

# **PRESS INFORMATION**

## **THE up!**

March 2020

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## **Overview**

The up! is a compact city car from Volkswagen, which went on sale in the UK in late 2011, with first deliveries taking place in early 2012. With its pure design, maximum space with minimal footprint, impressive quality and obsessive attention to detail, as well as affordable innovations, it embodies the core values of the Volkswagen brand.

Unveiled as the up! concept at the Frankfurt Motor Show in 2007, it was then substantially evolved ahead of its public debut at the 2011 show in the same city. UK Retailers began taking orders for the car in October 2011 and the first deliveries of the three-door model took place in March 2012. A five-speed automated manual gearbox, named Automatic Shift Gearbox (ASG) was added in October 2012. A five-door version joined the range in July 2012. Just a year later, the e-up! all-electric version was added to the line-up.

In July 2016, a new-look up! was unveiled. Featuring a redesigned exterior, fresh colours and a revised infotainment system, the up! retained its fun character. The car carries a high degree of personalisation options with its optional coloured alloy wheels and two-tone colour scheme.

For customers keen to experience Volkswagen's sporting pedigree, the iconic GTI badge was added to the up! range in May 2017. The up! GTI is powered by a 115 PS 1.0-litre three-cylinder engine and boasts broadly similar performance figures to the iconic Golf GTI Mk1.

Most recently, the up! was revised for 2020 with the addition of new safety and connectivity technologies continuing the car's benchmark-setting for its segment, while the critics' favourite pocket rocket, the up! GTI, returned after a short hiatus, with the same suite of revisions. The e-up! was also given a vastly improved range by virtue of a much larger battery pack, with 159 miles of range (WLTP) available, almost double that of its predecessor's 83-mile range. The latest up! family were the first in the brand line-up to wear the new Volkswagen logo in the UK.

## **Technical highlights**

The simplicity of the up! does not exclude it from the connectivity, driver's assistance and convenience systems that make driving a Volkswagen safe, engaging and easy. Highlights include a multifunction camera with Lane Assist, which monitors the position of the car on the road and gently steers it back towards the centre of the lane if drift is detected.

A smartphone navigation interface also allows seamless connectivity between the car and the driver's smartphone, with a cradle supporting the device in place atop the dashboard – ideally positioned as a navigation device.

The up! features a suite of driver's assistance and safety systems from the entry-level car upwards, including curtain airbags and speed sensitive steering, a multifunction camera with Lane Assist and a hill hold function. The Volkswagen Connect DataPlug sends the vehicle's information to the driver's smartphone to support handy features such as efficient driving tips, service and maintenance reminders and assistance calls.

The up! has a number of features on offer that it might reasonably be expected would only be available in higher classes of cars. These include a multifunction steering wheel which lets the

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driver select radio stations and songs and also control the volume. An optional reversing camera is available with the 'Composition Phone' infotainment system. Other high spec features and options include: Climatronic automatic climate control for premium air quality, with allergen filter which prevents fungal spores getting in.

To ensure the driver doesn't get left in the dark on the way to or from the car, the up! has the 'coming home' and 'leaving home' lighting features on board. When the 'leaving home' function is activated, dipped headlights, rear lights and number plate lights are turned on as soon as the driver uses the remote control to unlock the doors. With the 'coming home' function, the light has a shut-off delay when leaving the up! so that the path to the door or to the boot is lit.

Below are some technology and safety equipment highlights either standard-fit or optionally available on the up!:

**Lane Assist** – The lane-keeping system Lane Assist is facilitated by the multifunction camera and is active from a driving speed of 37 mph. A camera module in the interior mirror tracks lane markings and evaluates the vehicle's position. If the vehicle begins to leave its lane, Lane Assist warns the driver – within its system limits and depending on the model – by means of an audible signal, vibration of the steering wheel or a corrective steering intervention. The system does not react if the indicator was set before driving over a lane marking. This system is now standard across the up! range since the 2020 revisions.

**'Maps + More'** – The 'Maps + More' system was introduced in the first generation up! and has evolved to now be downloadable to smartphones that operate on iOS or Android as an app. It is available from the App Store and from Google Play.

