



Volkswagen



# THE POLO.



A SUCCESS STORY IN THE SIXTH GENERATION.

# SOMETHING YOU CAN RELY ON: THE POLO.

**More than 14 million models sold speak for themselves:** The Polo is one of the world's most successful compact cars and has been for 42 years – after all, the first Polo range was launched onto the market back in 1975. Fresh, appealing and always innovative, the Polo firmly established itself in Volkswagen's model range from the very start. 'Small can be so big' – a slogan that has retained its relevance and is perhaps even more apt than ever before. Now the completely newly developed sixth generation of the bestseller is hitting the roads to continue the success story.

It is impressive on so many levels, with a new, more powerful and dynamic exterior design, much more spacious interior and a significantly larger boot volume. The positive influence of the Modular Transverse Matrix (known by its German abbreviation MQB) is clearly evident here. Also pioneering are the numerous assistance and connectivity systems, many of which the Polo is now adopting from the higher positioned Golf and Passat models.

The new Polo has without question come of age in many respects – after all, a great deal has happened since 1975. This not only goes for the technical development of the six Polo series, because a devoted fan base has also grown around the compact car over the course of the years. And in the world of motor sport the Polo has caused a sensation on many occasions. We have put together the key highlights from more than four decades of Polo history in this brochure. To be continued!




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Polo – fuel consumption in l/100 km: 4.8–4.4 (combined), CO<sub>2</sub> emissions in g/km: 110–101 (combined), efficiency class: B

# EVOLUTION AND REVOLUTION



'The proportions are right. This is light design. It radiates agility!' Marco Pavone energetically follows the outline of the ocean-blue classic. Tomasz Bachorski nods: 'Absolutely. It looks somehow bold – a bit like it is on the move.' Two creative minds encounter two members of a successful Wolfsburg family; they know each other well. Allow us to introduce Tomasz Bachorski and Marco Pavone. As interior designer and exterior designer at the Volkswagen brand, they designed the new Polo with their team. And in the process, they put the first Polo under the microscope.

Tomasz Bachorski (left), Marco Pavone (right)

Polo – fuel consumption in l/100 km: 4.8–4.4 (combined), CO<sub>2</sub> emissions in g/km: 110–101 (combined), efficiency class: B

19  
75 / 20  
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**The Polo was launched in 1975. The new sixth-generation Polo will come out in 2017. Are there similarities?**

Marco Pavone: Although the first Polo had completely different dimensions and the new Polo is the largest in its family, the proportions are indeed related: short overhangs, a harmonious distribution of the roof structure in relation to the vehicle length and the dynamics that taper to the front. And very important: the fast C-pillar! It is considerably more dynamic in the new Polo.

Tomasz Bachorski: At the time, the first Polo provided a secure and generous sense of space. With the new Polo, it was about feeling like you are in a modern home.

**So the predecessors also play a role in the design?**

Pavone: Absolutely! At Volkswagen, we always have evolutionary design. Where did the story begin? What is in the DNA of this model?

Bachorski: The car should be new – yet also recognisable inside and outside as a modern Polo.

Pavone: The window graphic is a good example. Already in 1975, it was an important design element. And you only get this with the Polo! The long window hinge on the new Polo is merely more dynamic and more powerful. The Polo 2017 shoots forward with its wedge shape, strong shoulder section and tornado silhouette. Overall, it is clearly more masculine, more grown-up – and more emotional.

Bachorski: We have also carried over the very good sense of interior space into the future. Our goal: the cockpit must be an experience – new and desirable, but also familiar. With a sense of feeling at home digitally, a sporty automotive interior architecture and driver-oriented design. All instruments and displays are arranged in one visual and operational axis. Of course, today there are many more elements than in the 1970s, but the clarity of that time has inspired us. A sense of well-being like 1975, but also high-tech like 2020.

Pavone: Thus, evolution and revolution.

**What is the biggest challenge you face as designers?**

Bachorski: We have to think incredibly far ahead. About ten years.

Pavone: And to look so far into the future, we really need a crystal ball.

