

The new

POLO



Highlights from six generations – the success story continues



First Class

The new Polo

A small car making great history: When the Polo joined the Volkswagen family in 1975, many underestimated the junior. No other Volkswagen had ever been so small. But true greatness is known to be in the detail. And so the Polo holds its own with confidence: With more than 18 million units already sold across the globe, the Polo is one of the most successful vehicles of its kind.

The Polo moulded the small car sector. It consistently spawns unconventional, pioneering solutions; despite its compact dimensions, there is always an astonishing amount of room for innovation. Across generations, it is characterised by a clear, precise, timeless design. From family-friendly, through sensible, to a fun car, from petite to dynamic, from amateur athlete to four-time world champion – the Polo is extremely versatile and has been winning people over for 46 years now.

The Polo is the result of systematic further development. When the first generation drove into the limelight in 1975, the idea of radically compacting the Volkswagen to an external length of just 3,500 millimetres was innovative. It has continued to mature ever since. With its sixth generation, the Polo re-interprets traditional small car values: the Polo was launched in 2017 with its re-development based completely on the modular transverse matrix (MQB). The model is set to become the most cutting-edge, most sophisticated member of the Polo family in 2021: Grown to a length of 4,068 millimetres, with a sharpened design and greater expressiveness. Fully digital, innovative and intelligent. With premium technology and assistance systems from higher vehicle classes – such as the latest generation of IQ.DRIVE Travel Assist – and a new offering structure. The new Polo is also the best of all time. And the continuation of a success story.



Click here.
This symbol indicates interactive individual elements or pages (please open using Adobe Acrobat)

3

Model History

Concise and compact: an overview of the Polo family

4

Development

The dear relative: why the Polo has an Ingolstadt twin

5

Design development

Two in one: Hartmut Warkuß designed the car which forged a career as the polo

7

Variations

Long live diversity: selected model variations from five decades

10

Sporty Polo

Give me a G: great milestones in the Polo family

14

Motorsport

Trophies for the Polo: eyes on the winner's podium

17

Design

Evolution and revolution: Tomasz Bachorski and Marco Pavone on the design of the Polo

22

Facts & Figures

23

Generations

Six in one swoop: the Polo generations from 1975 to 2017

29

The new Polo

Digital and interconnected: highlights of the latest version of the bestseller





The Polo Family: at a glance

It's the huge success story of a small car: Since its debut in 1975, the Polo has been a breath of fresh air in the small car sector and has paved the new way for trends. The Polo has been winning people over ever since, the sales figures speak for themselves: Looking back proudly at almost 20.5 million cars produced (including derivatives) around the world and already in its sixth generation, the new Polo launches in 2021. A brief overview of the history of the Polo model.



Polo I
1975

[Read more](#)

Polo II
1981

[Read more](#)

Polo III
1994

[Read more](#)

Polo IV
2001

[Read more](#)

Polo V
2009

[Read more](#)

Polo VI
2017

[Read more](#)

The new Polo
2021

[Read more](#)