Phones with a screen size of up to 5.5-inches can be placed into the smartphone navigation interface cradle above the centre console of the up! and connected via Bluetooth. The 'Maps + More' app incorporates the driver's smartphone as an infotainment module linked to the car's speakers and hardware, allowing Bluetooth calls, navigation (offline navigation, 2D or 3D map view), and other functions to be carried out via the smartphone, using its screen as an infotainment display.

**We Connect e-remote** – The e-up! gets a three-year subscription to the We Connect e-remote mobile services app as standard, allowing the driver to check on their e-up! when away from the vehicle. Drivers of the e-up! can benefit from remote charging management, pre-conditioning of the car's interior prior to a journey and departure time programming, allowing the driver to prepare their e-up! for a trip. For example, the car can be instructed to warm the interior on a cold day while still plugged in and charging, rather than the driver waiting to do so when they start their journey. This minimises the use of energy from the battery, instead using power from the charger and thus optimising battery range. Vehicle trip statistics and status can also be monitored remotely, allowing the driver to check the car's state of charge, for instance.

**ThinkBlue. Trainer** – 'Maps + More' also includes Volkswagen's 'ThinkBlue. Trainer' programme. This analyses driving style and gives tips based on playful tasks, or even offers complete training for efficient driving. The trainer is designed to help save fuel and makes it easier for the driver to achieve an eco-friendly and anticipatory style of driving. It monitors and analyses the use of the accelerator pedal, brakes and gear shifts, and gives tips on modifying driving styles to reduce fuel consumption.

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**Radio** – The standard-fit 'Composition Phone' infotainment system has a five-inch colour display to match the phone size. It is DAB-compatible and comes with AUX-in and an SD card port, as well as Bluetooth connectivity to support smartphone use.

**Cruise control** – Available across the whole up! range and standard on the e-up! this supports the driver, particularly on long journeys, and also helps to comply with speed limits, for example in roadworks. Activated using buttons on the indicator stalk, it stores and maintains the set speed. A rocker switch allows the driver to change the settings manually. The memory function allows it to return to the last set speed, e.g. after braking or accelerating.

**'Rear View' reversing camera** – This is available as part of the Cruise and Park pack. The camera has a wide-angle lens that is integrated into the rear of the up! which displays real-time images on the radio display.

## Trim levels, equipment and options

The up! is offered in five trim levels ranging from entry-level up! trim to the R-Line. The GTI and e-up! exist in addition, as their own variants, at the top of the line-up. All trims are available in a five-door body style, while the entry up! and GTI models are optionally available with three doors.

The entry-level trim is simply named **up!** and features 15-inch 'Fortaleza' alloy wheels, a five-inch Composition colour screen, smartphone navigation interface and a DAB radio as standard. The model also gets a multifunction camera with Lane Assist, curtain airbags and a six-speaker sound system. This version of the up! is available in three- or five-door body styles.

For those wanting a little personalisation, the **Black Edition** and **White Edition** up! models take the package offered by the entry-level up! and add black or white roof and door mirrors, rear tinted glass and 16-inch 'La Boca' alloy wheels, finished in the corresponding colour to their car's edition. White or Black 'Cube' interior trim also features in the car's corresponding colour. The two specifications are available as practical five-door models.

**beats** specification takes its name from the bespoke, 300-watt sound system supplied by the famed audio specialist. The system comprises an eight-channel amplifier, Digital Sound Processor, two tweeters in the A-pillars, two woofers in the front doors, two rear broadband speakers and a subwoofer in the spare wheel well. The trim level is marked out by its 15-inch 'Radial' alloy wheels with red or black centre caps, beats decals, and red or black door mirror caps. A bespoke interior also features.

**R-Line** brings sportier styling and is identifiable by its 16-inch 'Triangle Black' alloys, front fog lights, exclusive front and rear bumpers and R-Line badging. A black roof and door mirrors complement the sporty look, while sports suspension lowers the car by 15 mm, optimising its centre of gravity. Inside, ambient lighting and a leather-trimmed steering wheel, gear knob and handbrake feature. In addition, the R-Line also benefits from heated front seats.

