



Volkswagen Amarok.

Now accessible to more kiwis, with exciting new additions to the Amarok range

Since launch the Amarok has consistently set new standards in its class; with its innovative 8-speed automatic transmission, full time 4WD, the first in class to bring 5 Star safety to the ute segment, 20,000km service intervals combined with superior ride comfort with great off-road capabilities and its unrivalled fuel economy. It is the benchmark 1-tonne Ute.

The New Zealand Ute market is currently growing at 20.2% YTD (August 2014). Whilst Amarok has performed well in the premium segment of the market there has been a growing demand for a broader Amarok offering and to be more competitive in some of the other Ute segment's; therefore we are delighted to announce the following additions to the Amarok line-up:

- 1. 2WD Automatic Amarok - Highline**
- 2. Trendline range**

8 Speed Auto transmission is now available on a 2WD:

The Amarok Auto 4WD has been our number one seller since the launch of Amarok in 2011 and this trend will continue with the addition of the 2WD highline auto from of \$54,990 plus on roads. The 2WD Auto market makes up 17% of the double cab market, and continues to increase with the growing popularity of the Ute as an alternative to a traditional SUV.

The automatic transmission is combined with the new 132kW / 420Nm Twin Turbo TDI engine; the additional gear levels enable it to achieve a broader gear ratio spread between the 1st and 8th gears compared to a conventional automatic transmission, leading to some very positive effects: thanks to this greater spread the TDI engine works even more effectively in every rev range, and it is more fuel-efficient and agile. Moreover, 8th gear was configured as a fuel-saving overdrive gear that operates at reduced engine speed. The first gear is configured for pulling away in off-road use or when towing.

Trendline Amarok, new addition to the range:

All new to the Amarok line-up is the Trendline – specifically positioned to make the Amarok attainable to more kiwis, whilst maintaining a high spec level.

The Trendline is the perfect cross over between work and play. It has all the extra features to make it the perfect utility without compromising comfort and its hardworking credentials. With its 17" alloys, flared guards, fog lamps



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colour coded door handles and mirrors, through to the tough working black rear bumper, the Trendline has great lines.

The Interior, has all the comforts and connectivity to make the miles roll by effortlessly from the simplicity of Climatic air-conditioning and carpet floor covering and easy to use stereo system with integrated media connectivity (Bluetooth, Aux in, SD card and USB) and a 6 speaker sound system. The leather trimmed steering wheel with integrated controls and chrome accents finish off this superb interior package.



Both Trendline and 2WD auto models come with the Amarok's standard 20,000km servicing intervals which is quite the distance, especially when other Utes have a service interval of 10,000km - 15,000km.

Grant Doull, Head of Volkswagen Commercial Vehicles NZ is understandably excited about the introduction of these new models into NZ; "We believe the Amarok has consistently set new standards and with our high specification levels, class leading 8 Speed auto with the 420Nm /132kw engine from 2WD \$54,990 the Amarok will be attractive to both the traditional Ute buyer and the weekend warrior.

For more information on the full range of Volkswagen vehicles, visit www.volkswagen.co.nz.

ENDS

FOR FURTHER INFORMATION PLEASE CONTACT:

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The international Volkswagen Media Services website can be found at www.volkswagen-media-services.com. Here you can download various press releases and high-resolution images. **Please also contact Alana Hutt for any extra imagery required.**

Registration for accredited media is free.

Trendline Spec:

- 17" Alloys
- Flared guards
- Carpet
- Colour coded front bumper and door handles
- Black rear bumper
- High quality cloth trim package (different design to HL)
- Fog lights
- Climatic AC
- No chrome lower bumper , mirrors, around fog lights, lower mirrors
- Radio system "MIB-G" with MP3 compatible single CD player, 6 loudspeakers and AUX IN socket

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RRP \$61,990 Auto & \$58,990 Manual 4x4

Highline spec:

- High quality cloth trim package (different design to TL)
- Chrome lower bumper , mirrors, around fog lights, lower mirrors
- Chrome rear bumper
- Climatronic
- Alarm
- Park sensors
- Radio system "RCD 510" with additional features such as 6.5" colour touchscreen, 6-disc CD

RRP \$65,990 Auto & \$62,990 Manual 4x4