



Volkswagen

The new e-up!






Introducing the new e-up! The future is electric.

The new e-up! is here, the compact, all-electric car that lets you drive Volkswagen's impressive city car in all-electric guise. Zero emissions whilst the vehicle is in motion means it's great for the environment, but that's only half the story. Impressive performance means it's also fun to drive, achieving 0-62mph in just 12.4 seconds, with a range of up to approximately 99 miles* on one battery charge depending on driving style and conditions. Add a raft of advanced features and innovations providing everyday practicality, and you have the ideal commuter car.

* The specified NEDC range can vary because of driving style, speed, use of additional electrical consuming equipment, outside temperature, number of people in car/maximum load, driving style selection (normal, ECO, ECO+) and terrain.

 To find out more about the benefits of owning an ultra low emission vehicle, including the Government's grants for vehicles and chargepoints, visit www.GoUltraLow.com

The specifications listed are for information purposes only as our products are continually updated and changes may be made to the specifications at any time. If you require any specific feature, please consult your authorised Volkswagen retailer who is regularly updated with any change in specification. Specifications are subject to change without notice.



Small on size. Great on detail.



01

01 It's the small details that make the difference, like the **Volkswagen roundel** and **distinctive blue and chrome strip** below the bonnet lip, indicative of the new e-up!'s uncompromising quality, as well as its environmental credentials.



02

02 Thanks to the **LED daytime running lights** integrated in the front bumper, you can see and be seen in the new e-up! The 'C' signature lights not only make a real contribution towards improved visibility, but also give the new e-up! its distinctive look.



03

03 The new e-up! is equipped with stylish 15 inch **'Tezzle' alloy wheels**, which have been designed to be more aerodynamic and not only add a sporty touch, but more importantly, help to conserve energy.

It may be small, but its performance is big.

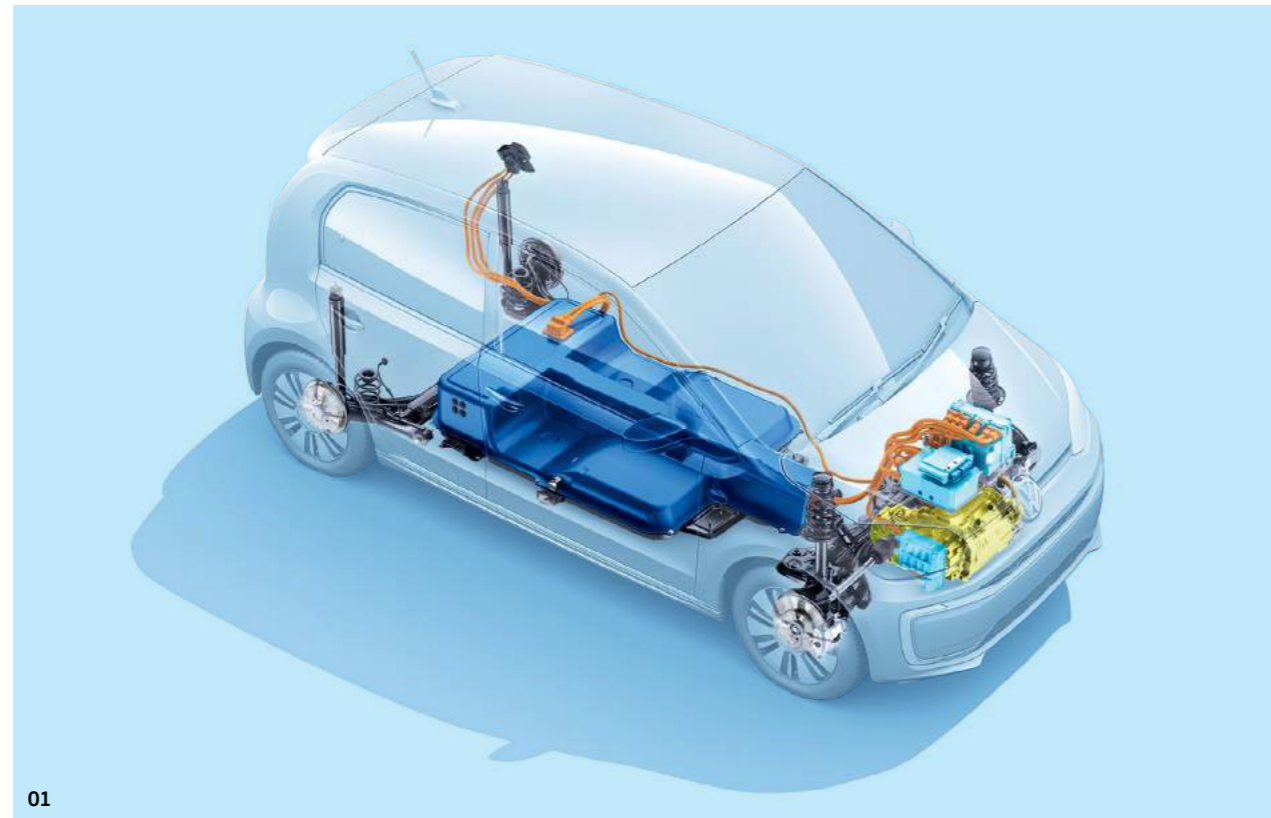
With the introduction of the new e-up!, Volkswagen has made pioneering technologies accessible to everyone. Which means you can look forward to driving a technically refined, ground-breaking electric vehicle that's ideal for everyday use, built with high levels of quality and comfort as standard. There again, it's a Volkswagen. What else would you expect?