The **GTI** is the performance flagship of the up! range, and bears classic hallmarks befitting the revered badge. A set of 17-inch 'Oswald' alloy wheels are the largest diameter offered on the up! range, while a GTI styling pack adds a body kit and honeycomb details. A rear spoiler adds

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visual impact, alongside the hallmark red stripe across the front grille and GTI badging. Inside, there's iconic GTI 'Jacara Red' cloth upholstered sports seats, ambient lighting and a black roof lining, as well as a leather-trimmed gear knob, handbrake grip and multifunction sports steering wheel with red contrast stitching. The up! GTI has a 115 PS, 1.0-litre three-cylinder TSI engine and a six-speed manual gearbox.

The **e-up!** features exterior styling bespoke to the EV city car, with an exclusive front bumper incorporating C-shaped daytime running lights. A set of 15-inch 'Tezzle' alloy wheels are also exclusive, while blue trim helps to mark out the model's special zero-emission status. Inside, there's a leather-trimmed multifunction steering wheel, gear knob and handbrake grip; chrome trim on the light switch surround; heated front seats and front passenger seat height adjustment, as well as 2Zone climate control; electric adjustment for the heated door mirrors; a heated front windscreen and rain-sensing wipers. A three-year subscription to the We Connect e-remote mobile services app is also included.

For full equipment and option lists, the latest up! price list can be found in the documents section here: <https://vwpress.co.uk/models/variant-up>

## Engines, transmissions and running gear

### Two three-cylinder petrol engines with 60 PS and 115 PS

**1.0 60 PS** – The 60 PS three-cylinder, 1.0-litre engine powers the whole up! range except the e-up! and GTI. From its small 999 cc capacity, the engine develops peak power of 60 PS at 5,000-5,500 rpm, and maximum torque of 95 Nm from 3,000 to 4,300 rpm. Of this, 90% of maximum torque is reached between 2,000 and 6,000 rpm, ensuring agile performance. Standstill to 62 mph takes 14.9 seconds and top speed is 101 mph. This engine returns a combined 51.2 mpg (WLTP) while emitting 125 g/km of carbon dioxide (WLTP). The up! has a 35-litre fuel tank, which translates to a theoretical maximum range of 530 miles.

**1.0 TSI 115 PS** – The most potent engine in the up! is the 115 PS 1.0-litre TSI found in the up! GTI. It produces 115 PS between 5,000-5,500 rpm, and maximum torque of 200 Nm from 2,000-3,500 rpm. This engine has a six-speed manual gearbox and powers the car to a top speed of 122mph where laws permit, and from zero to 62mph in 8.8sec. This engine returns 53.3mpg on the WLTP combined cycle, and emits 121 g/km CO<sub>2</sub> also on the WLTP cycle.

**Electric motor, 82 PS** - The e-up! has a PSM (permanently excited synchronous motor) that delivers 82 PS at its peak, with continuous power of 54 PS and 210 Nm of torque available at up to 2,750 rpm – instantly accessible. The city-friendly e-up! has a top speed of 81 mph, and reaches 62 mph from a standing start in 11.9 seconds. Its battery capacity has almost doubled versus its predecessor, to a usable net capacity of 32.3 kWh (36.8 kWh gross), up from a gross 18.7 kWh previously. The result of this improved capacity is a range boosted to 159 miles on the WLTP cycle, over the previous version's 83 miles. A single-speed gearbox transmits the car's power to the road.

### Start/Stop technology

Start/Stop technology is included on every petrol model in the up! line-up. It incorporates low rolling resistance tyres and low-friction ancillary engine components, as well a system that

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allows the engine to stop when the car comes to a halt and then restart quickly and efficiently when the driver accelerates. It also includes battery regeneration technology.

Battery regeneration is designed to help utilise energy that would otherwise be lost during braking. In deceleration and braking phases, the alternator's voltage is boosted and used for bulk recharging of the car's battery. Thanks to alternator control it is possible to lower alternator voltage, for example during deceleration or driving at constant speed.

### **Five- and six-speed manual gearboxes**

The aluminium five-speed gearbox in the up! was specially tuned for the car's three-cylinder petrol engines. The conventional manual gearbox is referred to as the MQ100, and weighs just 25 kg including transmission fluid. The gearbox also has indicators for the recommended gear and the engaged gear in the instrument cluster. This unit is very compact, measuring 341 mm long by 462 mm wide. The five-speed gearbox is designed for a maximum input torque of 120 Nm. Its fifth gear has a long gear ratio which reduces revs at higher vehicle speeds, lowering acoustic and exhaust emissions and of course reducing fuel consumption.

