



Das Auto.

THE NEW

UP!





# THE NEW UP! PLENTY TO SMILE ABOUT!

Introducing Volkswagen's smart new city car. Small, nippy and priced to match, yet with the interior space and features of a much larger car, the new **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.**



SMALL CAR.  
BIG IMPACT.

At just 3.54 metres long and 1.64 metres wide, the all-new **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 unmistakably Volkswagen.



Interior shown is **up!** white with optional Driver's assistance pack.



Interior shown is **up!** white with optional 'Leather look' upholstery.

Not only has the new **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 new **up!** still further, to meet your exact requirements.

With more interior space than any other car in its class, the new **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 new 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

## ENGINES.

Highly efficient engines achieve exceptional levels of fuel economy and performance in the new **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 is also a BlueMotion Technology variant, capable of achieving 68.9 mpg on the Combined cycle and emitting just 96 g/km of CO<sub>2</sub>, making it exempt from road tax.

Engine		Take up! Move up!	Move up! BlueMotion Technology	High up! up! black up! white
Engine type		1.0 litre 60 PS	1.0 litre 60 PS	1.0 litre 75 PS
Cubic capacity, ltrs/cc		Three cylinder petrol	Three cylinder petrol	Three cylinder petrol
Max. output, PS <sup>1</sup> /kW at rpm		1.0/999	1.0/999	1.0/999
Max. torque, lbs.ft./Nm at rpm		60/44 @ 5000-6000	60/44 @ 5000-6000	75/55 @ 6200
Gearbox		70/95 @ 3000-4300	70/95 @ 3000-4300	70/95 @ 3000-4300
		Five speed manual	Five speed manual	Five speed manual
<b>Weights, kgs</b>				
Manual gearbox:	Unladen weight <sup>2</sup>	929	940	929
	Gross vehicle weight	1290	TBA	1290
	Payload <sup>2</sup>	436	TBA	436
	Axle load limit: front/rear	680/640	TBA	680/640
Max. roof load, with roof rails <sup>3</sup>		50	50	50
<b>Performance</b>				
Top speed, mph (km/h), where the law permits		99 (160)	100 (161)	106 (171)
Acceleration, secs 0 - 62 mph		14.4	14.4	13.2
ABI insurance group, 1 - 50		1E	1E	2E
<b>Environmental information</b>				
Fuel grade, minimum		Unleaded, 95 RON <sup>4</sup>	Unleaded, 95 RON <sup>4</sup>	Unleaded, 95 RON <sup>4</sup>
Fuel tank capacity, galls/ltrs		7.7/35	7.7/35	7.7/35
Official fuel consumption, manual gearbox, mpg/ltr per 100 km <sup>5</sup> :	Urban	50.4/5.6	56.5/5.0	47.9/5.9
	Extra-urban	72.4/3.9	78.5/3.6	70.6/4.0
	Combined	62.8/4.5	68.9/4.1	60.1/4.7
Official CO <sub>2</sub> emission, g/km:	Manual gearbox <sup>6</sup>	105	96	108
Emission class		EURO 5	EURO 5	EURO 5

### Technical specification notes

- 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.
- 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.
- 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.
- Thanks to the knock control, unleaded four star (at least 95 RON) can be used instead of unleaded Super plus.

Optional equipment, such as cruise control or multifunction computer displaying fuel consumption information, help you drive even more efficiently, with the Move **up!** BlueMotion Technology model achieving up to 530 miles on just one tank of fuel.



## 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), 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.

## High up!

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, 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.

Charismatic and eye-catching, the **up!** black and **up!** white special edition models build on the exceptional specification of the High **up!** to offer the ultimate in style and luxury. Design highlights include 16 inch 'Classic' alloy wheels, chrome trimmed door mirror housings, side strips and fog light surrounds, rear tinted windows and unique logos on the side.



## up! black

Dynamic, distinctive and luxurious, the **up!** black features 'Deep Black' pearl effect paint, 16 inch 'Classic Black' alloy wheels, unique 'black' logos and rear tinted windows.

Inside, heated front seats, sumptuous 'Stripes' cloth upholstery and the 'Maps & More' portable infotainment device ensure maximum driving enjoyment. While inside, stylish black carpet mats with white edging, a body-coloured dashboard, leather trimmed three-spoke steering wheel and gear knob, and special **up!** branding further enhance the interior ambience.



## up! white

Sporty, clean and modern, the **up!** white features 'Pure White' paint, 16 inch 'Classic White' alloy wheels, unique '**up!**' logo adorning the steering wheel and rear tinted windows.



Tornado Red

Deep Black

Pure White

Night Blue  
 Reflex Silver  
 Candy White

LARGE SELECTION!  
 IN THE SMALLEST AREA!

