

# News Release + Media Information



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## *2018 Volkswagen Atlas Revealed at Montréal Autoshow*

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### *7 Passenger SUV is Big, Bold and every bit a Volkswagen*

**MONTRÉAL, PQ – January 19, 2017** — The 2018 Volkswagen Atlas, unveiled today at the Autoshow in Montréal, launches a big new chapter in the company’s history. The seven-passenger Atlas offers impressive levels of technology and spaciousness combined with hallmark Volkswagen driving dynamics and attention to detail, all at a price designed to draw customers’ attention in the family SUV segment.

Engineered from Volkswagen’s award-winning Modular Transverse Matrix (MQB) architecture, the Atlas creates a bold new look in the SUV segment. At 5,036 mm long, 1,978 mm wide, and 1,769 mm high, Atlas is larger than any other Volkswagen on sale in Canada, yet it retains classic proportions and clean lines that create a sense of timelessness and precision. Up front, standard LED headlights and LED Daytime Running Lights combine for a unique visual signature, with available LED taillights to complete the look.

Inside, Atlas makes maximum use of its dimensions to offer space for seven adults and their luggage. The third-row is spacious and comfortable, and can be easily reached by an innovative folding seat solution, one that works even with child seats installed in the second row. Simple, driver-centric displays enhance the feeling behind the wheel rather than distracting from it; while

the available Volkswagen Digital Cockpit allows drivers to reconfigure how they view vehicle information.

Standard App-Connect technology offers integration with the three major smartphone platforms—Apple CarPlay™, Android Auto™ and MirrorLink®. The vehicle also features an available Fender® Premium Audio System that is the most sophisticated yet seen in a Volkswagen, with 12 channels, a 400-watt amplifier and 12 speakers.

Atlas offers available driver assistance features that had been previously been reserved for premium SUVs. These include: Adaptive Cruise Control (ACC); Forward Collision Warning with Autonomous Emergency Braking (Front Assist) adds Pedestrian Monitoring, which will warn the driver acoustically and visually, supply increased braking pressure, and if the driver does not react, apply the brakes in order to help mitigate a collision with a pedestrian as well as other vehicles; Blind Spot Detection with Rear Traffic Alert; Lane Departure Warning (Lane Assist), which actively helps the driver steer the car back into its lane; and Parking Steering Assistant (Park Assist).

Also, Atlas is the only vehicle in its class to offer the Automatic Post-Collision Braking System. This builds on the premise that a collision is rarely a single, instantaneous action, but rather a series of events that follow the initial impact—the most significant of which can cause additional collisions. The Automatic Post-Collision Braking System addresses this by applying the brakes when a primary collision is detected by the airbag sensors, thus helping reduce residual kinetic energy and, in turn, the chance of additional damage.

Atlas arrives with a choice of two powertrains: the 2.0-litre turbocharged and direct-injection TSI® four cylinder with 235 horsepower sends power to the front wheels via an eight-speed transmission to help maximize engine efficiency. The available 3.6-litre VR6 engine with 276 horsepower also utilizes an eight-speed transmission, and adds 4MOTION all-wheel-drive. Driving Mode Selection with 4MOTION Active Control is a feature that allows the driver to select specific parameters based on driving conditions.

For those with towing in mind, Atlas is rated to tow up to 5,000 lbs.

Atlas is built alongside the Passat at the Volkswagen Chattanooga assembly plant, the result of an additional \$900 million (\$U.S) investment by Volkswagen in the facility. The Chattanooga plant is the only automotive manufacturing facility in the world to receive Platinum certification by the U.S. Green Building Council's Leadership in Energy & Environmental Design (LEED) program.

The all-new 2018 Atlas will arrive at Canadian Volkswagen Dealerships in late spring, with a starting price of just \$35,690.

**About Volkswagen Canada:**

Founded in 1952, Volkswagen Canada is headquartered in Ajax, Ontario. It is the largest volume European automotive nameplate in Canada, and sells the Golf, Golf SportWagen, Golf GTI, Golf R, Beetle, Jetta, Passat, CC, Atlas, Tiguan, and Touareg through 139 independent Canadian Dealers. It forms part of Volkswagen Group Canada Inc., a subsidiary of Volkswagen AG headquartered in Wolfsburg, Germany.

Volkswagen is one of the world's largest producers of passenger cars and is Europe's largest automaker.

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