The up! GTI uses a six-speed version of the MQ200 gearbox found on several other models.

### **Running gear**

The running gear in the up! was developed to maintain the comfort and refinement expected of a Volkswagen, without losing sight of the special cost sensitivity of a small car.

At the front the up! uses a MacPherson strut and wishbones while, at the rear, a semi-independent setup features – both remarkably lightweight and compact in their construction. The subframe of the up! is lightweight but very rigid, and is produced from a high-strength steel that is only 1.8 mm thick. The up!'s 14-inch front disc brakes have also been optimised for lightness. The sports suspension featured on the up! R-Line and GTI models lowers the car by 15 mm for optimised driving dynamics, especially when factoring in the car's electro-mechanical power steering system.

A central component of the running gear is a subframe to which the single-shell transverse link is joined, and which absorbs forces of the stabiliser that is joined directly to the strut tower, as well as the steering unit and the swivel mount of the engine bearing.

### **Platform**

The up! is built on a platform named NSF (New Small Family), which was introduced especially for the model in 2011. In order to design a car which is structurally safe and yet achieves a low overall weight, it is imperative to use the most innovative manufacturing technologies. For this reason, the body materials of the up! consist of 8.1% 'hot-formed' steel content, meaning the parts exhibit extreme toughness (including the floor and B-pillars); the car's body weight was reduced by 13 kg just due to the use of hot-formed steel. Moreover, by consistently downsizing engine technology, using high-strength steel and relentlessly removing every superfluous gram, the up! weighs from just 980 kg. By comparison, the Volkswagen Lupo, which the original up! replaced, weighed 1,069 kg.



## **Design**

At 3,600 mm in length and 1,641 mm in width, the up! is one of the smallest four-seater cars available. Its overall length consists of remarkably short body overhangs and a very long wheelbase (2,407 mm) – a body layout that fully utilises the available space. It has a turning circle of 9.82 metres.

The up! was designed by a team led by former Volkswagen Group Head of Design, Walter de Silva, and Klaus Bischoff, Volkswagen Group Head of Design effective April 2020. When commenting on the design for the up! concept, Bischoff said: "The perfect layout of a small compact car is based on a box with a wheel at each corner. The up! is one of the very few which comes close to doing this. It is not just the relationship between the wheelbase and the overhangs which is important, but also that of the vehicle's width and track. From any angle the wheels must be positioned as far to the outside of the vehicle as possible, so as to make the compact body stable and reliable on the road. It is therefore the objective, without further design and detailing, to lend a unique and solid appearance to the car. The shape must be right, even before important elements like the front design or the side window graphics establish the character of the model."

Integrated in its friendly face is the new Volkswagen logo, which is flanked by a chrome strip across the front grille. The up! can make do without large air cooling intakes due to its small petrol engines, and the electric version also doesn't require large amounts of cooling. The headlights are significantly smaller than those of other Volkswagens, yet they are visually very prominent.

In side profile, the significant flares of surfaces and alternation of convex and concave forms define the car's styling. A slight concave groove above the side sill creates an accent in the continuous surface, but the side profile does not show any seams or edges except for the wheel housings and the look of the side windows. The wheel housings are prominent and their lateral surfaces – the so-called 'wheel mirrors' – are very large, making the diameters of the wheels (15 to 17-inch) appear even larger.

The up! has a large bootlid, which extends right down to the bumper. This so-called hybrid bootlid consists of three basic layers. In detail, the bootlid is constructed of a load-bearing framework upon which a second sheet-metal layer is laser-welded in place with the integrated trailing edge of the roof. The outer third layer of the bootlid is the glass element that is joined by adhesive. It extends down from the trailing edge of the roof over the entire bootlid and incorporates the rear window as well as the lower area of the lid. The border around the rear window and the lower section are coated in black from the inside. Forming a contrast to the black are the chrome surfaces of the Volkswagen logo and the up! badge, and the red or blue strips which feature on the GTI and e-up! variants. The bootlid is opened by pressing a button in the handle beneath the Volkswagen logo.

Although they look like a part of the bootlid, the large tail-lights of the up! are actually joined to the body. The lower third of the rear section is dominated by the bumper with its wide number plate panel and surrounding seam. The front and rear bumpers are painted in body colour as standard.

