



Volkswagen

The new up!



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Front cover model shown is new High up! with optional 17" 'Polygon Black' alloy wheels, City emergency braking pack and metallic paint with two-tone black roof paint option.



Model shown is new High up! with optional 17" 'Polygon Black' alloy wheels and two-tone black roof paint option.

As individual as you are: the new up!

The new up! offers a myriad of ways to celebrate your individuality.

A choice of new colours for the body, roof, door mirrors, side decals and dashpad enables you to create the look that's right for you.

Enhanced by a sharp new design featuring new bumpers, wheels, LED daytime running lights and exterior mirror housings with integrated indicators, not to mention a host of refinements and new equipment.

It's time to express yourself with the fun new up!



The small car, that thinks big.

Measuring just 3.6 metres long and 1.91 metres wide, the new up!
combines a compact exterior with a remarkable interior space. From its
newly designed sculpted front bumper to the fully glazed rear tailgate,
the new up! is a modern interpretation of the classic Volkswagen design.
Sleek, contemporary and unmistakably Volkswagen, this is the small
car with big ideas.

01 The stylish halogen clear headlights with integrated indicators and separate LED daytime running lights bring a dynamic look to the new up! The LED daytime running lights are automatically activated when the engine is started, making you more visible to other road users during the day as well as at night-time.

02 The front side indicators are now integrated into the exterior door mirror housings, allowing your manoeuvring intentions to be clearly signalled to other road users and pedestrians.

03 The characteristic narrow black radiator grille above the restyled front bumper strengthens the sporty appearance of the new up!

04 Front fog lights elegantly integrated into the front bumper allow you to see and be seen better in adverse weather conditions. Standard on High up! models. Optional on Move up! and up! beats models as part of the Winter pack option.



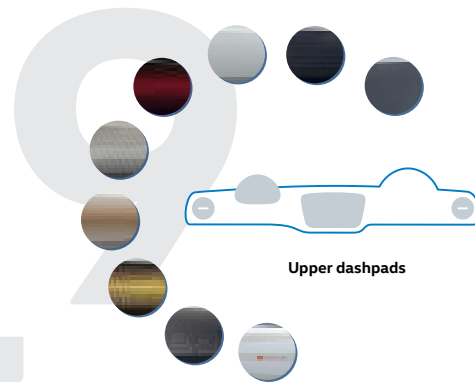
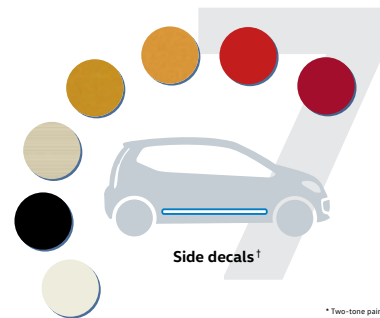
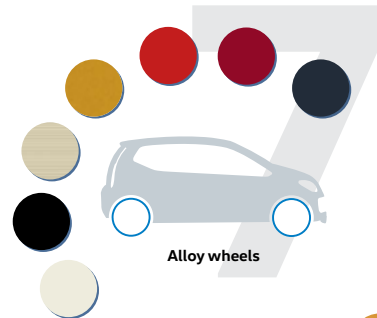
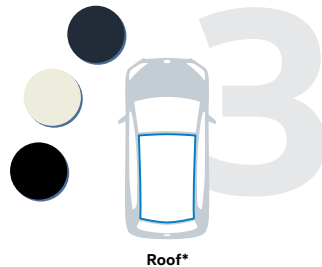
01-04

Model shown is new High up! with optional metallic paint with two-tone black roof paint option.

The new up! - Exterior | 07

It's all about self-expression.

With more than a thousand potential colour combinations, the spotlight is clearly on individuality in the new up! A choice of thirteen exterior body colours, eight door mirror housing colours, three roof colours, seven alloy wheel colours, seven side decal colours and nine upper dashpad colours allows you to create a look that is 100% you. It's time to get creative!



* Two-tone paint is not available in conjunction with panoramic sunroof.
† Decals may show signs of aging over time, in particular if exposed to direct sunlight. If the decals remain on the vehicle for an extended period of time, differences may occur between the area of paint covered by the decals and the uncovered paint areas of the vehicle.
Please note: Colour range is reproduced for illustration purposes only. Actual on-car colours, alloy wheel colours, side decal colours and upper dashpad colours may vary from those shown, as print processes do not allow exact reproduction of these colours.

Small car, great freedom.

Even more colour, even more design, even more freedom – with the optional style packs you can design a bespoke new up! exactly to your tastes. Available for Move up! and High up! models, a total of three style packs with different colour combinations are available: alloy pack, design pack and dash pack, while the two-tone paint option allows you to specify a Black, Grey or White roof to complement your chosen exterior paint colour.



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01 A total of three optional **design packs** are available: **White Cube 3D**, **Wood 3D Pixels** or **Savanna Gold 3D Pixels**. Each of these stylish packs allow you to personalise the upper dashpad, side decals* and door mirrors. Interior shown is new High up! BMT with optional Wood 3D Pixels design pack, climate control electronic air conditioning and non-metallic paint.

Please note: smartphone is not included.

02 Bring even more colour to your new up! Depending on which model you opt for, you can choose from four **alloy packs**, La Boca Golden Beige, La Boca Hot Orange, Polygon Fortana Red or Polygon Sandstorm Yellow. Each pack features uniquely coloured alloy wheels with coordinating side decals* and door mirrors. Image shown features 16 inch 'La Boca Black' alloy wheel with 'Hot Orange' finish, which is part of the La Boca Hot Orange alloy pack. Optional on Move up! and High up! models.

* Decals may show signs of aging over time, in particular if exposed to direct sunlight. If the decals remain on the vehicle for an extended period of time, differences may occur between the area of paint covered by the decals and the uncovered paint areas of the vehicle.