01 The **drive system** in the new e-up! is sophisticated and technologically advanced, achieving 82 PS maximum output and 210 Nm of torque. And, with such innovations as brake energy recuperation, which saves energy usually lost during braking, its technological achievements are impressive. Reliability and longevity are paramount too, and the lithium-ion battery comes with an 8-year/99,360 miles guarantee. It's located under the seats to maximise boot space and ensure it's optimally protected in the event of an impact.

Image shown is for illustration purposes only and may not necessarily reflect UK specification.



Recuperation is the recovery of energy usually lost when braking. On the new e-up! this is achieved by changing the drive motor to generator operation and feeding the resulting current into the vehicle battery, where it is saved for later use. e-up! drivers can choose from four different, easy-to-activate recuperation modes, ranging from maximum delay, achieving optimum brake energy recovery, to minimal delay, achieving less recovery.



01

Motor.

With 82 PS (60 kW) maximum output and 210 Nm of torque, the new e-up! clearly refutes the misconception that electric vehicles are not capable of achieving great performance. And the figures continue to impress, with the electric motor achieving a top speed of 80mph, where the law permits, while accelerating from 0-62mph in 12.4 seconds.

¹ The values specified were determined using the prescribed measuring procedure. The specifications are not based on one single vehicle and are not part of the offer, but simply serve as a means of comparison between the various vehicle types. Range is not only dependent on the efficient use of the battery by the vehicle but also on the driver behaviour and other non-technical factors (e.g. environmental conditions). Extra equipment and accessories (add-on parts, tyres etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and with weather and traffic conditions, can affect range and performance values.

² The specified NEDC range can vary because of driving style, speed, use of additional electrical consuming equipment, outside temperature, number of people in car/maximum load, driving style selection (normal, ECO, ECO+) and terrain.

³ Efficiency classes assess vehicles according to CO₂ emissions, taking into account the vehicle's unladen weight. Vehicles conforming to that are graded D. Vehicles that are better than today's average are graded A+, A, B or C. Vehicles that are worse than the average are graded E, F or G.

Motor

Consumption, kWh/62 miles ¹ , combined	11.7
Range, miles ² (NEDC)	99
Top speed, mph (where the law permits)	80
Acceleration (0-62mph)	12.4
CO ₂ emission, g/km ¹ (when in motion)	0
Efficiency class ³	A+



Plug in, charge up and off you go.