The latest up! has a choice of seven different colours which, depending on trim level, are available in combination with a white or black roof for greater personalisation.

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### Interior design

One only has to sit inside the up! for a moment to realise that use of space is exceptionally good. This efficiency stems from its long wheelbase, a compact engine mounted well forward and an intelligent running gear design. Although the up! is a small car, for its driver and three passengers it is by no means cramped.

The modular seats – which serve as the basis for a wide range of seat variants for specific up! versions – offer very good comfort. The front seats of the up! are 15% lighter than those of comparable concepts. The head restraints for the driver and front passenger are firmly attached to the seats meaning that, regardless of a person's stature, they always fit properly. In the rear, fixed head restraints are less desirable because they could restrict rear visibility.

Headroom in front is an impressive 993 mm, and 947 mm in the rear. The seats are positioned at a good height both front and back. For the driver and front passenger the so-called H-point – the vertex where the seat and seatback meet – is at a height of 306 mm; in the rear the H-point is at 378 mm. This somewhat higher seating position for rear passengers affords them a better view over the shoulders of the driver and front passenger.

The up! is necessarily practical, too, with numerous storage compartments and a high level of attention to detail in its interior design. Along with a large storage bin in the centre console and the glovebox, there are storage surfaces and bottle holders (up to 1.0 litre bottles) in the two doors, three cup holders in the rear (three-door model) and two bag hooks plus a variable cargo floor in the boot. The glove compartment is equipped with a holder for pens and pencils, a notepad and coins; there is also a compartment for glasses; and the coat hook was integrated in the B-pillar in such a way that it is visible through the window from outside, ensuring that it can be easily found.

There are three central elements to the instruments and user interfaces. These comprise the instrument cluster in front of the driver; the switch module in the middle of the vehicle with infotainment and heater / air conditioning controls; and the smartphone mount for the infotainment and navigation system.

Controls for the air conditioning system, hazard warning lights, seat heating and rear window defrost, as well as the switch for deactivating the Stop/Start system, are all located in the central dashboard module between the driver and front passenger. The entire unit is located up high – so that it is easy to see and use – and it is painted in gloss black.

The interior of the up! is not only designed to be functional, stylish and simple, it is also intended to offer a high level of quality. Dashboard trim with a variety of designs identifies the differing trim levels with the White Edition, beats and GTI all featuring specific textures and colours for the attractive dashpads.

At 251 litres, the boot boasts plenty of cargo capacity; and when the seatback of the rear bench is completely folded down, the up! can handle 959 litres of cargo and on a nearly flat load floor. The boot is upholstered with carpet, as is the cargo area cover, which opens wide and can be quickly removed if necessary.



## **Market information**

The up! makes a notable contribution to the sales performance of Volkswagen UK as the brand's fifth best-selling model, with 8,465 cars delivered in 2019. This was behind the Golf (60,852), Polo (37,453), Tiguan (33,273) and T-Roc (21,803), and ahead of the Passat (8,047).

The best-selling up! in the UK is the entry-level car, with 45% of UK sales split between the three-door (13%) and five-door (32%) body styles. The up! GTI takes around 15% of UK sales. The most ticked options are the Winter Pack and Cruise and Park Pack.

The up! competes in the city car (or A00) class, a rival to such vehicles as the Toyota Aygo, Citroën C1, Peugeot 108, Fiat 500 and Hyundai i10.

In its segment, the up! has consistently maintained a top-five position since its last update in 2016.

In 2019, the up!'s A00 segment represented 6.1% of the UK new car market, and is expected to be 6.0% of the total UK market across 2020.

The fleet/retail split for up! in the UK is weighted heavily in favour of retail, with approximately 88% retail and 12% fleet.

## **Servicing and warranty**

Service intervals for the up! are based on the Volkswagen Fixed regime and require the following routine maintenance: oil change service every 9,000 miles/year (whichever is sooner); inspection service every 18,000 miles or two years for the first inspection service and then every 18,000 miles or one year thereafter. The Inspection Service Extended with Oil is suggested up to every 36,000 miles or 36 months, then every 36,000 miles or 24 months.

Service intervals for the e-up! are longer than those of petrol-powered cars, with inspection services every 18,000 miles or 24 months, or an Expanded Inspection Service after 36,000 miles or 36 months (whichever is sooner), then every 36,000 miles or 24 months.

