



June 9, 2017

## Orders now being taken for Volkswagen special up!

- Volkswagen launches new special edition model inspired by the Volkswagen Beetle 'Special Bug'
- Exterior colours of black pearl or savanna gold with colour-coordinated 17-inch alloys
- Special model also available with LPG engine

Wolfsburg – Volkswagen is now taking advance orders for the new special up! inspired by the Volkswagen Beetle 'Special Bug' from 1982. The new special edition model adopts several of the original's details, making this latest addition to the up! family a truly eye-catching car. Prices for the special up! start in Germany from €13,625<sup>1</sup>.



special up! with exterior colour savanna gold



special up! in black pearl

Volkswagen is offering the special edition model in two attractive colour combinations: firstly, in the image of the Beetle original, with exterior paintwork in black pearl combined with 17-inch alloys in sandstorm yellow. Secondly, Volkswagen is offering the special model in savanna gold with black 'polygon' alloy wheels. Both versions are emblazoned with 'special' on the vehicle exterior. As an additional contrast, the wing mirrors are finished in reflex silver or black.

Inside, too, the special up! has a number of highlights to offer. These include ambient lighting as standard, aluminium door tread plates sporting the word 'up!', heated seats and a black roof liner. The seat covers and dashpad are also available in savanna gold. The special up! in black pearl is priced from €13,625, while the version in savanna gold starts from €13,775.

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In addition, the efficient eco special up!<sup>2</sup> with sustainable natural gas drive system (in combination with the black pearl version only) enriches the model range. The city specialist, available as a two-door and four-door car, is powered by a modern natural gas engine. With average fuel consumption of just 2.9 kg of natural gas per 100 kilometres and correspondingly low CO<sub>2</sub> emissions of 82 g/km, the 50 kW / 68 PS eco special up! achieves energy efficiency class 'A'. The eco special up! black pearl with 1.0 MPI engine and five-speed gearbox is available from a starting price of €16,600.

<sup>1)</sup> Fuel consumption of the special up! 1.0 petrol engine, delivering 44 kW / 60 PS in l/100 km: 4.4 (combined). CO<sub>2</sub> emissions in g/km: 101 (combined). Efficiency class: C

<sup>2)</sup> Fuel consumption of the eco special up! black pearl 1.0 MPI 50 kW / 68 PS in kg/100 km: 2.9 (combined). CO<sub>2</sub> emissions in g/km: 82 (combined). Efficiency class: A

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### About the Volkswagen brand: "We make the future real"

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2016, Volkswagen produced about 5.99 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. 196,000 people currently work at Volkswagen around the world. On top of that come more than 7,700 dealerships with 74,000 employees. Volkswagen is rigorously driving forward the further development of car manufacturing. Electric motoring, smart mobility and the digital transformation of the brand are the core strategic issues of future.

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