

# POLO



POLO. EXPECT BIG THINGS.



When it comes to quality, technology, design and safety, there's only one way to express the Polo: big thinking. But it's not just evident in the car. It's an attitude, a state of mind. It's no longer just business as

usual. Things are going to be better than you ever expected. So get ready to get even more than you bargained for. And more, and more, and more.

**POLO. ENGINEERED TO INSPIRE.**



Introducing the Polo, 2011 South African Car of the Year and 2010 World Car of the Year. With dynamic lines and striking angles, the Polo is designed to make an impression. With precision engineering, cutting-edge technology, sporty performance,

world-class build quality and a 5-star Euro NCAP safety rating, it sets a whole new standard. All of which makes the Polo a compact car with big ambitions.



## ARRESTING DESIGN LEAVES A LASTING IMPRESSION.



With crisp, arresting angles and a distinctive, aggressive stance, the Polo's eye-catching lines will stop traffic. With a length of 3,970 mm and a width of 1,682 mm, the proportions of the Polo give it a more

upmarket and cosmopolitan appearance. Showing off the bold design DNA of Volkswagen, the Polo makes a more powerful impression, exuding a sporty and athletic appeal.



The distinctive front grille with chrome-trimmed insert (Comfortline only) is an innovative design characteristic of the face of Volkswagen, contributing to its sporty elegance and adding a touch of class, style and design flair.



The body-coloured door mirrors (Comfortline only) with integrated indicators enhance the streamlined body shape and also improve aerodynamics.



Curved body-coloured door handles merge seamlessly into the overall design, exuding quality and solidity. Every detail has been designed to enhance the aesthetics of the Polo.



The 15" 'Riverside' alloy wheels with 185/60 R15 tyres, standard on the Comfortline, feature a robust seven-spoke design, adding a dynamic sporty touch.



The striking tail-lights blend perfectly with the rear design, highlighting the Polo's stylish contours and innovative, modernistic exterior design lines.

## QUALITY YOU CAN TRULY FEEL.



A compact car doesn't have to mean compromised standards. Featuring a new seating concept, in the Polo both driver and passengers will sit in greater comfort. White, back-lit instruments, a three-spoke steering-wheel and vanity mirrors complement the interior aesthetics, while the height-adjustable driver's seat, front and

rear reading lights and remote central locking enhance ergonomics and the overall enjoyment of the vehicle. The ergonomically-designed cockpit and cabin architecture, constructed from the highest-quality materials, gives the Polo a sophisticated premium car feel.



The RCD 210 radio/MP3 compatible CD player will provide entertainment on every journey with six speakers to deliver superior sound quality.



'Climatic' air conditioning, with cooled glove compartment, ensures a pleasant temperature throughout the vehicle, whatever the weather outside.



The on-board multi-function computer provides essential driving information, such as average fuel consumption, fuel range, exterior temperature and distance travelled.

**PRECISION BUILD.  
WHEN EVERYTHING COMES TOGETHER, BEAUTIFULLY.**



The Polo is robust and refined, oozing confidence and style. From headlight to tail-light, it's a car that's been German engineered to world-class standards. The exceptional build quality is evident not just in the car as a whole, but in every little facet, from the precision

of the gaps and shut lines, to the quality of the finishes, to the opening and closing mechanism of the doors – all underpinned by sheer solidity and remarkable attention-to-detail. In every way, it's the embodiment of Volkswagen quality at its very best.

## STATE-OF-THE-ART SAFETY FEATURES.



The Polo is one of the safest compact cars in the world. It punches above its weight with a 5-star Euro NCAP safety rating, thanks to safety features like its improved impact resistance, crumple zones, optional ESP, rear fog light, high level rear brake light

and ISOFIX child seat mountings. In addition, the Polo features an advanced airbag system with four airbags (a driver and front passenger airbag, and two side airbags) and improved ABS with EBD (Electronic Brake-force Distribution).



The two whiplash-optimised front head restraints not only ensure additional comfort, but also provide effective support for the head and spine in the event of a collision.



Front fog lights (standard on Comfortline models) not only add a striking look to the front of the vehicle, but provide safety in bad weather or when there is poor visibility.



Optional Electronic Stability Programme (ESP) intelligently controls the engine management system to restore traction to individual wheels when it detects a loss of grip. It helps to correct oversteer, understeer and loss of control of the vehicle.



