



VOLKSWAGEN OF AMERICA, INC
2200 Ferdinand Porsche Drive
Herndon, Virginia 20171
www.media.vw.com
@VWNews

Media Information

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CONTACT: Nicole Redding
571-471-9257
nicole.redding@vw.com

VOLKSWAGEN TEAMS UP WITH AMAZON PRIME NOW FOR ON-DEMAND TEST DRIVES OF THE ALL-NEW ATLAS

Innovative test-drive experiences available through Prime Now

HERNDON, VA— Volkswagen of America, Inc., today announced it is teaming up with Amazon to offer on-demand test drives of the all-new 2018 Volkswagen Atlas SEL Premium through Prime Now, the company's ultra-fast delivery service. For two consecutive weekends (September 22nd to September 24th and September 29th to October 1st), the VW Atlas Prime Now Test Drive Program will offer Amazon Prime members in Los Angeles and Chicago the opportunity to sign up for a limited number of convenient, home-based test drive experiences of the Atlas SEL Premium.

"We are very excited to work with Amazon to introduce more consumers to our newly-launched, seven-seater SUV through this unique test drive experience," said Greg Tebbutt, Senior Director, Transformation, Strategy and Communications, Volkswagen of America. "We know people have limited time and are always looking for convenient ways to test out a new product, and with the Amazon Prime Now service we are able to bring the all-new Atlas to customers' doorstep."

Through the Amazon Prime Now platform, members will be able to schedule a 45- to 60-minute test drive with a VW Atlas expert, requesting vehicle delivery to their desired location. Interested customers who are outside of the designated zip codes for the test drive program will be prompted to visit VW.com to schedule a test drive at the closest dealership. Upon completing the test drive, drivers will be encouraged to review both the vehicle and their experience.

"We continue to innovate new ways to give time back to customers through our ultra-fast delivery service, Prime Now," said Stephenie Landry, vice president of Amazon Prime Now worldwide. "We are thrilled to offer

Prime members the chance to experience the all-new Atlas through the convenient delivery of a test drive directly to your door."

The 2018 Volkswagen Atlas represents a new chapter in the Volkswagen U.S. story. Assembled in Chattanooga, Tennessee, the seven-passenger Atlas offers competitive levels of technology and spaciousness combined with hallmark Volkswagen driving dynamics and attention to detail, at a starting price of \$30,500. Available in five trim levels - - S, SE, SE w/ Technology, SEL and SEL Premium - - all are equipped with a four-cylinder turbocharged 2.0L TSI or powerful 3.6L VR6 and a choice of FWD or 4Motion® all-wheel-drive system for V6 models. The innovative access system for the third row and seating for up to seven adults is standard on all trim levels. Atlas also comes with a six-year or 72,000-mile (whichever occurs first) New Vehicle Limited Warranty, with coverage that is transferable beyond the first owner—America's best SUV Bumper-to-Bumper transferable warranty.

Available only with the 4Motion AWD system and 3.6-liter VR6 engine, the Atlas SEL Premium starts at \$48,490. This top-of-the-line model increases the luxury quotient with: the sophisticated 12.3-inch Volkswagen Digital Cockpit, allowing drivers to reconfigure how they view vehicle information; 20-inch aluminum-alloy wheels; navigation; LED taillights; power-folding door mirrors; door mirrors with puddle lights; leather seating surfaces; ventilated front seats; heated rear seats; heated steering wheel; automatic High Beam Control (Light Assist); and ambient lighting. The Atlas SEL Premium also adds the following driver assistance and infotainment features: Parking Steering Assistant (Park Assist); Area View camera; and the Fender® Premium Audio System, with a 12-channel, 480-watt amplifier and 12 speakers.

To schedule your VW Atlas Prime Now Test Drive, please visit: www.amazon.com/vwatlas

About Volkswagen of America, Inc.

Founded in 1955, Volkswagen of America, Inc., an operating unit of Volkswagen Group of America, Inc. (VWoA) is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. VWoA's operations in the United States include research and development, parts and vehicle processing, parts distribution centers, sales, marketing and service offices, financial service centers, and its state-of-the-art manufacturing facility in Chattanooga, Tennessee. The Volkswagen Group is one of the world's largest producers of passenger cars and Europe's largest automaker. VWoA sells the Atlas, Beetle, Beetle Convertible, CC, e-Golf, Golf, Golf Alltrack, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, Tiguan and Touareg vehicles through approximately 652 independent U.S. dealers. Visit Volkswagen of America online at www.vw.com or media.vw.com to learn more.

Notes:

MY2018 Atlas 6 years/72,000 miles (whichever occurs first) New Vehicle Limited Warranty. Based on manufacturers' published data on transferable Bumper-to-bumper/Basic warranty only. Not based on other separate warranties. See owner's literature or dealer for warranty exclusions and limitations.

Driver Assistance features are not substitutes for attentive driving. See Owner's Manual for further details, and important limitations.

This press release and images of the all-new Atlas are available at media.vw.com. Follow us @VWNews.