Bachorski: We start working on the design around three or four years before market launch. We analyse social and digital trends and interpret them in a forward-looking car design. Even years after it has entered the market, the car still needs to look modern.

Pavone: Therefore the design must be clear, precise and easy to understand. Thus we need to create something timeless – that is a great challenge, but also a wonderful one.

Bachorski: You could say that good design is like a cool suit. It must be a good fit from the beginning, and even years later, you must still feel well dressed in it. With the new Polo, there is the addition that there's a high-end smartphone included in the stylish suit!

And in this, Marco Pavone and Tomasz Bachorski agree: the new Polo will be in style for a long time, it is designed well and, above all, it will be a good fit for all.

**TOMASZ BACHORSKI**

Bachorski studied industrial design in Kiel and has been at Volkswagen since 1997. Since then, he has left his mark on the interior design of numerous models: he first worked on the Phaeton, Passat B6 and Bugatti Veyron models, and more recently, for instance, on the I.D. family concept car, the Arteon, T-ROC and Polo VI. And currently, among others, on the Golf VIII and the I.D. range. Since 2008, Tomasz Bachorski has been the head interior designer at the Volkswagen brand.

**MARCO PAVONE**

The Brazilian exterior designer has been at Volkswagen since 1998. He came to Germany in 2000, and since 2005 he has worked at Volkswagen Design in Wolfsburg. He started with the up! and has shaped, among others, the Tiguan, I.D. concept car, I.D. Buzz and Jetta as well as the Polo VI. He has been team leader since 2010, and Marco Pavone will be the head of exterior design at the Volkswagen brand from September 2017.

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# FROM MOCK-UP TO PROTOTYPE

Developers Pascal Horn and Christian Rossbach worked in tandem to guide the new Polo from the concept phase to the production stage. A look at 33 months in the development of the Polo.



1

**Their time came in 2014, when the new Polo generation reached its first big milestone:** The concept looked good and had received the approval of the decision-making committees. The technical data and the basic design were thus established. The model went into full development. This marked the birth of the Polo tandem: two developers now held the threads together in the team responsible for the full development of the vehicle. Their task: to finish developing the new Polo and guide it to the production stage.

Pascal Horn is an automotive engineer and had been on board as a developer for a good 15 years at the time. He oversaw the development of the Lupo and also had early contact with the Polo. That was in 2001, when development work began on the fourth generation. He is an old hand when it comes to the Polo and adopts the role of unit spokesman in the new Polo tandem. By his side as model supervisor stood vehicle construction engineer Christian Rossbach, still a youngster back then at the age of 29. He, too, was familiar with the Polo. He had been acquainted with it from the start. Rossbach oversaw the concept phase of the new Polo before following it to the full development stage.

**'The Polo must be perfect in every respect. It is the best in its class.'** The task has proved to be the biggest challenge to date for both developers at Volkswagen. 'Developing the new Polo is a big deal,' says 31-year-old Rossbach. 'The Polo must be perfect in every respect. It is the best in its class.' His tandem partner Horn agrees: 'The expectations placed on us have been huge from the very start. Every boss checks everything twice.' As a tandem, they had to keep an eye on the entire Polo at all times – from the USB port in the centre console to the bumper and the platform, which is also completely new. That's because the sixth-generation Polo is also switching to the Modular

Transverse Matrix (known by its German abbreviation MQB). Both developers have paid particular attention to the customer's perspective. One small example involved searching for the best position for the cupholder in the centre console. 'We made absolutely sure that the driver can easily reach for a cup,' says Rossbach, explaining an early test drive when the Polo was still a so-called mock-up. 'We were able to find a number of solutions in the new Polo that are practical and good for the customers.'

#### **An unbeatable home and foreign office team**

The Polo tandem goes together well and its approach to tasks is based on the division of labour. Horn is, as he himself says, the 'home secretary' in the tandem. He is based in the technical development division in Wolfsburg and takes care of the diverse committee work. His partner Christian Rossbach has slipped into the role of 'foreign minister'. He lives out of a suitcase a lot of the time and accompanies the Polo when it travels all over the world for testing purposes. 'We have always worked hand in hand and perfectly complemented each other,' says Horn. This also allowed them to step in for one another whenever necessary. During the hot pre-production phase they have taken it in turns to visit the factory in Pamplona where the new Polo is being built and have thus overseen the building of the first production vehicles as a tandem.



