

The up!



Volkswagen



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

As individual as you are: the up!

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

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

Enhanced by sharply designed bumpers, wheels, LED daytime running lights and exterior mirror housings with integrated indicators, not to mention a host of refinements and equipment. It's time to express yourself with the fun up!



Model shown is High up! with optional 16" 'La Boca White' alloy wheels, Wood 3D Pixels design pack and non-metallic paint with two-tone white roof paint option.

The small car, that thinks big.

Measuring just 3.6 metres long and 1.91 metres wide, the up! combines a compact exterior with a remarkable interior space. From its sculpted front bumper to the fully glazed rear tailgate, the 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 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 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 front bumper strengthens the sporty appearance of the up!

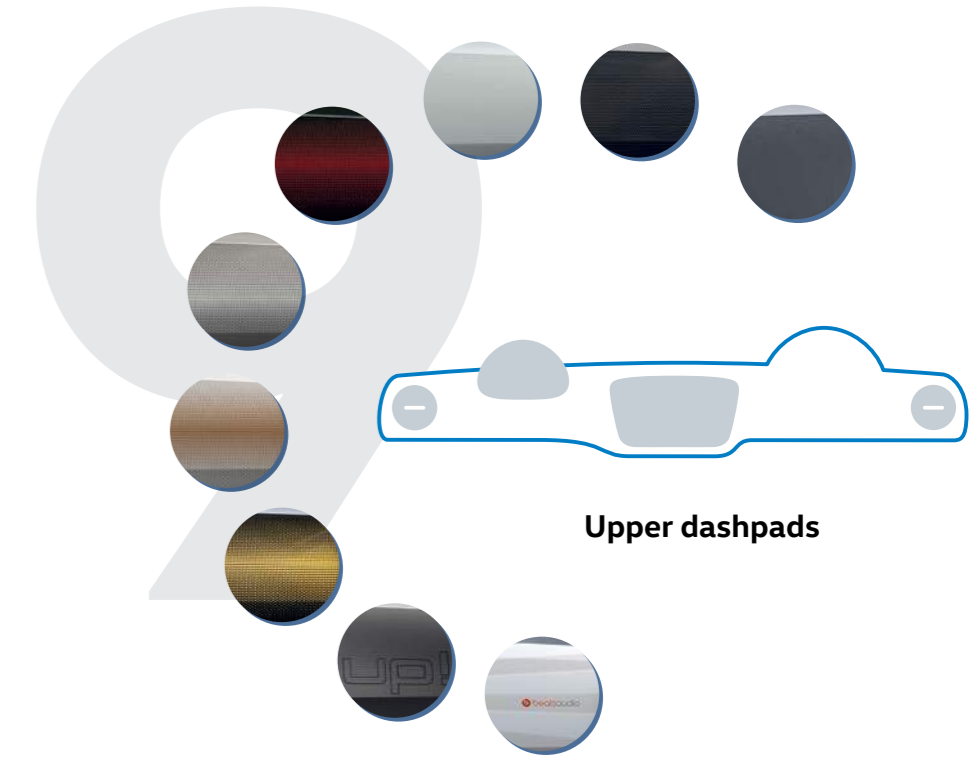
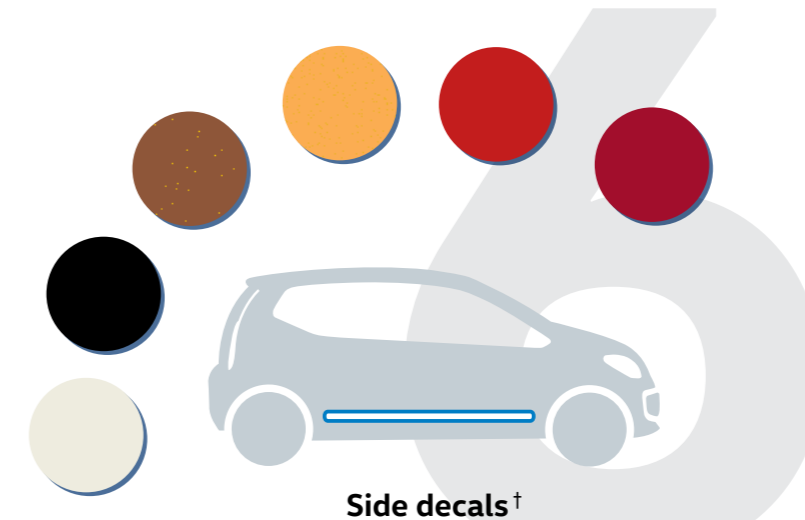
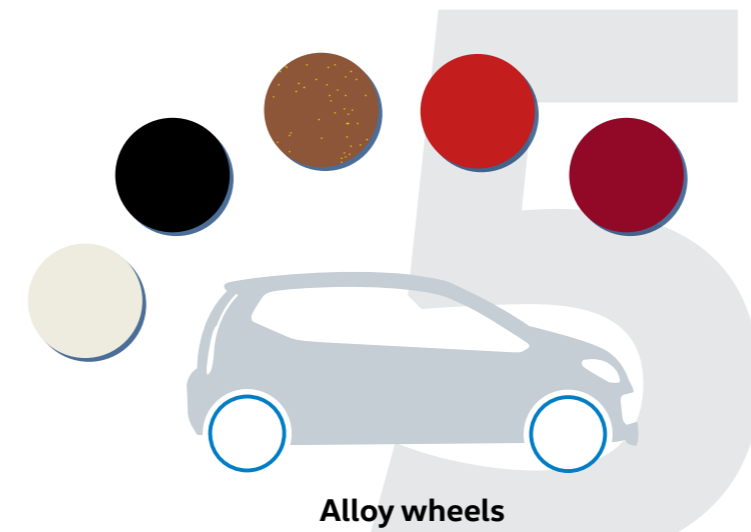
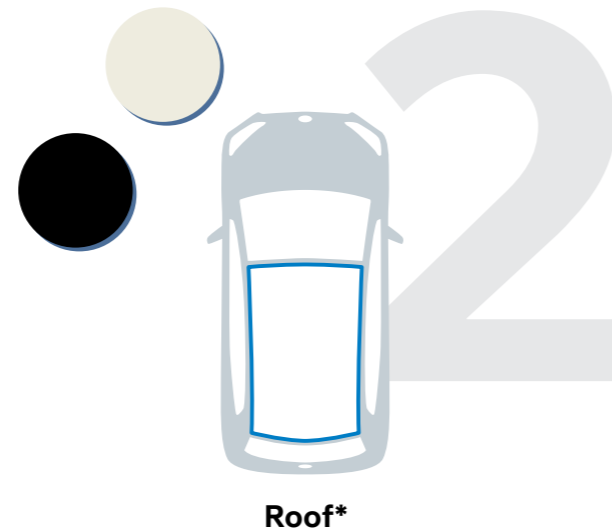
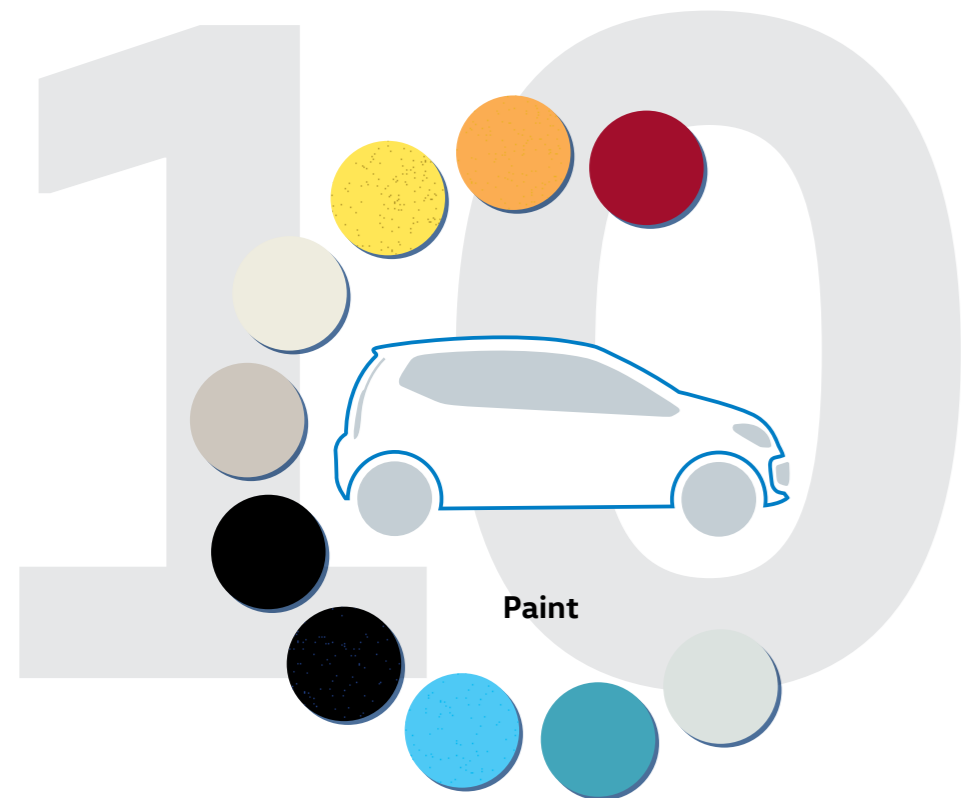
04 Front fog lights elegantly integrated into the front bumper allow you to see and be seen better in adverse weather conditions. Standard on High up! and up! GTI models. Optional on Move up! and up! beats models as part of the Winter pack option.