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

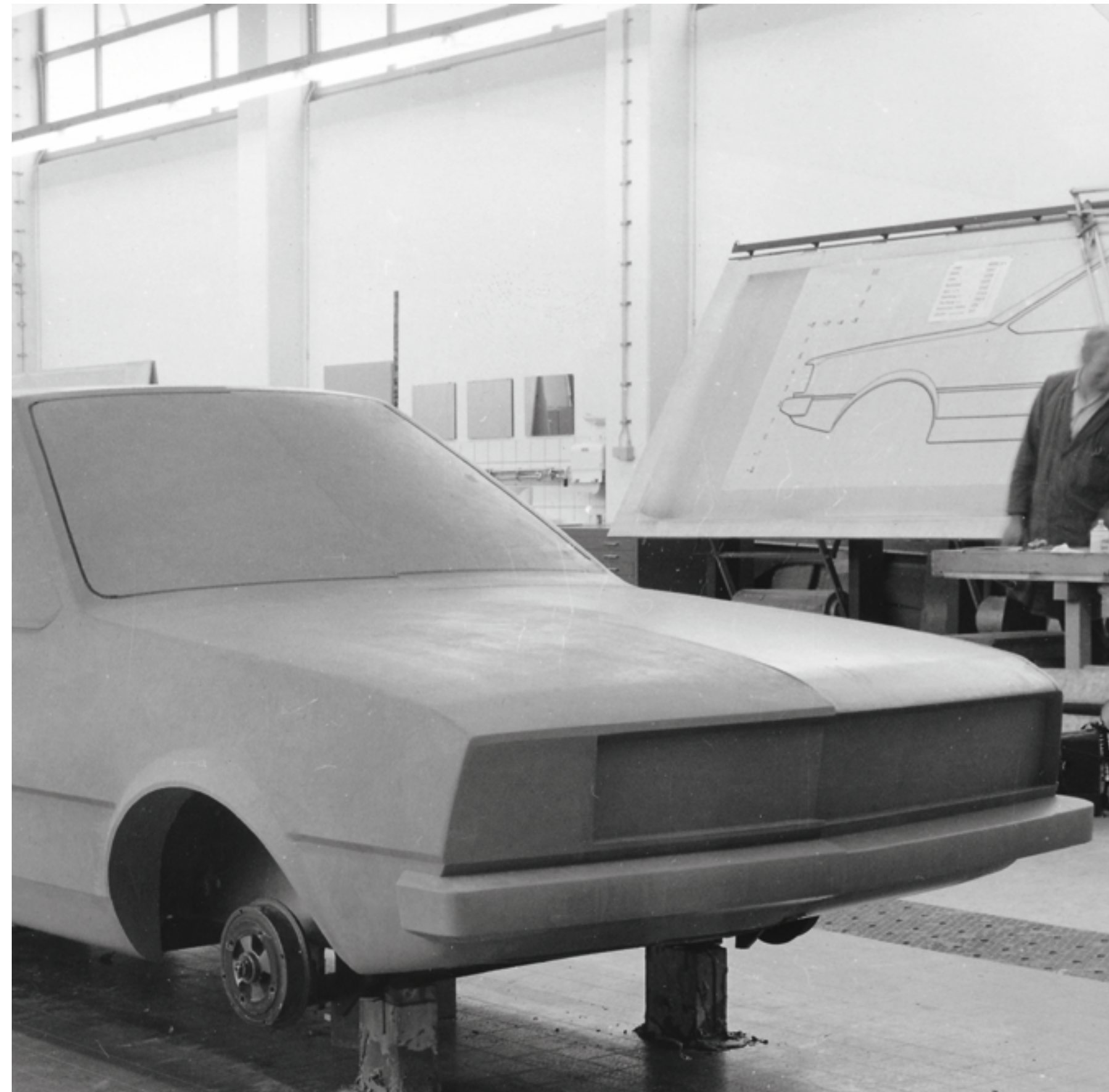


The Twin Brother

It is no secret that our first Polo was originally called the Audi 50. The identical twin was in the showrooms of Audi dealers in September 1974, a full seven months before the launch of the Polo to the market. However, the small car rolled off the production line at the Volkswagen factory in Wolfsburg from the very beginning.

The development of the Audi 50 was the 'farewell project' of Audi's then-chief constructor, Ludwig Kraus. The intention behind the modern project was to gain a foothold in the small car segment and to go head to head with competition from Italy and France. It had to be done quickly – and it was: barely three years had passed between the initial design to the start of sales. Shortly afterwards, a decision was then made to also market the Audi 50 as a more economically priced Volkswagen. The people responsible for choosing a name looked towards the ball sport known as 'polo'. In order to make it possible to sell the Polo at an entry-level price, some 700 Deutsch-

marks cheaper than the Audi, it had to shed a few feathers. Yet the new little Volkswagen was well received. So well that it was decided in 1978 to allow it to have the entire field to itself. While they concentrated on developing larger models once again in Ingolstadt, the unstoppable rise of the Polo began in Wolfsburg.



At the start of the 1970s, Audi designers in Ingolstadt searched for the ideal form for the later Audi 50 (bottom left).

Even a small notchback (below) was discussed but it wasn't long before they pursued the concept which remains to this day: a two-door body with tailgate. The kink in the rear side window also made it as far as series production. The front was designed to resemble the other Audi models of that time.





Five Questions for the Creator of the Polo

At the beginning of the 1970s, Hartmut Warkuß designed the Audi 50 – which went on to have a career as the Volkswagen Polo from 1975.



The first and fourth: Hartmut Warkuß was in charge of the Audi 50 at the start of his career, from which the Volkswagen Polo was later derived. As the Head Designer at Volkswagen AG between 1993 and 2003, he and his team also designed the fourth generation Polo from 2001, the front of which was characterised by the striking round headlights and the 'happy face' radiator grill.



As the former Head Designer at Volkswagen Group, Hartmut Warkuß and his team created a plethora of modern classics. But before Warkuß moved to Wolfsburg in 1993, he had already had a lasting impact on the design focus of the Audi brand. At the beginning of his Audi career, one of his projects was the development of the Audi 50 – which went on to make history as the Volkswagen Polo. At the AutoMuseum Volkswagen, Hartmut Warkuß encountered the first Polo and spoke about the origins of its design.

'A nice car.'

Hartmut Warkuß
Car designer



Derby 1977-1984

Stepped at the back, please!

Polo models with notchback

Do they go together? A Polo with notchback? Despite the controversial debate surrounding its design, everyone was in agreement on its functional value: compact, plenty of seating space, large boot, democratic purchase price, economic to run – not a bad list. The notchback Polo changed its name several times: based on the first Polo, it appeared in 1977 as the Derby with a downright huge boot (515 litres). It was also a good 30 centimetres longer than the hatchback model. In the second generation from 1985, the Derby was renamed the 'Polo Notchback'. From 1995 to 1997, there was the 'Polo Classic'. This chassis version has since disappeared from the German market but it is still available internationally, for example, in Russia or South Africa.



For canny foxes **The Polo Fox 1984**

In 1984, an entry-level model stripped back to basics, and therefore much more affordable, was added to the Polo range: with fresh colours and trendy features, the Fox primarily appealed to a younger target group. The 'absolute feel-good member of the Polo family' (taken from the promotional brochure) was initially available in the colours turquoise blue and saima green along with matching wheel trims. Under the bonnet was a 33 kW (45 PS) engine. From 1986, the Coupé was also available as a Fox and was in production until 1994.

'How would you like it?'

Round, square, angular, stepped? As an estate car? Off-road style? Colourful, musical? The Polo has it all: To this day, it is built with a wide variety of chassis around the world, a multitude of special models have delighted fans across the globe. Here, we show you selected highlights from six generations.