**PAINTS.**

A wide range of exterior colours are available with the launch of the new up!  
 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



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

Black Pearl/Cornsilk | High up!

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

Pure White/Cornsilk | High up!

Red/Anthracite | High up!

Red/Cornsilk | High up!

Dark Silver/Anthracite | High up!

Dark Silver/Cornsilk | High up!

Grained Cornsilk/Cornsilk | Move 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.



Upholstery shown is 'Stripes' cloth.

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
<b>'Dots' cloth – Standard on Take up!</b>								
Anthracite JM	Anthracite	Anthracite	●	●	●	●	●	-
<b>'Structure' cloth – Standard on Move up!</b>								
Anthracite JM	Black Pearl	Anthracite	●	●	●	●	●	-
Black Denim JS	Grained Cornsilk	Cornsilk	●	●	●	●	●	-
Anthracite JI	Grained Cornsilk	Cornsilk	●	●	●	●	●	-
<b>'Polka' cloth – Standard on High up!</b>								
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	●	●	-	-	●	-
<b>'Stripes' cloth – Standard on up! black</b>								
Anthracite OQ	Black Pearl PD1	Anthracite	-	-	-	-	●	-
<b>'Stripes' cloth – Standard on up! white</b>								
Anthracite OQ	Pure White PD2	Anthracite	-	-	-	-	-	●
<b>'Leather look' * upholstery – Optional on Move up! High up! up! black up! white</b>								
Anthracite OO	Pure White PD2	Anthracite	-	-	-	○	○	-
	Red PD3	Anthracite	-	○	-	-	-	-
	Dark Silver PD5	Anthracite	○	-	-	○	○	-
	Black Pearl PD1	Anthracite	○	○	○	○	○	-

\* Optional at extra cost.

● Standard ○ Optional at extra cost - Not available

## WHEELS.

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

5½J 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**

5½J x 15, 185/55 R15 tyres

| Optional – Move up!



**'Black Spoke High Gloss' alloy wheels**

5½J 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'.

## OPTIONS.

The new **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 voice-activated 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.

## 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.



### 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

Preloaded with European navigation data, 'Maps & More' guides you safely and reliably to your destination, ensuring a stress-free, relaxing drive on every journey.



### Telephone

Voice-activated Bluetooth hands free telephone preparation enables you to communicate safely and comfortably during your journey and even allows you to connect two phones at one time.

\* Must be ordered in conjunction with optional Sensor pack to display parking information.



## Comfort pack

The Comfort pack for Take **up!** models aims to take some of the stress out of driving with some handy additions and comprises electric front windows, remote central locking with two remote folding keys, driver's seat height adjustment, two-tone horn, warning 'lights on' buzzer and a parking light. Optional on Take **up!** Standard on all other models.

## Sound pack (not shown)

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 **up!** white models.

## Driver's assistance pack

The new **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 (Electronic Differential Lock) and ASR (Traction Control).



## 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.

## 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!**

## 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.

**SMALL** IS **GREAT!**



Model shown is up! white.

## VOLKSWAGEN SERVICE.

### The Volkswagen Warranty.

#### Three-year Warranty.

All Volkswagen new ups come with a three-year/60,000 miles warranty, which protects your car against the failure of most mechanical 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. If an additional warranty for subsequent years or higher mileage is desired, it may be purchased from an authorised Volkswagen retailer or repairer; however, this additional warranty must be purchased before the mileage reaches 60,000\*. 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 new up! is covered against manufacturing defects for a period of three years. Naturally, the new 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 new up! are covered against rusting through from the inside for 12 years. Naturally, the new 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.

You may purchase additional protection from your authorised Volkswagen retailer or repairer, or contact 0870 9000 115.

#### Service Intervals.

Volkswagen are pleased to offer you a choice on how your new up! 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 Time and Distance 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 Time and Distance Service are as follows:

- 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).

The LongLife Service is recommended for vehicles with a 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 LongLife Service the vehicle can cover anywhere between 10,000<sup>†</sup> and a maximum of 18,000<sup>†</sup> miles or 24 months (whichever is soonest) between oil changes. Inspection service is typically in the third year of ownership and thereafter every second year, for vehicles with an approximate annual mileage of 10,000 miles.

<sup>†</sup> 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<sup>‡</sup>.

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](http://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.

<sup>‡</sup> 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.

### CO<sub>2</sub> 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<sub>2</sub> emissions produced.

The CO<sub>2</sub> 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 Ofcom regulations.

VOLKSWAGEN SERVICE  
FOR YOUR PEACE OF MIND.



Volkswagen Information Service. Telephone 0800 333 666

Internet: [www.volkswagen.co.uk](http://www.volkswagen.co.uk)

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