



**Volkswagen**

Volkswagen Canada  
777 Bayly Street West  
Ajax, ON L1S 7G7

16 January 2020

## 2020 VOLKSWAGEN ATLAS CROSS SPORT MAKES CANADIAN DEBUT IN MONTREAL

- 
- **Five-seat version of the Atlas offers progressive design without functional compromise**
  - **New interior combines luxury-level sophistication with high tech features**
- 

**Ajax** - With the 2020 Volkswagen Atlas Cross Sport, Volkswagen delivers a more emotional design approach to the five-seat SUV segment without compromising the spaciousness or comfort that has made the seven-seat Atlas so popular. The results point the way for the future look of Volkswagen SUVs in Canada.

Cross Sport, which will arrive at dealers this spring, uses the timeless cues of the current Volkswagen design language and striking proportions to produce a bold SUV that works perfectly for the Canadian marketplace.

"The Cross Sport shares the aggressive looks of its big brother Atlas and adds some swagger," said Pierre Boutin, President and CEO, Volkswagen Group Canada Inc. "It gives Canadians a great new choice in the segment."

The athletic stance of the Cross Sport begins with its basic dimensions. While 71 mm shorter than the Atlas, it has the same 2979 mm wheelbase, having trimmed both the front and rear sections resulting in shorter overhangs. The Cross Sport is 58 mm lower than the Atlas and features a dramatically raked rear pillar and hatch. Those changes, along with the available 21-inch aluminum-alloy wheels and unique rear bumper treatment, combine to provide an aggressive look from every angle.

"SUVs are about adventure. They need to be proud, and they should give customers a feeling that they could go anywhere," says Klaus Bischoff, Volkswagen AG's Head of Design. "With the Atlas Cross Sport, we have a very functional machine, but also one that's dynamic and emotional, with a bold and proud stance."

The Cross Sport's front fascia combines a three-bar chrome grille that blends seamlessly with a sculpted hood and front bumper. The sporty R-Line® package adds a unique bumper with chrome and piano black treatments around the lower front air scoops for an even more emotional look.

### Press contact

#### Volkswagen Communications

Thomas Tetzlaff  
Manager, Public Relations  
Tel: 905-428-5858  
Thomas.Tetzlaff@vw.ca

## Press Information



**Volkswagen**

"It's distinctive from the Atlas and everything else at first glance," says Bischoff. "All the parts connect with a level of precision and perceived quality that should exceed expectations."

The interior design also breaks new ground. With the same wheelbase as the Atlas, the Cross Sport provides abundant space for five passengers at 3166 cubic litres, with 1141 cubic litres of luggage room behind the sliding second-row seats and 2203 cubic litres with the second row folded. There is 1026 mm of rear legroom, providing passengers with "stretch-out" space.

All of that volume comes wrapped in a new treatment for Volkswagen interiors, from a redesigned steering wheel to available two-tone inserts with stitching accents on the door panels and seats. Available luxury features include heated rear seats and steering wheel, as well as ventilated front seats, rear sunshades, and the Fender® Premium Audio System with 12 speakers. The Volkswagen Digital Cockpit configurable instrument display is standard equipment on the Execline trim level, providing a 10.25-inch, high-definition screen.

"In our interiors, we want to aim for a level of sophistication that you get from luxury cars, but at an accessible price," said Bischoff. "With the Digital Cockpit and our standard touch displays, we are offering utmost functionality for the digital age."

The Cross Sport will be available with two powertrains: a 276-horsepower V6 and a 235-hp four-cylinder turbocharged and direct-injection TSI® engine. Both engines are mated to an eight-speed automatic transmission and feature Volkswagen's 4MOTION® all-wheel-drive system as standard equipment. Models equipped with the V6 are rated at 5,000 pounds for towing.

There will be three trim levels: Trendline, Comfortline and the range-topping Execline.

The Atlas Cross Sport is assembled alongside the Atlas and Passat at Volkswagen's Chattanooga plant, and will be priced from \$38,995.

---

### **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, e-Golf, Beetle, Jetta, Arteon, Passat, Tiguan, Atlas and Atlas Cross Sport through 143 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.

Visit Volkswagen Canada online at [www.VW.ca](http://www.VW.ca)

---