„Trendy? **Brightly coloured?** Outspoken?“

Pure Pop

The Polo Genesis 1992

Music came to the Polo in 1992: Volkswagen sponsored the European tour of British pop trio, Genesis, and simultaneously launched the special limited-edition 'Genesis' for the Polo Coupé (and also for the Golf Cabriolet). This car was pure pop: with numerous extras, the integrated sound package and, above all, the exclusive 'Violet Touch Pearl Effect' paintwork, the Genesis soared to the top of the charts among admirers.



Multicoloured Polo

The Polo Harlequin 1995

The four-colour limited edition Polo Harlequin was only supposed to be used for promotional purposes. Yet the resplendent colours went down so well with the customers that Volkswagen reacted quickly: in 1995, what was originally limited to 1,000 cars in four different colour combinations went into series production. In view of the multicoloured look of the Harlequin, the fact that it was available with 44-, 55- or 74-kW (60-, 75- or 100-PS), engine tended to take a back seat.



Sun, moon and stars

The Polo Open Air 1998

In 1998, the Polo Open Air opened up completely new perspectives: the special edition featured a huge, electric sunroof which could be concertinaed in front of the C-pillar, thus even affording passengers in the back seats an unrestricted view of the sun and blue sky. No other Polo had come closer to reproducing that cabrio feeling before.



Now also with
wilderness factor
The CrossPolo 2006

'The Polo. Just a little wilder.' At least that was the message of the promotional campaign for the CrossPolo, which replaced the unexpectedly successful Polo Fun in 2006. There had never been a Polo like this before: colour-contrasting mounted bodywork parts, a modified front spoiler and a chassis with 15 millimetres more ground clearance turned the Polo into a small off-road car with a distinctive character. Following the generation change in 2011, the CrossPolo continued inexorably on its path with new features as well as a new look.



It is a dream
The Polo GTI Cabriolet 2007

It was probably the dream of many fans: the Polo as a cabriolet. This dream seemed to have finally come true at the IAA in Frankfurt in 2007. There it was, the open-top Polo, and a GTI at that. Wow! Yet the visitors succumbed to the allure of a one-off: the traditional Osnabrück-based company, Karmann, demonstrated its cabriolet expertise in design, construction and quality with this concept car. However, it remained merely a demonstration. And people went on dreaming.



Bass, bass, we need bass!
The Polo 'beats' 2017

For lifestyle-oriented music fans, this has been a real treat for the ears since 2017: The Polo 'beats' ensures the perfect sound on the road. The 'Beats by Dre' brand of headphones was the godfather of the special model, whose system originates from the world-famous sound specialist. The perfect sound check is guaranteed thanks to six loudspeakers plus a subwoofer and a 300-watt 8-channel amplifier. Identifiable on the outside and inside by the 'beats' stickers on the B-pillars, black painted exterior mirror housings, decorative foils on the bonnet and roof, and 16-inch alloy wheels. New special model, new colours: The dash pad is captivating in Velvet Red, a newly developed anodised paint, with a matte but deep 3D look. Combined with the interior colours Aquagraphite and Ceramique, this makes the Polo beats sporty, cool and sophisticated all at the same time.



Small can be so strong

Sporting milestones from six generations of Polo

What began as a model with sporty features in 1979 has developed into one of the most powerful models in its class worldwide. Whilst the very first Polo GT owed its popularity to its sporty insignias, the following generations impressively demonstrated just how much power a compact car can conceal. Today, the Polo GTI is in a league of its own with impressive driving dynamic values and its extreme efficiency.



A Lightweight in a Sporty Look **Polo I GT 1979**

Alongside the Golf and the Passat, the Polo joined the Volkswagen model range as a new series and was the smallest and quaintest Volkswagen to date. The first generation was based on the Audi 50 released a year earlier. In 1979, the Polo GT caused quite a sensation with its sporty features. The red and black steel alloys, the red frame of the Golf GTI radiator grill and the decorative stripes on the side with GT emblem in particular gave the Polo GT its dynamic character

and communicated lots of power. But that was a visual promise that its 44 kW (60 PS) engine couldn't exactly keep.

Engine:	1,3-litre, four-cylinder (in-Line)
Output:	44 kW (60 PS)
Maximum speed:	154 km/h
Acceleration from 0 to 100 km/h:	12.9 s



The Power of the G-Lader **Polo II GT G40** 1987

The most powerful Polo of its time, the Polo GT G40 Coupé was released in May 1987 as a limited series comprised of 1,500 vehicles. A mechanical scroll compressor increased the output of the 1.3-litre engine to 85 kW (115 PS). The G40 was positioned 20 millimetres lower than the GT Coupé in order to make the concentrated power compatible with the road and was equipped with firmer springs and shock absorbers. The 'wolf in sheep's clothing' remained subtle, with few insignias revealing its high performance.

Engine:	1,3-litre, four-cylinder (in-Line)
Output:	85 kW (115 PS) (without Cat)
Maximum speed:	195 km/h
Acceleration from 0 to 100 km/h:	8.8 s



Expressive: the Polo facelift also meant changes for the GT G40. This time with a catalytic converter, which marginally reduced the output to 83 kW (113 PS) without a limited number (picture above).

Give me an 'I'! **Polo III GTI** 1998

In 1998, a Polo was allowed to feature the three magical letters in its name for the first time: GTI. Volkswagen limited the Polo GTI to 3,000 – and it sold out in no time at all. A new 1.6-litre 16V engine with 88 kW (120 PS) accelerated from 0 to 100 km/h in 9.1 seconds. The sports chassis, which had made a name for itself with the 100 PS, 1.6-litre Polo, was lowered another ten millimetres. From the outside, the small bundle of power looked rather reserved: it was only the BSS 15" aluminium rims and fire red brake calipers that revealed its sporty character.

