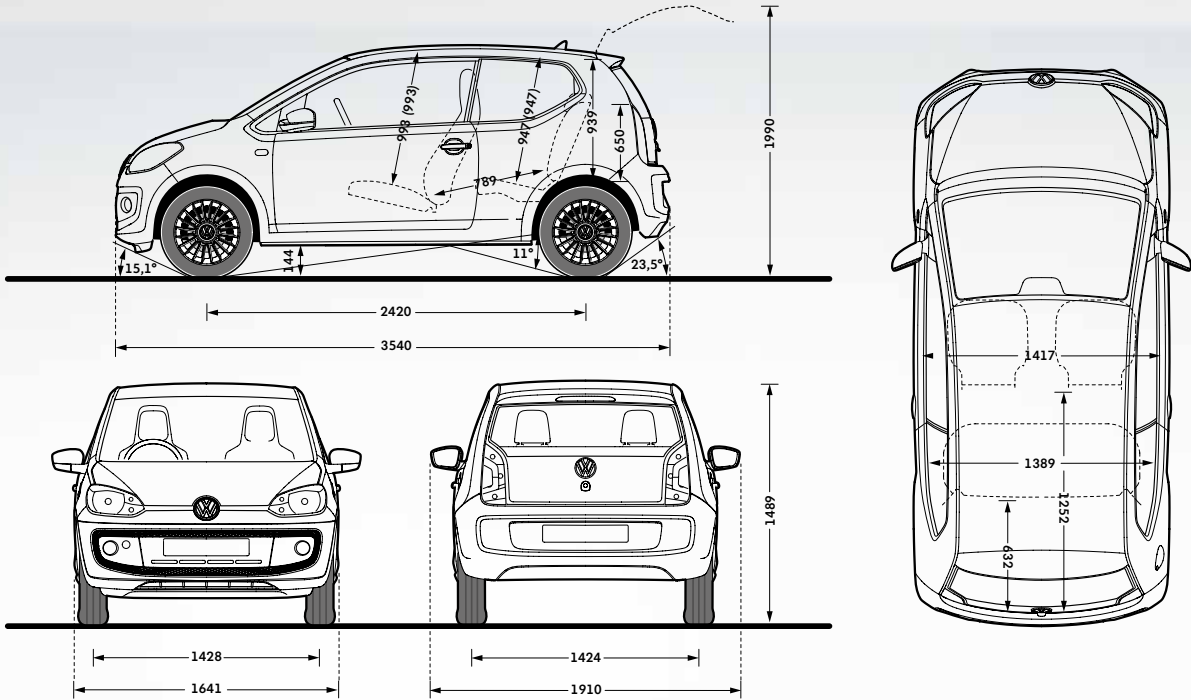
Engine		Look up! 1.0 litre 60 PS
Engine type		Three cylinder petrol
Cubic capacity, ltrs/cc		1.0/999
Max. output, PS ⁽¹⁾ /kW at rpm		60/44 @ 5000-6000
Max. torque, lbs.ft/Nm at rpm		70/95 @ 3000-4300
Gearboxes		Five speed manual
Weights, kgs		
Gearbox: manual	Unladen weight ⁽²⁾	929
	Gross vehicle weight	1290
	Payload ⁽²⁾	436
	Axle load limit: front/rear	680/640
Max. roof load, with roof rails ⁽³⁾		50
Performance		
Top speed, mph [km/h] †	Manual gearbox	99 [160]
Acceleration, secs 0 - 62mph	Manual gearbox	14.4
ABl insurance group, 1 - 50		1E
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 ⁽⁵⁾
	Extra-urban	72.4/3.9 ⁽⁵⁾
	Combined	62.8/4.5 ⁽⁵⁾
Official CO ₂ emission, g/km ⁵	Manual gearbox	105 ⁽⁵⁾
Emission class		EURO 6

† Where the law permits.

Technical specification notes

- 1) 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.
- 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) 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.
- 4) 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.
- 5) 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 achieved 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.

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 larger alloy wheels than those fitted as standard may result in increased fuel consumption as well as higher CO₂ emissions and subsequently an increased Vehicle Excise Duty (VED) band. BIK rates paid by company car drivers may also increase. In some instances, the recommended 'On the road' retail price paid for a vehicle may increase as a result of the increased VED rate. CO₂ is the main greenhouse gas responsible for global warming. The specifications contained in this brochure are for information purposes only and are subject to change.