Park Distance Control enables effortless parking through rear parking sensors that emit acoustic signals, alerting you to obstacles when parking.



A high level third brake light integrated into the rear spoiler enhances aesthetics and improves vehicle safety and visibility to other vehicles.

**A SPORTY DRIVE TO TAKE YOUR BREATH AWAY.**



Exhilaration overcomes you as you push down on the accelerator of the Polo. From the sculpted, aerodynamic lines on the exterior to the sporty, three-spoke steering-wheel on the interior and the new generation engines under the bonnet, every aspect

of the Polo seems custom-designed to elicit a sensational driving experience. Get behind the wheel and you'll never want to stop driving.

## UNPARALLELED PERFORMANCE.



New generation multi-valve petrol and common-rail diesel engines not only offer lower fuel consumption and reduced emissions, but also deliver outstanding, powerful performance and a truly sporty drive. The TDI engine is the latest generation technology on offer

from Volkswagen. A common-rail diesel injection uses a high-pressure pump which pressurises the fuel in a tube (the common-rail), which then, in turn, supplies each computer-controlled injector.



The new generation 16-valve petrol engines are available in 1.4 and 1.6 derivatives. These multi-valve petrol engines offer improved torque delivery, reducing fuel consumption and CO<sub>2</sub> emissions.



At speeds of over 30km/h, optional cruise control keeps your selected speed constant, enabling you to relax on longer journeys, without having to keep an eye on your speedometer.



**EXCELLENT FUEL ECONOMY. SAVES YOU TIME AND MONEY.**



Make your fuel worries a thing of the past. Volkswagen's new multi-valve petrol and common-rail diesel engines have been designed to considerably improve fuel efficiency, which means you spend less time at filling stations and more time on the road, getting to

where you need to be. But the Polo's engine variants are not just more economical, they're noticeably quieter too. And there's no compromise on performance and driveability.

**POLO. BUILT IN SOUTH AFRICA FOR LOCAL AND INTERNATIONAL CUSTOMERS.**



Having manufactured cars for the South African market for more than 60 years in our state-of-the-art plant in Uitenhage, the Volkswagen brand has a long and proud history in South Africa. The Polo has not only been built in South Africa for the local market,

they're also being exported to right-hand drive markets around the world. From Table Mountain to Tokyo, the South African-built Polo conforms to stringent world-class build and quality standards, earning it the Japan Import Car of the Year 2010/2011.

**THINK TOMORROW. THINK BLUE.  
POLO BLUEMOTION.**



In a world where environmental issues have become everyone's concern, it's important that we all do our bit to be kinder to the environment. This is the philosophy behind Volkswagen's Think Blue campaign. Pioneering technologies like Turbocharged Direct Injection (TDI), Brake Energy Recuperation and Stop-start are the pillars of Think Blue - Volkswagen's vision of creating efficient and sustainable vehicles for all. With significant drag co-efficient

reduction through an aerodynamic closed grille, spoiler, flared side sills and wheels, as well as low rolling resistance tyres and longer gear ratios, the Polo BlueMotion will enjoy the lowest CO<sub>2</sub> values in the Polo Range. At only 89g of CO<sub>2</sub> per kilometre, no emissions tax is payable on it as it falls below the 120g threshold. The Polo BlueMotion means you'll always be on mother nature's good side.

**Think Blue.**

**PEACE-OF-MIND COMES STANDARD.**



With 105 Volkswagen Dealerships in South Africa, Namibia and Botswana, you can be assured that, no matter where you are, top quality parts and service will be available, helping you get back on the road sooner. You can expect nothing less from one of the world's leading car brands.

The Polo is available at all Volkswagen Dealerships. Visit one and test drive this remarkable example of German ingenuity today. You can find a comprehensive list of Volkswagen Dealerships on our website: [vw.co.za/dealers](http://vw.co.za/dealers)

**Volkswagen Service®**



**Genuine Parts & Accessories®**



DEDICATED TO YOU.



When purchasing and insuring a vehicle it makes sense to enlist the help of a trusted partner. Volkswagen Financial Services' team of dedicated advisers will assist with every aspect of the vehicle purchasing and insuring process, making it as quick and easy as possible. Volkswagensure is a comprehensive range of affordable motor insurance products available

to Volkswagen owners. Brought to you by Volkswagen Financial Services, Volkswagensure is underwritten by The Hollard Insurance Company Ltd. All Volkswagen Financial Services products are designed to provide you with a hassle-free motoring experience and are conveniently available from any Volkswagen Dealer in South Africa.