### **Warranty**

The up! has a three-year, 60,000-mile mechanical warranty (first and second year with unlimited mileage manufacturer operated, third year retailer operated). Should the mileage exceed 60,000 miles within the first two years, the manufacturer's two-year warranty will still be valid. In addition, the up! comes with a 12-year body protection guarantee, three-year paintwork warranty and a year's membership of Volkswagen Roadside Assistance which provides vehicle home and roadside recovery in the unlikely event of a breakdown in the UK or Europe. Further and extended warranty and assistance cover can also be purchased if required.

A guarantee for eight years or 99,360 miles/160,000km (whichever is sooner) is in place for the e-up! battery pack, on all material or manufacturing defects.



## Technical data

Engine	1.0 S/S 60, 5-spd man	1.0 TSI 115, 6-spd man	82 PS electric motor
Engine capacity	999 cc	999 cc	n/a
Max power, at rpm	60 PS, 5,000 – 5,500 rpm	115 PS at 5,000 – 5,500 rpm	82 PS, 2,800 – 12,000 rpm
Max torque, at rpm	95 Nm, 3,000 – 4,300 rpm	200 Nm, 2,000 – 3,500 rpm	210 Nm up to 2,750 rpm
Maximum speed	101 mph	122 mph	81 mph
Acceleration (0-62 mph)	14.9 sec	8.8 sec	11.9 sec
Fuel economy (WLTP) low, medium, high, extra high, combined) (mpg)	44.0 (up! 5dr)	44.0	n/a
	56.0	56.8	
	59.5	61.2	
	46.2	49.1	
	51.2	53.0	
CO <sub>2</sub> emissions (g/km)	100 (NEDC), 125 (WLTP)	110 (NEDC), 121 (WLTP)	0
Height	1,504 mm	1,492 mm	1,507 mm
Width (exc. door mirrors)	1,641 mm	1,641 mm	1,641 mm
Length	3,600 mm	3,600 mm	3,600 mm
Wheelbase	2,410 mm	2,410 mm	2,417 mm
Kerb weight	980 kg	1,070 kg	1,235 kg
Boot volume	251 litres	251 litres	251 litres
Fuel capacity	35 litres	35 litres	32.3 kWh (net)

## Dimensions

The up!'s dimensions are, naturally, key to its city car status. At 3,600 mm in length, 1,641 mm in width and 1,504 mm in height, the up! is one of the smallest four-seater cars available. Its overall length consists of short body overhangs and a long wheelbase of 2,410 mm. Thanks to these dimensions the turning circle of the up! is an unusually compact 9.82 metres.

Use of space inside the car is exceptionally good, with room for four adults. This is due to the wheelbase, which is one of the longest in the segment, combined with an engine that is mounted well forward. The 251-litre boot is also significantly larger than is typical in this class. When the rear seat is fully folded, cargo space increases to 959 litres.



## **The up! GTI**

### **Engine, transmission and running gear**

The up! GTI is powered by Volkswagen's 115 PS, 1.0-litre TSI, a three-cylinder turbocharged engine. It produces its peak torque of 200 Nm at 2,000 – 3,500 rpm, while its power peak is delivered at 5,000 – 5,500 rpm. Despite its performance focus, the up! GTI is the most fuel efficient variant in the petrol powered up! range, returning 53.0 mpg (combined) and 121 g/km CO<sub>2</sub> both on the WLTP cycle.

The up! GTI uses a six-speed version of the MQ200 gearbox found on several other models. The MQ100 gearbox is unsuitable due to the up! GTI's 200 Nm of available torque being higher than the MQ100's 120 Nm maximum. Inside, the car gets its own exclusive GTI gear knob too. Gear ratios of 47:13, 37:19, 41:32, 36:37, 35:45 and 34:53 are used for the forward gears.

The car sits on 17-inch 'Oswald' alloy wheels, upon which the car's body rides 15 mm lower thanks to sports running gear. The GTI's track is also 8 mm wider front and rear, resulting in a more aggressive, sporting stance, and tangible handling benefits due to additional width and a lower centre of gravity. The up! GTI's 1,070 kg kerb weight also contributes to its much-lauded handling and dynamics, mimicking the attributes of the Volkswagen which sparked the hot hatch phenomenon – the original Golf GTI.