The future begins here. And it's all-electric, as demonstrated by the nippy, emission-free* new e-up! With a range of up to approximately 99 miles† on one battery charge, depending on conditions and driving style, it's the ideal everyday vehicle. Great for city driving, shopping trips, school runs, socialising and work, it's ideal for commuters and frequent drivers alike.

To ensure your new e-up! is always ready to go, a number of options are available to enable you to charge the battery. The first option is to use the charging cable in conjunction with a standard domestic mains socket, for example at home or at work. This entails charging with an alternating current and will take between six and ten hours to fully charge up your battery. The second option is to install a wall box at home, providing you with greater convenience and maximising charging performance. This reduces charging time to around six hours, so you can comfortably charge up your new e-up! overnight. The third and fastest option is to charge with direct current from a public charging station, using the CCS (Combined Charging System) fast charging system, which takes just 30 minutes to charge the battery to approximately 80%, getting you back on the road in no time.

* When the vehicle is in motion.
 † The specified NEDC range can vary because of driving style, speed, use of additional electrical consuming equipment, outside temperature, number of people in car/maximum load, driving style selection (normal, ECO, ECO+) and terrain.



01 A wall box provides you with up to approximately 55% higher charging performance and consequently shorter charging time than a normal domestic mains socket. Information regarding the purchase of this charging equipment, local infrastructure check, installation, servicing and customer helpline will be available from your authorised Volkswagen retailer at point of sale. Wall box is purchased separately. Wall box shown for illustration purposes only.



