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2018  
**Atlas**



Volkswagen



## Seats 7. Thrills everyone.

A full life is just that: full. Kids, sports gear, lumber for that new deck, and more. Enter the all-new 2018 Atlas – the biggest, newest Volkswagen on the block. Seats 7 comfortably in 3 rows, connects everyone with state-of-the-art tech, and goes virtually anywhere, with performance-enhancing features like available 4MOTION® All-Wheel Drive. All dressed in a level of refinement that's truly exceptional among SUVs. And all exceptionally well priced. Accommodating. Nimble. Polished. Like having your own family concierge. Without having to tip.

### Versatility

A chameleon on wheels, the Atlas is ever-changing – just like your life. Mix it up, load it up, and get fired up for serious family fun.

### Performance

The bigger you are, the slower you move? Not here. True to its name, the Atlas has plenty of brawn, with ample pep to go – and tow.

### Safety

What's better than an SUV that can do everything? One that's ready for virtually anything. With a multitude of driver and passenger protection features built right in, you can focus on fun knowing Atlas takes your family's safety seriously.

# Technology

## Getting ahead is all about connections.

Everywhere you go in an Atlas, you're connected. From business to pleasure and back again, plug in to a world of entertainment, convenience, and safety. It's all part of a full complement of electronic wizardry to help you experience the magic in every adventure.



### App-Connect\*

Plug in your compatible smartphone with Apple CarPlay™, Android Auto™ or MirrorLink® to access apps with the dash screen or voice commands to search, play music, navigate, or send and receive text messages – hands-free.

### Available personalization: 4 driver profiles

Start up your Atlas and it'll welcome you by name, activating your mirror positions, climate controls, favourite radio station and more. Multiple drivers? Store up to 3 driver preferences, plus a guest – all custom-tailored to suit their unique needs.

### Available Volkswagen Digital Cockpit

The extra-large 12.3" digital display behind the wheel is your customizable, interactive vehicle control centre. Essential information, including fuel economy, range to your next fill-up, and driver assistance settings, is exactly where you need it.

### Standard rearview camera\*\*

Get into even the most difficult parking spaces quickly and easily. Superimposed guidance lines and available multiple viewing angles and optical warnings help you navigate more safely and accurately. Great for hitching up a trailer, too.

\*Do not drive distracted. Drivers must pay full attention to the road and safe driving at all times.  
\*\*Driver assistance feature. Drivers must continue to perform manual checks and pay full attention to the road and safe driving at all times. Please review the owner's manual for feature limitations.

# Versatility



Spreading out needn't be a stretch. But you can do that, too.

From legroom to lumber room, the Atlas changes up to handle it all, and all in a jiffy. Because when you don't have to leave anyone – or anything – behind, you're free to enjoy the adventures that lie ahead.



## 3-row, 7-passenger seating

In the Atlas, comfort and versatility never take a back seat. Unless you count the adult-sized 3<sup>rd</sup> row seating – accessible without removing child seats.

## Slide and tilt 2<sup>nd</sup> row

Need a little more room in the middle? No need to loosen your belt. Simply slide and tilt the 2<sup>nd</sup> row seats forward in one simple “whoosh.”

## Fold-flat cargo space

Is it a refined, family-friendly SUV, or a load-it-to-the-max pickup? With 2<sup>nd</sup> and 3<sup>rd</sup> row seating that folds completely flat, the answer is a resounding “yes.”

## Optional 2<sup>nd</sup> row captain's chairs

Go from seating for 7 to 6, and gain a world of customizable comfort, with available 2<sup>nd</sup> row captain's chairs. Passengers can adjust the backrest, armrest, and legroom any way they like it.

# Design



Available panoramic sunroof shown.

## Looks as good as it feels.

With the 2018 Atlas, brawn and beauty coexist in a perfect marriage. Big and bold, it's also beautifully designed with purpose. Well balanced, comfortable, no complicated corners. Substantial, solid and firm, but not too aggressive. A vehicle that delivers on the promise of power and freedom – your home away from home.

