

Media Information



Volkswagen

The Arteon – International Media Driving Event

Hannover, May/June 2017



Contents

In brief

| | |
|---------------------------------------|---------|
| Key facts – the Arteon in keywords | Page 03 |
| Summary – an avant-garde gran turismo | Page 03 |

Key aspects

| | |
|-----------------------------------|---------|
| Statements – quotes on the Arteon | Page 07 |
| Car body concept | Page 08 |
| Car body design | Page 10 |
| Interior concept | Page 13 |
| Interior design | Page 15 |
| Digitalised and connected cockpit | Page 17 |
| Assistance systems | Page 22 |
| Engines | Page 26 |
| Running gear | Page 30 |
| Equipment lines of the Arteon | Page 32 |
| Cost of ownership | Page 36 |

Notes:

*This press kit as well as images and videos on the new Arteon are available online at: www.volkswagen-media-services.com. User ID: **arteon**; password: **GRAtur#2**.*

*Features and technical data of production models apply to models offered in **Germany**. **Details for other countries may vary.***

** = Arteon 1.5 TSI Evo, 110 kW / Arteon 2.0 TSI, 140 kW / Arteon 2.0 TDI, 140 kW: these vehicles are not on sale yet and are therefore not governed by Directive 1999/94 EC.*



Wolfsburg, May/June 2017

The new Arteon from Volkswagen – an avant-garde gran turismo

In brief

Key facts – the Arteon in keywords

1. The new Arteon from Volkswagen is launching as a five-seat gran turismo positioned above the globally successful Passat.
 2. The five-door fastback combines the comfort and spaciousness of a saloon with the driving dynamics and design of a sports car.
 3. Variable luggage compartment with a volume of 563 to 1,557 litres offers an SUV-like cargo capacity.
 4. A long wheelbase in proportion to its overall length gives the Arteon excellent cabin spaciousness.
 5. State-of-the-art assistance systems look forward and react to speed limits, bends and roundabouts.
 6. Efficient turbocharged engines (TSI and TDI) offer power outputs ranging from 110 kW / 150 PS to 206 kW / 280 PS.
 7. Most potent TSI and TDI engines come with a dual clutch gearbox (DSG) and all-wheel drive (4MOTION) as standard.
 8. Standard-fit LED headlights combine with the radiator grille and bonnet to form a new 'Volkswagen face'!
 9. Optional digital instruments (Active Info Display) and 9.2-inch infotainment system with gesture control (Discover Pro).
 10. The body rigidity of the gran turismo is increased by 10 per cent as measured against a comparable saloon.
-

Contact:

Product Communications

Martin Hube
Spokesperson Midsize/Fullsize
Tel: +49 5361 9-49874
martin.hube@volkswagen.de

Christoph Peine
Spokesperson Midsize/Fullsize
Tel: +49 5361 9-76500
christoph.peine@volkswagen.de

The Arteon speaks to the heart and head alike

Volkswagen gran turismo. There are traditional saloons. And there are sports cars. The former offer a great deal of space and comfort, while the latter feature sharp styling and pure performance. Volkswagen is now bringing a new model to market that combines these two automotive worlds – the Arteon. This is a sporting gran turismo featuring an avant-



More at
volkswagen-media-services.com



garde design and a great deal of space in addition to the latest generation of interactively networked, always-on assistance systems. It is efficient and powerful with a distinct performance character, yet it is also comfortable like a luxury saloon. Volkswagen Head of Design Klaus Bischoff summarised the character of the new five-door car: "The Arteon combines the design elements of a traditional sports car with the elegance and space of a fastback. It is an avant-garde, business class gran turismo that speaks to the heart and the head alike." Whether for business or personal use, this is a vehicle that captivates day-in, day-out.

Made in Germany. The Arteon is positioned above the Passat, which is offered in multiple versions worldwide. Following one level up from this new model is the Phideon, which has been specially developed for China. The Arteon is being produced at the German plant in Emden. It is a site with an adjoining sea port – ideally suited to a car like the Arteon that is being launched in practically every country in the world of relevance to this vehicle class. The official market launch in Europe will take place in mid-June in Germany. Asia, America, Africa and Oceania are set to follow within the next few months.

Six turbocharged engines. The Arteon will initially feature three turbo direct injection engines at launch: a 206 kW / 280 PS TSI (petrol) engine and two TDI (diesel) engines with 110 kW / 150 PS and 176 kW / 240 PS. Three additional engines will complete the range: the newly designed 1.5 TSI Evo* (110 kW / 150 PS with cylinder deactivation) as well a TSI* and a TDI* engine, each with 140 kW / 190 PS*.

Dual clutch gearbox for all versions. All engines can be combined with an automated DSG dual clutch gearbox (except 110 kW TSI in Germany, which is only available with a manual gearbox). For the TSI, the DSG gearbox is standard on engines with an output of 140 kW and above; for the TDI it is standard on the 176 kW version. Additionally, the 280 PS TSI and 240 PS TDI also have the Volkswagen 4MOTION all-wheel drive as standard, while



this is available as an option for the 140 kW TDI. All other models have front-wheel drive.

Assistance systems look ahead. The Arteon's innovative driver assistance systems match its avant-garde concept. Three of its all-new technologies illustrate this. The latest generation of Adaptive Cruise Control (ACC) now takes into account parameters such as speed limits, bends, roundabouts and detours, and automatically adjusts driving speed accordingly (within system limits and in accordance with country-specific regulations). Thanks to the navigation system's GPS and road data, the new dynamic cornering lights with predictive control also anticipate when a bend is approaching and illuminate it before the driver actively turns into the bend. The second generation of Emergency Assist offers more safety in a worst-case scenario: if the driver becomes incapacitated for health reasons, the system not only slows the Arteon down within system limits but now also steers it into the slow lane, traffic behind permitting.

Three equipment lines. Volkswagen will offer the gran turismo throughout Europe in three equipment versions: 'Arteon', 'Elegance' and 'R-Line'. Even the base 'Arteon' version is packed with features. All models are equipped with items such as LED headlights, innovative progressive steering, Lane Assist lane departure warning system, Front Assist area monitoring with City Emergency Braking, alloy wheels and the Composition Media infotainment system. The Arteon can be further personalised in two even more exclusive equipment versions: the 'Elegance' and 'R-Line'. The name says it all: the configuration of the Arteon Elegance is focused primarily on premium class features. The Arteon R-Line, meanwhile, puts sportiness even more at the heart of the vehicle's configuration.