2

1 / Christian Rossbach (left), Pascal Horn (right).  
2 / Test drives at temperatures exceeding 38 degrees Celsius – national and international journalists tested prototypes of the Polo in South Africa.

There is a great deal resting on the test drives for both developers. Every detail of the vehicle is thoroughly put through its paces and judged. This is where the ultimate decisions are made in relation to aspects such as the chassis, the window winders and assistance systems. 'At the start I thought we would never manage to get the new model to the pre-production stage,' recalls Rossbach, 'but step by step things got better and we were soon able to see light at the end of the tunnel.' One key moment was a winter drive in 2016, when many things were finally decided. Only small adjustments were made after that. Just a few weeks later, the team responsible for the full development of the vehicle gave the green light for the new Polo. Now the way is clear for moving the new model over to the production stage so that the first Polos can roll off the production line. The tandem's work is done.



**CHRISTIAN ROSSBACH**

Rossbach, 31, trained as a motor mechanic and later studied vehicle construction in Hamburg. The Münsterland native and keen footballer came to Wolfsburg in 2010 and developed the concepts for the Golf Estate, Touran and Polo. He then guided the new Polo to the production stage as part of the Polo tandem in his role as model supervisor. In February 2017 he moved to the 'virtual validation' division, which oversees the development of the models early on in the concept phase.

**Please complete the sentence, Mr Horn.**

**The thing I especially like about the new Polo is ...** the fact that the interior and boot space is much bigger. For me, the GTI<sup>1</sup> is the icing on the cake.

**My key experience with the new Polo was ...** driving the prototype for myself and finding out how well it performed on the test track.

**My hopes for the new Polo are that ...** it fares well in the first comparison tests in the motor press and many customers decide to buy it.

**Please complete the sentence, Mr Rossbach.**

**The thing I especially like about the new Polo is ...** the fact that it does many things differently to its predecessor in terms of the interior, yet still remains a Polo.

**My key experience with the new Polo was ...** when our top boss got out of the GTI prototype after a test drive with a smile on his face. That said more than a thousand words.

**My hopes for the new Polo are that ...** it remains as successful as it has always been and pleases many people.



**PASCAL HORN**

After completing his studies in Brunswick in 1999, the vehicle construction engineer, 47, moved to the full vehicle development division in Wolfsburg, where he worked on the front end of the Lupo and Polo, and later the Touran and Eos. From 2009 onwards, he oversaw the development of the e-Golf and became unit spokesman for the new edition of the Polo in 2014. He remains linked to the Polo, even in his new role. Since February, Horn has been head of the 'small' project unit responsible for the up! and Polo model family.



1



2



3

- 1 / Teamwork that pays: The new Polo 'Beats' special edition.
- 2 / The new Polo with an individual touch: Customised with the 'R-Line' package.
- 3 / Powerful dynamics: the new addition to the Polo family is off to a good start.

Polo – fuel consumption in l/100 km: 4.8–4.4 (combined), CO<sub>2</sub> emissions in g/km: 110–101 (combined), efficiency class: B  
<sup>1</sup> Polo GTI: The vehicle is not yet available for sale and is therefore not governed by EU Directive 1999/94/EC.

# TOGETHER WE ARE STRONG.

Shared passion is doubled passion:  
a portrait of Germany's Polo IG fan club.



Few other marques have as many classic and modern classic clubs as Volkswagen. There are a number of private clubs and interest groups for virtually every model. Of course, the Polo is no exception here. Germany's 'Polo IG' fan club is one of the best known and most highly committed of them all, an active club nationwide for fans of the Audi 50, Polo I Type 86, Polo II Type 86c, Polo II 2F and their derivatives.

