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

Volkswagen Canada Unveils updated 2021 Atlas at Canadian International Autoshow

- **Facelifted Atlas shows bold and modern exterior design**
 - **New LED lighting and enhanced drivers safety systems**
 - **Both V6 and four-cylinder engines now feature 4MOTION all-wheel-drive as a standard feature**
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Ajax, ON — Volkswagen Canada unveiled the new 2021 Atlas at the Canadian International Auto Show today in Toronto. The refreshed seven-seater offers a bold design as well as interior upgrades, advanced technology and new driver-assistance features while still maintaining the spacious interior and user-friendly infotainment and ergonomics that made the outgoing model so popular.

"Canadians have shown a great love of spacious sport utilities," said Pierre Boutin, President and CEO of Volkswagen Group Canada. "This refreshed model now adds a more efficient 4 cylinder option for those seeking the added security of all-wheel-drive."

The refreshed Atlas maintains the same underpinnings of the successful outgoing model, but is nearly three inches longer, thanks to new front and rear bumper designs. Following in the footsteps of the Atlas Cross Sport, a bold three-bar grille extends into the front light signature creating a stylish presence. The refreshed model features new LED headlight and taillight designs. This, along with the sculpted front and rear bumpers, gives the Atlas a more aggressive stance. The R-line[®] package ups the ante with a unique bumper design, side skirts, and 21-inch aluminum-alloy wheels, as well as signature R-line badging.

The interior receives upgrades over the previous model, including a new steering wheel, along with available comfort features like heated front and rear seats, a heated steering wheel and a heated windshield, making the Atlas the perfect foil to the Canadian winter. Additional available features include the Volkswagen Digital Cockpit, Fender[®] Premium Audio System, ambient lighting, 3-zone Climatronic[®] climate control, ventilated front seats, wireless charging, and remote start.

Press contact

Volkswagen Communications

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

Press Information



A suite of driver-assistance technology is available on the Atlas. Forward Collision Warning and Autonomous Emergency Braking with Pedestrian Monitoring (Front Assist), Blind Spot Monitor, and Rear Traffic Alert are standard on all models. Adaptive Cruise Control (ACC) with Stop and Go, Lane Keeping System (Lane Assist), Park Distance Control (PDC), Park Steering Assistant (Park Assist), and Overhead View Camera (Area View) are also available. Traffic Jam Assist and Dynamic Road Sign Display, first debuting on the Atlas Cross Sport, will be available as well.

The Atlas 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 come with Volkswagen's 4MOTION all-wheel-drive system. V6 models can tow up to 5,000 pounds.

More details and pricing will be announced ahead of the launch later in 2020.

The Atlas is assembled at Volkswagen's Chattanooga, Tennessee factory alongside the Volkswagen Passat and the all-new Atlas Cross Sport.

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.

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