Engine:	1.6-litre 16V, four-cylinder (in-Line)
Output:	88 kW (120 PS)
Maximum speed:	200 km/h
Acceleration from 0 to 100 km/h:	9.1 s



New face, more power: in 1999, the Polo GTI was equipped with a honeycomb radiator and xenon head-lights. Variable valve timing and optimized engine timing increased the output to 92 kW (125 PS).





Maximum driving fun, minimal consumption **Polo V GTI 2014**

With the major product facelift of 2014, Volkswagen gave the GTI of the fifth-generation Polo a little more horse power. The newest member of the GTI family is causing quite a stir with its 141 kW (192 PS), 1.8-litre TSI engine with standard GTI performance. Acceleration from 0 to 100 km/h in just 6.7 seconds and a maximum speed of 236 km/h send it catapulting into all new realms. There's also a whole new level of performance in efficiency: with DSG, the Polo GTI only consumes 5.6 litres per 100 km, and just 6.0 litres with manual gear change. The brand-new, optional Sport Select suspension (electronically adjustable dampers) with Sport Performance Kit makes the driving experience in the Polo GTI even more dynamic. The simple press of a button increases the agility of the suspension, gearbox, engine sound and steering.

A powerful comeback **Polo IV GTI 2006**

After a break of seven years, another Polo GTI appeared in 2006. The turbocharged 1.8-litre engine increased the output to 110 kW (150 PS), which had a comparatively easy job of it in the Polo, as it weighed just under 1,200 kg. The typical GTI insignias set this model apart visually from the series and were adopted to a degree by its big brother, the Golf GTI: its striking features included the black radiator grill with honeycomb structure, decorative red stripes and twin headlights edged in black.

Engine:	Turbocharged 1.8-litre, four-cylinder (in-Line)
Output:	110 kW (150 PS)
Maximum speed:	216 km/h
Acceleration from 0 to 100 km/h:	8.2 s



From the piste to the road: the 132 kW (180 PS) Polo GTI Cup Edition (2006 to 2009) was visually inspired by the Polo Cup vehicles and boasted a maximum speed of 225 km/h as well as an acceleration of 0 to 100 km/h in 7.5 seconds.



Engine:	1.8-litre TSI, four-cylinder (in-Line)
Output:	141 kW (192 PS)
Maximum speed:	236 km/h
Acceleration from 0 to 100 km/h:	6.7 s



An alliance of sports performance, safety and comfort is the secret behind the success of the GTI concept and a core characteristic of the 2021 Polo GTI.

Performance with 200 PS

Polo VI GTI 2017

The Polo GTI made the small car sector more dynamic with its 200 PS turbo engine in 2017. The sporty top-of-the-range model is powered by a 2.0-litre TSI engine, operated by a 6-speed DSG gearbox as standard, and reaches speeds of up to 237 km/h. It is characterised by high drivetrain agility, low unladen weight and power/weight ratio and a sport chassis that is snappy yet suited to long-distance driving. All packaged in an expressive exterior and interior design, finished with GTI insignias, naturally: honeycomb ventilation grilles, GTI logo or red stripes on the radiator grille; the optional LED headlights are offered exclusively with a red winglet, stylistically continuing the red line. A large roof spoiler in high-gloss black with a matt underside, a diffuser on the bumper and the chrome twin exhaust pipes point to the GTI at the rear. The alloy wheels are a standard 17 inch but are also available in 18-inch and red-painted calipers as a GTI-exclusive option. With ambient lighting as standard for the first time, the interior also features the legendary "Clark" chequered seat cover, sports leather steering wheel with red decorative stitching or GTI gear knob. The first Polo GTI with optional fully-digital instruments is a good option as a compact, affordable sports car of a new generation.

Engine:	2.0-litre TSI, four-cylinder (in-line)
Output:	147 kW (200 PS)
Maximum speed:	237 km/h
Acceleration from 0 to 100 km/h:	6.7 s

Polo GTI (147 kW/200 PS) fuel consumption in l/100 km (NEFZ): built-up areas 7.7; out of town 4.9; combined 5.9; CO₂ emissions combined in g/km: 134; efficiency rating: C.

Rallye! Racing! Record!

Four-time world rally champion, record vehicle and ticket for young talent wishing to enter touring car sport: the success story of the Polo also continues in motor sport. Volkswagen organised the first Polo Cup back in 1983, which soon became a popular one-make cup and a firm favourite with the public. In 1985, a prototype demonstrated what the powerful G40 engine was capable of. The Polo R Supercar proved to be a favourite in the World Rallycross Championship, as did the Polo GTI R5 in customer sport. And the Polo R WRC's quadruple victory in the FIA World Rally Championship between 2013 and 2016 is more than enough proof that the Polo has what it takes to be a champion.



Polo R WRC

World champion times four

From nought to world champion in ten months! The Polo R WRC is the successful vehicle used by Volkswagen Motorsport in the World Rally Championship. The roughly 300-PS all-wheel-drive car was a hit from the very start. In 2013, the debut season, the team from Hanover secured the driver's and manufacturer's championship in the highest rally class. The world champion car was also the one to beat in the following season and was able to successfully defend the title. The power behind it: a turbocharged 1.6-litre engine, which catapults the rally racer from 0 to 100 km/h in just 4.1 seconds. The challenge for the world championship trophy in 2015 and 2016

was successful with a further developed Polo R WRC offering more than 300 PS. The World Rally Car based on the Polo proved to be a real record athlete: The twelve season wins in 2014 and 2015 – at a total of 13 rallies – had never been seen before. In the 52 WRC events that Volkswagen Motorsport contested over the four years, a Polo R WRC driver topped the podium 43 times – which makes for a phenomenal winning ratio of 82.7 percent. In a total of 52 rallies between 2013 and 2016, Volkswagen fielded two or three Polo R WRC in each race – and this saw them lead the manufacturer's standings for an impressive 1,346 days.