High-tech features. The Arteon underscores its appeal with options such as Active Info Display (fully digital and configurable instruments), a head-up display, and the Discover Pro infotainment system featuring a 9.2-inch glass screen and gesture control. The broader spectrum of optional equipment includes features such as a panoramic roof, three-zone



automatic climate control system (Air Care Climatronic with air quality sensor and anti-allergen filter), front massaging seats, steering wheel heating, exclusive 'Business' and 'Top' special packages, three-colour ambient lighting, adaptive chassis control, 18-, 19- or 20-inch alloy wheels and fine Nappa leather options.

A spacious five-seater. The new Arteon has been designed on the Modular Transverse Matrix (MQB) vehicle platform. Here, "transverse" refers to the front transverse-mounted engines; a hallmark of the Volkswagen MQB models are their axles which are located far outward on the vehicle. Between them is a long wheelbase measuring 2,841 mm. Accordingly, the body overhangs of the 4,862 mm long fastback model are short and concise. The Arteon has a width of 1,871 mm and a height of 1,427 mm. Owing to its long wheelbase, the MQB-based model allows for above-average rear legroom and generous boot volumes of 563 to 1,557 litres. These are figures that a traditional saloon cannot match.

Avant-garde design. One of the most significant design elements of the Arteon's decidedly dynamic proportions is its new front end. Stand-out features of this include a bonnet that extends a long way forward and over both wings and a radiator grille that encompasses the vehicle's full width. The LED headlights, daytime running lights and turn signals combine with the chrome-plated radiator grille cross-bars as well as the bonnet. The result is a front-end design that would be a match even for high-calibre sports cars. Also designed in the style of a sports car are the powerful shoulder section at the rear, the muscular wings and the flared wheel arches above the up to 20-inch alloy wheels. This positions the Arteon as a new alternative to the traditional saloon car for all those looking for a sporting five-door fastback with expressive design, progressive technologies, great flexibility and excellent comfort.



Key aspects

Statements – quotes on the Arteon

"The Arteon combines the design elements of a traditional sports car with the elegance and space of a fastback. An avant-garde business class gran turismo that speaks to the heart and the head alike."

Klaus Bischoff, Head of Design, Volkswagen Brand

"Volkswagen is introducing a new generation of driver assistance systems in the Arteon. They include the further enhanced Emergency Assist. Until now, this system has been capable of autonomously bringing the vehicle to a standstill in the case of a medical emergency. Now the Emergency Assist system also enables the car to autonomously change lanes, within system limits."

Dr Frank Welsch, Member of the Board of Management, Volkswagen Passenger Cars Brand, Development Division

"The Arteon is the new top model of the Volkswagen brand. With our new product structure and the new 'Elegance' and 'R-Line' equipment lines, we will be meeting the high expectations of our customers!"

Jürgen Stackmann, Member of the Board of Management of the Volkswagen Passenger Cars brand responsible for Sales, Marketing and After-Sales

"The Arteon's appeal comes not only from its elegant and unmistakable design. In its technology, it also sets very high standards and provides significantly more space than its competitors. The Arteon is thus setting new benchmarks in this segment."

Dr Elmar-Marius Licharz, Head of the Volkswagen Arteon Product Line



Car body concept

A fastback design with extraordinarily high body rigidity

Platform and dimensions. The new Arteon has been based on the modular transverse matrix (MQB). It is a modular assembly matrix in that it can be used for a wide range of vehicle classes; the term transverse refers to the transversely-mounted front engines. All of the brand's MQB models – currently ranging from the Golf to the US-built Atlas SUV – are characterised by their distinctly dynamic proportions and their above average spaciousness resulting from axles positioned far towards the front and rear of the vehicle. This applies to the new Arteon as well. A long wheelbase of 2,841 mm spans the axles of the gran turismo. Accordingly, the body overhangs of the 4,862 mm long fastback model are short. The Arteon has a width of 1,871 mm and a height of 1,427 mm. The highly dynamic proportions of the vehicle body are a product of these dimensional interrelationships.

High body rigidity. From a structural standpoint, the MQB provides extremely high body rigidity resulting from a combination of so-called ultra high-strength and hot-stamped steels. This is one of the most critical factors with respect to achieving optimal handling and superior ride comfort. Despite the large rear hatch of the Arteon, body rigidity has been increased by 10% as measured against a comparable notchback model. This allows for very precise steering, high vehicle responsiveness and optimal ride comfort, with the latter manifesting itself in very sturdy body attributes when passing over road bumps. Ultra high-strength steel is used in areas of the vehicle such as the side sills, as well as the side members and crossmembers of the body. Hot-formed steel is used for the B-pillars, centre tunnel, bulkhead (front transverse panel between the interior and the engine compartment), rear side members and roof side members. This results in an extremely comfortable and agile car whose passive safety is



among the best in its class thanks in part to its innovative body construction.

Active bonnet. The Arteon protects not only passengers, but also pedestrians. This is accomplished using active bonnet technology. In the event of a collision with a pedestrian, the bonnet is raised via its hinges using pyrotechnic technology in order to reduce the severity of injuries. Triggering of the active bonnet is particularly intended to reduce a person's head trauma (head acceleration) caused by head impact. This is achieved by increasing the gap between the hard engine block and the flexible bonnet. The relevant speed range for system triggering lies between 25 and 55 km/h.

Aerodynamics lead to fine driving dynamics. When tuning the Arteon's aerodynamics, a balanced compromise was achieved between a low Cd figure (0.265 / Arteon 2.0 TDI with 110 kW), which is to say low aerodynamic drag which is associated with low fuel consumption, and downforce levels which benefit handling. This was achieved thanks to a sophisticated overall package of aerodynamic design features, which includes details such as the sharply-contoured trailing edge above the tail lights. The balance of downforce levels at the front and rear axles stabilises the rear end of the vehicle to help optimise chassis tuning. This results in confident handling and high stability all the way up to top speed. Due to its excellent downforce figures at the rear axle, the new Arteon has no need of a rear spoiler that is deployable at high speeds.



