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THE UP PLENTY TO SMILE ABOUT

Introducing Volkswagen's smart city car. Small, nippy and priced to match, yet with the interior space and features of a much larger car, the **up!** gives you plenty to smile about. Its compact size means it's perfect for driving round town, while its sophisticated technology, advanced features and generous proportions provide levels of luxury not previously seen on such a small car.

Keep smiling – **small has never looked so good.**







At just 3.54 metres long and 1.64 metres wide, the **up!** sets a new precedent in small car design, combining a minimal footprint with exceptional interior space. Stylish side windows, eye-catching alloys and a fully glazed tailgate provide an ultra modern interpretation of the classic Volkswagen design, enhanced by horizontal running lines on the front and smooth finishes to the sides. The result is sleek, contemporary and unmistakeably Volkswagen.





Not only has the **up!** been ergonomically designed to make the most of all available space, it's also been lovingly crafted, using the highest quality materials and finishes. Which means every switch and display is intuitively where you would expect it to be, right at your fingertips, while the interior aesthetics are second to none, from the luxurious upholstery to the stylish steering wheel design. Every aspect has been designed to provide total comfort and practicality. And if that's not enough, a whole range of equipment options enable you to personalise your **up!** still further, to meet your exact requirements.

With more interior space than any other car in its class, the **up!** appears to achieve the impossible – offering a large cabin with more head and leg room than you'd ever think possible. And if you want to add a further dimension of light and space, the optional panoramic sunroof will flood the interior with sunlight and fresh air, creating a wonderfully relaxing interior ambience.

THE MOMENT YOU HEAR YOUR FAVOURITE SONG ON THE RADIO •



IT IS THOSE SMALL MOMENTS, THAT MAKE A GREAT DAY.



THE MOMENT YOU FIND THE PERFECT PARKING SPACE



THE MOMENT YOU SIT INSIDE YOUR NEW CAR FOR THE FIRST TIME.

To make sure you feel completely at home in your up!, three different trim levels enable you to choose exactly the finish and equipment that's right for you. And if you're looking for something truly out of the ordinary, the up! black or up! white special edition models offer even greater levels of luxury and style.

4 WHEELS 3 DOORS 2 ENGINES 1 SMILE



Take up!

The entry level Take **up!** offers a truly impressive level of specification, with many advanced features all fitted as standard. This includes side head/thorax airbags for front passengers, daytime running lights and ABS for optimum safety, body-coloured bumpers and 14 inch steel wheels and full size wheel trims for a real touch of style. Luxuries such as an RCD 215 radio/MP3 compatible CD player with AUX-in socket for connection to an external multimedia source, e.g. iPod and MP3 player, a three-spoke steering wheel and numerous practical storage compartments complete the interior look.



Move up!

The Move **up!** is immediately identifiable by its body-coloured door mirrors and door handles, and chrome trimmed halogen headlights. While inside, the 'Black Pearl' upper dashboard, contemporary 'Structure' upholstery and chrome trimmed interior door handles further enhance the passenger compartment. A wealth of features includes manual air conditioning, ESP (Electronic Stabilisation Programme), hill hold function, electric front windows, remote central locking, easy entry sliding seats, height adjustable driver's seat, variable boot floor and 60:40 split folding rear seat backrest.



As its name suggests, the High **up!** offers an exceptional range of advanced features all fitted as standard. Building over the already well equipped Move **up!**, it includes 15 inch 'Spoke' alloy wheels and front fog lights, heated front seats, a 'Maps & More' portable infotainment device and leather trimmed three-spoke steering wheel with 'Gloss Black' insert, gear knob and handbrake grip. It also offers electrically heated and adjustable door mirrors, stylish 'Polka' upholstery, chrome effect detailing throughout the interior and a choice of dashboard colours, with selected exterior colours.





LARGE SELECTION
IN THE SMALLEST AREA

PAINTS.

A wide range of exterior colours are available, no matter which one you choose, a complex painting process with comprehensive corrosion protection ensures a long-lasting high quality paint finish.

UPHOLSTERY.

In the passenger compartment newly developed integral seats await you. They are available in various designs and colours depending on the trim level.

- 01 'Dots' cloth Anthracite (JM) | Take up!
- 02 'Structure' cloth Anthracite (JM/JI) | Move up!
- 03 'Structure' cloth Black Denim (JS) | Move up!
- 04 'Polka' cloth Anthracite (JK) | High up!
- 05 'Polka' cloth Salsa Red/Grey (JT)* | High up!
- 06 'Polka' cloth Beech/Grey (JV)* | High up!
- 07 'Stripes' cloth Anthracite (OQ) | up! black | up! white
- 08 'Leather look' upholstery Anthracite (OO) | Optional Move up! | High up! | up! black | up! white



* Please note: Interiors specified with 'Polka' cloth in Salsa Red and Beech, feature coloured edging on the front seats only.



