

NEW POLO SEDAN



NEW POLO SEDAN. READY WHEN YOU ARE.



People that are going places and are not prepared to settle for less than they deserve need a car that can take them there. A car for people who've got the drive and confidence to make big plans and always aim for more. Packed with big car thinking and bold

ambition, the New Polo Sedan completely rethinks the compact sedan. With a level of quality, design, performance and safety that sets new standards in its class, the New Polo Sedan is ready to get you where you're going. And then further.

READY TO TURN HEADS.



Stylish and contemporary; with the New Polo Sedan, you are poised to succeed. The New Polo Sedan's crisp, arresting angles and distinctive, assertive stance create eye-catching design lines that will stop traffic. With a length of 4,384mm and a width of 1,699mm, its proportions

give it a distinct upmarket and cosmopolitan appearance. Showing off the striking new face of Volkswagen, the New Polo Sedan makes a powerful impression.



The distinctive front grille with chrome trim is an innovative design characteristic of the new face of Volkswagen, contributing to the Polo Sedan's sporty elegance and adding a touch of class, style and design flair.



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



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



Standard on the Trendline are 14" steel wheels with styled covers on 175/70 R14 tyres. The 15" 'Riverside' alloy wheels with 185/60 R15 tyres (shown above) are standard on the Comfortline and feature a robust seven-spoke design, adding a dynamic sporty touch.



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



The Polo Sedan's 454 litres of bootspace is elegantly housed in a stylish, sleek rear design that captures the new look of Volkswagen.

READY TO MAKE EVERY DRIVE UNFORGETTABLE.



Where form and function meet: the interior of the Polo Sedan is a cocoon of functional luxury. Featuring a new seating concept, 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 New Polo Sedan a sophisticated edge; perfect for those ready to go places.

*Image shows multi-function steering-wheel with chrome insert, standard on Comfortline models.



The radio/CD player features MP3 functionality and four premium speakers that deliver superior sound quality (standard on the Comfortline).



'Climatic' air-conditioning ensures a pleasant temperature throughout your Polo Sedan, whatever the weather outside (standard).



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

READY WITH PRECISION BUILD.



The New Polo Sedan is robust and refined, oozing confidence and style. From headlight to taillight, 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 detail. From the precision of the gaps and shut lines, the quality of the finishes, to the opening

and closing mechanism of the doors – all underpinned by remarkable attention-to-detail. In every way, it's the embodiment of Volkswagen quality and concentrated Das Auto.

READY WITH SAFETY YOU CAN TRUST.



The New Polo Sedan is one of the safest compact sedans in the world. It punches above its weight thanks to safety features like improved impact resistance, crumple zones, rear fog lights, high level rear brake light and ISOFIX child seat mountings. In addition,

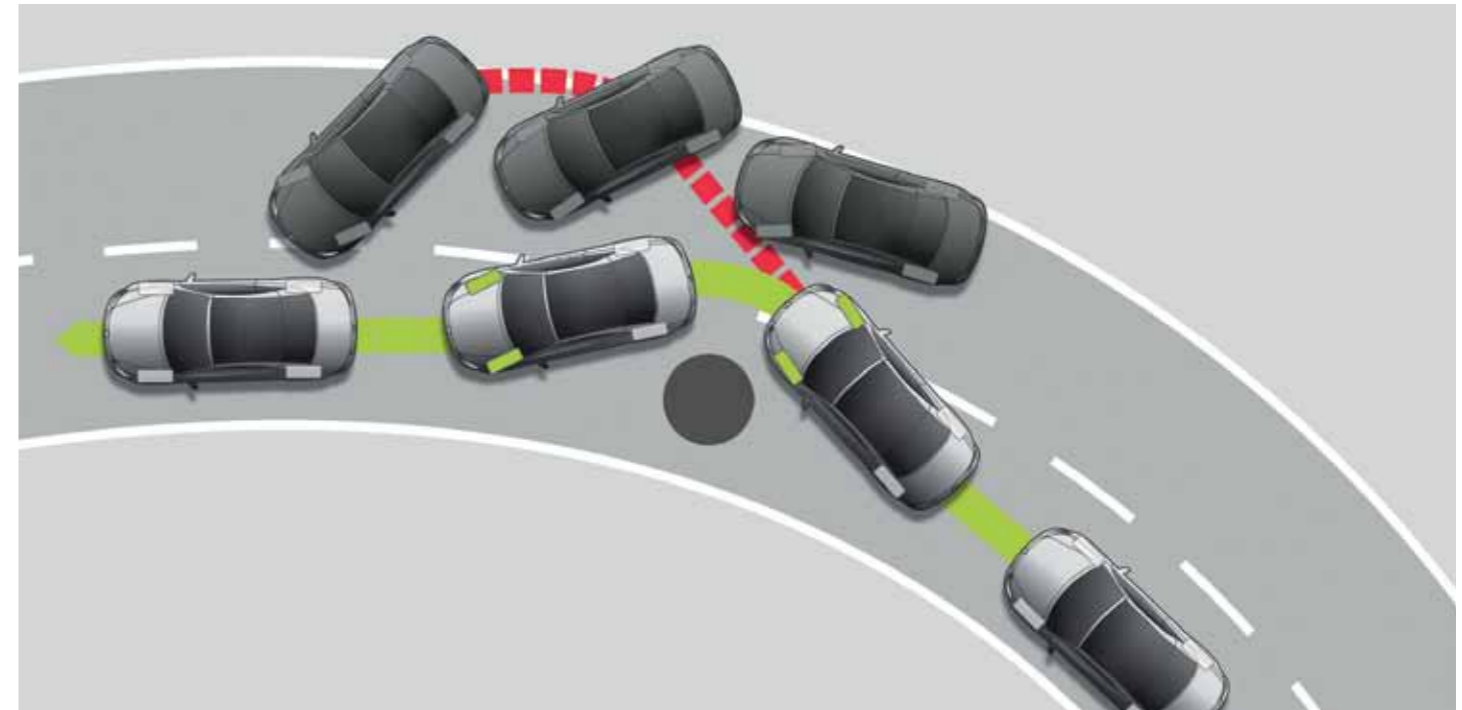
the New Polo Sedan features an advanced airbag system with four airbags (a driver and front passenger airbag, and two side airbags) and improved ABS with Electronic Brake-force Distribution (EBD) as standard.