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, mm	1641
Height, mm	1489
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)
Interior width – front – 3-door, mm	1417
Interior width – rear – 3-door, mm	1389

Max. luggage capacity, ltrs.

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

Figures shown are for standard specification models. The addition of certain factory-fitted options and/or accessories may affect some of the dimensions shown.

VOLKSWAGEN SERVICE.

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

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 Warranty¹. 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.

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 vehicle must be cared for in compliance with the manufacturer's operating instructions. Please consult your authorised Volkswagen retailer or repairer for full warranty details.

Three-year Paintwork Warranty.

This latest paintwork warranty, pioneered by Volkswagen, provides you with cover on a new car. Naturally, during the warranty period the car must be cared for in compliance with the manufacturer's operating instructions. Any paintwork defects, as a result of the manufacturing process, will be rectified without charge.

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.

The up! is serviced using the Fixed Service schedule. The service intervals for the Fixed Service are as follows:

- Oil change service – After 1 year or 10,000 miles (15,000km), whichever is soonest.
- Inspection service² – First after 2 years or 20,000 miles (30,000km), then every one year or 20,000 miles (30,000km), whichever is soonest.

Volkswagen Insurance³.

We want you to start enjoying your new car from day one and thanks to Volkswagen free five day insurance, you can. Call free on 0330 303 6930 (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.

Volkswagen Insurance⁴.

Get three years' Volkswagen Insurance 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? Insurance 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 approved repairer, by Volkswagen trained technicians, using only genuine Volkswagen parts and paints.
- A dedicated Claims Manager who will manage your claim from start to finish, 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 Insurance 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-insurance.co.uk

Volkswagen Finance⁵.

Volkswagen Finance specialises in providing funding solutions for Volkswagen drivers. Whether your Volkswagen is for private or business use, you can choose from a range of funding options.

- Solutions – a Personal Contract Plan
- Hire purchase
- Lease purchase
- Finance lease
- Contract hire

With all Volkswagen Finance products you can choose a fixed-cost maintenance plan to help you budget for your servicing and maintenance costs. No matter what finance product you choose, your local Volkswagen retailer will be able to provide you with a personalised quote that could meet your budget and vehicle needs.

Fuel consumption and CO₂ Emissions.

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 achieved 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.

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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 roadside and home 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. Exclusions and terms and conditions apply. For pricing and further details of Volkswagen Roadside Assistance, please consult your authorised Volkswagen retailer, or visit www.volkswagen.co.uk

Tax Free Sales.

For full details, please contact your authorised Volkswagen retailer.

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 Ofcom regulations.

¹ All warranty work must be completed by an authorised Volkswagen retailer or repairer.

² The inspection service first at 3 years (or 40,000 miles) and then every second year (or 40,000 miles) has additional workscope.

³ Volkswagen Financial Services is a trading name of Volkswagen Financial Services (UK) Limited ('VWFS UK'). Registered in England and Wales number: 2835230. Registered Office: Brunswick Court, Yeomans Drive, Blakelands, Milton Keynes MK14 5LR. Financial and consumer credit services are provided by VWFS UK. Annual insurance credit is provided by Ageas Retail Limited.

Volkswagen Motor Insurance from VWFS UK is sold and administered by Ageas Retail Limited, registered in England and Wales number: 1324965. Registered Office: Ageas House, Hampshire Corporate Park, Templars Way, Eastleigh, Hampshire SO53 3YA. VWFS UK and Ageas Retail Limited are not part of the same corporate group.

⁴ Insurance from Volkswagen Financial Services is sold and administered by Lawshield UK Limited, registered in England number: 3360532 (registered office: Lawshield House, 850 Ibis Court, Lakeside Drive, Centre Park, Warrington, Cheshire WA1 1RL) and underwritten by UK General Insurance Limited on behalf of Ageas Insurance Limited, registered in England number: 354568 (registered office: Ageas House, Tollgate, Eastleigh, Hampshire SO53 3YA).

⁵ Finance is available to 18s and over, subject to status. Terms and conditions apply. Volkswagen Finance.

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Internet: www.volkswagen.co.uk

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