03

03 The **two-tone paint** option looks good from any perspective. In addition to your choice of Black, Grey or White roof colour, the door mirror housings perfectly complement the roof colour, while the rear tinted glass from the B pillar backwards completes the stylish and dramatic exterior look.

Model shown is new High up! with optional 17" 'Polygon Black' alloy wheels and two-tone black roof paint option.

Space for comfort, Space for individuality.

With more interior space than you would expect from a compact city car, the new up! certainly appears to have delivered – offering a large cabin with more head and legroom than you would think possible – for up to four occupants. From the Move up! onwards, the boot space becomes incredibly adaptable. The rear seats are split 60:40, providing room for one rear occupant and allowing additional stowage space, and the variable boot floor can be utilised at two different levels, offering either maximum storage space or a level loading area, enabling you to transport long and bulky loads with ease.

01 The surprisingly spacious, **redesigned interior** seats four passengers comfortably and offers a high level of specification. A choice of **new colours and designs for the dashpad** allows you to further personalise your new up!, while **smartphone*** integration increases connectivity and functionality, and refinements such as **new seat designs and a multifunction leather steering wheel** add both comfort and luxury.

* Devices must be Bluetooth HFP (Hands Free Profile) compatible, please contact your authorised Volkswagen retailer for specific device compatibility.
Please note: smartphone is not included.



Equipment.

The interior of the new up! not only provides comfort, but also an equipment level that would be at home on any larger car. With optional driver's assistance systems such as City emergency braking and Cruise and park pack to the intuitively operated in-car entertainment and communication systems, the new up! helps to make every journey a pleasure.



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01 The leather trimmed three-spoke multifunction steering wheel allows you to control functions such as radio, phone and access to your music or phone contacts without taking your hands off the steering wheel, enabling you to concentrate on the road ahead. Standard on High up! and optional on Move up! and up! beats models.

02-03 City emergency braking helps the driver to avoid a low-speed impact or help reduce its severity, providing a real contribution to safer driving. At speeds of up to 19mph, a laser sensor in the rear-view mirror mounting on the upper part of the windscreen monitors an area 10 metres in front of the car, identifying vehicles that may present a threat of collision. If a collision is likely, the City emergency braking is alerted and works simultaneously with the driver's braking action to avoid an impact. If the driver fails to notice the threat and a collision becomes imminent, the system applies significant brake pressure to reduce the impact speed. The City emergency braking pack also features automatic headlights activation with coming/leaving home lighting function and rain sensor. Optional on all models. Models shown are Take-up!

04 The Composition Radio system features a 3.1 inch monochrome screen, DAB digital radio receiver, AUX-in socket for connection to an external multimedia source (e.g. iPod and MP3 player), SD card reader and music playback from MP3, WMA and AAC files. Standard on Take up! models.

05 The rear-view camera* displays the area behind your up! on the Composition Colour's display, helping you to manoeuvre into tight spaces quickly and easily. Optional on Move up! models and above. Model shown is High up! with optional climate control.

* Must be ordered in conjunction with Cruise and park pack. Please note: smartphone is not included.



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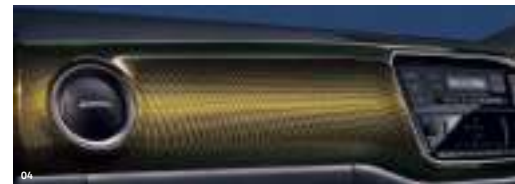


02

03-05 The 2D Pixels upper dashpad for the High up! creates a luxurious feel to the interior and can be specified in a choice of three colours: Red, Yellow or Neutral depending on the exterior paint selected. Image shown is a High up! BMT with optional climate control.



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01 The luggage compartment of the new up! boasts an impressive 251 litres of storage capacity with the rear seat backrest in the upright position. In addition, the variable boot floor can be set at two levels, the lower position to maximise luggage space or upper position to create a level loading area. Variable boot floor is standard on Move up! models and above. Model shown features optional pearl effect paint.

02 For even more luggage space, the rear seats fold forward completely, opening up a massive 959 litres of luggage space, or can be split so either section can be folded offering even greater flexibility. Split folding rear seat backrest 60:40 is standard on Move up! models and above, Take up! models feature a one-piece folding backrest. Image shown features optional pearl effect paint.



01

Stay connected. Wherever you are.

The new up! not only offers plenty of scope for self-expression, but also opens up a world of connectivity.

Thanks to smartphone* integration via USB† with the Composition Colour system, you can enjoy such innovations as 'Maps + More' with 2D or 3D hands-free TomTom navigation with hands-free access to your phone book or music library, keeping you connected and informed throughout the day.

* Devices must be Bluetooth HFP (Hands Free Profile) compatible, please contact your authorised Volkswagen retailer for specific device compatibility.

† Compatibility with devices may vary, please contact your authorised Volkswagen retailer for full details.

Please note: smartphone is not included.

Interior shown is new High up! BMT with optional City emergency braking pack, climate control electronic air conditioning and metallic paint.



02

01 The Volkswagen app 'Maps + More**' operates with compatible iOS or Android phones providing TomTom integrated navigation with 2D or 3D map viewing mode, helping you avoid areas of congestion and, thanks to offline navigation, help save on data charges.

02-08 'Maps + More**' is a real multitasker, providing more than just navigation. Once connected to your compatible smartphone, it gives quick and easy access to your phone book and music library thanks to handwriting recognition, via the smartphone touch-screen radio controls. Vehicle data such as average and current fuel consumption, and 'Think Blue. Trainer', providing driving tips and journey analysis can be conveniently displayed on the smartphone interface which is located neatly above the centre console.

