

VOLKSWAGEN ATLAS WEEKEND EDITION DEMONSTRATES GO-ANYWHERE APPEAL AND VERSATILITY

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- *Atlas Weekend Edition pays homage to Volkswagen's go-anywhere spirit*
- *Weekend Edition provides innovative cargo and entertainment solutions*
- *Accessories enhance the flexibility of all-new seven-passenger SUV*

HERNDON, VA (February 8, 2017) — The all-new 2018 Volkswagen Atlas that will hit American roads this Spring was designed to let people live a life as big as their imaginations. At the 2017 Chicago Auto Show, Volkswagen of America, Inc., will demonstrate how the Atlas can be enhanced with smart accessories in a new concept, the Atlas Weekend Edition.

Volkswagen enthusiasts may appreciate the throwback to the “Weekender” packages offered on the classic Vanagon and Eurovan pop-up camper models. The Atlas Weekend Edition integrates several available accessories that enhance the Chattanooga-built SUV's versatility with innovative cargo solutions.

The Weekend Edition concept is based on an SEL Premium model, equipped with a 3.6-liter VR6® engine making 276 hp and an eight-speed transmission, paired with Volkswagen's advanced 4Motion® all-wheel drive with Drive Mode Select.

Riding on 18-inch Prisma wheels finished in a custom anthracite gray, the Atlas Weekend Edition features a modern variation of the pop-up roof—the Urban Loader cargo box. When empty, the Urban Loader offers a sleek, minimized appearance; when needed for hauling, it can expand to a 17.7 cubic-foot container. In addition, the Weekend Edition features base carrier bars for attaching accessories for skis, snowboards, kayaks or bikes. Reaching the extra roof storage or helping small children into the vehicle is easy with practical side steps.

Inside the Atlas Weekend Edition, a robust cargo divider provides a safe, pet-friendly barrier behind the second row, so that pets can ride in comfort. The Weekend Edition's second row also features an innovative universal tablet mount that allows passengers to bring any popular variety of touchscreen tablet along for a getaway. The design provides easy access to the home button on the most common models, and the tablets can use the Atlas available Media Control feature using Wi-Fi technology for Android and iOS tablets and smartphones.

Other Volkswagen accessories built into the Atlas Weekend Edition concept include window and hood deflectors, a heavy-duty trunk liner with seat-back coverage, a privacy cargo cover, all-weather rubber mats, splashguards, and wheel locks. Many of these accessories will be available from Volkswagen dealers when the Atlas goes on sale in Spring 2017.

About Volkswagen of America, Inc.

Founded in 1955, Volkswagen of America, Inc., an operating unit of Volkswagen Group of America, Inc. (VWoA) is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. VWoA's operations in the United States include research and development, parts and vehicle processing, parts distribution centers, sales, marketing and service offices, financial service centers, and its state-of-the-art manufacturing facility in Chattanooga, Tennessee. The Volkswagen Group is one of the world's largest producers of passenger cars and Europe's largest automaker. VWoA sells the Beetle, Beetle Convertible, CC, e-Golf, Golf, Golf Alltrack, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, Tiguan and Touareg vehicles through about 652 independent U.S. dealers. Visit Volkswagen of America online at www.vw.com or media.vw.com to learn more.

Notes:

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