Polo Cup



Polo Cup

The same material for all

Enter the fray! From 1983, the Polo caused a sensation on the race tracks. In the first Polo Cup, the racing cars lined up on the starting grid with the classic naturally aspirated engine. Two Solex twin carburettors raised the performance to 59 kW (88 PS) – more than enough to propel the lightweight Polo over the kerbstones. It got ever quicker in the years from 1986 to 1989 when the 82 kW (112 PS) Polo G40 was used in the cup. After a long break, the one-make cup experienced something of revival: between 2004 and 2009, up-and-coming drivers were able to prove themselves in the ADAC VW Polo Cup. The Polo IV models had two-litre engines and were capable of 110 kW (150 PS). They were driven as part of the supporting programme for the DTM (German Touring Car Championship).



Record Polo G40

Fly, little Polo, fly!

Just one week after the sporty production model of the Polo GT G40 was launched, Volkswagen set a land speed record with the new G40 engine on 13th August 1985: At Volkswagen's own test track in Ehra-Lessien in Lower Saxony, three modified Polo Coupé G40 raced around the 20.8-kilometre circuit for 24 hours. With a modified G-Lader, about ten percent more aerodynamic than the production model, the 95 kW (129 PS) Polo G40 aced the endurance test. The end result was new world records for its class over 24 hours, with a speed of 208.13 km/h (previous record: 168.63 km/h), and over 5,000-kilometres, with an average speed of 204.41 km/h (previous: 163.3 km/h). Most importantly, the G-Lader and catalytic converters had passed the test with flying colours.

G40



Polo R Supercar

Compact Rallycross

Volkswagen Motorsport followed up their successes in the World Rally Championship by entering the FIA World Rallycross Championship. Based on the Polo R WRC, the Polo R Supercar contested the series in 2017 and 2018. Johan Kristoffersson won the driver's title in both years, and won the team title for PSRX Volkswagen Sweden with Petter Solberg. In 2018, eleven of twelve possible wins went to Kristoffersson, nine of which were consecutive. The Swede returned to the World RX with a privateer Polo R Supercar in 2020, and claimed his third world championship title in an impressive manner. And in a race series all about full contact and in which the unforeseeable plays a crucial role. Things came full circle for Volkswagen here as well: Volkswagen had already caused a stir in the European Rallycross Championship in the 1980s, with Jochi Kleint at the wheel of the Polo's big brother, the Golf.

Polo GTI R5

Winner with world champion DNA

The Polo returned to the world of rallying in 2018: the Volkswagen Polo GTI R5, the all-wheel-drive rally car for customer sport, made its competitive debut at the Rally Spain. The 200 kW (272 PS) Polo GTI R5 was based on the sixth generation Polo, with the 1.6-litre turbo engine at the core, the two-litre version of which is also installed in the Polo GTI and other models. Volkswagen Motorsport's experience and the expertise from a total of twelve titles won in the FIA World Rally Championship with the Polo R WRC between 2013 and 2016 flowed into the development of the sporty rally car. Customers successfully compete in national and international rally championships under R5 and Rally2 regulations with the Polo GTI R5. Since the launch of the Polo GTI R5 in 2018, Volkswagen's customer sport programme has racked up more than 100 wins and more than 200 podiums.

Supercar



„Good Design is like a cool suit.“

Precise, innovative, emotional: The small car from 1975 has become the biggest Polo of all time in the sixth generation. Volkswagen designers Tomasz Bachorski and Marco Pavone brought the new Polo into being with their teams in 2017 and gave it an upgrade in 2021. A discussion about the design of the Polo.

2017
21



Tomasz Bachorski (left), Marco Pavone (right)

‘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.’

A special rendezvous for four: In summer 2017, two creative minds meet two members of a successful Wolfsburg family, they know each other well. Introducing – Tomasz Bachorski and Marco Pavone. As interior designer and exterior designer for the Volkswagen brand, they designed the sixth generation Polo. And scrutinised the first Polo in the process.

The Polo was launched in 1975. The sixth-generation Polo makes its debut 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 similar: 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 Polo now.

Tomasz Bachorski: At the time, the first Polo provided a secure and generous sense of space. With the six-generation 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,

2017
21



it is clearly more masculine, more grownup – 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, there are many more elements today 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 tomorrow.

Pavone: Thus, evolution and revolution.

Which specifications significantly influenced the development of the design?

Pavone: There are, of course, always many different factors from all areas that play a role in the development of a vehicle, but one keyword was 'masculinity'! The Polo had to be stronger,



more powerful, more modern and generally more masculine. The wheel arches, for example, are strong in their formation, allowing the Polo to hug the road more fully – which is pretty sexy.

Bachorski: The interior is also clearer and more specific, with a technical feel. This model has completely different interior proportions to its predecessors; the H-point is lower, for example. The first Polo here is an honest car, absolutely authentic, and we have also incorporated these values in the sixth generation – simply adapted to suit modern lifestyles and standards.