** 'Maps + More' enables offline navigation without roaming costs with a 2D or 3D map view. TomTom map updates are available for three years free of charge. Additional services provide information about the traffic, parking and refuelling options (including fuel prices) in the vicinity. These functions can also be controlled via the handwriting recognition function. Please note: smartphone is not included.



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Interiors shown are new High up! BMT with optional City emergency braking pack and climate control electronic air conditioning.

The new up! – Connectivity and Multimedia | 17

Strikes the right note: the new up! beats.

Volkswagen joins forces with Dr. Dre to bring you the new up! beats, giving sound a whole new dimension. Featuring a state-of-the-art beats audio™ sound system with 300 watt output, eight channel amplifier, Digital Signal Processor (DSP) and seven high-end speakers including a subwoofer, it delivers crystal clear sound and a pulsing base, turning every journey into a club tour.





01 15 inch 'Radial' alloy wheels with Red or Black centre caps transform the exterior into a real head-turner.

02-03 Inside, the interior gets the full treatment with 'beats' cloth upholstery, leather trimmed three-spoke steering wheel, red striped edging on the seat belts, carpet mats finished with contrasting red stitching, **Deep Dimension 3D upper dashpad** with 'beats' logo and 'beats' door sill protectors. Add smartphone* integration and ambient lighting, and you can see why it strikes all the right notes.

* Devices must be Bluetooth HFP (Hands Free Profile) compatible, please contact your authorised Volkswagen retailer for specific device compatibility.
Please note: smartphone is not included.



02



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Wheels.

01 5J x 14" steel wheels with 165/70 R14 tyres and full size wheel trims. Standard on Take up! models. 175/65 R14 low rolling resistance tyres on BMT models.

02 'Fortaleza' 5½J x 15" alloy wheels with 185/55 R15 tyres and anti-theft wheel bolts. Standard on Move up! models.

03 'Radial' 5½J x 15" alloy wheels with 185/55 R15 tyres and anti-theft wheel bolts. Standard on High up! models.

04 'Radial' 5½J x 15" alloy wheels with 185/55 R15 tyres and anti-theft wheel bolts with Red or Black alloy wheel centre caps depending on exterior paint colour. Standard on up! beats models.

05 'Spoke' 5½J x 15" alloy wheels with 185/55 R15 tyres and anti-theft wheel bolts. Optional on Move up! models as a no cost option.

06 'Spoke Anthracite' 5½J x 15" alloy wheels with 185/55 R15 tyres and anti-theft wheel bolts. Optional on Move up! models.

07 'La Boca White' 6J x 16" alloy wheels with 185/50 R16 tyres and anti-theft wheel bolts. Optional on Move up! and High up! models.

08 'La Boca Black' 6J x 16" alloy wheels with 185/50 R16 tyres and anti-theft wheel bolts. Optional on Move up! and High up! models.

09 'La Boca Grey' 6J x 16" alloy wheels with 185/50 R16 tyres and anti-theft wheel bolts. Optional on Move up! and High up! models.

10 'La Boca Black' with 'Golden Beige' finish, 6J x 16" alloy wheels with 185/50 R16 tyres and anti-theft wheel bolts. Optional on Move up! and High up! models as part of the La Boca Golden Beige alloy pack.

11 'La Boca Black' with 'Hot Orange' finish, 6J x 16" alloy wheels with 185/50 R16 tyres and anti-theft wheel bolts. Optional on Move up! and High up! as part of the La Boca Hot Orange alloy pack.

12 'Triangle Black'* 6J x 16" alloy wheels with 185/50 R16 tyres and anti-theft wheel bolts. Optional on Move up! and High up! models.

13 'Polygon Black' with Fortana Red' finish, 6½J x 17" alloy wheels with 195/40 R17 tyres and anti-theft wheel bolts. Optional on High up! models as part of the Polygon Fortana Red alloy pack.

14 'Polygon Black' with Sandstorm Yellow' finish, 6½J x 17" alloy wheels with 195/40 R17 tyres and anti-theft wheel bolts. Optional on High up! models as part of the Polygon Sandstorm Yellow alloy pack.

15 'Polygon Black'* 6½J x 17" alloy wheels with 195/40 R17 tyres and anti-theft wheel bolts. Optional on High up! models.

* Includes black rooflining and rear tinted glass from B pillar backwards, approximately 65% tinted. Models shown feature optional Honey Yellow metallic or Deep Black pearl effect paints.



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Paint.



'Pure White' Non-Metallic OQ



'Teal Blue' Non-Metallic B2



'Candy White' Non-Metallic B4



'Tornado Red' Non-Metallic G2



'Coral Red' Non-Metallic Signature N7



'Costa Azul' Metallic 3K



'Honey Yellow' Metallic G8



'Tungsten Silver' Metallic K5



'White Silver' Metallic K8



'Blueberry' Metallic S8



'Deep Black' Pearl Effect 2T



'Savanna Gold' Premium Signature 8F



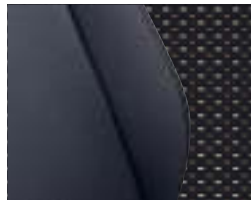
'Habanero Orange' Premium Signature V9

Standard Optional

T | Take up! M | Move up! H | High up! B | up! beats

Images shown are new High up! with optional 17" 'Polygon Black' alloy wheels.
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Upholstery.