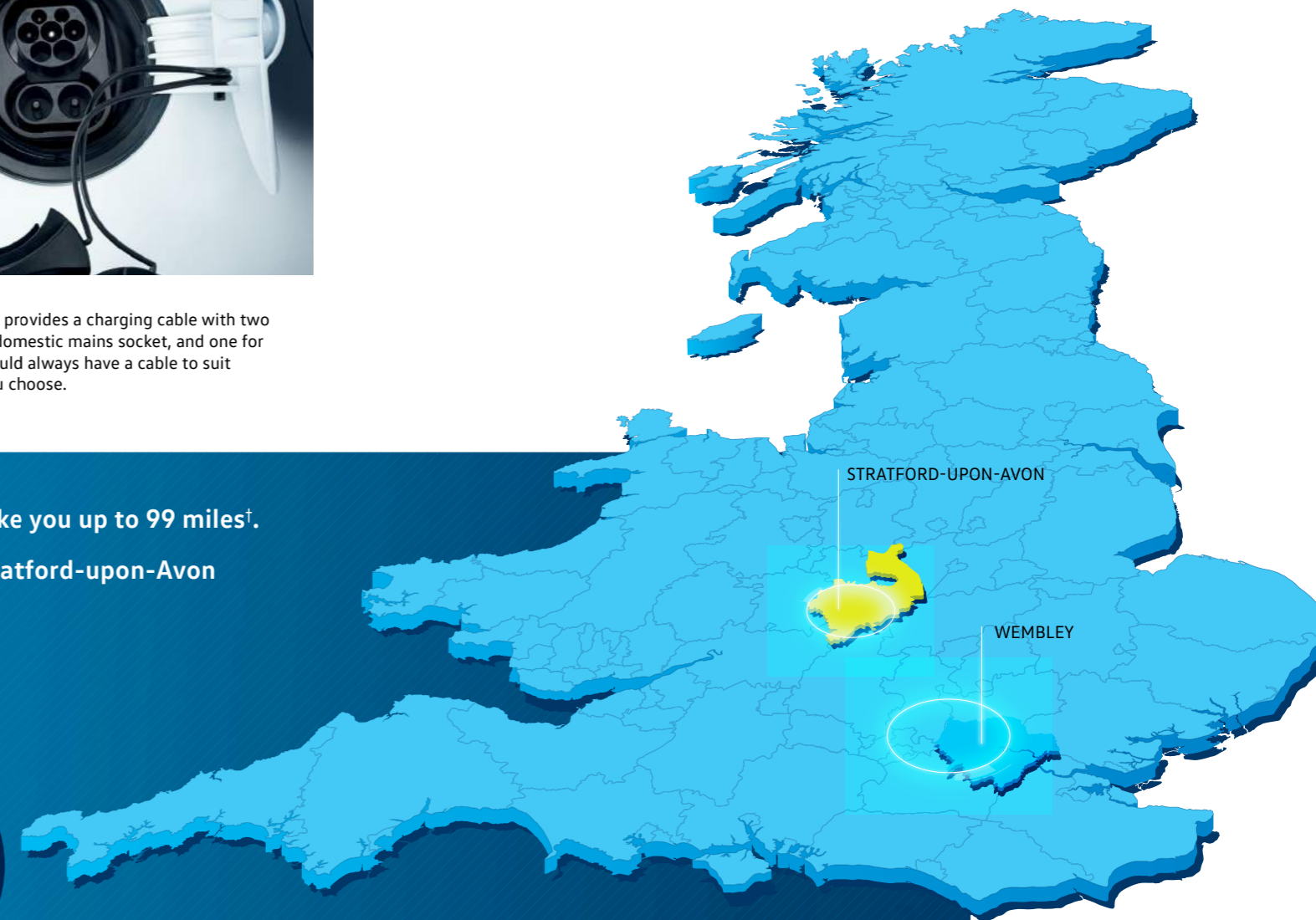
01



02

02 The CCS (Combined Charging System) provides a charging cable with two different plugs: one to charge up from a domestic mains socket, and one for a charging station or wall box. So you should always have a cable to suit your charging method, whichever one you choose.

A single charge can take you up to 99 miles†. That's Wembley to Stratford-upon-Avon with a bit to spare.

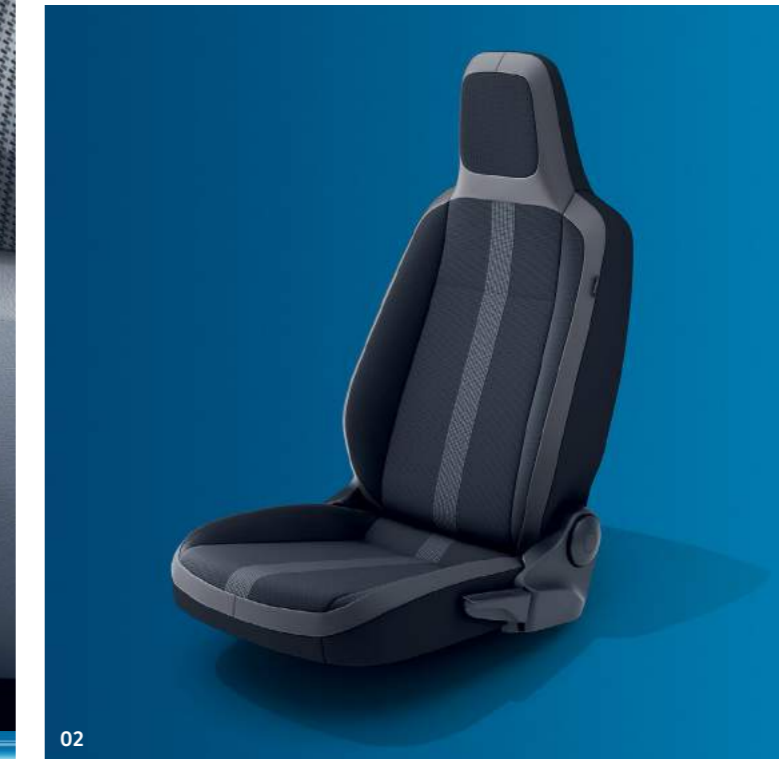


† The specified NEDC range can vary because of driving style, speed, use of additional electrical consuming equipment, outside temperature, number of people in car/maximum load, driving style selection (normal, ECO, ECO+) and terrain.



Everything in view. Everything under control.

Ergonomics go hand-in-hand with aesthetics in the new e-up!, ensuring everything is intuitively to hand where you'd expect it to be, enabling you to stay cool, calm, collected and in control on every trip.