### LED headlights and available LED tail lights

Uniquely styled LED headlights with signature daytime running lights are quick to turn heads. The available LED tail lights are just as quick to alert drivers behind. Brighter, bolder, more daring – and more energy efficient, from head to tail.

### Available panoramic sunroof

It's a big world. Take it all in, with the available panoramic sunroof offering sweeping vistas for all. Plus, enjoy a breath of fresh air and slide or tilt the sunroof open with just the touch of a button.

### Distinctive chrome front grille

The Atlas makes it easy to always put your best face forward. Especially with a chrome front grille that's bold and distinctive, without being loud or brash. A true expression of the Atlas ethos.

# Performance



## Discovering more of what's out there starts right here.

You and your family want to do more. So you need a vehicle with just that. More traction for the road less travelled. More control for those tricky situations. And more power and manoeuvrability to get where you're going confidently. Expect nothing less.



### Available 3.6 FSI engine

Dial up the adventure and turn it into a veritable power trip, with the available 3.6 FSI V6 engine. Throaty, peppy, zippy. And downright fun.

### Available 4MOTION® with Active Control

Even the most adventurous among us need a little stability. Get it, with 4MOTION® Active Control. Simply select your choice of four driving modes with onscreen menus and a rotary dial/push button for supreme control and stability.

### 8-speed automatic transmission with Tiptronic®

Master the realms of performance and efficiency. With Tiptronic®, you get the convenience of an automatic, with the hands-on sportiness of a manual transmission, coupled with 8 speeds of fuel-sipping savings.

### Available Drive Mode Selector

Start with the already-intuitive Volkswagen 4MOTION® All-Wheel Drive system, and select your mode to suit your driving mood. You'll enjoy a range of expandable options for optimum driving comfort, performance and handling on- or off-road.

Fuel Consumption*	Engine	City L/100 km	Highway L/100 km
FWD	2.0 TSI	tbd	tbd
4MOTION®	3.6 FSI	13.7	10.1

\*Fuel consumption figures are estimates based on Natural Resources Canada's approved criteria and testing methods. Your fuel consumption will vary.

# Interior

## Sophistication comes from within.

Itching to fill your new Atlas to the gills? Go ahead. We did the same thing when we packed it full of special touches and elegant extras to keep everyone comfy, connected, and cozy. When it comes to refinement, you can never get too much. After all, it's an Atlas.

### **Available leather-wrapped multifunction steering wheel and shift knob with chrome decorative inserts**

Answer calls, adjust the tunes, switch views on your multifunction trip computer, and more. All from the steering wheel. And all wrapped in sumptuous leather. Convenience just got a whole lot more luxurious.

### **Available Climatronic® 3-zone electronic climate control**

Too hot, too cold, or just right? Here, driver, front passenger, and folks in the back all get to choose their own temperature preferences. Even if the difference is as little as 0.5 degrees, proving individual comfort is no fairy tale.

### **Available interior ambient lighting**

You'll feel like you've reached cruising altitude on a night flight, with ambient lighting that provides mellow, low-level illumination throughout the cabin.

### **Available 10-way power adjustable driver seat**

Everyone's built differently. And with buttons that offer 10 ways to customize your individual seating position, achieving maximum comfort and good driving posture has never been easier – or more fun.

### **Available ventilated front seats and heated second-row seats**

While you keep your cool up front with ventilated seats, your passengers will warm to the idea of heated rear seats. Who says you can't please everyone?

### **Available heated front seats**

Cold weather driving got you shivering just thinking about it? When you opt for heated front seats, you'll find the road ahead is infinitely more enjoyable with a toasty warm behind.

# Safety



## Didn't see that coming? Relax, it's an Atlas.

The 2018 Atlas offers a full arsenal of safety systems, and available driver assistance features\* to help combat the hidden perils of driving every day, even on those off-days. That's reassurance you can enjoy mile after mile, smile after smile.