Car body design

Arteon ushers in a new era of Volkswagen design

Back to the future. Two years ago, Volkswagen presented an avant-garde Arteon concept car at the Geneva International Motor Show. The statement it made at the time was clear: this gran turismo will usher in a new phase of Volkswagen design. Now, the concept car that garnered worldwide attention has entered production nearly unchanged. Looking back, Volkswagen Head of Design Klaus Bischoff explains: "The fact that the Arteon has gone into production with only minimal design changes from the show car demonstrates Volkswagen's appetite for innovation. Exactly like the concept car, the Arteon generates that 'I want it' feeling. As forecast in 2015, this car does indeed mark the start of a new design era."

Automotive avant-garde. Tobias Sühlmann, responsible for the Arteon's exterior design, explains: "The athletic lines of the Arteon incorporate a highly functional overall concept. Form and function find common ground here in a progressive way. Thanks to its long wheelbase, stretched roofline, coupé-style fastback design and a large rear hatch, this gran turismo provides more space and flexibility than conventional saloons."



The design of the Arteon develops from the front end

Design overcomes class barriers. Viewing the Arteon's front end without focusing on the details, the first visual impression is that of a dynamic gran turismo that borders on being both a sports model and a saloon. But as soon as the details are considered it becomes clear how expressive and logical, harmonious and precise the design is. That is because good design is no accident. Rather, it is a symbiosis of creativity, precision and a high level of handcrafting art.

The bonnet of a sports car. The overall car design appears to develop from the active bonnet (with integrated safety mechanism for pedestrian protection) and the inseparably interconnected grille. The fact is that in the automotive world, a bonnet that extends over the entire front end up to the wheel arches is primarily a feature of classic sports cars. "The Arteon has one of the largest bonnets in the entire Volkswagen Group", according to Tobias Sühlmann. The designer continues: "It is really like that of a sports car. When you open the bonnet you see the wheel housing shells. That is unconventional for a car of this type."

LEDs and radiator grille merge. All of the contoured lines of the bonnet extend into the radiator grille – and vice versa. The grille, in turn, emphasises the significant width of the Arteon in its cross-bars. There is no Volkswagen radiator grille that is wider than the one on this gran turismo – it is the 'face' of a new Volkswagen generation. The upper cross-bars enclose the LED headlights, and they simultaneously use finely integrated LED light conductors to perform the functions of daytime running lights and position lights, and, in the top version, the indicator light function. The lighting elements, radiator grille and bonnet now form one harmonious unit. The bonnet, which extends slightly over the LED headlights, makes a major contribution to the superior qualities of the front-end design. The bonnet lip runs over the headlights while continuing the lines of the radiator grille further into the sides and to the rear of the Arteon. On the



sides, the sharp bonnet lines that extend just over the wheel arches give the car an extremely low and sporty look.

Side profile of a superior gran turismo

Elegant, low, coupé-like. "We have a line", says Klaus Bischoff, "that runs through the entire car and brings the volume of the Arteon even closer to the ground. This line starts in the radiator grille at the front and runs cleanly over the side profile and into the tail lights." On the car's sides it creates what is known as the character line. At the rear, it develops into a sharp undercut, which visually reduces the Arteon's height and carries the strong shoulder section upwards. Above this, there is the long line of windows (known as a DLO – daylight opening) that extends into the C pillar. As with a coupé or convertible, the side door windows themselves feature a frameless design. Surrounding the DLO is an elegant chrome frame. The DLO gives the Arteon a sophisticated, low and coupé-like look together with the character line that runs from the bonnet rearwards into the tail lights.

Rear section follows styling of a classic sports car

Shoulder section is athletic and muscular. Viewed from the rear, it is easy to see just how dominant the shoulder sections of this fastback are. The muscular form stretches to the side and into the rear bodywork. From a slightly elevated perspective this produces a rear end design which, in its lines – a coupé-shaped glasshouse (roof and glass surfaces) on strong flanks – follows the example of a classic sports car and yet offers the volume of a business class gran turismo. Also creating a powerful image from this perspective is the striking width of the Arteon. Creating an unmistakable design at night are the LED tail lights (in the Arteon Elegance and Arteon R-Line they include a sequential turn signal).



Interior concept

Five-seat long-distance vehicle with a variable luggage compartment

No compromises. The new Arteon is a five-seat car which is well-tailored for long journeys due to its high level of comfort and spaciousness. Unlike a traditional saloon, this gran turismo is also equipped with a variable luggage compartment. Thanks to its large rear hatch and its 1/3 to 2/3 foldable rear seat backrest, the Arteon boasts an SUV-like amount of luggage space.

Lots of space for driver and front passenger. In front, the driver and front passenger benefit from the excellent package provided by the Modular Transverse Matrix (MQB); a lot of space is created by the transversely mounted engine and the forward positioning of the front axle. The clean and expressive design, uncompromising ergonomic efficiency and new interactive interfaces between human and machine create a cosy yet high-tech atmosphere in the Arteon. The generous front interior width of 1,500 mm provides a very real sensation of superior spaciousness. This also holds true for the interior height, which reaches a maximum of 1,008 mm in the front.

Best in class rear legroom. Volkswagen has also exploited the potential of the long 2,841 mm wheelbase to provide excellent space for the three rear seating positions. Consider legroom, for instance: the figure of 1,016 mm attained here is the best in the competitive field. In this regard the Arteon competes with luxury saloons in the over five metres category. Rear headroom is also excellent at 940 mm thanks to the long roof. The outer seating positions take the form of contoured individual seats which offer outstanding ergonomics. In terms of design, the third seat in the centre is also meets the standards of a touring car. The rear interior width of 1,481 mm offers enough space for three adults as well as easy integration of child seats (ISOFIX retaining rings on the outer rear seats as standard).

Media Information



Volkswagen

Up to 1,557 litres of boot volume. As outlined above, the asymmetrically-folding rear backrest is standard. With the leather and Alcantara equipment packages, the middle seat position also features an armrest which can be folded down, and behind it there is a large pass-through opening which can be used to accommodate items such as skis. Thanks to its folding rear seat bench and generous interior length, the Arteon offers a measure of flexibility which far exceeds that of a traditional saloon. This is effectively illustrated by the vehicle's boot volume of 563 - 1,557 litres, which is more reminiscent of an SUV than an exclusive gran turismo. In the five-seat configuration, the luggage compartment has a length of 1,181 mm; if the rear backrest is folded down this figure rises to a considerable 2,092 mm.



