



Volkswagen launches the New Polo at Rs.4.34 lakhs*

Mumbai, February 23, 2010: Volkswagen, Europe's largest car maker launched its much awaited premium hatchback the New Polo in Mumbai today.

The 1.2L petrol variant is priced at Rs 4.34 lakhs, ex showroom New Delhi while the 1.2L diesel variant comes at Rs 5.32 lakhs ex showroom New Delhi.

Commenting on the launch of the New Polo, Mr. Neeraj Garg, Member of Board and Director, Volkswagen Passenger Cars, Volkswagen Group Sales India Pvt. Ltd said "We are very excited to bring our popular hatchback into India. The car has received an overwhelming response from customers during our showcase at the New Delhi Auto Expo and we are confident that they will love driving it too.

He further added" India is a key market for our overall strategic growth plans and with launch of the New Polo, it affirms our commitment to offer the best quality products to our Indian customers at affordable prices"

Speaking on the same occasion, Mr. Lutz Kothe, Chief General Manager, Marketing & PR said "The New Polo stands for German engineering and top technology. The New Polo is a key player in our ongoing strategy to establish our brand presence in India. We are confident this offering will set a new benchmark in its segment."

Deliveries of the new 1.2L 75HP New Polo petrol variant will begin from March 2010 onwards across all Volkswagen dealerships.

The 1.2L Diesel variant will be available for customers from May 2010.

The New Polo:

The New Volkswagen Polo is now available with a petrol engine and will soon be followed by the diesel variant.

The petrol variant is equipped with a 1.2 litre engine with an output of 75HP @ 5400 rpm and a Torque of 110NM @ 3750 rpm.

The diesel variant is also equipped with the 1.2 litre engine with an output of 75HP @ 4200 rpm and torque of 180 NM @ 2000 rpm.

The New Polo comes in three trim levels Highline, Comfortline and Trendline; is paired with a 5-speed manual gear box.

The interior is equipped with storage compartment in front doors for 1.5 litre bottles, sunglass storage inside glove box, folding rear seat backrests and the two-tone dashboard are proof of the sure instinct of high design quality which interprets the classic elements of the New Polo in a contemporary way.

Unique to this segment, the New Polo offers remote keyless central locking that includes remote window up / down on the Highline. Standard for all cars are the tilt & telescopic steering that allows for perfect ergonomic seating for driver for fatigue free driving. It is also the only car in this segment offering green-tinted heat-blocking glass as standard.

In exteriors too, the New Polo offers body coloured bumpers halogen headlights and galvanized body with 6 years Anti Corrosion Warranty.

The New Polo Highline has large 15" alloy wheels, ensconced in their flared arches; give it a higher and more commanding stance. It is also equipped with advanced occupant safety with Dual airbags, driver and passenger side and Anti-Lock Braking System (ABS). Electronic anti theft immobilizer is available as standard across the line-up.

On comfort the car has a number of unique, thoughtful touches. It is equipped with CD MP3 Player changer with 4 speakers, power steering for better drivability, central locking with unique boot opener in company logo and height adjustable driving seat which improves visibility.

The New Polo will establish a leadership position in its class with category defining attributes of space, style, comfort, safety and fuel-efficiency. It is manufactured at Volkswagen's state of the art Chakan plant with an annual capacity of 110,000 cars.

The New Polo Price List**

Engine/ Trimline	Price (INR in Lakhs)
1.2L 75 HP Petrol Trendline	4,34,000
1.2L 75 HP Petrol Comfortline	4,83,800
1.2L 75 HP Petrol Highline	5,72,000
1.2 L 75 HP TDI Trendline	5,32,000
1.2L 75 HP TDI Comfortline	5,81,800
1.2L 75 HP TDI Highline	6,70,000

****1.2 L Petrol Trendline - Ex Showroom New Delhi***

***** All prices are Ex Showroom New Delhi***

About Volkswagen:

Volkswagen, the largest carmaker in Europe sells its broad model range from the Fox to the Phaeton in more than 150 countries worldwide.

In India, Volkswagen sells the Passat and Jetta which are assembled in Aurangabad.

The powerful SUV Touareg and the iconic New Beetle are available as Fully Built Units.

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