Black Pearl/Anthracite | Move up! | High up! | up! black





Red/Anthracite | High up!



Grained Cornsilk/Cornsilk | Move up!





Red/Cornsilk | High up!



Black Pearl/Cornsilk | High up!





Pure White/Anthracite | High up! | up! white



Dark Silver/Anthracite | High up!



Pure White/Cornsilk | High up!



Dark Silver/Cornsilk | High up!

DASHBOARD.

From subtle to vibrant, a selection of different interior dash combinations are available enabling you to make a very personal colour choice, depending on which model you choose. Interior for Take up! Anthracite/Anthracite not shown.

'Gloss Black' steering wheel inserts are standard on High up! models.
'Gloss Black' steering wheel inserts with 'up!' logo are standard on up! black and up! white models. 'Maps & More' portable infotainment device is standard on High up!, up! black and up! white and is optional on all other models.

COMBINATIONS.

| Seat upholstery | Dashboard upper | Dashboard lower, door panels | Candy White B4 | Tornado Red G2 | Reflex Silver Metallic* 8E | Night Blue Metallic* Z2 | Deep Black Pearl Effect* 2T | Pure White 0Q |
|---|------------------|---------------------------------|----------------|----------------|----------------------------|-------------------------|-----------------------------|---------------|
| 'Dots' cloth ● Take up! | | | | | _ | _ | | |
| Anthracite JM | Anthracite | Anthracite | • | • | • | • | • | - |
| 'Structure' cloth ● Move up | ! | | | | | | | |
| Anthracite JM | Black Pearl | Anthracite | • | • | • | • | • | - |
| Black Denim JS | Grained Cornsilk | Cornsilk | • | • | • | • | • | - |
| Anthracite JI | Grained Cornsilk | Cornsilk | • | • | • | • | • | - |
| 'Polka' cloth ● High up! | | | | | | | | |
| Anthracite JK | Pure White PD2 | Anthracite | - | - | - | • | • | - |
| | Red PD3 | Anthracite | - | • | - | - | - | - |
| | Dark Silver PD5 | Anthracite | • | - | - | • | • | - |
| | Black Pearl PD1 | Anthracite | • | • | • | • | • | - |
| Beech/Grey JV† | Pure White PD2 | Cornsilk | - | - | • | • | - | - |
| | Dark Silver PD5 | Cornsilk | • | - | - | • | • | - |
| | Black Pearl PD1 | Cornsilk | • | - | • | - | • | - |
| Salsa Red/Grey JT† | Pure White PD2 | Cornsilk | - | • | - | - | - | - |
| | Red PD3 | Cornsilk | • | • | - | - | • | - |
| | Dark Silver PD5 | Cornsilk | • | • | - | - | • | - |
| | Black Pearl PD1 | Cornsilk | • | • | - | - | • | - |
| 'Stripes' cloth ● up! black | | | | | | | | |
| Anthracite OQ | Black Pearl PD1 | Anthracite | T - | - | - | - | • | - |
| 'Stripes' cloth ● up! white | | | | | | | | |
| | | Anthracite | | | | - | | |

| Seguent of the state of the st | Dashboard upper | Dashboard lower, door panels | Candy White B4 | Tornado Red G2 | Reflex Silver Metallic* 8E | Night Blue Metallic* Z2 | Deep Black Pearl Effect* 2T | Pure White 0Q |
|---|-----------------|---------------------------------|----------------|----------------|----------------------------|-------------------------|-----------------------------|---------------|
| Anthracite OO | Black Pearl | Anthracite | 0 | 0 | 0 | 0 | 0 | - |
| 'Leather look' * upholstery ○ Hig | h up! | | | | | | | |
| Anthracite OO | Pure White PD2 | Anthracite | - | - | - | 0 | 0 | - |
| | Red PD3 | Anthracite | - | 0 | - | - | - | - |
| | Dark Silver PD5 | Anthracite | 0 | - | - | 0 | 0 | - |
| | Black Pearl PD1 | Anthracite | 0 | 0 | 0 | 0 | 0 | - |
| 'Leather look' * upholstery ○ up! | black | | | | | | | |
| Anthracite OO | Black Pearl PD1 | Anthracite | - | - | - | - | 0 | - |
| 'Leather look' * upholstery ○ up! | white | | | | | | | |
| Anthracite OO | Pure White PD2 | Anthracite | - | - | - | - | - | 0 |

WHEELS.