So celebrated are the up! GTI's handling and driving characteristics that the only option to change the drive of the up! GTI characteristics in any way is the Cruise and Park pack, which adds cruise control to the up! GTI's driver assistance systems. Other personalisation options – such as a beats audio sound system, 2Zone climate control and a Light and Sight Pack, (bringing a rain sensor and manual coming home, automatic leaving home lighting functions) – are also available.

### **Design**

The up! GTI is identifiable by its bespoke bumpers, with a front splitter sitting at the bottom, and chrome-rimmed fog lights with cornering function set into the gloss black horizontal feature, flanked top and bottom by air intakes finished with the GTI honeycomb pattern. The grille also has a red trim strip befitting the hallowed sporting moniker, with the GTI badge sitting above it in the grille.

The front wings have a GTI trim badge on each side of the car – a further reminder of the car's special status, above the 17-inch 'Oswald' wheels. These diamond-cut, black-detailed wheels are the joint largest offered on the up! and were specially developed by R GmbH. Should the owner wish, contrasting decals can be applied to the car's sides, just above the sills.

At the rear, a bootlid-mounted spoiler adds visual impact, while the GTI badge replaces 'up!' lettering. A red trim strip further punctuates the rear of the car, linking the two light clusters. A sports rear bumper is fitted, beneath which a chrome-finish tailpipe hints at the up! GTI's potency.

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The rich heritage of Volkswagen's GTI sub-brand continues inside. The 'Jacara' cloth upholstery clearly marks out the up! as a member of the GTI family. Black roof lining further amplifies the sporting ambience, while GTI badges in the steering wheel and gear knob set the model apart as the agility champion of the up! range. Red 'Pixels' dashboard trim, red ambient lighting and matt chrome trim across the interior bring the exterior themes inside, as do GTI-badged door sill protectors.

## Market information

- The up! GTI takes around 15% of the UK's up! sales
- After its initial launch, the up! GTI represented as much as 30% of total up! orders such was the excitement around the car
- UK buyers show a small preference for the three-door up! GTI, which represents 8% of UK sales, versus the five-door up! GTI's 7%
- The up! GTI's wheels, called 'Oswald' in the UK, were named after Terri Oswald, the up!'s original Product Manager, who served 30 years at Volkswagen Group before retirement

## Technical data

Engine capacity	999 cc
Max power, at rpm	115 PS, 5,000 – 5,500 rpm
Max torque, at rpm	200 Nm, 2,000 – 3,500 rpm
Maximum speed	122 mph
Acceleration (0-62 mph)	8.8 seconds
Fuel economy, MPG (WLTP): Low	44.0
Medium	56.8
High	61.2
Extra high	49.1
Combined	53.0
CO <sub>2</sub> emissions (WLTP, g/km)	121
Height	1,492 mm
Width (exc. door mirrors)	1,641 mm
Length	3,600 mm
Wheelbase	2,410 mm
Kerb weight	1,070 kg
Boot volume	251 litres
Fuel tank volume	35 litres



## **The e-up!**

### **Engine, transmission and running gear**

The electric powertrain fitted to the e-up! produces peak power of 82 PS, and continuous power of 54 PS. The car's maximum 210 Nm of torque is delivered from standstill, meaning punchy low-speed acceleration is a key characteristic of the car. From a standstill, the e-up! reaches 62 mph in 11.9 seconds, and continues to a top speed of 81 mph. With the new, significantly improved battery – now 32.3 kWh (net) in capacity, up from 18.7 kWh – the zero-emissions city car can travel up to 159 miles between charges on the WLTP combined cycle.

Not only this, but the battery pack of the new e-up! features a different type of battery cell – now a total of 168 pouch battery cells with a flexible outer shell made of aluminium-coated plastic, where the outgoing e-up! used prismatic battery cells. The new car's battery cells are arranged into two blocks of 14 battery modules, each module containing 12 cells. One block of batteries is long and flat and is positioned underneath the front seats, while the other is short in length but tall, and sits under the rear bench seat. Thanks to the cells' increased energy density and revised packaging, the battery volume has been reduced by around 20 litres. The complete system, meanwhile, weighs just 15 kg more than the outgoing system, including all controllers, fuses and connections. Impressive, given this new battery boasts almost double the capacity of the old one.