01 The new e-up! interior not only looks good, but also feels good, thanks to the leather trimmed three-spoke steering wheel, gear knob gaiter and handbrake grip, enhancing the high quality aesthetics. The stylish 'Sharkskin' dashpad provides a stylish touch, whilst electronic climate control air conditioning ensures a pleasant interior environment in the passenger compartment, maintaining your chosen temperature and keeping external odours out.

02 High quality materials and craftsmanship ensure the **integral seats** not only look good but feel good too, adding a touch of style and ensuring maximum comfort for the driver and passengers on every journey. **Heated front seats** with three individual temperature settings are included as standard in the new e-up!, demonstrating Volkswagen's commitment to enhancing every driving experience.

Smartphone integration.

Another innovation in the new up! is its smartphone integration. Just connect a smartphone above the dashpad, pair via Bluetooth and it becomes an infotainment system with access to your phone book and music library. It includes 2D or 3D hands free navigation via TomTom integrated navigation system, 'Think Blue. Trainer.' and on-board computer thanks to the Volkswagen app 'Maps + More'.

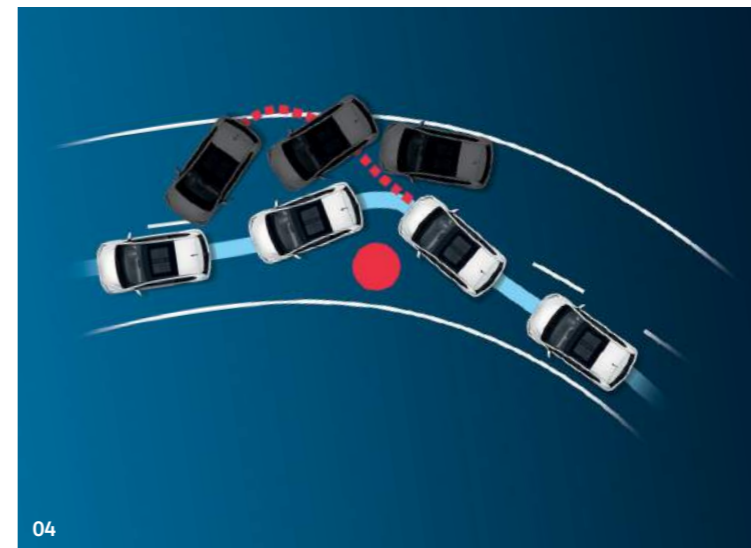


01 'Think Blue. Trainer.' analyses accelerating and braking characteristics, and provides valuable tips on how to adopt a more efficient driving style. Further visual support is provided by the energy flow display and recuperation statistics on 'Maps + More', which constantly displays important driver information. Also on 'Maps + More', the e-Manager can help you achieve a more comfortable and range-efficient driving style. Simply enter your planned departure time and adjust your load and air conditioning while stationary. Your vehicle will adapt itself to your requirements and automatically provide the optimal range performance before setting off.



02-05 'Maps + More' smartphone integration for iOS and Android systems¹ is a real multitasker, providing much more than just navigation. Once connected to your compatible smartphone via Bluetooth, it allows access to your phone book and music library quickly and easily thanks to the **handwriting recognition function**. It includes hands free route guidance in either 2D or 3D via TomTom integrated navigation system. All conveniently displayed on your smartphone's screen above the centre console.

¹ Devices must be Bluetooth HFP (Hands Free Profile) compatible, please contact your authorised Volkswagen retailer for specific device compatibility.



Technology.

01 The **Composition Colour system** features a 5 inch colour touch-screen, an AUX-in socket for connection to an external multimedia source such as an iPod or MP3 player, a DAB digital radio receiver, SD card reader, music playback from MP3, WMA and AAC files, USB connectivity¹ and six speakers front and rear. It also features Bluetooth telephone and audio connection for compatible devices². Image shown features optional rear-view camera.

02 The new e-up! is equipped with **city emergency braking**, providing a valuable contribution to safer driving. A laser sensor monitors preceding traffic and obstacles up to a distance of 10m ahead, responding up to a speed of 19mph. In an emergency situation, it automatically applies brake pressure to help reduce the severity of a collision or ideally help avoid it altogether.