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

It's all about self-expression.

With more than a thousand potential colour combinations, the spotlight is clearly on individuality in the up! A choice of ten exterior body colours, seven door mirror housing colours, two roof colours, five alloy wheel colours, six 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 screen technology does 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 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 or White roof to complement your chosen exterior paint colour.



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 High up! Start/Stop with optional Wood 3D Pixels design pack, climate control electronic air conditioning and non-metallic paint.

02 Bring even more colour to your up! Depending on which model you opt for, you can choose from three **alloy packs**, 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.

Please note: smartphone is not included.



03 The **two-tone paint** option looks good from any perspective. In addition to your choice of Black 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 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 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 seat backrest is 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 interior** of the up! seats four passengers comfortably and offers a high level of specification. A choice of **exciting colours and designs for the dashpad** allows you to further personalise your up!, while smartphone* integration increases connectivity and functionality, and refinements such as **contemporary 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.



Interior shown is High up! Start/Stop with Honey Yellow 2D Pixels dash pack and optional City emergency braking pack, climate control electronic air conditioning and metallic paint.

Equipment.

The interior of the 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 up! helps to make every journey a pleasure.



01 The **leather trimmed three-spoke multifunction steering wheel** allows you to accept or cancel incoming calls, as well as adjust the volume, without taking your hands off the steering wheel enabling you to concentrate on the road ahead. Standard on High up! and up! GTI, 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 electronic air conditioning.

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

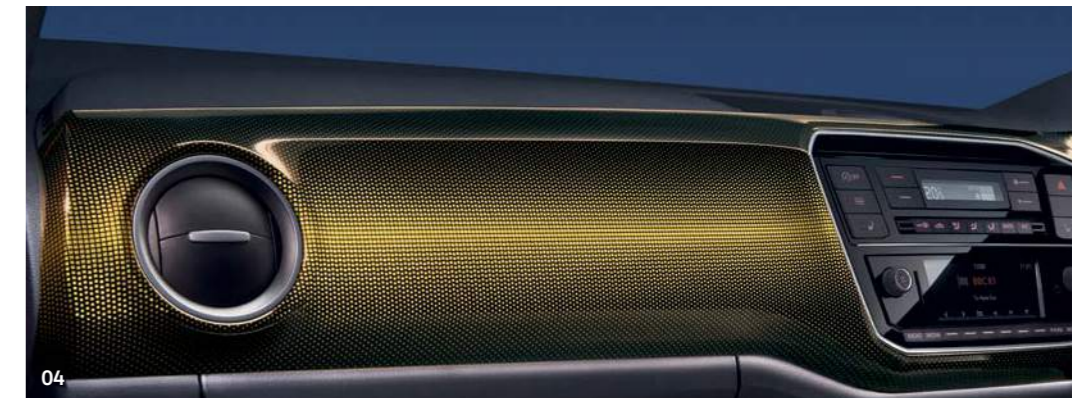


01 The luggage compartment of the up! boasts an impressive 251 litres of storage capacity with the rear seat backrest in the upright position. In addition, the **variable boot floor** can be set at two levels, the lower position to maximise luggage space or upper position to create a level loading area. 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.

03-05 The **2D Pixels upper dashpad** for the High up! and up! GTI 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 High up! Start/Stop with optional climate control electronic air conditioning.

* Not available on up! GTI.





01

Stay connected. Wherever you are.

The up! not only offers plenty of scope for self-expression, but also opens up a world of connectivity. With the smartphone* navigation interface with USB† connection and the colour composition system you can use the Volkswagen 'Maps + More' app to access your music library, see driving stats such as journey times, mileage and fuel consumption in the multifunction display, access your phone contacts and use the handwriting recognition to search your phone book. And the 'Think Blue. Trainer.' helps you to drive more efficiently – all conveniently via your smartphone.

* 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.
 Smartphone navigation interface is standard on High up! models and above, and optional on Take up! and Move up! models. Please note: on Take up! models, smartphone navigation interface must be ordered in conjunction with Composition Colour system.

Interior shown is High up! Start/Stop with Honey Yellow 2D Pixels dash pack and optional City emergency braking pack, climate control electronic air conditioning and metallic paint.