Available Area View 360°. Available panoramic sunroof shown.



### Available Front Assist Autonomous Emergency Braking with Pedestrian Monitoring\*

A vehicle ahead is going considerably slower, or quickly slams on the brakes. Or even if there's a pedestrian within 170 metres of your front bumper, the Atlas responds instantly, alerting you to slow down, and automatically braking if you don't. Best backseat driver ever.

### Available Blind Spot Detection with Rear Traffic Alert\*

When you're backing up or changing lanes, radar and sonar trigger driver alerts and initiate braking to help prevent dangerous driving manoeuvres. Even owls are envious.



### Automatic post-collision braking system\*

In the event of an unforeseen accident, you may not be able to react instantly, but the Atlas can. Seatbelts are automatically tightened, and emergency braking is deployed to help prevent further accidents.

### Available Adaptive Cruise Control with Stop & Go\*

Free your mind – and your feet. Cruising in traffic is a breeze, with automatic braking when things slow down. And when traffic clears ahead, it accelerates back up to your set cruising speed. All without your feet ever having touched the pedals.\*\*

\*Features are for driver assistance. Drivers must continue to perform manual checks and pay full attention to the road and safe driving at all times. Please review the owner's manual for feature limitations.  
\*\*In emergency situations, it is still necessary to apply the brakes manually.



# Options

## Standard Wheels



18" Prisma alloy wheels  
TL/CL/HL



20" Mejorada alloy wheels  
EL



20" Trenton alloy wheels  
HL/EL R-Line Package



20" Mejorada black alloy wheels  
HL/EL Alloy Wheel Package

## Exterior & Interior Colours

	Titan Black Lucy cloth	Titan Black leatherette	Shetland Grey leatherette	Shetland Grey Vienna leather (perforated)	Titan Black Vienna leather (perforated)	Shetland Grey Vienna leather (perforated) with lower interior in black	Two-tone Black / Golden Oak Vienna leather (perforated)
Pure White	TL	CL	CL	HL	HL/EL	EL	EL
Deep Black Pearl	TL	CL	CL	HL	HL/EL	EL	EL
Fortana Red Metallic	TL	CL	CL	HL	HL/EL	EL	-
Kurkuma Yellow Metallic	TL	CL	-	-	HL/EL	-	-
Platinum Grey Metallic	TL	CL	CL	HL	HL/EL	EL	EL
Reflex Silver Metallic	TL	CL	CL	HL	HL/EL	EL	EL
Titanium Beige Metallic	TL	CL	CL	HL	HL/EL	EL	EL
Tourmaline Blue Metallic	TL	CL	CL	HL	HL/EL	EL	EL

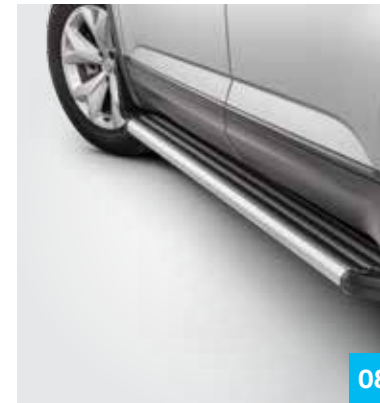


# Volkswagen Original Accessories

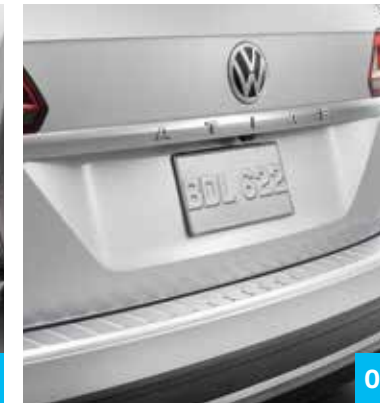
Ready for anything.  
Custom-tailor your Atlas.



07



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**13 | 21" Suzuka wheels**  
Attractively designed gloss-finish 21" wheels with a five-double-spoke design.