03 When parking, **rear parking sensors** warn of obstacles behind the vehicle via acoustic signals, the closer you get to the object, the faster the sound frequency. In addition, manoeuvring space and distances to objects behind the vehicle are clearly indicated on the Composition colour's display.

04 In critical driving situations, the **Electronic Stability Control (ESC)** reacts within milliseconds by controlling the speed of individual wheels, helping to bring the vehicle under control. A careful driving style is essential, however, as even ESC cannot extend beyond the laws of physics.

Depending whether you are driving uphill or downhill, **cruise control** can be set at speeds of over 19mph and will maintain your chosen speed within the national speed limits. Once set to your desired speed limit, all your concentration can be focussed on the road ahead, creating a more relaxed drive. (Not shown)

As well as **driver's and front passenger's airbags**, the new e-up! is also equipped with large side airbags fitted as standard, helping to protect the head and neck of front passengers during an impact. (Not shown)

¹ Devices must be Bluetooth HFP (Hands Free Profile) compatible, please contact your authorised Volkswagen retailer for specific device compatibility.
² Compatibility with devices may vary, please contact your authorised Volkswagen retailer for full details.

The new e-up! to go.

If the new e-up! wasn't already innovative enough, Volkswagen has another technical highlight up its sleeve, offering even greater convenience and functionality. The 'Car-Net portal' can be used in conjunction with a special app, Car-Net e-remote, which can be downloaded onto your smartphone, enabling you to operate vehicle functions from a distance.



Remote access to the new e-up! via your compatible smartphone enables you to remotely check the external temperature and activate the electronic climate control air conditioning system before your journey begins, ensuring a pleasant interior temperature when you set off. You can also control charging* from a distance, starting and stopping remotely when you wish, with both the charging level and remaining range displayed on your smartphone. As soon as your vehicle begins charging, the remaining charge time is displayed.

In addition, information about your driving characteristics and journey can be viewed at any time, including average speed and journey time. Data about the electrical consumption of the e-motor, recuperation and other functions, such as the electronic climate control air conditioning is also provided.

The app also displays information about your vehicle, advising you whether the lights are still on and the doors are closed, along with your last parking position – all from the comfort of your home or office.

In addition, all functions can be controlled via the web portal on www.volkswagen.com/Car-Net.

* If connected to a suitable charge point.

Paint, upholstery and dashpad.



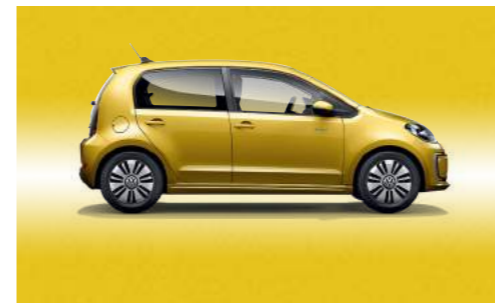
'Pure White' Non-Metallic OQ E



'Teal Blue' Non-Metallic B2 E



'Beam' Black/Grey cloth with Quartz bolster edging EB/EG E



'Honey Yellow' Metallic G8 E



'Tungsten Silver' Metallic K5 E



'Sharkskin' dashpad with Black lower dashboard E



'White Silver' Metallic K8 E



'Deep Black' Pearl Effect 2T E



'Sharkskin' dashpad with Ceramique lower dashboard E

Standard Optional

Please note: Colour range is reproduced for illustration purposes only. Actual on-car colours may vary from those shown, as print processes do not allow exact reproduction of the paint colours.

Please note: Swatches reproduced for illustration purposes only. Actual upholstery colours may vary from those shown, as print processes do not allow exact reproduction of the upholstery and dashpad colours.



**The new e-up!
Putting CO₂ emissions
behind us.**

Volkswagen service.

Exclusions and terms and conditions apply to all warranties and plans listed. For pricing and further details of Volkswagen Warranties and Service Plans, please consult your authorised Volkswagen retailer or repairer, or visit www.volkswagen.co.uk

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 Warranty¹. 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.