Using a Permanently Excited Electric Motor (PSM), the e-up! achieves efficiency of 12.9 – 12.7 kWh of energy per 62 miles (100 km), and has a WLTP-certified range of up to 159 miles. Power is transmitted to the front axle by a single-speed gearbox, and efficiency can be controlled by the driver selecting one of three drive modes: Standard, Eco and Eco+. Eco mode limits the motor's power to 68 PS and torque to 167 Nm, reducing the car's top speed to 71 mph and switching off the air conditioning, while the stricter Eco+ mode limits the e-up! to 54 PS and 133 Nm, with top speed limited to 56 mph.

The direct current of the battery is converted into three-phase current for the motor – the opposite of which happens under regenerative braking. The e-up! has five levels of regeneration – labelled D, D1, D2, D3 and B. D allows the car to roll freely when no accelerator or brake input is detected, while D1, D2, D3 and B use the electric motor to re-capture energy that would otherwise be lost by braking, in increasingly thorough intervals. When B mode is active, the energy regeneration can be as much as 40 kW at 62 mph. When the driver activates the brakes heavily – deceleration of around 0.3g or more – the car's standard, hydraulic brakes kick in.

The suspension system in the e-up! is the same as that of the petrol-powered up!. Front suspension comprises coil springs with telescopic shock absorbers, with all elements integrated into the chassis legs. The rear suspension is a twist beam with gas pressure shock absorbers.



## Design

The e-up! maintains the up! styling ethos of being friendly and succinct, with elements to mark it out against the rest of the up! range. At the front these are most distinctive, with C-shaped daytime running lights set into the lower grille element, flanking a body-coloured panel. Above this, a blue trim strip in the upper grille connects the headlights and signifies the zero-emissions nature of the small EV.

Move to the side and the changes are as elegantly integrated as those at the front – an e-up! badge sits beneath the door mirrors, while the model gets exclusive, 15-inch 'Tezzle' wheels as standard to aid aerodynamics and therefore boost efficiency. At the rear, the blue trim strip is placed across the width of the bootlid, linking the taillights, again showing the car's electric credentials. An e-up! badge further punctuates this.

The interior keeps much of the standard car's quality and characterful cabin, but also brings a bespoke instrument binnacle with power use and regeneration gauge. Over the entry-level car, the e-up! also features high-spec touches like a leather-trimmed gear knob, handbrake lever and multifunction steering wheel and chrome trim on the air conditioning panel and light switch surround.

## Market information

- The e-up! makes up around 5% of the UK's up! Sales. That relatively modest figure owing to limited production for the UK market
- Volkswagen's smallest electric vehicle is eligible for the Government's £3,000 Plug-In Car Grant (PICG), taking its price down to £20,195 RRP OTR in the UK at launch (2020)
- Charging the e-up! in the UK is convenient and free of charge, if drivers choose to use one of the circa 2,400 Volkswagen charge points to be installed at Tesco sites, in a deal linking the supermarket, Volkswagen and charging partner Pod Point
- The e-up!'s rivals in the UK include the Renault Zoe, Honda e and MINI Electric, as well as its Volkswagen Group relatives, the SEAT Mii Electric and SKODA CITIGOe IV

## Technical data

<b>Battery capacity</b>	32.3 kWh
<b>Max power at rpm</b>	82 PS, 2,800 – 12,000 rpm
<b>Max torque at rpm</b>	210 Nm up to 2,750 rpm
<b>Maximum speed</b>	81 mph
<b>Acceleration (0-62 mph)</b>	11.9 seconds
<b>Energy consumption (kWh per 62 miles)</b>	12.9 – 12.7
<b>Height</b>	1,507 mm
<b>Width (exc. door mirrors)</b>	1,645 mm
<b>Length</b>	3,600 mm
<b>Wheelbase</b>	2,417 mm
<b>Kerb weight</b>	1,235 kg
<b>Boot volume</b>	250 litres

# PRESS INFORMATION

## THE up!



<b>Charge type</b>	Type 2
<b>Charge time 0-80% (AC 7.2 kW)</b>	4 hours
<b>Charge time 0-80% (DC 40 kW)</b>	1 hour

(ends)