Interior design

Glass-clear and exclusive cabin design

Avant-garde on the inside as well. The Arteon is reinterpreting the idea of the 'gran turismo' in its interior as well with its combination of avant-garde design, sporty charisma, great flexibility and generous space. The interactive and digitalised interfaces found in this interior include optional technology features such as the Active Info Display (fully digital instruments) and a head-up display. Volkswagen has redesigned the infotainment systems. The top Discover Pro system has a tablet-like glass surface; its 9.2-inch display features innovative gesture control.

Air vent band as a design statement. The way in which a line – designed as a single visual unit of the dashboard and door shoulders – appears to wrap around the five passengers like a cocoon is unconventional and unique. The horizontally oriented dashboard of the Arteon transitions homogeneously into the front door trim panels. The team, led by Volkswagen Head of Interior Design Tomasz Bachorski, designed the dashboard with a simplified layout that runs in a straight line with a clean form. The central design element of the dashboard is an innovative air vent – designed as a functional yet decorative element – that extends across the entire width of the interior like a band. This impression is completed by fine chrome trim strips on the vent louvres, which create a visual link to the cross-bars of the Arteon radiator grille.

Elegant ambient lighting. Beneath the air vent and a decorative panel there is a very low-profile ambient lighting strip (optional) that continues into the doors. Its wrap-around lighting effect defines the space and creates a particularly soothing ambience. The centre console fits in well with the Arteon's avant-garde and sporty character. As in a sports car, it ascends towards the dashboard, where it meets the air conditioning controls and the latest generation infotainment systems.



Colour & Trim. Sportiness and elegance are the dominant aspects of the Arteon. The Colour & Trim design area has also coordinated its selection of materials and colours to these aspects in the interior of this gran turismo. Three interior colour themes (black, dark grey and a combination of dark and light grey) match the range of exterior colours. The interior ambience either tends toward elegance or sportiness, depending on the configured material (cloth, Alcantara or leather) and the colour combination. At the same time, it is sophisticated: in the Arteon Elegance and Arteon R-Line, a combination of Alcantara (centre panel) and leather (side bolsters) is used. The optional leather interior choices for the Arteon Elegance include three two-tone Nappa leather interiors. They are the stylish colour combinations 'Grigio / Titan Black', 'Valencia Brown / Titan Black' and 'Mistral Grey / Raven Grey'. The Arteon R-Line employs sporty black ("Nappa Carbon Style / Titan Black") in the optional Nappa leather interiors. All Nappa leather features have contrast stitching. The style elements always appear in harmony with the sporty side of the Arteon too. Examples of this are the diagonally oriented grain of the optional 'Silver Birch' fine wood trim in the Arteon Elegance and the 'Silver Rise' aluminium trim in the Arteon R-Line – both types of accents are combined with 'Piano Black' panels in the area of the centre console.



Digitalised and connected cockpit

Active Info Display, gesture control and online services

The Arteon comes with the Composition Media infotainment system as standard equipment. With its glass-covered surface and 8-inch touchscreen, it is part of the new generation of Modular Infotainment Matrix (MIB) devices. The 'Security & Service Plus' package (one-year service term) always come as standard as well, which also includes 'Security & Service Basic' (ten-year service term) as well as 'Emergency call service'. The Composition Media infotainment system can have Discover Media navigation functionality added to it. The top version radio navigation system is the Discover Pro with a 9.2-inch display and gesture control. Also available as an option is the 700-watt Dynaudio Confidence sound system. The new MIB Systems are tailored in both appearance and functionality to work with a 12.3-inch Active Info Display; these optional equipment devices give rise to a new, fully digital world of displays and controls, particularly when used together with the Discover Pro infotainment system and a head-up display that is also available. The systems in detail:

New infotainment systems

Composition Media. With its clear glass surface and integrated 8-inch colour display (800 x 400 resolution, 20.3 cm screen diagonal), the design of the system is reminiscent of a tablet. In addition to two rotary/push-button controls, the system has eight function buttons. The sound of the infotainment system (4 x 20 watts) is output over eight loudspeakers. Along with SD card and AUX-IN interfaces, it offers a USB port (also compatible with Apple), a Bluetooth connection for mobile phones and a CD drive which is of course MP3 compatible. The Composition Media system is also equipped with a diversity antenna; this incorporates multiple antennas working together, which filter out signal disturbances and thus improve reception.



Discover Media. The Discover Media is one of two optional radio-navigation systems on the Arteon. It is based on the standard equipment Composition Media infotainment system and extends its functionality to include GPS-based navigation. In terms of appearance, both systems are identical with the exception of the two buttons at the upper right of the display (in the Discover Media system, one of their functions is to activate the navigation menu). Navigation software updates are available at no charge for up to five years after end-of-production of the particular device generation. In addition, this includes a licence for Car-Net 'Guide & Inform' services which is also free-of-charge (for one or three years depending on country).

Discover Pro. As outlined, the Discover Pro system is equipped with gesture control and an impressive, completely glass-covered 9.2-inch display (1,280 x 640 pixels, 23.4 cm screen diagonal). All control inputs are made via the touchscreen and five capacitive touch controls along the left border of the infotainment system. As intuitive as a smartphone: pressing the "Home" button takes the user back to the home screen from any submenu in a fraction of a second. Updates for the navigation software and a licence for 'Guide & Inform' are also integrated here. The range of equipment offered with the Discover Pro system also includes an amplifier with 4 x 20 watts of output power, a DVD drive, a USB port (Apple compatible), two SD card slots, AUX-IN, an SSD drive with 10 GB of storage, a full range of music playback options, a movie player, jukebox, podcast player, as well as navigation. Optional: Rear View (reversing camera), DAB+ and two mobile phone interfaces.

- **Individually configurable home screen.** The driver can customise the home screen of the Discover Pro. Always arranged in a large field on the left side of the display is the navigation function; on the right, two smaller fields are available, one above the other. Functions can be custom-assigned to these two interactive display panels. The panels are also interactive – for instance the user might place the radio or media library in the top panel and their phone favourites in the bottom panel.



- **Gesture, touch and voice control.** The Discover Pro system is now operated by gesture control, touch functions and voice control. Of course, the Discover Pro is also equipped with a proximity sensor that makes other menu items appear on the display when a hand approaches the screen.