**15 | Base carrier bars**  
Bring along your skis, snowboards, kayak, bikes or cargo boxes with the help of these base carrier bars.<sup>1</sup>

**17 | Bike holder attachment**  
Rugged single-bike holder with built-in lock fits all T-slot base carrier bars (sold separately).

**14 | 20" Trenton wheels – Galvano Grey Metallic**  
Give your Atlas a sporty look with 20" Trenton alloy wheels with their five-double-spoke design.

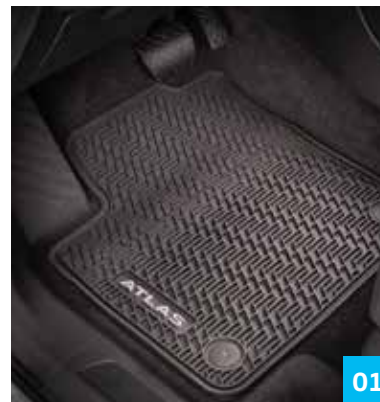
**16 | Kayak holder attachment**  
Rubber-coated single-kayak holder with tie straps.

**18 | Thule® hitch-mount bike holder attachment**  
Carry up to four bikes using the hitch-mount bike rack system. A great alternative to carrying your bikes on the roof of your vehicle and designed with dampening cradles to absorb the shock of the road during transport.

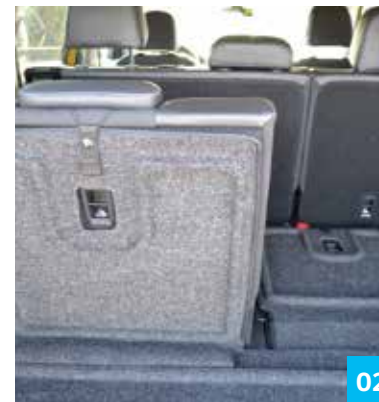
When it comes to accessorizing a Volkswagen, only the best will do. Built to the same quality standards we build our cars and SUVs to, our accessories are custom-fitted to each vehicle and designed to go the distance.

Many accessories can also be included in your lease and financing arrangements, and easily included in your payments to suit your needs.\*

Volkswagen Original Accessories are protected by the new vehicle 4-year/80,000 km limited warranty if they're installed prior to vehicle delivery. Or if purchased afterwards, accessories qualify for the balance of the new vehicle warranty coverage or a 1-year/20,000 km limited warranty, whichever is greater.\*\*



01



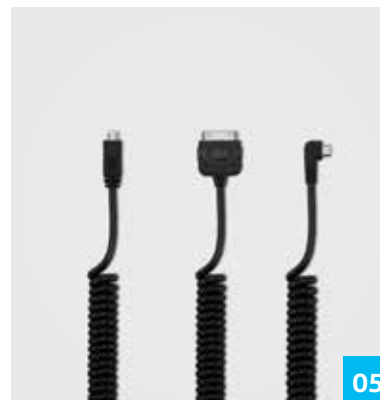
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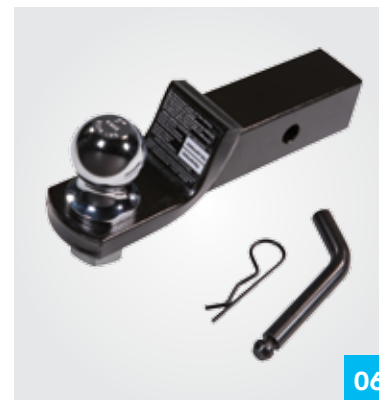
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**01 | Monster Mats®**  
High-quality all-season mats with rounded retention clips.

**02 | Heavy-duty trunk liner with extended seatback cover and cargo blocks**  
Protect your belongings with a heavy-duty trunk liner, cargo blocks and available extended seatback cover to help keep your cargo secure and free from dirt and spills.