Whether full size wheel trim or alloy, from 14 to 16 inch, sporty or elegant – every design was created especially for the up!



Steel wheels 5J x 14, 165/70 R14 tyres Take up!



Steel wheels 5J x 14, 165/70 R14 tyres Move up!*



'Spoke' alloy wheels 51/2 J x 15, 185/55 R15 tyres High up!



'Classic Black' alloy wheels 6J x 16, 185/50 R16 tyres up! black



'Classic White' alloy wheels 6J x 16, 185/50 R16 tyres up! white



'Waffle' alloy wheels 51/2J x 15, 185/55 R15 tyres Optional – Move up!



'Black Spoke High Gloss' alloy wheels 51/2J x 15, 185/55 R15 tyres Optional – High up!



'Classic' alloy wheels 6J x 16, 185/50 R16 tyres Optional – High up!



'Triangle Black' alloy wheels 6J x 16, 185/50 R16 tyres Optional – High **up!** as part of the Sports pack



Alloy shown is 'Classic White'.

^{*} Optional at extra cost. ● Standard ○ Optional at extra cost − Not available
† Please note: Interiors specified with 'Polka' cloth in Salsa Red and Beech, feature coloured edging on the front seats only.

^{*} Optional at extra cost. ● Standard ○ Optional at extra cost — Not available
† Please note: Interiors specified with 'Polka' cloth in Salsa Red and Beech, feature coloured edging on the front seats only.

^{*} Move up! BlueMotion Technology models are fitted with 175/65 R14 low rolling resistance tyres.

OPTIONS.

The up! offers the highest levels of comfort and practicality as an everyday occurrence, with such features as heated front seats, air conditioning, cruise control and parking sensors available as standard or optional extras, depending on the model you select. A particular highlight is the 'Maps & More' portable infotainment device offering a host of advanced functions and information, including voiceactivated navigation, CD, radio and Bluetooth telephone functions*, all displayed on a 5 inch colour touch-screen. Optional on Take up! and Move up! and standard on High up!, up! black and up! white.

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

Think Blue.

Committed to sustainable motoring, Volkswagen has introduced a whole range of energy-saving technologies, encouraging all drivers to Think Blue and be mindful of the planet. In particular, 'Maps & More' has been designed to make a practical contribution to every journey, analysing your journey and advising on a more energy-efficient style of driving.

THERE IS AN ADVANTAGE THAT IS BIG ENOUGH FOR EVERYONE.











Preloaded with

quides you safely



Vehicle

Important information about your journey, such as engine speed, outside temperature, fuel consumption or manoeuvring space when parking[†] are all relayed via the 'Maps & More' colour screen.

Media

Thanks to an SD card reader, MP3 playback function and Bluetooth hands free interface, 'Maps & More' enables you to enjoy a whole world of music and in-car entertainment.

Navigation

Voice-activated Bluetooth hands free European navigation telephone connection data, 'Maps & More' enables you to and reliably to your communicate safely and comfortably during your journey and even allows you to connect two phones at one time.

Telephone

destination, ensuring a stress-free, relaxing drive on every journey.





The Comfort pack for Take up! models aims to take

some of the stress out of driving with some handy

remote central locking, driver's seat height adjustment,

additions and comprises electric front windows,

two-tone horn, warning 'lights on' buzzer and a

Sound pack (not shown)

parking light. Optional on Take up! Standard on all

Four speakers - two front, two rear provide superior

acoustics and better all round in-car entertainment.

Optional on Move up!, High up!, up! black and

Comfort pack

other models.

up! white models



Driver's assistance pack

The up! is the first model in its class to feature the innovative City emergency braking, as part of the Driver's assistance pack. It utilises a laser sensor to observe the traffic in front, and at speeds up to 19 mph, assists the driver to detect critical distance situations in front of the vehicle, thereby reducing the risk of rear-end collisions. The pack is completed by a front passenger's airbag deactivation switch. Optional on all models. On Take up! models, this option also includes ESP (Electronic Stabilisation Programme) including EDL



Sensor pack

Cruise control, multifunction computer and rear parking sensors form the Sensor pack. Ultrasonic and audible rear parking sensors help you park safely in the smallest city spaces by alerting you of vehicles and obstacles in your way. For a more relaxing driving experience, cruise control keeps your selected speed constant at speeds of over 19 mph, enabling you to relax on longer journeys, without having to keep an eye on your speedometer. Optional on Move up!, High up!, up! black and up! white models.