'Lane' cloth T Titan Black JM



'Fusion' cloth M Grey KB/KQ



'Fusion' cloth M Petrol KH/KP



'Beam' cloth H Black/Grey with Quartz bolster edging EB/EG



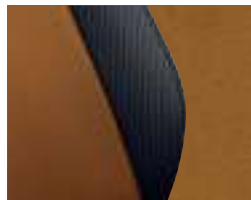
'Beam' cloth H Black/Red with Ceramique bolster edging EC/EH



'Beam' cloth H Black/Grey with Honey Yellow bolster edging EE/EI



'beats' cloth with 'Microfleece' side bolsters B Ceramique 85



'Art Velours' seat centre section H Savanna HP/HQ

Standard Optional

T | Take up! M | Move up! H | High up! B | up! beats

Please note: Swatches reproduced for illustration purposes only. Actual upholstery colours may vary from those shown, as print processes do not allow exact reproduction of the upholstery and dashpad colours.

Dashpad.



Black grained/Black T



Black Cube 2D/Black M



Neutral 2D Pixels/Black H



Neutral 2D Pixels/Ceramique H



Red 2D Pixels/Black dash pack H*



Red 2D Pixels/Ceramique dash pack H*



Honey Yellow 2D Pixels/Black dash pack H*



Honey Yellow 2D Pixels/Ceramique dash pack H*



Deep Dimension 3D/Ceramique B



White Cube 3D/Black design pack M



Wood 3D Pixels/Black design pack H



Savanna Gold 3D Pixels/Black design pack H

Standard Optional

T | Take up! M | Move up! H | High up! B | up! beats

* Red 2D Pixels and Honey Yellow 2D Pixels dash packs are a no cost option on High up! models. Models shown feature multifunction steering wheel which is standard on High up! models and optional on Move up! and up! beats models. Models shown feature Composition Colour radio system which is standard on Move up! models and above, and optional on Take up! models. Models shown feature City emergency braking pack which is optional on all models. Models shown feature climate control electronic air conditioning which is optional on Move up! models and above.

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

Combinations.

Seat upholstery						
	Dashpad					
	Dashboard upper, lower and door panels					
	Carpet					
	Roof lining					
	Door mirrors					
	Optional two-tone paint*, roof and door mirrors					

*Lane' cloth Standard on Take up!

Titan Black JM	Black grained	Black	Black	Light Grey	Black	● Black A1 ● Grey 5K ○ White B4
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*Fusion' cloth Standard on Move up!

Grey KB	Black Cube 2D	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Grey KQ	Black Cube 2D	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Petrol KH	Black Cube 2D	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Petrol KP	Black Cube 2D	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4

*Beam' cloth Standard on High up!

Black/Grey with Quartz bolster edging EB	Neutral 2D Pixels	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Black/Red with Ceramique bolster edging EC	Neutral 2D Pixels	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Black/Grey with Honey Yellow bolster edging EE	Neutral 2D Pixels	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Black/Grey with Quartz bolster edging EG	Neutral 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Black/Red with Ceramique bolster edging EH	Neutral 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Black/Grey with Honey Yellow bolster edging EI	Neutral 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4

*Beam' cloth Standard on High up! with no cost optional dashpad

Black/Grey with Quartz bolster edging EB	Red 2D Pixels	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
	Honey Yellow 2D Pixels	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Black/Red with Ceramique bolster edging EC	Red 2D Pixels	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Black/Grey with Honey Yellow bolster edging EE	Honey Yellow 2D Pixels	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Black/Grey with Quartz bolster edging EG	Red 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
	Honey Yellow 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Black/Red with Ceramique bolster edging EH	Red 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Black/Grey with Honey Yellow bolster edging EI	Honey Yellow 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4

*beats' cloth seat centre section Standard on up! beats

Ceramique 85 with 'Microfleece' side bolsters	Deep Dimension 3D	Black/Ceramique	Black	Light Grey	Red ² or Black ²	● Black A1 ● Grey 5K ○ White B4
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Art Velours' seat centre section Optional on High up!

Savanna HP	Neutral 2D Pixels	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4
Savanna HQ	Neutral 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ● Grey 5K ○ White B4

● Body-coloured ● Black ● Grey ○ White - Not available.

* Optional at extra cost. † Please note, specifying optional style packs may result in a change of door mirror colour. For further details, please consult your authorised Volkswagen retailer.

1 Red door mirrors with Red/Silver 'beats' decal side foil stripes on the up! beats models. 2 Black door mirrors with White/Black 'beats' decal side foil stripes on the up! beats models.

○ QQ Pure White*	○ QQ Pure White* Optional two-tone paint*	● B2 Teal Blue*	● B2 Teal Blue* Optional two-tone paint*	○ B4 Candy White*	○ B4 Candy White* Optional two-tone paint*	● G2 Tornado Red	● G2 Tornado Red Optional two-tone paint*	● N7 Coral Red Non-Metallic Signature*	● 3K Costa Azul Metallic*	● 3K Costa Azul Metallic* Optional two-tone paint*	● 6B Honey Yellow Metallic*	● 6B Honey Yellow Metallic* Optional two-tone paint*	● K5 Tungsten Silver Metallic*	● K5 Tungsten Silver Metallic* Optional two-tone paint*	● 8B White Silver Metallic*	● 8B White Silver Metallic* Optional two-tone paint*	● 5B Blueberry Metallic*	● ZT Deep Black Pearl Effect*	● ZT Deep Black Pearl Effect* Optional two-tone paint*	● BF Savanna Gold Premium Signature*	● V9 Habanero Orange Premium Signature*
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Optional style pack – design packs*

Seat upholstery	Dashpad	Dashboard upper/lower	Exterior decals and door mirrors	Optional two-tone paint – roof	<input type="radio"/> QQ Pure White* <input checked="" type="radio"/> B2 Teal Blue* <input type="radio"/> B4 Candy White* <input checked="" type="radio"/> G2 Tornado Red <input checked="" type="radio"/> N7 Coral Red Non-Metallic Signature* <input checked="" type="radio"/> 3K Costa Azul Metallic* <input checked="" type="radio"/> G8 Honey Yellow Metallic* <input checked="" type="radio"/> K5 Tungsten Silver Metallic* <input checked="" type="radio"/> K8 White Silver Metallic* <input checked="" type="radio"/> S8 Blueberry Metallic* <input checked="" type="radio"/> ZT Deep Black Pearl Effect* <input checked="" type="radio"/> 8F Savanna Gold Premium Signature* <input checked="" type="radio"/> V9 Habanero Orange Premium Signature*
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'Fusion' cloth Optional on Move up!