Digitalised instruments

Active Info Display. All of the instruments are displayed virtually via software on the 12.3-inch Active Info Display. Its 1,440 x 540 pixel resolution enables extremely precise and sophisticated rendering of all details. There are five different information profiles, in which the kind of information and graphics displayed changes in certain areas. The driver can select from one of the following profiles: 'Classic', 'Consumption & Range', 'Efficiency', 'Performance & Driver Assistance' or 'Navigation'. The interactive elements of the Active Info Display are illustrated well by the Navigation profile. Here, the speedometer and rev counter are relocated to the sides to make more room for the navigation map in the middle. Information on driving, navigation and assistance functions can also be integrated into the speedometer and rev counter graphics as necessary. Data such as telephone contact images and CD covers can also be displayed in the Active Info Display.

Head-up display. The head-up display projects key information such as vehicle speed or navigation pictograms directly into the driver's primary field of vision. Thanks to this projection, drivers can keep their eyes on the road while looking at data such as speed. Using the infotainment system menu the driver can decide which information should be displayed: current speed, speed limit, navigation instructions, information from the assistance systems and/or warnings. The head-up display of the Arteon is a "combined solution": the data is projected onto an extendable glass panel in front of the windscreen. When it is not being used, the display panel is protected by being lowered into the dashboard, and the opening has a flush closure.

Connectivity via apps and online services



App Connect. The latest generation Modular Infotainment Matrix creates the right conditions for connecting the Arteon with today's Apple and Android smartphones via App Connect. Along with MirrorLink® (Android), App Connect now also integrates Apple CarPlay™ and Android Auto™ (Google) into the infotainment systems.

Car-Net 'Security & Service'. As outlined, Volkswagen offers the 'Security & Service' (Plus and Basis) package as standard on the Arteon. It gives the driver access to assistance in a wide range of situations. Highlights include features such as 'Emergency Service', 'Automatic accident reporting', 'Roadside service' and 'Service scheduling' (scheduling service with the service garage). In addition, the Car-Net app or Car-Net portal can be used to access various vehicle status data, such as fuel level and parking position, as well as activate certain functions. For instance, the auxiliary heater can be started remotely.

Car-Net 'Guide & Inform' Various online services can be accessed using 'Guide & Inform'. It includes a range of services for the Discover Media system and an extended range for the Discover Pro system. The services available for Discover Media include 'Online POI Search', 'Online Destination Import', 'Route Import', 'Fuel Info' (location and price), 'News', 'Parking Info' (location, availability and price), 'Weather', 'Charging Stations' (for electric and plug-in hybrid models) and 'Online Traffic Information'. The extended functional range of the Discover Pro system also includes functions such as voice-activated 'Online POI Search', 'Online Map Update' and 'Online Grace Note' which can be used to load album cover information into the vehicle online.

Media Control. The Media Control app can be used to govern many infotainment system functions conveniently from a smartphone or tablet. Passengers simply connect their devices via the WiFi hotspot of the Discover Media or Discover Pro infotainment system. The systems that can be controlled include the radio, all audio and video sources as well as the navigation system. Standard features in the navigation menu are supplemented by an address-search function that uses the Internet and which can also be used to enter selected search results as destination inputs. Passengers can now also send the calendar events and address



book entries of a tablet or smartphone to the infotainment system for use as navigation destinations.

A pleasant climate on board

Air Care Climatronic. A new three-zone (driver, passenger, rear) automatic climate control system is optional in the Arteon; it is the Air Care Climatronic system with an innovative filtering technology. Here, an air quality sensor with an active biogenic filter maintains air quality at a consistently high level and prevents the infiltration of pollutants, even fungal spores and allergens. A unique technology to date.



Assistance systems

Interactive technologies look ahead for safety

New generation of assistance systems. The Arteon's innovative driver assistance systems match its avant-garde concept. Significantly updated new generation versions of seven of these systems are available on the new gran turismo: Adaptive Cruise Control (ACC), Active Lighting System, Emergency Assist, proactive occupant protection system, Side Assist lane change system including Lane Assist lane departure warning, Rear Traffic Alert, and traffic sign recognition (which now also warns when speed limits are exceeded). Additional technologies adapted from other Volkswagens include the park distance warning, park assist steering, Rear View reversing camera system and Area View surround view camera. A detailed look at key assistance systems:

Adaptive Cruise Control (ACC). The ACC system now also monitors speed limits and route data from the navigation system in order to automatically adjust vehicle speed. Until now, the system was implemented purely as a cruise control system that maintained a desired gap to the vehicle ahead: Set the desired speed, and done – the Adaptive Cruise Control brakes and accelerates the vehicle. As outlined previously, the new Arteon is the first Volkswagen that can also react to changing parameters along the route – within system limits. Here's how it works: ACC utilises a radar sensor (for distance monitoring), a camera in the windscreen and the route information from the navigation system. Using the camera and the interconnected Dynamic Road Sign Display, the Arteon is able to "see" speed limits; it can even recognise city limits. The ACC adapts to these speed changes. At the same time, the vehicle determines its position and predictively adjusts vehicle speed prior to bends, roundabouts and junctions using the front camera and route information from the navigation system. The Front Assist area monitoring system with City



Emergency Braking is permanently integrated into ACC. Working in combination with the automatically shifting DSG gearbox, the ACC will automatically set the Arteon in motion from a standstill in situations such as traffic jams or city driving. The adaptive cruise control is active at speeds ranging from 0 to 210 km/h. Thanks to its predictive vehicle speed control, the system provides increased convenience while also helping to boost fuel economy.

Active Lighting System. The gran turismo comes with LED headlights for the dipped and main beams as standard. The Arteon Elegance and Arteon R-Line also feature Light Assist automatic main beam control (camera-based system which automatically activates and deactivates the main beam in response to oncoming traffic). These two models can be optionally equipped with the Active Lighting System. The LED dual headlights perfectly illuminate the upcoming bend before the vehicle is even steered into it. Here's how it works: the Active Lighting System – a technology package – utilises LED dual headlights with so-called projector lenses and incorporates among other features Dynamic Light Assist, the dynamically regulated permanent main beam function (interactive permanent main beam as an extended function of Light Assist) and dynamic cornering lights with predictive beam control. The latter steers the headlights into bends according to steering angle by means of variably controlled headlight modules. New with this feature is the ability to do this independently of steering angle and even predictively, using video information from the front camera and route information from the navigation system. In this manner, the gran turismo is able to illuminate the upcoming bend in the road before the driver steers into it. What's more, the light pattern of the headlights is optimally adjusted to suit the radius of the curve, because light is not wasted illuminating the roadside.