01 Smartphone navigation interface allows you to connect compatible iOS or Android smartphones up to 5.5 inches to your up! via USB† connection. Standard on High up! models and above, and optional on Take up!† and Move up! models.

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 in the vicinity. These functions can also be controlled via the handwriting recognition function.
 † Smartphone navigation interface must be ordered in conjunction with Composition Colour system on Take up! models. Please note: smartphone is not included.

Interiors shown are High up! Start/Stop with optional City emergency braking pack and climate control electronic air conditioning.



Volkswagen Connect®.

All your car's information. All in one place.

Volkswagen Connect is the easy way to connect your up! to your smartphone.

It relays everything you need to know, from service information and fuel consumption, parking location and helpful tips on driving more economically.

Welcome on board.

Getting started is easy. Follow these simple steps to find out how Volkswagen Connect® can provide you with help and information on every journey.

Step 1

Download the free Volkswagen Connect® App to your smartphone from the App Store for iOS, or Google Play Store for Android.

Step 2

Follow the instructions in the App.

Step 3

Put the DataPlug onto the diagnostic port that you'll find below the steering wheel.

Step 4

Connect via Bluetooth.

Step 5

That's it.



For a list of all compatible models and for more information visit www.vwconnect.com



My Volkswagen.

The overview of key information about your car such as service and maintenance intervals, warning message displays, fuel level and mileage.



Trips.

This feature shows detailed map views, trip details, statistics, and the cost of each trip. You can categorise all trips into either business or private, and all of this can be downloaded to your desktop if required.



Driving style.

This feature can help save you money, analysing and evaluating all the elements of the engine and braking performance, combined with your driving style to give you tips on how to be even more efficient when driving.



Parking space.

The app automatically remembers where you've parked. And while you're away from your car, it'll show you how long you've been parked for.



Fuel monitor.

Everything you need to know about your vehicle's fuel consumption and costs. It even tracks your fuel stops, especially useful if you use your car for business purposes.



Service partner.

Wherever you are, you can see exactly where your nearby retailers are and be navigated to the nearest one. And if you need to call them, the app will put you straight through.



Assistance call.

Just press and call Volkswagen's 24-hour helpline where you'll be put straight through to Customer Service. And if you're not sure where you are, don't worry, it transmits your location directly to them.



Challenges.

This feature helps you meet efficiency and driving style targets. Collect points and trophies as you move through the tasks and discover hidden bonus challenges to help keep you improving your scores.



Strikes the right note: the up! beats.

Volkswagen joins forces with Dr. Dre to bring you the 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 in spare wheel well, 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, depending on the exterior paint selected, create a look that's a real head-turner.

02-03 Inside, the interior gets the full treatment with 'beats' cloth upholstery, leather trimmed three-spoke steering wheel, 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



03

Interior shown is up! beats with optional multifunction steering wheel, climate control electronic air conditioning, Winter pack and Pure White non-metallic paint.

It certainly lives up to the name: The up! GTI.

For over four decades the GTI has been seen as the benchmark for performance cars and now, the up! proudly becomes the latest model to join this elite club. The up! GTI confidently displays the famous 'GTI' badge and other details synonymous to the GTI heritage, such as the sporty honeycomb front grille with iconic red stripe, darkened side windows from the B-pillar backwards and red front brake callipers – the up! GTI promises pure GTI feeling and most certainly delivers it.



01 Paying homage to the GTI heritage, the famous **GTI badge** adorns the front honeycomb grille along with the iconic red stripe.

02 Exclusive to the up! GTI are **17 inch 'Oswald' black diamond-turned alloy wheels**, complete with red front brake callipers.

Models shown feature optional Pure White non-metallic paint.



Model shown is up! GTI with optional two-tone black roof and Pure White non-metallic paint.

Not a place for the faint-hearted.

From the moment you open the door and step over the door sill protectors in stainless steel with 'GTI' logo, the historic GTI gene becomes apparent. The stylish 'Jacara' upholstery adorns the front sports seats, while the 'GTI' gear knob and multifunction steering wheel have also been given the classic GTI makeover with red contrast stitching and chrome detailing. Complementing this is the Red 2D pixels upper dashpad creating a touch of style and finesse. Add to that it can accelerate from standstill to 62mph in just 8.8 seconds and achieve a top speed, where the law permits, of 122mph, the up! GTI certainly lives up to its heritage.



01 The door sill protectors in stainless steel with black honeycomb pattern inset and 'GTI' logo emphasise the sporty look of the interior, and are a practical addition as they help prevent scuffs when getting in and out of your up! Model shown features optional Pure White non-metallic paint.