Grey KB	White Cube 3D	Black	Black	● Black A1 ● Grey 5K ○ White B4	○ ● ●	-	○ ● ●	-	-	-	-	● ● ●	-	● ● ●	-	-	-	-	-	-
Grey KQ	White Cube 3D	Black	White	● Black A1 ● Grey 5K ○ White B4	○ ● ●	● ● ○	-	● ● ●	● ● ●	-	-	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●
Petrol KH	White Cube 3D	Black	Black	● Black A1 ● Grey 5K ○ White B4	○ ● ●	-	○ ● ●	-	-	-	-	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●
Petrol KP	White Cube 3D	Black	White	● Black A1 ● Grey 5K ○ White B4	-	● ● ○	-	-	-	-	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○
Grey KB	White Cube 3D	Black/Ceramique	Black	● Black A1 ● Grey 5K ○ White B4	○ ● ●	-	○ ● ●	-	-	-	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●
Grey KQ	White Cube 3D	Black/Ceramique	White	● Black A1 ● Grey 5K ○ White B4	-	● ● ○	-	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●
Petrol KH	White Cube 3D	Black/Ceramique	Black	● Black A1 ● Grey 5K ○ White B4	○ ● ●	-	○ ● ●	-	-	-	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●
Petrol KP	White Cube 3D	Black/Ceramique	White	● Black A1 ● Grey 5K ○ White B4	-	● ● ○	-	-	-	-	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○

'Beam' cloth Optional on High up!

Black/Grey with Quartz bolster edging EB	Wood 3D Pixels	Black	Black	● Black A1 ○ White B4	○ ● ●	-	○ ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●
Black/Grey with Quartz bolster edging EG	Wood 3D Pixels	Black/Ceramique	Black	● Black A1 ○ White B4	○ ● ●	● ● ○	○ ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●
Black/Grey with Quartz bolster edging EB	Savanna Gold 3D Pixels	Black	Black	● Black A1 ○ White B4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	● ● ●
Black/Grey with Quartz bolster edging EG	Savanna Gold 3D Pixels	Savanna Gold	Savanna Gold	● Black A1 ○ White B4	○ ● ●	-	○ ● ●	-	-	-	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●
	Savanna Gold 3D Pixels	Black/Ceramique	Black	● Black A1 ○ White B4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	● ● ●
	Savanna Gold 3D Pixels	Savanna Gold	Savanna Gold	● Black A1 ○ White B4	○ ● ●	-	○ ● ●	-	-	-	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●

'Art Velours' seat centre section Optional on High up!

Savanna HP	Savanna Gold 3D Pixels	Black	Black	● Black A1 ○ White B4	-	-	-	-	-	-	-	● ● ●	-	-	-	-	-	-	-	● ● ●
	Savanna Gold 3D Pixels	Black	Savanna Gold	● Black A1 ○ White B4	○ ● ●	-	○ ● ●	-	-	-	-	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●
Savanna HQ	Savanna Gold 3D Pixels	Black/Ceramique	Black	● Black A1 ○ White B4	-	-	-	-	-	-	-	● ● ●	-	-	-	-	-	-	-	● ● ●
	Savanna Gold 3D Pixels	Black/Ceramique	Savanna Gold	● Black A1 ○ White B4	○ ● ●	-	○ ● ●	-	-	-	-	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●

● Body-coloured ● Black ● Grey ○ White – Not available.

* Optional at extra cost. Please note, style packs are not available in conjunction with each other.

Optional style pack – alloy packs*

<input type="radio"/> QQ Pure White* <input checked="" type="radio"/> B2 Teal Blue* <input type="radio"/> B4 Candy White* <input checked="" type="radio"/> G2 Tornado Red <input checked="" type="radio"/> N7 Coral Red Non-Metallic Signature* <input checked="" type="radio"/> 3K Costa Azul Metallic* <input checked="" type="radio"/> G8 Honey Yellow Metallic* <input checked="" type="radio"/> K5 Tungsten Silver Metallic* <input checked="" type="radio"/> K8 White Silver Metallic* <input checked="" type="radio"/> S8 Blueberry Metallic* <input checked="" type="radio"/> ZT Deep Black Pearl Effect* <input checked="" type="radio"/> 8F Savanna Gold Premium Signature* <input checked="" type="radio"/> V9 Habanero Orange Premium Signature*
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Move up!¹

La Boca Golden Beige alloy pack* ¹ – Four 6J x 16" 'La Boca Black' alloys with 'Golden Beige' finish, 185/50 R16 tyres and anti-theft wheel bolts, 'Golden Beige' door mirrors and side decals	○	-	-	●	●	-	●	-	●	-	●	-	●	-	●	-	●	-	●	-
La Boca Hot Orange alloy pack* ¹ – Four 6J x 16" 'La Boca Black' alloys with 'Hot Orange' finish, 185/50 R16 tyres and anti-theft wheel bolts, 'Hot Orange' door mirrors and side decals	○	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

High up!