The Polo IG fan club has around 30 members who not only share a fascination for the Polo, but also help one another when it comes to buying vehicles and spare parts, carrying out repairs and much more besides. Three of the members introduce themselves and their vehicles on the following pages.

01 /

MICHAEL DREISBACH  
Polo I (1977)



02 /

FRANK HAMM  
Polo II GT G40 (1988)



03 /

SEBASTIAN SCHEMMANN  
Polo IV FSI Cup Version (2005)



# 01 / THE WEDDING CARRIAGE

## POLO I (1977) OWNED BY MICHAEL DREISBACH

Make the journey to the registry office in a rented limousine? 'Out of the question,' decided Michael Dreisbach from Kreuztal. The Polo fan had met his future wife at a gathering for Polo enthusiasts. They initially shared the same hobby and later also shared their lives. Michael was adamant: 'My Polo I will be the wedding car!' The Riyadh Yellow modern classic – an unrestored garaged car previously owned by a pensioner and in excellent condition – briefly had to give up its passenger seat for the journey into a shared future so that groom Michael and his wife Heike and her wedding dress could sit together on the back seat.





## THE MODEL STUDENT

### POLO II GT G40 (1988)

#### OWNED BY FRANK HAMM

'Wow! It looks brand-new!' Polo IG member Frank Hamm certainly hears this exclamation often when someone sees his perfectly restored Polo II for the first time. The Polo fan from Moers has it in black and white: having been surveyed by an expert, the condition of his black G40 was rated as 1-. The previous owner had already completely dismantled the car and protected the entire bodywork from corrosion with an electro-phoretic coating. The panels of the Polo were subsequently finished off with two layers of clear paint – making it look better than new. We think that this Polo is a real model student.



02 /



03 /

## THE HOT HATCH

### POLO IV FSI CUP VERSION (2005)

#### OWNED BY SEBASTIAN SCHEMMANN

The man who races the Polo: Sebastian Schemmann is not just the current president of Germany's Polo IG fan club, but probably also its fastest representative. The racing enthusiast has driven many Polo models in motor sport events for a number of years. His latest baby in the stable is one of just 44 Cup Polo cars built at Volkswagen Motorsport that competed in the ADAC Volkswagen Polo Cup between 2004 and 2009. Today Schemmann drives the 170-PS racer in the 'Cup and Touring Car Trophy' and has already racked up one victory and a third-place finish.



4 X RALLY

# WORLD CHAMPION

POLO R WRC (2013–2016)

IN 1975 THE

POLO MK I

WAS AVAILABLE IN

# 9

COLOURS

- BLACK
- MARINO YELLOW
- SENEGAL RED
- OCEANIC BLUE
- LOFOTEN GREEN
- ATLAS WHITE
- RALLY YELLOW
- PHOENIX RED
- CLIFF GREEN

POLO VI:

- 14 EXTERIOR COLOURS
- 11 SEAT DESIGNS
- 13 DASH PAD TRIMS
- 12 ALLOY WHEELS

THE NUMBER OF POLOS BUILT SO FAR

More than **14,000,000**

**'The small Volkswagen.'**  
(POLO GT G40 ADVERT, 1987)

# BOOT VOLUME

POLO I (1975):

**238** l

POLO VI (2017):

**351** l

**'Polo. Short on the outside, big on the inside.'**

(ADVERT, 1975)

A COMPARISON OF DIMENSIONS (IN MM)

	POLO I:	POLO VI:
LENGTH	<b>3,500</b>	<b>4,053</b>
WIDTH	<b>1,559</b>	<b>1,751</b>
WHEELBASE	<b>2,335</b>	<b>2,564</b>

**9** NUMBER OF ENGINES FOR THE POLO VI:

CNG engine

For the first time with a

# 6

## GENERATIONS OF THE POLO AT A GLANCE.

From the birth of the Polo in 1975 to the brand-new sixth generation of the model, it has always provided a breath of fresh air in the small car segment and set trends. And its success proved that Volkswagen made the right decision: with more than 14 million cars built across every generation (excluding derivatives), it is more convincing than ever. An overview of the Polo's history.



