



The new Polo. European Car of the Year 2010.

International jury – 59 members from 23 European countries.

The new Polo is the European Car of the Year 2010: Today the Car of the Year jury chose the Volkswagen as number 1; this is the crowning achievement of an extraordinary year for the new Polo.

“The new Polo stands for German engineering craftsmanship and superior cutting edge technology. At the same time it is a fresh, youthful and cosmopolitan car! The fifth generation Polo was designed for address customer expectations with even greater uncompromising alignment. That is why we are naturally very pleased to see our efforts validated in the form of this award,” says Professor Martin Winterkorn, Chairman of the Board of Management, Volkswagen Group.



Selection as Car of the Year is one of the oldest and most esteemed awards in Europe. The best of all new car introductions have been awarded annually since 1964. The last time a Volkswagen won was in 1992: Back then the new third generation Golf emerged victoriously over the Opel Astra and Citroën ZX. In today’s competition, 59 jurors from 23 European countries cast their votes. The new Polo won with 347 points, outpacing the Toyota IQ.

Hakan Matson, president of the jury, had this to say at the award ceremony in Madrid: “It was the Polo’s comprehensive safety equipment and its advanced range of engines that impressed us the most.”

The Polo’s selection as Car of the Year 2010 is the crowning achievement of an extraordinary year for the new Polo after already being named Best Car 2009 by “auto motor sport” magazine and winning the Grüne (“Green”) and the Goldene Lenkrad (“Golden Steering Wheel”) awards by publisher Springer Verlag - as well as the Auto Trophy by “Autozeitung” just a few days ago.

The new Polo was just recently launched in New Zealand and the first shipment has sold out. Dean Sheed, Volkswagen General Manager for New Zealand, says that responses to the new Polo have been extremely positive: “Everyone that has had the opportunity to drive the new Polo has commented on how refined it feels for a small car. And with an RRP of just \$27,990, this level of refinement is more affordable than ever before.”

The Polo range in New Zealand is set to expand around April next year with the arrival of the Polo TSI, powered by a turbo charged 1.2L petrol engine producing 77kW. With torque of 175Nm and a 7 speed DSG gearbox the Polo TSI promises to be a dynamic

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performer, yet fuel consumption of just 5.3L/100km and CO₂ of 123g/km proves that dynamic performance does not have to be at the expense of the environment.

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