La Boca Golden Beige alloy pack* ² – Four 6J x 16" 'La Boca Black' alloys with 'Golden Beige' finish, 185/50 R16 tyres and anti-theft wheel bolts, 'Golden Beige' door mirrors and side decals	○	-	-	●	●	-	●	-	●	-	●	-	●	-	●	-	●	-	●	-
La Boca Hot Orange alloy pack* ² – Four 6J x 16" 'La Boca Black' alloys with 'Hot Orange' finish, 185/50 R16 tyres and anti-theft wheel bolts, 'Hot Orange' door mirrors and side decals	○	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Polygon Fortana Red alloy pack* – Four 6½J x 17" 'Polygon Black' alloys with 'Fortana Red' finish, 195/40 R17 tyres and anti-theft wheel bolts, 'Fortana Red' door mirrors and side decals	○	-	-	-	-	-	-	-	-	-	-	●	-	-	-	-	-	-	-	-
Polygon Sandstorm Yellow alloy pack* – Four 6½J x 17" 'Polygon Black' alloys with 'Sandstorm Yellow' finish, 195/40 R17 tyres and anti-theft wheel bolts, 'Sandstorm Yellow' door mirrors and side decals	○	-	-	-	-	-	-	-	-	-	-	-	●	-	-	-	-	-	-	-

* Optional at extra cost. – Not available. Please note, style packs are not available in conjunction with each other.

¹ Not available in conjunction with two-tone paint or White Cube 3D design pack. ² Not available in conjunction with Honey Yellow 2D Pixels or Red 2D Pixels dashpad.



Image shown is 'Polygon Black' with 'Sandstorm Yellow' finish.



Image shown is 'Polygon Black' with 'Fortana Red' finish.

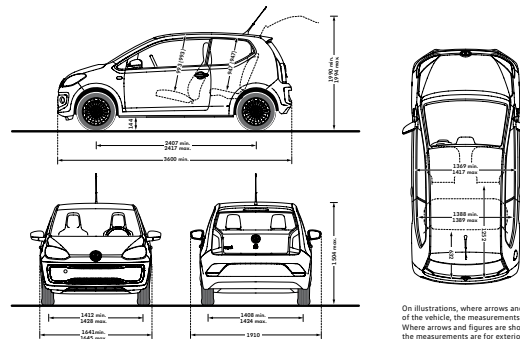
Technical specification and dimensions.

Engine	Take up! Move up! up! beats ¹ 1.0 litre 60 PS	Take up! Move up! up! beats BlueMotion Technology 1.0 litre 60 PS	High up! up! beats ² 1.0 litre 75 PS	High up! ³ up! beats BlueMotion Technology 1.0 litre 75 PS	High up! up! beats 1.0 litre 90 PS	
Engine type	Three cylinder petrol	Three cylinder petrol	Three cylinder petrol	Three cylinder petrol	Three cylinder petrol	
Cubic capacity, ltrs/cc	1.0/999	1.0/999	1.0/999	1.0/999	1.0/999	
Max. output, PS ⁽¹⁾ /kW at rpm	60/44 @ 5000	60/44 @ 5000	75/55 @ 6200	75/55 @ 6200	90/66 @ 5000	
Max. torque, lbs.ft/Nm at rpm	70/95 @ 3000-4300	70/95 @ 3000-4300	70/95 @ 3000-4300	70/95 @ 3000-4300	118/160 @ 1500-3500	
Gearboxes	Five speed manual Five speed auto ASG ¹	Five speed manual -	Five speed manual Five speed auto ASG ²	Five speed manual Five speed auto ASG ³	Five speed manual -	
Weights, kgs						
Gearbox: manual (auto ASG)	Unladen weight ⁽²⁾	926 (932)	934	929 (932)	936 (940)	1002
	Gross vehicle weight	1320 (1290)	1330	1290 (1290)	1330 (1330)	1360
	Payload ⁽²⁾	350-469 (433)	355-471	436 (433)	355-469 (354-465)	324-433
	Axle load limit: front/rear	700/650 (680/640)	710/650	680/640 (680/640)	710/650 (690/640)	740/650
Max. roof load, with roof rails ⁽³⁾		50	50	50	50	50
Performance						
Top speed, mph [km/h] [†]	Manual gearbox	100 [162]	100 [162]	106 [171]	106 [172]	114 [185]
	Automatic ASG gearbox	99 [160]	-	106 [171]	106 [172]	-
Acceleration, secs 0 - 62mph	Manual gearbox	14.4	14.4	13.2	13.5	9.9
	Automatic ASG gearbox	15.3	-	13.9	14.9	-
ABI insurance group, 1 - 50 manual (auto ASG)		2E, 3E (3E), 3E (3E)	1E, 1E, 2E	5E, 5E (5E)	4E (TBA), 4E	10E, 10E
Environmental information						
Fuel grade, minimum		Unleaded, 95 RON	Unleaded, 95 RON	Unleaded, 95 RON	Unleaded, 95 RON	Unleaded, 95 RON
Fuel tank capacity, gallons/ltrs ⁽⁴⁾		7.7/35	7.7/35	7.7/35	7.7/35	7.7/35
Official fuel consumption, manual (auto ASG) gearbox, mpg/ltr per 100km ⁽⁵⁾						
	Urban	51.4/5.5 (53.3/5.3) ⁽⁶⁾	57.6/4.9 ⁽⁶⁾	52.3/5.4 (53.3/5.3) ⁽⁶⁾	57.6/4.9 (57.6/4.9) ⁽⁶⁾	46.3/6.1 ⁽⁶⁾
	Extra-urban	74.3/3.8 (74.3/3.8) ⁽⁶⁾	76.3/3.7 ⁽⁶⁾	74.3/3.8 (72.4/3.9) ⁽⁶⁾	76.3/3.7 (74.3/3.8) ⁽⁶⁾	72.4/3.9 ⁽⁶⁾
	Combined	64.2/4.4 (65.7/4.3) ⁽⁶⁾	68.9/4.1 ⁽⁶⁾	64.2/4.4 (64.2/4.4) ⁽⁶⁾	68.9/4.1 (67.3/4.2) ⁽⁶⁾	60.1/4.7 ⁽⁶⁾
Official CO ₂ emission, g/km ⁽⁵⁾	Manual gearbox	101 ⁽⁵⁾	96 ⁽⁵⁾	101 ⁽⁵⁾	96 ⁽⁵⁾	108 ⁽⁵⁾
	Automatic ASG gearbox	100 ⁽⁵⁾	-	103 ⁽⁵⁾	97 ⁽⁵⁾	-
Emission class		EURO 6	EURO 6	EURO 6	EURO 6	EURO 6

1 Five speed automatic ASG gearbox only available on Move up! and up! beats models. 2 Five speed automatic ASG gearbox only available on up! beats models. 3 Five speed automatic ASG gearbox only available on High up! models. † Where the law permits.