**POLO I**  
1975

**POLO II**  
1981

**POLO III**  
1994

**POLO IV**  
2001

**POLO V**  
2009

**POLO VI**  
2017

VERSIONS

✕ 1977  
DERBY

✕ 1981/1985  
DERBY/POLO NOTCHBACK

✕ 1982  
POLO COUPÉ

1997 ✕  
POLO CLASSIC

1997 ✕  
POLO ESTATE

✕ 2003  
POLO SALOON

✕ 2004  
POLO FUN

✕ 2010  
POLO SALOON

✕ 2014  
CROSSPOLO

Polo - fuel consumption in l/100 km: 4.8-4.4 (combined), CO<sub>2</sub> emissions in g/km: 110-101 (combined), efficiency class: B

# ÖKO - POLO THE ECO - PIONEER

1

9

8

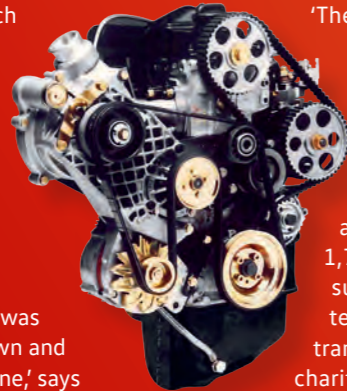
7

1.7  
L / 100 KM

What looks like a normal Polo II is actually an innovator. With fuel consumption of around two litres (per 100 km), it was not just a thrifty car among its contemporaries – in many ways, the Öko-Polo was also a pioneer. The key here was Volkswagen's eco-drive system.

'During the years of the energy crises it was necessary to develop an economical vehicle that consumed much less fuel than normal,' recalls Michael Willmann, project coordinator of the 'engine diversification' division at Volkswagen at the time. 'The aim was to build an ecological and economical compact car for the 1990s' that also took into account modern awareness of environmental issues.

It all began with the engine. 'We had been developing various diesel components on an engine since around 1982. Then we looked for a small vehicle and the Polo was perfect. A complete vehicle concept for use around town and on short journeys was ultimately built around the engine,' says former project manager Uwe Scher, explaining the beginnings. Together with Willmann, he worked on the Polo's eco-drive system in the 1980s in Volkswagen's engine development division. After various analyses and test engines, the right combination was found in 1985 and the Polo was given a completely newly developed drive unit: half of a 1.7-litre research diesel engine, which had been converted to direct injection and was charged via a G40-Lader. A small diesel engine with just 858 cc and two cylinders – downsizing par excellence. The cubic capacity and cylinder unit were perfect for low consumption. The innovative particulate filter and exhaust gas



recirculation concept were used for the first time on the Öko-Polo. A start-stop system featuring a system that opened the clutch and allowed the car to freewheel under its own motional energy served to make optimal use of energy. A thermo-acoustic capsule around the drivetrain minimised the engine noise.

'The test drive in our partner town of Marignane in the south of France was a real milestone. The Öko-Polo certainly lived up to its name,' recalls Michael Willmann. Of 13 test vehicles, three set off in August 1987 in cooperation with the IAV automotive engineering company. On the almost 3,500-kilometre-long test drive, the Öko-Polo achieved the legendary consumption figure of 1,706 litres. Fifty Polo CL hatchback models were subsequently converted at the IAV in Berlin for a fleet test. Between 1990 and 1992, the BVG (Berlin's transport company) and the 'Paritätische' (a German charitable association) each used 25 Öko-Polo cars.

Only the test vehicles were ever built. Yet the Öko-Polo's innovations were developed further. 'You could say that the Öko-Polo is the forerunner of the three-litre car, among other things,' summarises Michael Willmann. The Polo remained an economical pioneer: the first Volkswagen BlueMotion model was a Polo IV; the Polo V TDI BlueMotion achieved an impressive consumption figure of 3.1 litres (per 100 km). 'The Öko-Polo was a real trailblazer. It probably came along too early, but it was certainly heading in the right direction,' says Uwe Scher.