Interior shown is up! GTI with optional climate control electronic air conditioning and Pure White non-metallic.

Wheels.

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

02 5J x 14" steel wheels with 175/65 R14 low rolling resistance tyres and full size wheel trims. Standard on Take up! Start/Stop models.

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

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

05 '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.

06 'Oswald' black diamond-turned 6½J x 17" alloy wheels with 195/40 R17 tyres and anti-theft wheel bolts. Standard on up! GTI models.

07 '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.

08 '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.

09 '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.

10 '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.

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

12 '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.

13 '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.

14 '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 Pure White non-metallic, Honey Yellow metallic and Deep Black pearl effect paints.



Paint.



'Pure White' Non-Metallic 0Q
 T M H B G



'Teal Blue' Non-Metallic B2
 T M H



'Costa Azul' Metallic 3K T M H



'Deep Black' Pearl Effect 2T
 T M H B G



'Candy White' Non-Metallic B4
 T M H



'Tornado Red' Non-Metallic G2
 T M H B G



'Honey Yellow' Metallic G8
 T M H



'Tungsten Silver' Metallic K5
 T M H B G



'Savanna Gold' Premium Signature 8F
 T M H

Standard Optional

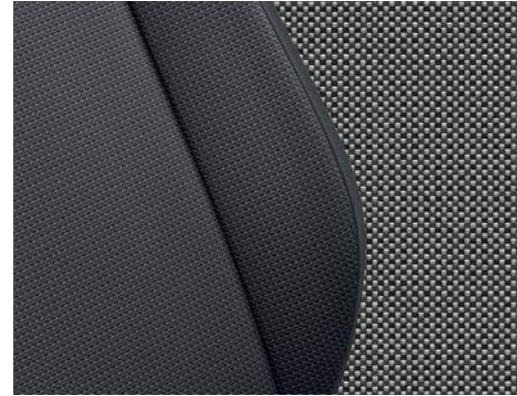
T | Take up! M | Move up! H | High up! B | up! beats G | up! GTI

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



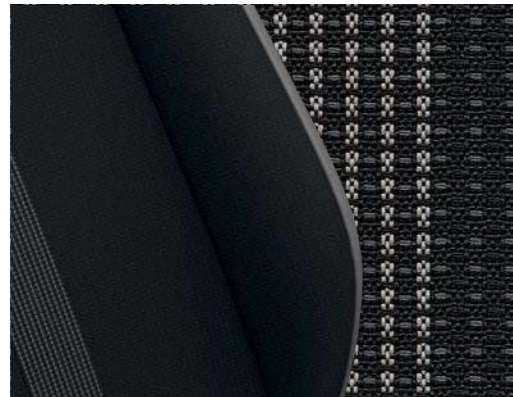
'Lane' cloth **T** Titan Black JM



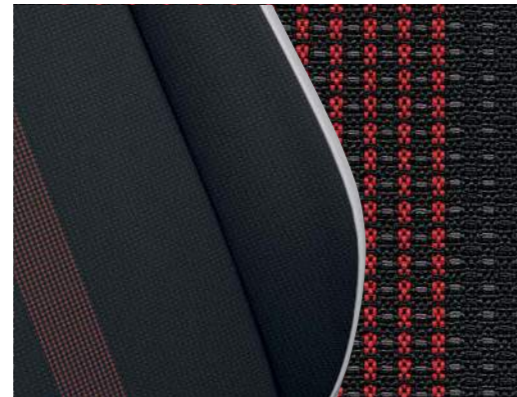
'Fusion' cloth **M** Grey KB/KQ



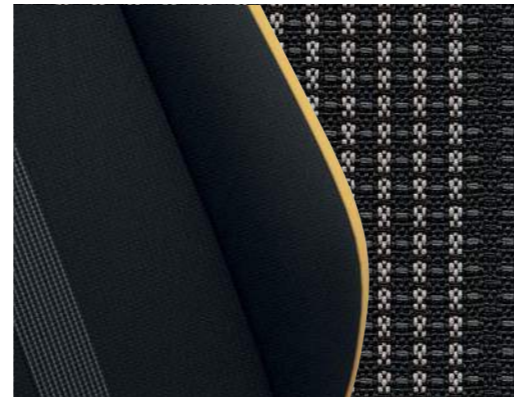
'Fusion' cloth **M** Petrol KH/KP



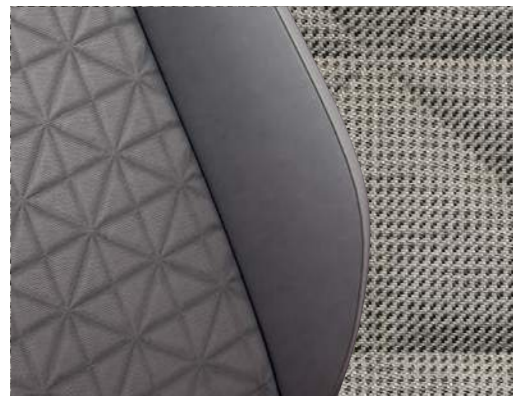
'Beam' cloth **H**
Black/Grey with Quartz bolster edging EB/EG