Technical specification notes

- The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of horsepower). To convert from metric to imperial horsepower, divide the PS figure by 1.0139.
- Figures are calculated in accordance with manufacturer's criteria. The individual unladen weight depends on the specification of the vehicle, this then reduces the possible payload accordingly. The unladen weight and payload both include the fuel tank 90% full, driver (68kg) and luggage (7kg) in line with EU directive 95/48.
- With increasing altitude the engine performance diminishes. From 1,000m above sea level and for every 1,000m thereafter 10% of the vehicle weight must be deducted.
- The size of the fuel tank is approximate and therefore it may be possible to add a greater amount of fuel than the size of the tank specified, due to the space in the filler neck.
- Fuel consumption and CO₂ figures are obtained under standardised EU test conditions (Directive 93/116/EEC). This allows a direct comparison between different manufacturer models but may not represent the actual fuel consumption achieved in 'real world' driving conditions. More information is available on the Volkswagen website at www.volkswagen.co.uk and at www.dft.gov.uk/vca. The weight of a vehicle will influence the level of CO₂ emissions it produces; as a result, vehicles with higher levels of specification and factory-fitted options may emit higher levels of CO₂. Choosing larger alloy wheels than those fitted as standard may result in increased fuel consumption as well as higher CO₂ emissions and subsequently an increased Vehicle Excise Duty (VED) band. BIK rates paid by company car drivers may also increase. In some instances, the recommended 'On the road' retail price paid for a vehicle may increase as a result of the increased VED rate. CO₂ is the main greenhouse gas responsible for global warming. The specifications contained in this brochure are for information purposes only and are subject to change.



On illustrations, where arrows and figures are shown inside of the vehicle, the measurements are for interior dimensions. Where arrows and figures are shown outside of the vehicle, the measurements are for exterior dimensions.

Exterior dimensions

Length - min., mm	3600
Width - including door mirrors, mm	1910
Width - excluding door mirrors min./max., mm	1641/1645
Height - max., mm	1504
Height - opened tailgate/floor, min./max., mm	1990/1994
Wheelbase, 3-door/5-door, mm	2407/2417
Turning circle, m	9.8

Interior dimensions

Effective headroom - front, mm (with sunroof)	993 (993)
Effective headroom - rear, mm (with sunroof)	947 (947)
Interior width - front - 3-door/5-door, mm	1417/1369
Interior width - rear min./max., mm	1388/1389

Max. luggage capacity, ltrs.

VDA measuring method using 200 x 100 x 50 mm blocks	
With rear seats upright - 3-door/5-door	251/251
With rear seats folded - 3-door/5-door	959/959

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

Volkswagen service.

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

The Volkswagen Warranty

Three-year Warranty

All Volkswagen passenger cars come with a three-year/60,000 miles warranty, which protects your car against the failure of most technical and electrical components due to manufacturing defects. This comprises a two-year manufacturer's warranty with unlimited mileage plus a further one-year/60,000 miles (whichever is soonest) Retailer Warranty¹. Should the mileage exceed 60,000 miles within the first two years, the manufacturer's two-year warranty will still be valid. Full details of the three-year warranty are available from your authorised Volkswagen retailer or repairer.

Body Protection Warranty

The internal body sections and panels of the up! are covered against rusting through from the inside for 12 years. Naturally, the vehicle must be cared for in compliance with the manufacturer's operating instructions. Please consult your authorised Volkswagen retailer or repairer for full warranty details.

Three-year Paintwork Warranty

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

Approved Accessories

A comprehensive range of accessories from alloy wheels to carpet mats is available to complement the factory-fitted option list. Volkswagen approved accessories purchased from and fitted by your authorised Volkswagen retailer at the point of vehicle sale will also benefit from the three-year vehicle warranty.

Extended Warranty

If you order the Volkswagen Extended Warranty as an option when buying your new up! then you get the 100% Volkswagen Warranty and you can continue to enjoy comprehensive Volkswagen protection against many unforeseeable repair costs. Designed to your needs, you can purchase an extra one or two year's warranty up to a maximum of five years or 90,000 miles.

Service Intervals

Volkswagen is pleased to offer you a choice on how your Volkswagen is serviced. The appropriate selection is entirely dependent on how the car is likely to be driven and its general use. To help you identify which type of service would be most suitable, please refer to the following guide.

The Fixed Service is recommended for vehicles that will cover less than 10,000 miles in 12 months and if the vehicle is likely to be used in the following way:

- Predominantly urban driving, short journeys with frequent cold starts.
- Activities regularly producing high engine loading, e.g. frequent hill climbs, driving with vehicle fully loaded and towing.
- Unconventional driving style using high rpms with heavy acceleration and heavy braking.

The service intervals for the Fixed Service are as follows:

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

The Flexible Service is recommended for vehicles with daily mileage of more than 25 miles where the vehicle is driven regularly mainly on longer distance journeys. The vehicle is driven mainly at a constant speed with minimum vehicle and engine loading, minimal towing and driven in an economical manner. With the Flexible Service the vehicle can cover anywhere between 10,000³ and a maximum of 20,000³ miles or 24 months (whichever is soonest) between oil changes.