The task of the research project was to create an extremely fuel-efficient drive concept with low emissions and noise. The Öko-Polo achieved this pioneering work with a direct-injection diesel engine, particulate filter, start-stop system and minimal fuel consumption. Capable of 39 PS (29 kW), the 810-kilogram Öko-Polo went from 0 to 100 km/h in 23.6 seconds and reached a top speed of 138.6 km/h.

# SMALL POLO. GREAT SPORT.

A small and lightweight car with a powerful engine – the perfect combination for enthusiasts without deep pockets. In 1987 the moment came for the highly successful Polo GT G40, whose G-Lader supercharger gave the 1.3-litre engine a real punch. Since 1998 there has also been a Polo with the 'three magical letters' GTI at the rear and an extra portion of power under the bonnet. In 2013 Volkswagen built the hottest production Polo to date in the form of the R WRC Street model. The 220-PS (162 kW) turbo sports car was limited to 2,500 units and served as the homologation model for the Polo R WRC rally vehicle, with which Volkswagen won the World Rally Championship four times between 2013 and 2016.



**SMALL POWERHOUSE:** The rallycross Polo EX supercar transmits 560 PS (412 kW) to all four wheels. The Swede Johan Kristoffersson came second in the FIA World Rallycross Championship in 2016.



## POLO GT G40 1987

The most powerful version of the Polo at the time appeared from May 1987 onwards in a limited production run of 2,000 vehicles: the Polo GT G40. The power of the 1.3-litre engine was boosted to 115 PS (85 kW) by means of a mechanically driven G-Lader, which functioned like a supercharger. The chassis of the small 'wolf in sheep's clothing' was also lowered by 20 millimetres, and the car was given firmer springs and shock absorbers.



## POLO GTI 1998

The Polo appeared as a GTI for the first time in its history in 1998. With a high-revving 120-PS (88 kW) 1.6-litre engine, sleek BBS wheels and red brake callipers, the 'little GTI' had no need to hide away from its big brother, the Golf. Its success proved that Volkswagen made the right decision: the Polo GTI was so highly coveted that it made a comeback in 2006 in the form of the Polo IV. A GTI model also rounded off the top end of the Polo V series in 2014.



## POLO R WRC 2013

Volkswagen Motorsport won the WRC manufacturers' championship – the elite class of rally sport – four times in succession with the Polo R WRC between 2013 and 2016. The all-wheel-drive car achieved 315 PS (213 kW) from a 1.6-litre turbo engine.

# THE NEW POLO – IN A CLASS OF ITS OWN.

Selected highlights from the sixth generation of the bestseller.



### AS SPACIOUS AS A BIG CAR.

Longer, wider, bigger wheelbase: the new Polo is now much more spacious than its predecessor. The boot volume has grown from 280 to 355 litres – even more spacious than a Golf IV in 1997.

### AN EYE ON EVERYTHING.

The new Polo is the first Volkswagen model to feature a new generation of the Active Info Display. At the same time, the Polo has also been given the latest generation of infotainment systems, with display sizes ranging from 6.5 to 8.0 inches.

### PUMP UP THE VOLUME.

Listen to the music: in addition to the Trendline, Comfortline and Highline ranges, there will be a special 'Beats' model for young Polo customers, with a 300-watt sound system and special interior colour accents.