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



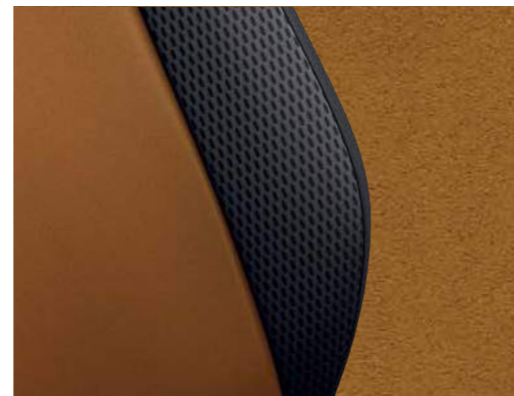
'Beam' cloth **H**
Black/Grey with Honey Yellow bolster edging EE/EI



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



'Jacara' cloth **G** Titan Black/Red XE



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

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† **G** **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 **G** | up! GTI

* Red 2D Pixels and Honey Yellow 2D Pixels dash packs are a no cost option on High up! models. † Image shown is High up!
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 screen technology does not allow exact reproduction of the paint colours.

Combinations.

Seat upholstery	Dashpad	Dashboard upper, lower and door panels	Carpet	Rooflining	Door mirrors	Optional two-tone paint*, roof and door mirrors
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*'Lane' cloth Standard on Take up!

Titan Black JM	Black grained	Black	Black	Light Grey	Black	● Black A1 ○ 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 ○ White B4
Grey KQ	Black Cube 2D	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ○ White B4
Petrol KH	Black Cube 2D	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ○ White B4
Petrol KP	Black Cube 2D	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ○ 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 ○ White B4
Black/Red with Ceramique bolster edging EC	Neutral 2D Pixels	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ○ White B4
Black/Grey with Honey Yellow bolster edging EE	Neutral 2D Pixels	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ○ White B4
Black/Grey with Quartz bolster edging EG	Neutral 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ○ White B4
Black/Red with Ceramique bolster edging EH	Neutral 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ○ White B4
Black/Grey with Honey Yellow bolster edging EI	Neutral 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ○ 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 ○ White B4
	Honey Yellow 2D Pixels	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ○ White B4
Black/Red with Ceramique bolster edging EC	Red 2D Pixels	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ○ White B4
Black/Grey with Honey Yellow bolster edging EE	Honey Yellow 2D Pixels	Black	Black	Light Grey	Body-coloured ¹	● Black A1 ○ White B4
Black/Grey with Quartz bolster edging EG	Red 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ○ White B4
	Honey Yellow 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ○ White B4
Black/Red with Ceramique bolster edging EH	Red 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ○ White B4
Black/Grey with Honey Yellow bolster edging EI	Honey Yellow 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ○ 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 ○ White B4
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*'Jacara' cloth standard on up! GTI

Titan Black/Red XE	Red 2D Pixels	Black	Black	Black	Black	● Black A1 ³
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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 ○ White B4
Savanna HQ	Neutral 2D Pixels	Black/Ceramique	Black	Light Grey	Body-coloured ¹	● Black A1 ○ White B4

● Body-coloured ● Black ○ 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.

³ 'Gloss Black' door mirrors are standard on Pure White, Tornado Red and Tungsten Silver up! GTI models. Deep Black door mirrors are standard on Deep Black up! GTI models.

○ 0Q Pure White*	○ 0Q 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*	● 3K Costa Azul Metallic*	● 3K Costa Azul Metallic* Optional two-tone paint*	● G8 Honey Yellow Metallic*	● G8 Honey Yellow Metallic* Optional two-tone paint*	● K5 Tungsten Silver Metallic*	● K5 Tungsten Silver Metallic* Optional two-tone paint*	● 2T Deep Black Pearl Effect*	● 2T Deep Black Pearl Effect* Optional two-tone paint*	● 8F Savanna Gold 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*	00 Pure White*	B2 Teal Blue*	B4 Candy White*	G2 Tornado Red	3K Costa Azul Metallic*	G8 Honey Yellow Metallic*	K5 Tungsten Silver Metallic*	2T Deep Black Pearl Effect*	8F Savanna Gold Premium Signature*
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'Fusion' cloth Optional on Move up!