Emergency Assist. The second generation of Emergency Assist offers more safety. If the driver becomes incapacitated for health reasons, the system not only slows the car down within system limits, but now also steers it



into the slow lane, traffic behind permitting. The new Emergency Assist combines ACC (adaptive cruise control), Side Assist (lane change system), Lane Assist (lane departure warning) and Park Assist (park assist steering) into a single system. Once the sensors determine that the driver has not operated the accelerator or brake pedal or steering wheel over a specified period of time, the system network implements specifically targeted countermeasures. The driver is initially warned and "awakened" by means of acoustic, optical and haptic signals (braking jolt). If the driver still does not respond, the Emergency Assist system initiates the above-mentioned emergency stop. During this process the hazard warning lights are activated; additionally the Arteon initiates slight steering manoeuvres using Park Assist (electromechanical power steering intervention) and Lane Assist (camera-based lane detection) in order to alert nearby road users to the hazardous situation. For its part, ACC enables automated braking and can work to prevent collisions with traffic ahead thanks to the radar sensor located in the vehicle's front end. At the same time, the Arteon's systems steer the vehicle onto the outer slow lane in a controlled fashion; meanwhile, Side Assist is monitoring traffic behind the car using its radar sensors in order to minimise the risk of collision while changing lanes.

Proactive occupant protection system. For the first time, the PreCrash sensors are not only able to react to car handling processes (for instance, as registered via ESC) and acute collision hazards from the front (detected via Front Assist), but also to hazards from the rear. The PreCrash system uses sensors of the Side Assist lane change assistant. The system uses radar sensors to continuously monitor the positions and speeds of the cars behind the Arteon. The proactive rear occupant protection system evaluates this data. It does this not only while the vehicle is in motion, but also when it is stationary (with the motor running or in start-stop mode); such as when waiting at a red light. When another vehicle approaches the new gran turismo, the system calculates the probability of a collision using data on the positions and speeds of both cars. If there is an imminent



danger of a collision, the PreCrash assistance system reacts in the blink of an eye. The hazard warning lights activate immediately; at the same time all windows are closed to just a small gap (for optimal bolstering of the side airbags) as is the sunroof. While this is happening, the belt tensioners tighten the front seatbelts. Last but not least, the optional electrically adjustable front seats are aligned. The belts, head restraints and airbags are now able to provide maximum protection.

Side Assist plus Lane Assist and Rear Traffic Alert. The Arteon comes with the Lane Assist lane departure warning system as standard. If the gran turismo is ordered with the optional Side Assist lane change system, which is activated from 10 km/h, the two systems are combined. In this case, Rear Traffic Alert will also be on board. The Side Assist package can help prevent serious accidents, particularly in the following two situations. First, on the motorway, because it detects both fast overtaking vehicles and slower ones in the blind spot, warns the driver and even countersteers via Lane Assist. The second situation relates to reversing out of a parking space: the sensors detect vehicles approaching from the side that are not visible to the driver.

Traffic Jam Assist. Volkswagen developed Traffic Jam Assist based on Lane Assist (lane departure warning system) and ACC. It is available for models with a dual clutch gearbox (DSG). The system makes traffic jams and stop-and-go driving much more comfortable. The interplay between assistance systems enables the new car to drive semi-autonomously at speeds up to 60 km/h. The basis for this system is Lane Assist and its functionality of adaptive lane guidance. The second assistance system integrated into Traffic Jam Assist is ACC, which performs automatic acceleration and braking.



Engines – six efficient TSI and TDI engines

Six high-tech and efficient TSI and TDI turbocharged four-cylinder engines

Launching with 150 PS, 240 PS and 280 PS. The new Arteon will initially feature three turbocharged direct injection engines at launch: a 206 kW / 280 PS TSI (petrol) engine and two TDI (diesel) engines with 110 kW / 150 PS and 176 kW / 240 PS. Three additional motors are to follow: the newly developed 1.5 TSI Evo* (110 kW / 150 PS with ACT cylinder deactivation) as well a TSI* and a TDI* engine, each with 140 kW / 190 PS*. All engines comply with the Euro 6 emission standard and can be combined with an automatically shifting DSG dual clutch gearbox (except the 110 kW TSI in Germany, which is only available with a manual gearbox). For the TSI, the DSG gearbox is standard on engines with an output of 140 kW and above; for the TDI it is standard on the 176 kW version. Additionally, the 280 PS TSI and 240 PS TDI also have the Volkswagen 4MOTION all-wheel drive as standard, while this is available as an option for the 140 kW TDI. All other models have front-wheel drive. 4MOTION is Volkswagen's permanent all-wheel drive system. It distributes the engine's power to all four wheels by means of an all-wheel drive coupling as the situation demands. 4MOTION offers a high level of active safety, reliable traction and optimal directional stability at all times. The all-wheel drive system operates together with all of the car's handling control systems such as ESC, ASR and EDS.

Overview of petrol engines for the Arteon

- 1.5 TSI Evo, 110 kW / 150 PS*, 6-speed / optional 7-speed DSG (DSG for 1.5 TSI Evo not in Germany)
- 2.0 TSI, 140 kW / 190 PS*, 7-speed DSG
- 2.0 TSI, 206 kW / 280 PS, 7-speed DSG plus 4MOTION





Overview of diesel engines for the Arteon

- 2.0 TDI, 110 kW / 150 PS, 6-speed / optional 7-speed DSG
- 2.0 TDI, 140 kW / 190 PS*, 6-speed / optional 7-speed DSG / optional 4MOTION
- 2.0 TDI, 176 kW / 240 PS, 7-speed DSG plus 4MOTION

Detailed overview of engines offered during market launch phase

2.0 TSI. The TSI engine features innovative detailed solutions such as water-cooled exhaust gas routing through the cylinder head to the turbocharger (to efficiently reduce full-load fuel consumption) and a dual injection system with direct injection and multi-port injection. Thanks to its fully-electronic coolant control system, the four-cylinder engine also offers highly efficient thermal management with a short warm-up phase; this reduces friction losses, and thus fuel consumption. In addition, the TSI has variable valve timing with dual camshaft adjustment. Additionally, valve lift on the exhaust side is adjustable in two stages, which optimises performance, fuel economy and exhaust emissions.