Pavone: Volkswagen design is logical. The dynamic lines help to structure the surfaces and provide a sense of perspective. The logic can be seen very nicely on the front of the car – all the lines run together to create a masculine dynamism. It is like mathematics: certain factors combined together produce a certain result; everything ultimately hangs together.

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 six-generation Polo, there is the addition that there's a high-end smartphone included in the stylish suit!

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

2017
21

Another step into the future: the new Polo

The Polo is making another leap into the future in terms of design in 2021. Tomasz Bachorski, Head of Interior Design, and Marco Pavone, Head of Exterior Design, along with their teams put a great deal of effort into the Polo.

There was an immense leap to the sixth generation. How was this successful creative design team effort enhanced with the new Polo?

Marco Pavone: When I saw the sixth generation on the road for the first time, it was amazing and a great reminder of the whole process of developing this car.

Tomasz Bachorski: We also took a big step in the interior of the Polo with the digital cockpit, back then we set new standards for this vehicle class in particular.

Pavone: Definitely, yes. Seeing the car out there, surrounded by other cars, is a totally different

perception from when it is alone in a presentation room. From that moment on, we as designers are able to better understand how we can carve out the character of the car even more clearly when looking from a distance. We do this, for example, by giving the car a stronger theme or signature that makes it unmistakable from a distance. We refine the character further.

Bachorski: In the new Polo, we expanded the digital cockpit and connectivity theme even further. And by using new materials and with the associated sustainability, we not only increase the appeal of the Polo, we place even greater focus on value.



The sixth generation Polo was more dynamic, more masculine. What is particularly distinctive about the exterior design for 2021?

Pavone: In my opinion there are two areas: Firstly, the front grille with the continuous light strip as a daytime driving light is the perfect blend. It makes the new Polo even wider and more exquisite than before. And secondly, the new tail light design that elongates the rear and gives the Polo a design feature of vehicles above its class for the first time in its history.

'A stylish suit comes with a high-end smartphone in the pocket': What was the focus when re-thinking the interior of the new Polo?

Bachorski: More digitalisation. Even the basic configuration gives customers an instrument cluster as an 8-inch display. And the large 9.2-inch display from the current Passat will be used in the new Polo. A Volkswagen is increasingly becoming a digital partner that focuses on more than simply driving with the smart driver assistance systems. In future, we will serve the



digital lifestyle of our customers with greater intensity, like in the new Polo already, and further expand our offering in this area.

In one sentence: What makes the new Polo the best of all time?

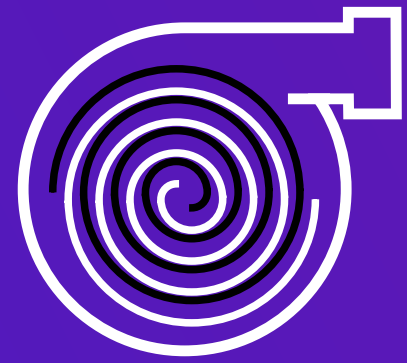
Bachorski: The intuitive touch and voice control, the connectivity and integration of Apple CarPlay, for example, now makes the Polo a cool car smart device.

Pavone: It is the Polo with the strongest character of all time.

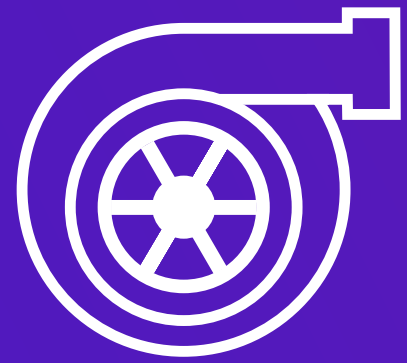
2017
21



Performance increase



G-Lader supercharger
Polo GT G40
1987



Turbocharger
Polo GTI
2017

Look how he has grown

	Polo (1975)		Polo (2021)
	3,500	Length	4,068
	1,559	Width	1,751
	2,335	Wheelbase (in mm)	2,564

The new Polo is pretty impressive

	New for 2021	Total
Exterior colours	4	8
Wheel rims	7	11
Seat designs	2	6
Decor colours	4	6

Rim size

Polo VI GTI
18 inch (optional)

Polo I GT
13 inch

Headlights as standard

1975	2021
H4	LED

Technologies from higher vehicle classes, now in the new Polo

For the first time: fully digital cockpit in the 2021 Polo

Polo GTI (147 kW/200 PS) fuel consumption in l/100 km (NEFZ): built-up areas 7.7; out of town 4.9; combined 5.9; CO₂ emissions combined in g/km: 134; efficiency rating: C.



1975

The beginning



Advertisements

'Premiere for Polo.' (left)
'Polo. A short car makes it big.' (right)

Polo I Less is more. The first Polo came into the world four decades ago. Measuring just 3.5 metres long, it was the smallest Volkswagen to date. It was designed as a smaller relation to the new, modern range which included the Passat, Scirocco and Golf. When the Polo was unveiled in March 1975, however, it already had a twin brother. It was called the Audi 50, had been on the market for six months and was almost identical save for a few parts. The nippy 0.9-litre engine also came from Ingolstadt. Its 29 kW (40 PS) propelled the small car, which weighed in at just 685 kilos, to speeds of up to 132 km/h.



