



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

## Media Information

### FOR IMMEDIATE RELEASE

CONTACT: Mark Gillies  
703-364-7104  
[Mark.Gillies@vw.com](mailto:Mark.Gillies@vw.com)

Jessica Anderson  
703-364-7919  
[Jessica.Anderson@vw.com](mailto:Jessica.Anderson@vw.com)

## 2018 ATLAS NAMED ONE OF WARDS 10 BEST USER EXPERIENCES FOR SMART, SAFE, CONNECTED VEHICLES

*Volkswagen's all-new SUV given top marks for technology and driver assistance features*

- *Wards 10 Best UX awards highlight vehicles with effective and easy-to-operate technology and driver assistance solutions*
- *Editors praise quick phone pairing, simple displays and helpful driver assistance features*
- *High-tech features include standard VW Car-Net App-Connect and available smartwatch connectivity and Volkswagen Digital Cockpit*
- *Only vehicle in its class to offer standard Automatic Post-Collision Braking System*
- *Up to eight driver assistance features available throughout Atlas range*

**Herndon, VA (September 11, 2017)** – Volkswagen of America, Inc. announced today that the all-new, seven-passenger 2018 Atlas is named one of Wards 10 Best User Experiences for Smart, Safe, Connected Vehicles. The awards, which will be presented at the second annual WardsAuto User Experience Conference, highlight vehicles with effective and easy-to-operate technology and driver assistance solutions.

For the second year of the Wards 10 Best UX awards, *WardsAuto* editors evaluated 22 vehicles and selected winners based on the overall user experience including user-friendliness of the controls and the availability and effectiveness of advanced driver assistance technology. To be eligible for the awards, each vehicle or user-experience components had to be all new or updated.

"The new Atlas delivers the user-experience attributes Americans demand," said Tom Murphy, Senior Editor. "Phone pairing is quick, and the first-rate touchscreen is simple to navigate. The available navigation system is easy to program, and available driver-assistance features brake smoothly and steer confidently."

Editors also called out Atlas' uncluttered central display, thanks to a capacitive touchscreen, as well as a clean gauge cluster. Cubby space and multiple connection points for devices were highlighted as well—four USB ports are available on higher trims, as well as an 110-volt socket for charging.

"Atlas was built specifically with the American consumer in mind," said Hendrik Muth, Senior Vice President, Product Marketing and Strategy. "It offers a host of available technology and driver assistance features designed to make people's lives easier. We're very encouraged to be recognized with the Wards 10 Best UX award—it means we're getting it right."

All Atlas models are equipped with the MIB II infotainment system, which not only creates the foundation for the next generation of Volkswagen's Car-Net® connected vehicle services platform, but also offers one of the most comprehensive suites of connected vehicle services and features available in the automotive industry today. Capacitive touchscreens offer SD card and USB multimedia interfaces, as well as Bluetooth® technology for compatible devices. Atlas SEL Premium presents drivers with a 12.3-inch fully-digital instrument cluster with the advanced Volkswagen Digital Cockpit system.

Volkswagen is committed to driving the development of more connected and intelligent vehicles, and the VW Car-Net® connectivity system is a major element in achieving that goal. Features available through VW Car-Net are divided into three key areas: "App-Connect," "Security & Service," and "Guide & Inform."

VW Car-Net App-Connect smartphone integration for compatible devices is standard on all Atlas models. App-Connect offers users the ability to run select smartphone apps directly on the vehicle's display through services like Apple CarPlay™, Android Auto™ and MirrorLink®.

Equipped on Atlas SE models and above, VW Car-Net Security & Service is a suite of elements that provides security features and allows owners to access their VW remotely through [vw.com/carnet](http://vw.com/carnet) as well as a smartphone app, also available for smartwatch. Available VW Car-Net Security & Service features include Automatic Crash Notification, Manual Emergency Call, Roadside Assistance, Stolen Vehicle Location Assistance, Family Guardian speed and boundary alerts, diagnostics and maintenance information, and remote vehicle access—including remote door lock and unlock, remote honk and flash of lights, last parked location information, and remote status check (doors and windows). Consumers are able to send a location from their connected smart device to the factory-installed compatible navigation system on select models. For consumers who prefer a more personal touch, agent destination assist is also available.

VW Car-Net Guide & Inform is included on Atlas SEL Premium and offers an enhanced navigation and infotainment experience for VW consumers. The in-vehicle navigation system features fuel prices, sports scores, movie information and weather data as part of the three-month SiriusXM® Travel Link trial. VW customers will also enjoy real-time traffic information and a complimentary three-month SiriusXM® Traffic trial.

Atlas is the only vehicle in its class to offer the Automatic Post-Collision Braking System, which is standard on all models. This system builds on the premise that a collision is rarely a single, instantaneous action, but rather a series of events that follow the initial impact—the most significant of which can cause additional collisions. The

Automatic Post-Collision Braking System addresses this by applying the brakes when a primary collision is detected by the airbag sensors, thus helping reduce residual kinetic energy and, in turn, the chance of additional damage.

The Atlas offers a standard rearview camera and number of available driver-assistance systems, including Forward Collision Warning and Autonomous Emergency Braking with Pedestrian Monitoring (Front Assist), Adaptive Cruise Control (ACC), Blind Spot Monitor with Rear Traffic Alert, Lane Departure Warning (Lane Assist), front and rear Park Distance Control with Maneuver braking (ParkPilot), Parking Steering Assistant (Park Assist), High Beam Control (Light Assist) and Overhead View Camera (Area View).

Volkswagen will formally receive the award during a ceremony held at the 2017 WardsAuto User Experience Conference, taking place October 5, 2017 in Novi, Michigan.

### **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, Eos, e-Golf, Golf, Golf Alltrack, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, Tiguan, Tiguan Limited and Touareg vehicles through approximately 651 independent U.S. dealers. Visit Volkswagen of America online at [www.vw.com](http://www.vw.com) or [media.vw.com](http://media.vw.com) to learn more.

### Notes:

This press release and images of the 2018 Atlas are available at [media.vw.com](http://media.vw.com). Follow us @VWNews

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Features and technical data apply to models offered in the USA. They may differ in other countries.

Always pay careful attention to the road, and do not drive while distracted.

Not all App-Connect features available on all operating systems. Standard text and data usage rates apply. App-Connect features require compatible device, operating system, and mobile apps. See mobile device and app providers for terms and privacy.

Verizon Telematics, Inc. is service provider of VW Car-Net Security & Service. Available on select models. Trial or paid subscription required. VW Car-Net Security & Service services require vehicle cellular connectivity and availability of vehicle GPS signal; certain services may collect location information. See Terms of Service, Privacy Policy, and other details at [www.vw.com/carnet](http://www.vw.com/carnet).

Smartwatch app features are limited. Standard text and data rates apply.

Automatic Crash Notification may be enabled for up to 6 months without activating a trial or paid subscription; Manual Emergency Call feature and all other VW Car-Net Security & Service features require trial or paid subscription.

Roadside Assistance provided by a third party.

Stolen Vehicle Location Assistance is for use by law enforcement authorities only. See Terms of Service for details.

Always obey speed and traffic laws. Standard text and data rates apply for speed and boundary alerts.

Refer to your vehicle's warning and indicator lights for the most current diagnostic information. Always consult owner's manual for maintenance guidelines.

Standard text and data rates apply. Do not use last parked location feature to locate stolen vehicle.

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