- **206 kW / 280 PS and 7.3 l / 100 km.** The top TSI engine comes standard with a 7-speed DSG gearbox and all-wheel drive. Comfortable and agile in equal measure, the turbocharged direct injection engine produces a peak power output of 206 kW / 280 PS between 5,100 and 6,500 rpm from its 1,984 cm³ of displacement. Its considerable maximum torque of 350 Nm is available over an engine speed range of 1,700 to 5,600 rpm. The 280 PS engine propels the Arteon from 0 to 100 km/h in just 5.6 seconds; its top speed is electronically governed to 250 km/h. The combined fuel consumption of the Arteon 2.0 TSI 4MOTION is 7.3 l/100 km (urban 9.2 l/100 km; extra-urban 6.1 l/100 km). The corresponding CO₂ emissions amount to 164 g/km (combined).



2.0 TDI. As mentioned previously, the turbocharged diesel engine range launches with a 110 kW / 150 PS TDI and a top version TDI with 176 kW / 240 PS. Both of these 1,968 cm³ displacement engines offer extremely high efficiency and are paired with a 7-speed DSG gearbox. Function-defining components of the two four-cylinder engines are implemented in a modular design. They include emissions-relevant parts such as the fuel injection system, the turbocharger, the intercooler integrated within the induction manifold and the balance shafts for smooth operation. A sophisticated exhaust gas recirculation system is used. Specifically, it includes an oxidation catalytic converter, a diesel particulate filter and a selective catalytic reduction (SCR) system for reducing nitrogen oxides using AdBlue reducing agent.

- **110 kW / 150 PS and 4.4 l/100 km.** is The smaller of the two TDI engines offered at launch has an output of 110 kW / 150 PS; the sixteen-valve engine produces this power between 3,500 and 4,000 rpm. The TDI makes its maximum torque of 340 Nm available from a low 1,750 rpm (up to 3,000 rpm). The 150 PS Arteon 2.0 TDI has a top speed of 220 km/h and accelerates to 100 km/h in 9.1 seconds. Fuel consumption is just 4.5 to 4.4 l/100 km (combined). Urban fuel consumption is 5.4 to 5.3 l/100 km, extra-urban consumption 4.0 to 3.9 l/100 km. The corresponding CO₂ emissions are 116 to 114 g/km.
- **176 kW / 240 PS and 5.9 l/100 km.** At 176 kW / 240 PS, the Arteon's largest TDI engine is also Volkswagen's most powerful four-cylinder TDI. The sixteen-valve engine delivers peak power to its DSG gearbox and all-wheel drive system at 4,000 rpm. The TDI develops its considerable maximum torque of 500 Nm between 1,750 and 2,500 rpm. In order to achieve the high specific output of 120 PS per litre displacement, a compact bi-turbo module with one high-pressure and one low-pressure turbocharger was developed for the engine. The module enables turbo boost levels of up to 3.8 bar. Fuel is injected into the combustion chambers via piezo injectors at a pressure of up to 2,500 bar. With the 240 PS TDI engine, the gran turismo reaches a top speed of 245 km/h. Considering the high power output, its fuel consumption figures are notably low: 5.9 l/100 combined, 7.1 l/100



urban and 5.1 l/100 km extra-urban. Here, the CO₂ emissions are a combined 152 g/km.

SCR catalytic converter. Both of the Arteon's TDI engines, as well as the upcoming 190 PS TDI, are equipped with an SCR catalytic converter. Positioning the oxidation catalytic converter, diesel particulate filter and SCR system (selective catalytic reduction) close to the engine makes the emission control components react especially quickly. Using a specially coated diesel particulate filter – the actual SCR catalytic converter – the SCR system converts nitrogen oxides (NO_x) of the exhaust gas into nitrogen (N₂) and water (H₂O). This conversion takes place using the synthetically produced AdBlue agent which is stored in a 13-litre tank and only requires refilling every 9,000 kilometres via a separate filler neck behind the tank flap.



Running gear

Luxury saloon comfort, sports car performance

Running gear components. The front wheel suspensions feature coil spring struts (coil springs with telescopic shock absorbers) and lower wishbones (track-stabilising scrub radius). The four-link independent rear suspensions have gas-filled shock absorbers with separate springs. Both axles are equipped with anti-roll bars.

Handling. The running gear of the new Arteon has been specifically enhanced when compared against comparable Volkswagen MQB models, thus tailor making it for use in the gran turismo. Unique in its competitive class, the well-balanced blend of excellent handling dynamics and superior ride comfort becomes particularly evident on versions with DCC chassis control; DCC comes standard with the two top engines (280 PS TSI, 240 PS TDI), all other Arteon models feature this as optional equipment. The new near-infinitely adaptable shock absorbers together with an increased range of adjustment deliver a quality reminiscent of vehicles equipped with an air suspension. The Arteon distinguishes itself in particular through its highly direct and precise steering response, its extremely low roll angle and its neutral handling. Thanks to its large track widths (1,587 to 1,591 mm front / 1,577 to 1,581 mm rear), the gran turismo impresses with its excellent lateral dynamics; in addition to the suspension layout, the long wheelbase also provides added comfort. Last but not least, the car achieves a successful balance of good ride comfort, well controlled body movements and excellent isolation of high-frequency vibrations.

DCC in detail. The chassis control system is available in two versions: the standard version is characterised by an especially good balance between ride comfort and dynamic handling. Additionally, there is a sport version which is lowered by 5 millimetres – the DCC "R" running gear. Here, the tuning slightly favours sportiness while still retaining a high potential for



comfort. The following applies to both versions: in addition to the familiar settings of the driving mode selection (Comfort, Normal, Sport), for the first time the controlled shock absorbers on the Arteon can be almost infinitely adjusted across an expanded range from the individual settings submenu (Comfort+ to Sport+). Beyond the familiar 'Comfort' setting, the driver can increase ride comfort of the Arteon even further by moving the control slider to the left (Comfort+); a setting that is sportier than the familiar 'Sport' setting can be set by moving the slider to the right (Sport+). The driver can make adjustments between the Comfort, Normal and Sport profiles. Thus, the driver has the ability to choose a truly personalised setting.