Body Protection Warranty

The internal body sections and panels of the e-up! are covered against rusting through from the inside for 12 years. Naturally, the vehicle must be cared for in compliance with the manufacturer's operating instructions. Please consult your authorised Volkswagen retailer or repairer for full warranty details.

Three-year Paintwork Warranty

This latest paintwork warranty, pioneered by Volkswagen, provides you with cover on a new car. Naturally, during the warranty period the car must be cared for in compliance with the manufacturer's operating instructions. Any paintwork defects, as a result of the manufacturing process, will be rectified without charge.

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 new e-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.

Eight-year Battery Warranty

1. A guarantee for eight years or 99,360 miles/160,000km (whichever is soonest), on all material or manufacturing defects.
2. Gradual reduction in battery capacity over times is integral to the nature of the component, and does not represent a defect under the terms of this guarantee, as long as the reduction in capacity is not in excess of the value specified for this vehicle in the owner's manual.
3. The guarantee on high voltage batteries does not apply if the defect has been caused by the battery not being used, handled or maintained as described in the owner's manual. This applies in particular to charging the battery.
4. With the exception of the warranty term, all warranty conditions stipulated by the Volkswagen retailer selling the vehicle (prerequisites, criteria for freedom from defects, exclusions, settlement of claims, entry into force and start of extended warranty term, scope of application etc.) also apply to the high voltage battery.

Service Intervals

Volkswagen is pleased to offer you a choice on how your Volkswagen 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 Fixed 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 Fixed Service are as follows:

- Oil change service – After 1 year or 10,000 miles (15,000km), whichever is soonest.
- Inspection service² – First after 2 years or 20,000 miles (30,000km), then every one year or 20,000 miles (30,000km), whichever is soonest.

The Flexible Service is recommended for vehicles with 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 Flexible Service the vehicle can cover anywhere between 10,000³ and a maximum of 20,000³ miles or 24 months (whichever is soonest) between oil changes.

The service intervals for the Flexible Service are as follows:

- Oil change service – According to flexible service interval display (after 2 years at the latest).
- Inspection service² – First after 2 years or 20,000 miles (30,000km), then every one year or 20,000 miles (30,000km), whichever is soonest.

The e-up! model is only available with the Fixed Service schedule. Please consult your authorised Volkswagen retailer or repairer for advice and full details.

Please note: If you purchase a Volkswagen Fixed Price Service Plan your vehicle will follow the Fixed Service schedule.

Volkswagen Insurance⁴

We want you to start enjoying your new car from day one and thanks to Volkswagen free 5 day insurance, you can. Call free on 0330 303 6930 (lines are open Monday to Friday 8am – 9pm and Saturday 9am – 5pm), 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.

¹ All warranty work must be completed by an authorised Volkswagen retailer or repairer.

² The inspection service first at 3 years (or 40,000 miles) and then every second year (or 40,000 miles) has additional workscope.

³ The quoted mileage is based on a conversion from kilometres and is therefore unlikely to exceed circa 18,000 miles between oil changes.

⁴ Volkswagen Financial Services is a trading name of Volkswagen Financial Services (UK) Limited ('VWFS UK'). Registered in England and Wales number: 2835230. Registered Office: Brunswick Court, Yeomans Drive, Blakelands, Milton Keynes MK14 5LR. Financial and consumer credit services are provided by VWFS UK. Annual insurance credit is provided by Ageas Retail Limited. Volkswagen Motor Insurance from VWFS UK is sold and administered by Ageas Retail Limited, registered in England and Wales number: 1324965 Registered Office: Ageas House, Hampshire Corporate Park, Templars Way, Eastleigh, Hampshire SO53 3YA. VWFS UK and Ageas Retail Limited are not part of the same corporate group.

Volkswagen Ensurance⁵

Get three years' Volkswagen Ensurance cover for free.