Winter pack

Heated front seats, with two individual preset temperature settings, provides that extra bit of comfort on cold mornings. Electrically heated and adjustable door mirrors and front fog lights allow you to see and be seen better, making your journey safer for you and your passengers. Optional on Move up! Standard on High up!, up! black and up! white models.



(Electronic Differential Lock) and ASR (Traction Control)

Sports pack

'Triangle Black' 6J x 16 alloy wheels with 185/50 R16 tyres and anti-theft wheel bolts form part of the Sports pack, adding even more individuality to your up! Also included is sports suspension which will improve handling and give a more responsive drive, while rear tinted windows ensure a pleasant interior temperature, while creating a sporty look to the exterior. Optional on High up!

TECHNICAL SPECIFICATION.

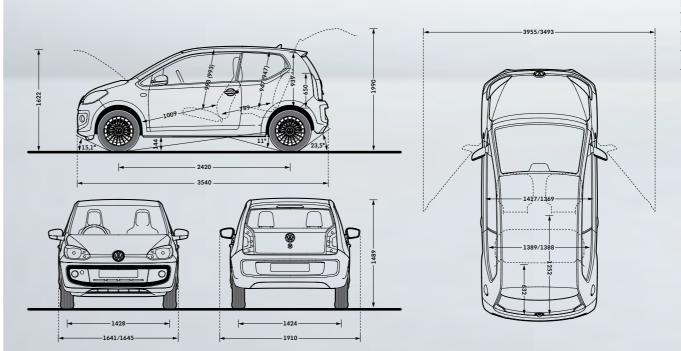
Highly efficient engines achieve exceptional levels of fuel economy and performance in the **up!**, thanks to innovative drive technology. Two compact 1.0 litre three cylinder petrol engines are available with outputs of 60 PS and 75 PS. There are also two BlueMotion Technology variants – the Move **up!**

BlueMotion Technology and the High **up!** BlueMotion Technology, capable of achieving 68.9 mpg and 67.3 mpg respectively on the Combined fuel cycle whilst emitting just 95 g/km and 98 g/km of CO₂, making them both exempt from road tax.

| | | Take up! | Move up! | High up! | High up! |
|--|---|-----------------------|-----------------------|-----------------------|-----------------------|
| | | Move up! | BlueMotion Technology | BlueMotion Technology | up! black up! white |
| Engine | | 1.0 litre 60 PS | 1.0 litre 60 PS | 1.0 litre 75 PS | 1.0 litre 75 PS |
| Engine type | | 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 |
| Max. output, PS ¹ /kW at rpm | | 60/44 @ 5000-6000 | 60/44 @ 5000-6000 | 75/55 @ 6200 | 75/55 @ 6200 |
| Max. torque, lbs.ft/Nm at rpm | | 70/95 @ 3000-4300 | 70/95 @ 3000-4300 | 70/95 @ 3000-4300 | 70/95 @ 3000-4300 |
| Gearbox | | Five speed manual | Five speed manual | Five speed manual | Five speed manual |
| Weights, kgs | | | | | |
| Manual gearbox: | Unladen weight ² | 929 | 940 | 940 | 929 |
| | Gross vehicle weight | 1290 | 1290 | 1290 | 1290 |
| | Payload ² | 436 | 425 | 425 | 436 |
| | Axle load limit: front/rear | 680/640 | 680/640 | 680/640 | 680/640 |
| Max. roof load, with roof rails ³ | | 50 | 50 | 50 | 50 |
| Performance | | | | | |
| Top speed, mph (km/h), where the lo | w permits | 99 (160) | 100 (161) | 106 (172) | 106 (171) |
| Acceleration, secs 0 - 62 mph | | 14.4 | 14.4 | 13.2 | 13.2 |
| ABI insurance group, 1 - 50 | | 1E | 1E | 2E | 2E |
| Environmental information | | | | | |
| Fuel grade, minimum | | Unleaded, 95 RON | Unleaded, 95 RON | Unleaded, 95 RON | Unleaded, 95 RON |
| Fuel tank capacity, galls/ltrs | | 7.7/35 | 7.7/35 | 7.7/35 | 7.7/35 |
| Official fuel consumption, manual g | earbox, mpg/ltr per 100 km ⁴ : | | | | |
| | Urban | 50.4/5.6 | 56.5/5.0 | 55.4/5.1 | 47.9/5.9 |
| | Extra-urban | 72.4/3.9 | 78.5/3.6 | 76.3/3.7 | 70.6/4.0 |
| | Combined | 62.8/4.5 | 68.9/4.1 | 67.3/4.2 | 60.1/4.7 |
| Official CO ₂ emission, g/km: | Manual gearbox ⁵ | 105 | 95 | 98 | 108 |
| Emission class | | EURO 5 | EURO 5 | EURO 5 | EURO 5 |