Polo I 1975 | Polo II 1981 | Polo III 1994 | Polo IV 2001 | Polo V 2009 | Polo VI 2017 | The new Polo 2021



Prototypes

Total number of models built worldwide:
1,100,000



Top: Derby (1977)
Bottom: Polo (1979)

It was initially available in two versions, with prices for the basic Polo N model starting at just 7,500 Deutschmarks. The more luxury L version cost 8,010 Deutschmarks. The 37- and 44-kW (50- and 60-PS) engines were later added to the range. The Derby notchback model appeared as an additional body version in 1977. A model upgrade followed two years later: more voluminous plastic bumpers and a plastic grill positioned further forward gave the Polo a more modern look and lowered the drag coefficient. The interior was also given an overhaul: the dashboard was redesigned and featured a storage box.



1981

The small estate car



Advertisements

'So, do you like the new Polo?' (left)
'It's just come out and is already in.' (right)

Polo II Small outside, big inside. The second generation of the Polo appeared in 1981. The completely re-designed body grew to 3.66 metres and caught the eye thanks to its unique look. With a rear that fell away sharply, the Polo became a small two-door estate with a generous amount of space. The headroom in particular increased significantly compared to the first model. In 1982, a coupé model was added to the range alongside the hatchback. There had also been quite a few changes under the bonnet: more powerful petrol engines ensured more lively driving performance. The top-of-the-range G40 model with mechanical G-Lader supercharger and



Polo I 1975	Polo II 1981	Polo III 1994	Polo IV 2001	Polo V 2009	Polo VI 2017	The new Polo 2021
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Polo GT Coupé (1982) | Polo Notchback (1985) | Polo (1990)



Design sketches

85-kW (115 PS) propelled the Polo Coupé to almost 200 km/h from 1987. One year earlier, the first Polo to be fitted with a diesel engine was available. The second generation was given an extensive upgrade in 1990: at the front, the rectangular headlights immediately caught the eye. This was in addition to aerodynamically designed, integrated bumpers and a modified radiator grill. In the cockpit, the new dashboard provided plenty of storage space, the radio slot was moved to a higher, more user-friendly position and both the heating and ventilation were operated by modern rotary controls. As a result of its huge success, the Polo II was in production until 1994.

Total number of models built worldwide:
2,700,000



1994

The Polo comes of age



Advertisement

'Always open for pleasure: the new Polo open air.'

Polo III The family is growing together: It was with this slogan that Volkswagen unveiled the Polo III in August 1994. It received a major overhaul compared to its predecessor: body, chassis and engine were all completely new. The cubic design was reinterpreted and the new Polo looked much more modern. Wider outer dimensions resulted in even greater space. The Polo was available for the first time as a five-door model and even as an estate from 1997. Modern safety systems such as driver's and passenger's airbag, seat belt tensioner and antilock braking system were featured. The G40 was history, but the new Polo GTI succeeded



Design sketches

the top-of-the-range sports model from 1998. With 88 kW (120 PS), the small car was capable of accelerating to speeds of 205 km/h. In September 1999, the Polo III was radically reworked: it was given a newly designed front with a logo in the radiator grill, main headlights with a clear glass look, modified bumpers and newly designed rear lights. The interior was upgraded; the instruments were now backlit in blue. The rear was closer to the style of the Golf IV. Two airbags and ABS were now fitted as standard, and ESP was available as an optional extra.



Polo Estate (1997) | Polo Classic (1997) | Polo (1999)

Total number of models built worldwide:
3,500,000



2001

Look me in the eyes



Advertisement

'Feeling sporty. The GTI - now also as a Polo.'

Polo IV With a new face, the Polo IV was like a breath of fresh air in the world of small cars when it arrived in autumn 2001. With its four headlights, there were parallels with the look of the smaller Lupo in the front section. The body grew by more than 15 centimetres and the wheelbase was also larger. This not only meant more space and comfort for the passengers, but also an even more spacious boot area: with the rear seat collapsed down, the Polo now had up to 1,030 litres of



Design sketches

luggage volume. Three-cylinder engines were seen for the first time under the bonnet; at the other end of the scale were the powerful turbo engines in the Polo GTI with 110 (150 PS) or 132 kW (180 PS) in Cup Edition. The car's appearance was once again radically overhauled with an extensive upgrade in 2005: the Polo was given the new Volkswagen look with V-shaped emblem grill as well as new headlights and rear lights.



Polo Saloon (2003) | Polo Fun (2004) | Polo GT (2004) | Polo (2005)