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

'Beam' cloth Optional on High up!

Black/Grey with Quartz bolster edging EB	Wood 3D Pixels	Black	Black	● Black A1 ○ White B4	○ ●	-	○ ●	● ●	-	● ●	● ●	-	●
	Wood 3D Pixels	Black	White	● Black A1 ○ White B4	-	● ○	-	-	● ○	-	-	● ○	-
Black/Grey with Quartz bolster edging EG	Wood 3D Pixels	Black/Ceramique	Black	● Black A1 ○ White B4	○ ●	-	○ ●	● ●	-	● ●	● ●	-	●
	Wood 3D Pixels	Black/Ceramique	White	● Black A1 ○ White B4	-	● ○	-	-	● ○	-	-	● ○	-
Black/Grey with Quartz bolster edging EB	Savanna Gold 3D Pixels	Black	Black	● Black A1 ○ White B4	-	-	-	-	-	-	-	-	●
	Savanna Gold 3D Pixels	Savanna Gold	Savanna Gold	● Black A1 ○ White B4	○ ●	-	○ ●	-	-	-	-	●	-
Black/Grey with Quartz bolster edging EG	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 ○ White - Not available.

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

Optional style pack – alloy packs*

	00 Pure White*	B2 Teal Blue*	B4 Candy White*	G2 Tornado Red	N7 Coral Red Non-Metallic Signature*	3K Costa Azul Metallic*	G8 Honey Yellow Metallic*	K5 Tungsten Silver Metallic*	2T Deep Black Pearl Effect*	8F Savanna Gold Premium Signature*
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Move up! ¹

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	○	-	-	-	-	-	-	●	●	●
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High up!

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	○	-	-	-	-	-	-	●	●	●
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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 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	○	-	-	-	-	-	●	-	●	-
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* 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.



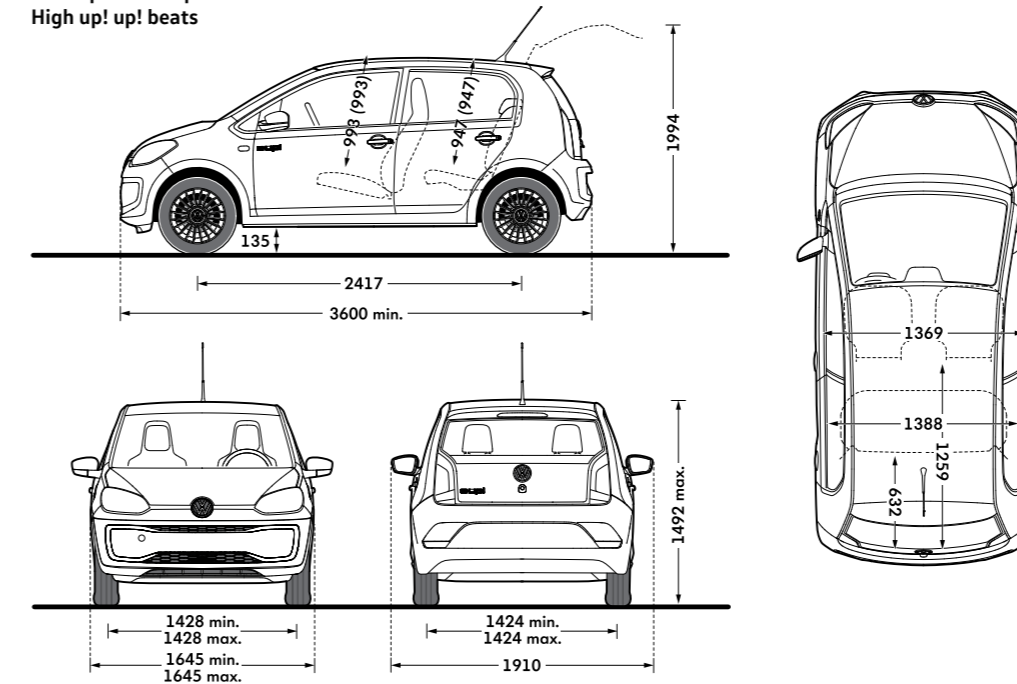
Image shown is 'Polygon Black' with 'Fortana Red' finish.



Model shown is up! GTI with optional panoramic sunroof and Pure White non-metallic paint.

Dimensions.