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



Electronic Stability Programme (ESP) helps to correct oversteer, understeer and loss of control of the vehicle. ESP intelligently controls the engine management system to restore traction to individual wheels when it detects a loss of grip (standard on the 1.6 TDI and optional on the 1.6 Comfortline models).

READY FOR DYNAMIC DRIVING.



READY FOR THE PERFORMANCE OF A LIFETIME, EVERYDAY.



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 CO₂ emissions.



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



New generation multi-valve petrol and common-rail diesel engines not only offer lower fuel consumption and reduced emissions, but also deliver an 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.

READY TO SAVE YOU TIME AND MONEY.



With the New Polo Sedan's fuel economy you can go places without having to worry about how much it'll cost to get there. Volkswagen's new generation multi-valve petrol and common-rail diesel engines have been designed to considerably improve fuel efficiency, which means less time at filling stations and more time on

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

READY TO DELIVER EXCEPTIONAL AFTER SALES CUSTOMER SERVICE.



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 New Polo Sedan 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

Volkswagen Service®



Genuine Parts and Accessories®



READY FOR 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 New Polo Sedan will be easier and faster than you ever imagined.

Volkswagen Financial Services

Call centre: 0861 111 172

Volkswagensure

Call centre: 0800 204 638



Volkswagen Financial Services

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Think tomorrow. Think blue.



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 Turbo Stratified Injection (TSI), Direct Shift Gearbox (DSG)[®] and Turbocharged Direct Injection (TDI) are the pillars of Think Blue –

Volkswagen's vision of creating efficient and sustainable vehicles for all. In the New Polo Sedan, the engineering dynamics employed in common rail diesel injection technology produces cleaner, more refined and efficient combustion, for improved performance and fuel consumption. There's no need to choose between performance and economy; the 1.6 TDI engine has less of an impact on the

environment and is kinder to your pocket. Best of all, this engine offers outstanding performance and value for money. Economical fuel consumption, longer service and maintenance intervals and lower emissions all combine to keep running costs low and contribute to a better tomorrow for all.

Think Blue.

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 can it be called *The Car* (Das Auto).

The New Polo Sedan is the ultimate expression of Das Auto – redefining the sedan and offering customers world-class quality, safety, technology and performance. That's why it's *The Car* for people going places. New Polo Sedan. Ready when you are.

READY TO COLOUR YOUR WORLD.



Candy White
Non Metallic
B4



Shadow Blue
Metallic
P6



Flash Red
Non Metallic
D8



Terra Beige
Metallic
4G



Reflex Silver
Metallic
8E



Deep Black
Pearl Effect
2T



Titan Black 'Metric' cloth
Standard on the Trendline.



Titan Black 'Livon' cloth
Standard on the Comfortline.



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



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

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