The service intervals for the Flexible Service are as follows:

- Oil change service – According to flexible service interval display (after 2 years at the latest).
- Inspection service² – First after 2 years or 20,000 miles (30,000km), then every one year or 20,000 miles (30,000km), whichever is soonest.

The up! model is only available with the Fixed Service schedule. Please consult your authorised Volkswagen retailer or repairer for advice and full details.

Please note: If you purchase a Volkswagen Fixed Price Service Plan your vehicle will follow the Fixed Service schedule.

Volkswagen Insurance⁵

We want you to start enjoying your new car from day one and thanks to Volkswagen free 5 day insurance, you can. Call free on 0330 303 6930 (lines are open Monday to Friday 8am – 9pm and Saturday 9am – 5pm), provide a few details and a cover note will be sent to your retailer. They will then tax your car and you can drive it away.

Volkswagen Insurance⁵

Get three years' Volkswagen Insurance cover for free.

Another great benefit of being a Volkswagen driver. If your Volkswagen was damaged in an accident, wouldn't you want it fixed by a Volkswagen trained technician using only genuine Volkswagen parts? Insurance is Volkswagen's accident and repair cover which does exactly that. It works alongside your main comprehensive motor insurance policy no matter who you are insured with, to make sure you get the quality repair and service you would want. If you're involved in an accident or your car is stolen, just one call to us and we'll look after your claim from start to finish ensuring your Volkswagen is restored to the highest standard.

Activate your cover and benefit from:

- A guarantee that your Volkswagen will be repaired in a Volkswagen approved repairer, by Volkswagen trained technicians, using only genuine Volkswagen parts and paints.
- A dedicated Claims Manager who will manage your claim from start to finish, liaising with your insurer and the repairer so you don't have to.
- Help to recover any uninsured losses using our Legal Expenses Cover.
- Online claims tracking so you can keep up to date with the status of any claim.

Volkswagen Insurance is free to all Volkswagen customers for three years and it only takes a minute to get cover. To find out more and to activate your cover, visit volkswagen-insurance.co.uk

Volkswagen Finance⁶

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

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

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

Fuel consumption and CO₂ Emissions

Fuel consumption and CO₂ figures are obtained under standardised EU test conditions (Directive 93/116/EEC). This allows a direct comparison between different manufacturer models but may not represent the actual fuel consumption achieved in 'real world' driving conditions. More information is available on the Volkswagen website at www.volkswagen.co.uk and at www.dft.gov.uk/vca. The weight of a vehicle will influence the level of CO₂ emissions it produces; as a result, vehicles with higher levels of specification and factory-fitted options may emit higher levels of CO₂. Choosing larger alloy wheels than those fitted as standard may result in increased fuel consumption as well as higher CO₂ emissions and subsequently an increased Vehicle Excise Duty (VED) band. BIK rates paid by company car drivers may also increase. In some instances, the recommended 'On the road' retail price paid for a vehicle may increase as a result of the increased VED rate. CO₂ is the main greenhouse gas responsible for global warming. The specifications contained in this brochure are for information purposes only and are subject to change.

Volkswagen Roadside Assistance

Every new car is registered for Volkswagen Roadside Assistance for one year except the Touareg which is registered for three years. This provides vehicle roadside and home recovery in the unlikely event of a breakdown in the UK and Europe (subject to conditions). Volkswagen Roadside Assistance can also be purchased for subsequent years. For full details, please contact your authorised Volkswagen retailer. Exclusions and terms and conditions apply. For pricing and further details of Volkswagen Roadside Assistance, please consult your authorised Volkswagen retailer, or visit www.volkswagen.co.uk

Tax Free Sale

For full details, please contact your authorised Volkswagen retailer.

Please note:

Some illustrations in this brochure do not necessarily reflect UK specifications and may not be available. In particular, controls and some items of equipment are positioned differently for the UK. The specifications contained in this brochure are for information purposes only and are subject to change. If you require any specific feature, you must consult your authorised Volkswagen retailer who is regularly updated with any change in specification. Please check model availability and full specification details with your authorised Volkswagen retailer prior to ordering. Note: we would like to advise you that telephone calls to Volkswagen Customer Care may be monitored and recorded as part of our training and quality assurance processes. All our monitoring and recording processes meet Ofcom regulations.

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

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

³ The quoted mileage is based on a conversion from kilometres and is therefore unlikely to exceed circa 18,000 miles between oil changes.

⁴ Volkswagen Financial Services is a trading name of Volkswagen Financial Services (UK) Limited (VWFS UK). Registered in England and

Wales number: 2835230. Registered Office: Brunswick Court, Yeomans Drive, Blakelands, Milton Keynes MK14 5LR. Financial and consumer credit services are provided by VWFS UK. Annual insurance credit is provided by Ageas Retail Limited. Volkswagen Motor Insurance from VWFS UK is sold and administered by Ageas Retail Limited, registered in England and Wales number: 1324965 Registered Office: Ageas House, Hampshire Corporate Park, Templars Way, Eastleigh, Hampshire SO53 3YA. VWFS UK and Ageas Retail Limited are not part of the same corporate group.

⁵ Insurance from Volkswagen Financial Services is sold and administered by Lawshield UK Limited, registered in England number: 3360532 (registered office: Lawshield House, 850 Ibis Court, Lakeside Drive, Centre Park, Warrington, Cheshire WA2 1RU) and underwritten by UK General Insurance Limited on behalf of Ageas Insurance Limited, registered in England number: 354568 (registered office: Ageas House, Tollgate, Eastleigh, Hampshire SO53 3YA).

⁶ Finance is available to 18s and over, subject to status. Terms and conditions apply. Volkswagen Finance.

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