With Volkswagen Financial Services, driving home your Polo will be easier and faster than you ever imagined.

Volkswagen Financial Services  
Call centre: 0861 111 172

Volkswagensure  
Call centre: 0800 204 638



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DAS AUTO. *THE CAR.*



Only when a car defines an era. Only when a car becomes a way of life. Only when a car gives its name to an entire generation. Only when a car possesses both size and stature. Only when a car provides a home for the whole family. Only when a car invites everyone to share its innovations. Only when a car creates technologies that break new ground. Only when a car delivers a

miracle of performance. Only when today's car is already anticipating tomorrow. Only then is it *The Car* (Das Auto). The Polo is the ultimate expression of Das Auto – redefining the compact car and offering customers world-class quality, safety, technology and performance. That's why you can expect big things from the Polo.

GET IN TOUCH WITH YOUR REBELLIOUS SIDE. NEW POLO GTI.



Take things up a notch or three in the New Polo GTI. Packing 132 kW of pure power, it more than lives up to its legendary name. Featuring the signature GTI grille and red brake callipers, as well as superior handling, lowered suspension and top-class safety, the New Polo GTI blazes a trail all of its own. But it's not just

about muscle. Thanks to a 7-speed DSG® gearbox and a 1.4 litre TSI engine, never before has such a powerful Polo been so fuel-efficient. And with significantly lowered emissions, it's clear that the New Polo GTI is a whole new breed of performance car.

**CROSS POLO. EXPECT BIG THINGS, SMALL THINGS, CREEPY THINGS, CRAWLY THINGS...**



Magma Orange  
'Dimension Corn Poppy'



Grey  
'Dimension Corn Poppy'



Latte Macchiato  
'Dimension Corn Poppy'



Hot Orange  
'Dimension Corn Poppy'

Expect big adventures in the Cross Polo. With off-road features like 15mm raised suspension, rugged all-terrain looks, and tough moulded guards for protection, you'll be ready for any urban challenge. Foldable rear seats increase cargo capacity from 280 to 952 litres, and the stylish silver roof rails allow for

extra loading. Aluminium pedals, colour-coded stitched trim and eye-catching paint colours complete the look. The Cross Polo comes with a choice of fuel-efficient 77 kW petrol or diesel engines, with ESP standard on the TDI.

**CROSS POLO COLOUR AND TRIM.**



Flash Red  
Non-Metallic  
D8



Deep Black  
Non-Metallic  
A1



Reflex Silver  
Non-Metallic  
8E



Magma Orange  
Non-Metallic  
9208



Terra Beige  
Metallic  
4G

**POLO AND POLO GTI COLOUR AND TRIM.**



Flash Red  
Non-Metallic  
D8



Black  
Non-Metallic  
A1



Candy White  
Non-Metallic  
B4



Shadow Blue  
Metallic  
P6



Reflex Silver  
Metallic  
8E



Pepper Grey  
Metallic  
U5



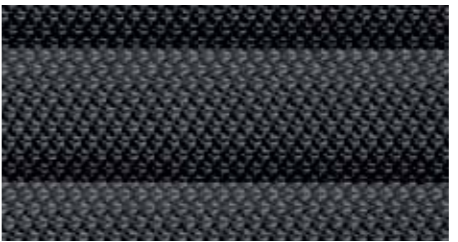
Deep Black  
Pearl Effect  
2T



Glacier Blue  
Metallic  
3N  
Polo BlueMotion only.



Titan Black 'Metric' cloth  
Standard on the Trendline.



Titan Black 'Fonzie' cloth  
Standard on the Comfortline.



Alcantara 'Vienna' leather combination  
Optional on Comfortline only.



Titan Black 'Power On' cloth  
Standard on the Polo BlueMotion only.

sappi  
triple green™  
sugar cane fibre. chlorine-free. sustainable afforestation.

Sappi Triple Green is a paper grade manufactured according to three environmental pillars: A minimum of 60% of the pulp of this paper is sugar cane fibre; the bleaching process is chlorine-free; and the remaining pulp comprises of wood fibre obtained from sustainable and internationally-certified afforestation using independently-audited chains of custody. Triple Green is fully recyclable.



This information was effective as at September 2011 and is subject to change without notice.

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