Total number of models built worldwide:
5,100,000



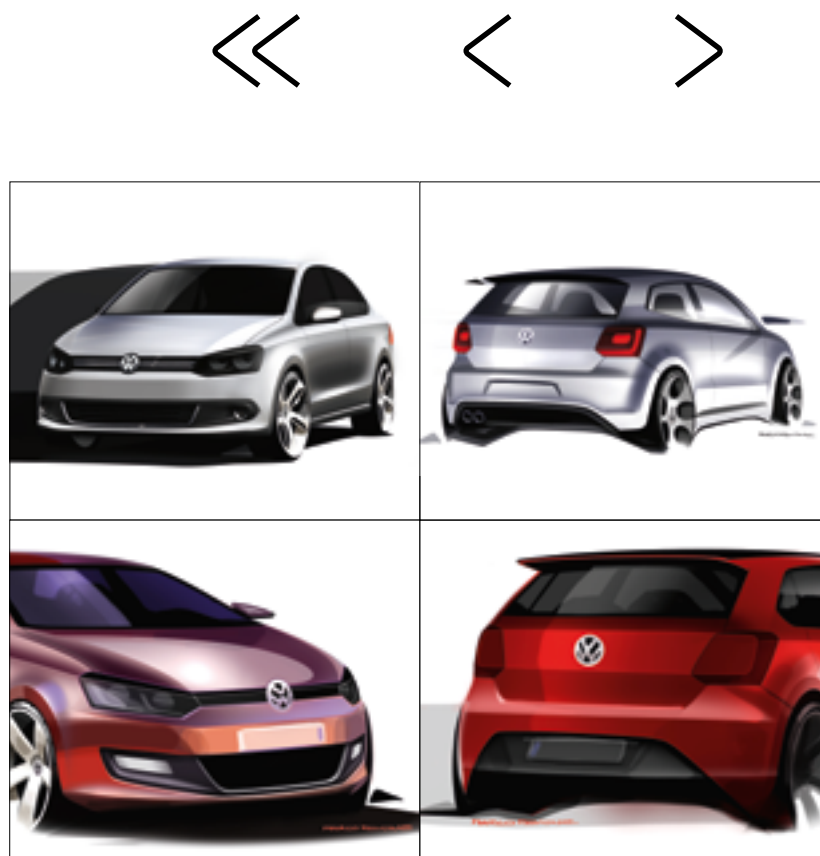
2009

More dynamic than ever



Advertisement

Polo V A real looker. The fifth generation of the Polo celebrated its world premiere in March 2009. The fifth scion of the Polo family had once again grown in length, almost touching the four-metre mark. The clear lines and angles gave the small car a functional yet sporty look. A truly economical car was the Polo BlueMotion introduced in December 2009 with average fuel consumption of just 3.3 litres. The hot R WRC Street special edition was



Design sketches

especially tasty, becoming the fastest series production Polo to date with its TSI engine capable of 162 kW (220 PS). In 2014, the Polo was given an extensive upgrade, which included a restyled front and rear, but above all, else improved engineering: this resulted in engines that were much more economical as well as safety and assistance systems, some of which the small car adopted from the larger Golf.



Polo (2009) | Polo Saloon (2010) | Polo R WRC Street (2012) | CrossPolo (2014)

Total number of models built worldwide:
3,500,000



Since 2017 Setting standards in its class



Advertisement

Polo VI It is one of the biggest players amongst small cars – with more than 14 million units sold globally by then, the Polo is one of the most successful cars of its kind. The sixth generation is set to continue the success story; the Polo launched in 2017 was totally redesigned: For the first time ever, the Polo was based on the modular transverse matrix MQB. This saw the small compact car adopt countless features previously only seen in higher classes – for example, the surroundings monitoring system “Front Assist” with a city emergency braking feature (as standard) and



Polo I
1975

Polo II
1981

Polo III
1994

Polo IV
2001

Polo V
2009

Polo VI
2017

The new Polo
2021



Design sketches

pedestrian detection, the lane changing assistant with a blind spot sensor, LED headlights, and much more. It is also the first Polo with digital instruments: The second generation of the Active Info Display made its world debut in the Polo VI. The modular principle also makes an impact in terms of space; the length of the Polo has grown by 81 millimetres (total length: 4,053 mm) and the wheelbase has increased by 92 millimetres (2,548 mm). In other words: It is longer and lower than its predecessor on the outside, but bigger inside. Particularly impressive is the boot capacity which has grown by 71 to a whopping 351 litres. And the design has gone for emotional, expressive dynamics. The Polo – re-interpreted.



Polo beats | Polo Highline | Polo GTI

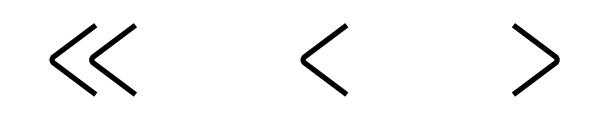
Polo GTI (147 kW/200 PS) fuel consumption in l/100 km (NEFZ): built-up areas 7.7; out of town 4.9; combined 5.9; CO₂ emissions combined in g/km: 134; efficiency rating: C.



Digital, innovative and inter- connected The new Polo

Once again, the Polo is setting new standards in its class in 2021: selected highlights of the latest version of the Polo





Fresh design

With a sharpened chassis design and new features, the new Polo is even more sophisticated: light strip and LED headlights in the front grille as standard, IQ.LIGHT matrix LED and animated indicator function as of the "Style" series, and two-part tail lights and a new bumper design front and rear.



More digitalisation

Fully digital: A digital cockpit with 8-inch displays as standard and up to 10 inches as an optional extra. And the new generation of the MIB3 infotainment systems is also on board, containing countless other digital features, such as wireless charging & App-Connect, Functions on Demand and Climatronic Touch. Meaning the new Polo is always online.

More innovation

Thanks to MQB: The new Polo scores with a high standard when it comes to safety and driving comfort, offering comfort and assistance systems that were previously only available in higher vehicle classes. These include the IQ.DRIVE Travel Assist including capacitive touch steering wheel, ACC, Front Assist and Dynamic Light Assist, for example.





New offering structure

Allow us to present the new lines: Polo, Polo Life, Polo Style and Polo R-Line. Similar to the most recent Volkswagen product launches, such as the Golf and ID. models, the new Polo will be available with a new, simplified offering structure. Among other things, this means a significantly higher standard specification and a new stand-alone R-Line with a range of options and packages with almost no overlap.



Greater expressiveness

Four plus seven plus four: The newly designed interior with four new exterior colours, seven new wheel rim designs, four new decor options and a wealth of optional extras all make the Polo an expressive bestseller to the eye as well.



✕ close

Editorial >

Model History >

Development >

Design Development >

Variants >

Sporty Polo >

Motorsport >

Design >

Facts & Figures >

Generations >

The new Polo >



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