Technical specification notes

- 1 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.
- 2 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 (68 kg) and luggage (7 kg) in line with EU directive 95/48.
- 3 With increasing altitude the engine performance diminishes. From 1,000 m above sea level and for every 1,000 m thereafter 10% of the vehicle must be deducted.
- 4 Official fuel consumption according to EU Directive 99/94. The consumption calculation according to 1999/100/EC is based on the actual unladen weight of the vehicle. Additional specifications can lead to a higher weight class and hence to consumption figures of this higher weight class. The driving style, road and traffic conditions, environmental influences and vehicle condition can in practice lead to consumption figures, which may differ from those calculated with this standard.
- 5 The weight of a vehicle will influence the level of CO₂ emission it produces; as a result, vehicles with higher levels of specification and factory-fitted options may emit higher levels of CO₂.



Exterior dimensions

| ength, mm | 3540 |
|---|-----------|
| Width – including door mirrors, mm | 1910 |
| Width – excluding door mirrors, mm | 1641 |
| Width – opened front doors, mm | 3955 |
| Height, mm | 1489 |
| Height – opened bonnet/floor, mm | 1622 |
| Height – opened tailgate/floor, mm | 1990 |
| Wheelbase, mm | 2420 |
| nterior dimensions | |
| Effective headroom – front, mm (with sunroof) | 993 (993) |
| Effective headroom – rear, mm (with sunroof) | 947 (947) |
| Elbow width – front, mm | 1417 |
| Elbow width – rear, mm | 1389 |
| Legroom – front, mm | 1009 |
| .egroom – rear, mm | 789 |
| | |

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.



VOLKSWAGEN SERVICE.

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 Warranty*. 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.

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

Three-year Paint Warranty.

The paintwork of the **up!** is covered against manufacturing defects for a period of three years. Naturally, the **up!** must be cared for in compliance with the operating instructions which will be found in your vehicle handbook. Please consult your authorised Volkswagen retailer or repairer for full warranty details.

12-year 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 **up!** must be cared for in compliance with the operating instructions. Please consult your authorised Volkswagen retailer or repairer for full warranty details.

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 **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.

Service intervals for up! are based on the Volkswagen Time and Distance regime:

• Oil change service Every 10,000[†] miles/1 year (whichever is soonest).

• Interval service Every 20.000† miles/2 years (whichever is soonest).

• Inspection service Every 40,000[†] miles/3 years (whichever is soonest) for the first inspection service

and then every 40,000[†] miles or two years thereafter (whichever is soonest).

† Please note that mileages are approximate as the service indicator system uses kilometres as the distance measurement. Please consult your authorised Volkswagen retailer or repairer for advice and full details.

Volkswagen Insurance[‡].

We want you to start enjoying your new car from day one and thanks to Volkswagen Insurance complimentary seven day cover, you can. Call free on 0800 316 7892 (lines are open Monday to Friday 8 am – 9 pm and Saturday 9 am – 5 pm), 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.

Visit www.insurewithvolkswagen.co.uk for details of the full range of insurance products available. Here you can also get a quote for your annual car insurance and buy it online too. All of our insurance products are designed to ease the pain of making a claim.

‡ Volkswagen Insurance is a trading name of Volkswagen Insurance Service (Great Britain) Limited, an appointed representative of Volkswagen Financial Services (UK) Limited, Brunswick Court, Yeomans Drive, Blakelands, Milton Keynes MK14 5LR. Registered in England number 2835230. Volkswagen Insurance is sold, underwritten and administered by Allianz Insurance plc registered in England number 84638. Registered office 57 Ladymead, Guildford, Surrey GU1 1DB. Volkswagen Financial Services (UK) Limited and Allianz Insurance plc are authorised and regulated by the Financial Services Authority. Volkswagen Financial Services (UK) Limited and Allianz Insurance plc are not part of the same corporate group.

Volkswagen Roadside Assistance.

Every new car is registered for Volkswagen Roadside Assistance for one year. This provides vehicle home and roadside 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 or repairer.

CO₂ Emissions.

Increased weight of a vehicle, including higher trim levels and the addition of options will have a detrimental influence on the level of fuel consumption and CO_2 emissions produced.

The $\rm CO_2$ and fuel consumption figures are obtained from tests on a representative vehicle of the type, conducted and approved in accordance with Council Directive 80/1268/EEC as amended by Directive 1999/100/EC (or later) on the approximation of the laws of the member states relating to the carbon dioxide emissions and the fuel consumption of motor vehicles.

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.