Another great benefit of being a Volkswagen driver. If your Volkswagen was damaged in an accident, wouldn't you want it fixed by a Volkswagen trained technician using only genuine Volkswagen parts? Ensurance is Volkswagen's accident and repair cover which does exactly that. It works alongside your main comprehensive motor insurance policy no matter who you are insured with, to make sure you get the quality repair and service you would want. If you're involved in an accident or your car is stolen, just one call to us and we'll look after your claim from start to finish ensuring your Volkswagen is restored to the highest standard.

Activate your cover and benefit from:

- A guarantee that your Volkswagen will be repaired in a Volkswagen approved repairer, by Volkswagen trained technicians, using only genuine Volkswagen parts and paints.
- A dedicated Claims Manager who will manage your claim from start to finish, liaising with your insurer and the repairer so you don't have to.
- Help to recover any uninsured losses using our Legal Expenses Cover.
- Online claims tracking so you can keep up to date with the status of any claim.

Volkswagen Ensurance is free to all Volkswagen customers for three years and it only takes a minute to get cover. To find out more and to activate your cover, visit volkswagen-ensurance.co.uk

Volkswagen Finance⁶

Volkswagen Finance specialises in providing funding solutions for Volkswagen drivers. Whether your Volkswagen is for private or business use, you can choose from a range of funding options.

- Solutions – a Personal Contract Plan
- Hire purchase
- Lease purchase
- Finance lease
- Contract hire

With all Volkswagen Finance products you can choose a fixed-cost maintenance plan to help you budget for your servicing and maintenance costs. No matter what finance product you choose, your local Volkswagen retailer will be able to provide you with a personalised quote that could meet your budget and vehicle needs.

Fuel consumption and CO₂ Emissions

Fuel consumption and CO₂ figures are obtained under standardised EU test conditions (Directive 93/116/EEC). This allows a direct comparison between different manufacturer models but may not represent the actual fuel consumption achieved in 'real world' driving conditions. More information is available on the Volkswagen website at www.volkswagen.co.uk and at www.dft.gov.uk/vca. The weight of a vehicle will influence the level of CO₂ emissions it produces; as a result, vehicles with higher levels of specification and factory-fitted options may emit higher levels of CO₂. Choosing larger alloy wheels than those fitted as standard may result in increased fuel consumption as well as higher CO₂ emissions and subsequently an increased Vehicle Excise Duty (VED) band. BIK rates paid by company car drivers may also increase. In some instances, the recommended 'On the road' retail price paid for a vehicle may increase as a result of the increased VED rate. CO₂ is the main greenhouse gas responsible for global warming. The specifications contained in this brochure are for information purposes only and are subject to change.

Volkswagen Roadside Assistance

Every new car is registered for Volkswagen Roadside Assistance for one year except the Touareg which is registered for three years. This provides vehicle roadside and home 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. Exclusions and terms and conditions apply. For pricing and further details of Volkswagen Roadside Assistance, please consult your authorised Volkswagen retailer, or visit www.volkswagen.co.uk

Tax Free Sales

For full details, please contact your authorised Volkswagen retailer.

Volkswagen e-up! Specialist Retailer Network

e-up! is only available for sale through an authorised specialist Volkswagen retailer. These retailers have the ability to provide the highest levels of service when purchasing your e-up! For details of your nearest authorised specialist Volkswagen retailer, please visit volkswagen.co.uk for more details.

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.

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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.

⁵ Ensurance from Volkswagen Financial Services is sold and administered by Lawshield UK Limited, registered in England number: 3360532 (registered office: Lawshield House, 850 Ibis Court, Lakeside Drive, Centre Park, Warrington, Cheshire WA1 1RL) and underwritten by UK General Insurance Limited on behalf of Ageas Insurance Limited, registered in England number: 354568 (registered office: Ageas House, Tollgate, Eastleigh, Hampshire SO53 3YA).

⁶ Finance is available to 18s and over, subject to status. Terms and conditions apply. Volkswagen Finance.

The new e-up!

Volkswagen Information Service. Telephone: 0800 333 666

Internet: www.volkswagen.co.uk

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