Take up! Move up!
High up! up! beats



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

Take up! Move up!
High up! up! beats up! GTI

Length – min., mm	3600	3600
Width – including door mirrors, mm	1910	1910
Width – excluding door mirrors min./max., mm	1641/1645	1641/1645
Height – max., mm	1504	1478
Height – opened tailgate/floor, mm	1990	1979
Wheelbase, 3-door/5-door, mm	2407/2417	2410/2410
Turning circle, m	9.8	9.8

Interior dimensions

Effective headroom – front, mm (with sunroof)	993 (993)	993 (993)
Effective headroom – rear, mm (with sunroof)	947 (947)	947 (947)
Interior width – front – 3-door/5-door, mm	1417/1369	1417/1369
Interior width – rear min./max., mm	1388/1389	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	251/251
With rear seats folded – 3-door/5-door	959/959	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.

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.
- Uneconomical 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 Insurance⁴

We want you to start enjoying your new car from day one, and thanks to our 5 day complimentary Volkswagen Drive Away Insurance you can. Call 0345 300 6119 (lines are open Monday to Friday 8am-8pm and Saturday 9am-5pm). If eligible, we will also give you a quotation for our annual insurance, designed specifically for Volkswagen drivers.

Volkswagen Ensurance⁵

Get three years' Volkswagen Ensurance 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? Ensurance 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 Ensurance 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 www.volkswagen-ensurance.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.

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.

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 Sales

For full details, please contact your authorised Volkswagen retailer.

EV and PHEV vehicle

Home charging using a domestic socket will depend on the condition and suitability of the wiring in your home. Always consult a qualified electrician before charging when using a domestic socket for the first time, or, if the socket is to be used as the primary source of charging. Domestic sockets on the same circuit as other appliances, particularly those in frequent use, will draw additional amperage which may result in a breaker switch being 'tripped'. Establishing a separate circuit for home charging will help ensure your electric vehicle is supplied with a consistent, uninterrupted current. For optimum charging, we recommend installing an electric vehicle charging point at home.

Fuel consumption and CO₂ Emissions

From 1996 and prior to September 2017, fuel consumption and CO₂ emission figures were obtained under standardised NEDC (New European Driving Cycle) EU test conditions (Directive 93/116/EEC). This allowed a direct comparison between different manufacturer models but did not represent the actual fuel consumption achieved in 'real world' driving conditions.

As of September 2017, WLTP (Worldwide Harmonised Light-Duty Vehicles Test Procedure) a new worldwide standardised testing procedure for estimating fuel consumption and CO₂ emissions was introduced. More information is available at www.volkswagen.co.uk/owners/wltp. In line with Government guidance, to facilitate direct comparison between different models from different manufacturers and to accommodate the full transition to this new testing regime, we are displaying the NEDC figures. These NEDC figures are the values for this vehicle used in all registration and taxation documentation until further notice from the UK authorities. Fuel consumption and efficiency figures are provided for comparative purposes only and may not reflect 'real world' driving results. 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. More information is available on the Volkswagen website at www.volkswagen.co.uk/owners/wltp and at www.dft.gov.uk/vca.

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 Oftel 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 Car Insurance is underwritten by U K Insurance Limited. Registered Office: The Wharf, Neville Street, Leeds LS1 4AZ. Registered in England and Wales number: 1179980. U K Insurance Limited is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority (FCA) and the Prudential Regulation Authority. Calls may be recorded. 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). Volkswagen Insurance Service (Great Britain) Ltd. is an appointed representative of VWFS UK. VWFS UK is authorised and regulated by the FCA, registration number: 311988. Authorisation details for both organisations can be checked on the Financial Services Register by visiting www.fca.org.uk. VWFS UK and U K Insurance Limited are not part of the same corporate group.

⁵ Ensurance 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, WA1 1RL and underwritten by UK General Insurance Limited on behalf of Great Lakes Insurance SE. Great Lakes Insurance SE is a German insurance company with its headquarters at Königinstrasse 107, 80802 Munich. UK Branch office: Plantation Place, 30 Fenchurch Street, London, EC3M 3AJ. Lawshield UK Limited is authorised and regulated by the Financial Conduct Authority (FCA). Authorisation details can be checked on the FCA's register at www.fca.org.uk. Great Lakes Insurance SE, UK Branch, is authorised by Bundesanstalt für Finanzdienstleistungsaufsicht and subject to limited regulation by the Financial Conduct Authority and Prudential Regulation Authority. Details about the extent of their regulation by the Financial Conduct Authority and Prudential Regulation Authority are available on request.

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

The up!

Volkswagen Information Service. Telephone: 0800 333 666

Internet: www.volkswagen.co.uk

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