Progressive steering. The Arteon is equipped with electromechanical power steering. It contributes considerably to the Arteon's agile performance character. The steering ratio is tuned to be direct and responsive even at the centre position without jittery reactions in situations such as when travelling on fast motorway sections. Thanks to progressive steering, the driver does not need to turn the steering wheel as much to achieve the desired steering angle. The progressive steering requires only 2.1 turns from end stop to end stop. Background: conventional steering systems operate with a constant gear ratio; the Arteon's steering system, in contrast, operates with a progressive steering gear ratio. This noticeably reduces steering work when manoeuvring and parking. On winding country roads and when turning at junctions, drivers will notice enhanced dynamic handling thanks to the more direct layout.



Equipment lines of the Arteon

Three lines facilitate a high degree of personalisation

Arteon, Elegance, R-Line. Despite its progressive concept, the Arteon is a car available at an attractive price. Along with the sophisticated base version, the gran turismo will be available in two exclusive equipment lines: the 'Elegance' and 'R-Line'. The name says it all: the standard configuration of the Arteon Elegance is focused primarily on premium class features. The Arteon R-Line, meanwhile, puts sportiness even more at the heart of the vehicle's configuration – as is typical of all Volkswagen R-Line models. On the basis of these three trim styles, it is possible for the fastback model to be extensively personalised.

Every Arteon model has standard features that include:

Exterior

- Chrome strips on side windows
- LED tail lights
- LED headlights with LED daytime running lights
- Alloy wheels (17-inch and above)
- Keyless Go locking system

Interior

- Stainless steel door tread plates, front and rear
- Composition Media infotainment system, including eight speakers, AUX-IN and USB (Apple compatible)
- Electronically controlled air conditioning system
- Multifunction steering wheel, leather trimmed (with shift paddles on DSG models)
- Semi-electric adjustable front comfort seats (driver's seat: 14-way ergoComfort seat; standard 6-way power adjustment)



Driver assistance and handling systems

- Driver Alert System
- Progressive steering

The Arteon Elegance includes the following custom details:

Exterior

- Chrome exterior mirror caps
- 'Elegance' badging on the wings
- LED tail lights with dynamic indicator function
- 18-inch 'Muscat' alloy wheels
- Wrap-around chrome trim strip on lower bodywork

Interior

- 'Elegance' welcome screen on the infotainment display
- Aluminium pedals
- Instruments, dashboard and door panels with customised look and trim
- Contrast stitching on seat covers and floor mats
- Seat covers in Alcantara/leather ('Vienna')
- Front seat heating



The Arteon R-Line includes the following custom details:

Exterior

- C-signature of the front air intakes in high-gloss black
- 18-inch 'Sebring' alloy wheels
- 'R-Line' badging on the wings
- Heated windscreen washer jets
- Special R-Line bumpers
- Wrap-around chrome trim strip on lower bodywork
- Chrome-plated exhaust system tailpipe trims

Interior

- Aluminium pedals
- Roof liner in 'Titan Black'
- Stainless steel door tread plates front and rear with R-Line logo on front plates
- Leather-trimmed sports multifunction steering wheel in R-Line design
- Alcantara/leather ('Vienna') seat covers with R-Line logo
- Special R-Line steering wheel
- Front seat heating

Wheels and tyres: Currently, four different wheel and tyre sizes are available on the new Arteon. The 17 to 20-inch wheel and tyre combinations are as follows:

| Tyres | Wheels |
|--------------------|----------------|
| 225/55 R17 97 W | 7.5J x 17 ET40 |
| 245/45 R18 96 W | 8J x 18 ET40 |
| 245/40 R19 94 W | 8J x 19 ET40 |
| 245/35 R20 95 Y XL | 8J x 20 ET40 |



17-inch wheels. A largely new range of alloy wheels is available as original equipment and via Volkswagen Accessories. At launch, the 'Arteon' equipment level features 'Cardiff' 17-inch alloy wheels as standard. As is the case with all of the Arteon's original equipment wheels, these are equipped with what are known as 'AirStop' tyres. A viscous mass within the tyre works to ensure that the air pressure stays constant even when the tire is damaged (damaged tyres must be replaced). For the winter, Volkswagen offers 17-inch 'Marstrand' alloy wheels (can be combined with all equipment versions); winter tires also feature AirStop functionality.

18-inch wheels. The Arteon Elegance and Arteon R-Line come standard with 18-inch alloy wheels. The Arteon Elegance features the 'Muscat' wheel in 'Black' or 'Atlantic Blue' with a high-gloss finish. The standard wheel on the Arteon R-Line is the 'Sebring' in 'Grey Metallic'. Optional for the 'Arteon' trim level is the 18-inch 'Almere' wheel in 'Adamantium Silver' or 'Black'. Both wheels are available on the Arteon Elegance at no extra charge. The 'Almere' in standard silver is also available as a winter wheel for all Arteon versions.

19-inch wheels. The 19-inch 'Chennai' wheel in standard 'Silver' or 'Adamantium Silver' can be ordered as special equipment for the Arteon Elegance. For the Arteon R-Line, Volkswagen R designed the 19-inch 'Montevideo' wheel in black with high-gloss surface.

20-inch wheels. Both the Arteon Elegance and the Arteon R-Line can be optionally equipped with exclusive 20-inch wheels: the 'Rosario' in either standard 'Silver' or 'Dark Graphite matt'; this wheel was also designed by Volkswagen R.



Cost of ownership

An especially economical gran turismo

€200 per year¹. The Arteon will be a pleasure to own thanks to its low running costs. Consider the Arteon 1.5 TSI and 2.0 TDI with 110 kW: depending on the driving profile (variable oil change interval indicator), the first inspection with oil change becomes due after a maximum of two years or 30,000 kilometres. The first full inspection service is not due until a maximum of 60,000 kilometres or three years. It is therefore no surprise that the projected total maintenance costs over the first four years and the 60,000 kilometres are €200 per year on average¹. Compared to the competition, insurance costs for the Arteon are also economical thanks to its low insurance classifications. Fleet managers will therefore welcome the extremely low cost of ownership (CoO) for the Arteon.

¹ = Arteon 1.5 TSI and 2.0 TDI, each with 110 kW and manual gearbox