### ON THE SAME LEVEL.

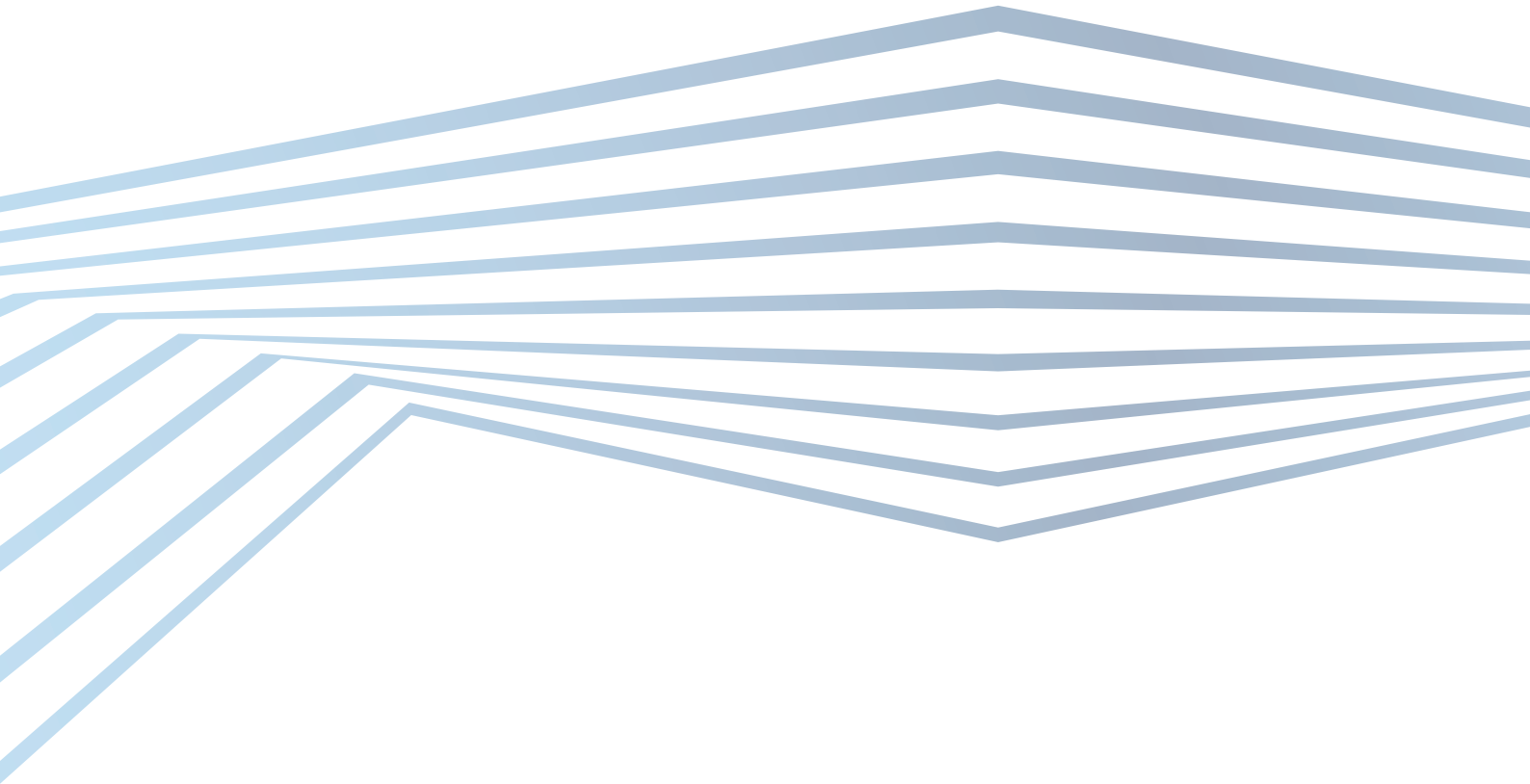
The Polo VI has a whole host of state-of-the-art assistance systems found on higher classes such as the Golf or Passat, including the 'Front Assist' monitoring system, ACC safe distance technology, Side Assist and Park Assist and other electronic assistants.

### TOP MODEL: THE POLO GTI.<sup>1</sup>

The sixth generation of the Polo will also be rounded off at the top end by a sporty GTI. The 200-PS (147 kW) 2.0-litre TSI engine and the new 'Sport Select' chassis – which has been lowered by 15 millimetres – promise pure driving enjoyment.



<sup>1</sup> Polo – fuel consumption in l/100 km: 4.8–4.4 (combined), CO<sub>2</sub> emissions in g/km: 110–101 (combined), efficiency class: B  
<sup>1</sup> Polo GTI: The vehicle is not yet available for sale and is therefore not governed by EU Directive 1999/94/EC.



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