**03 | Cargo net**  
Designed to help prevent movement of cargo in your vehicle's trunk.

**04 | Rear seat covers**  
Made of quality durable polyester material and custom-fitted to your Volkswagen model to offer you complete seat protection against everyday uses and messes.

**05 | Digital media cables**  
Our spiral-shaped MIB cable integrates with the factory USB connector. Connect your device to recharge and then tuck it away when your battery is back to 100%.

**06 | Ball and ball mount**  
Turn your Atlas into a towing machine with the trailer hitch ball and ball mount kit.

**07 | Side window deflector kit – tinted**  
Help reduce in-cabin wind noise and deflect dirt, insects and minor road debris with these side window deflectors.

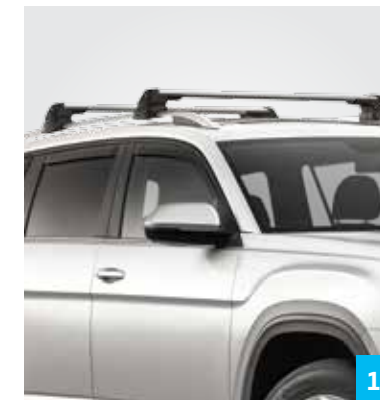
**09 | Rear bumper protection plate – chrome**  
A distinct chrome and ribbed design creates an appealing accent for your Atlas.

**11 | Splash guards**  
Temperature-resistant guards protect against road debris.

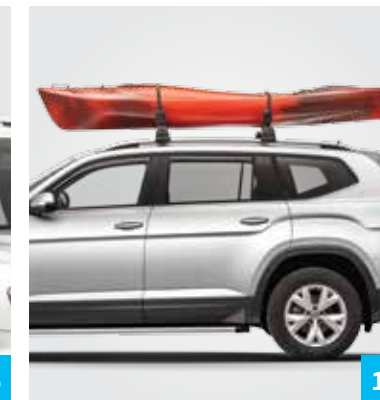
**08 | Side steps**  
Aluminum with an anti-slip coating. These run the full length of the rocker panel and allow for easier entry and exit.

**10 | Hood deflector**  
The contoured deflector features thermoformed, tinted acrylic that attaches to your vehicle with rust-resistant fasteners and helps protect your hood from dirt and debris.

**12 | Urban Loader roof box**  
Provides additional cargo space and is perfectly suited for transporting your everyday necessities. The roof box can be quickly and easily expanded from a capacity of 300 litres to 500 litres as required.



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<sup>1</sup>Separate attachments required to carry different types of items.

Availability of accessories shown is subject to change. Accessories may not fit all trim levels. This material represents only a sample of the great accessories available for your Volkswagen. Please see your dealer for the full line.

\*Accessories must be dealer installed and approved by Volkswagen Finance. Certain conditions may apply. Contact your approved dealer for full details.  
\*\*Limited warranty is supplied by Volkswagen Group Canada Inc.

# Features



## Trendline (TL)

### Engines:

- 2.0 TSI 235 HP, 8-speed automatic transmission with Tiptronic®
- Torque: 258 lb-ft
- 3.6 FSI 276 HP, 8-speed automatic transmission with Tiptronic® 4MOTION®
- Torque: 266 lb-ft

### Trendline includes:

- 18" Prisma alloy wheels with all-season tires
- 6-way manually adjustable driver seat and 4-way front passenger seat
- App-Connect smartphone integration (Android Auto™, Apple CarPlay™, MirrorLink®)
- Automatic headlights with coming and leaving home function
- Automatic post-collision braking system
- Bluetooth® mobile phone connectivity
- Body-coloured bumpers and door handles

- Cloth seating surfaces with stitching
- Composition Colour – 6.5" touchscreen radio with 6 speakers, CD player and 1 SD card slot
- Cruise control
- Cup holders (x10) with two bone-shaped holders in third row for handheld game console storage
- Digital compass
- Diversity antenna
- Driver & front passenger front & side airbags and front & rear Side Curtain Protection®
- Driving profile selection with 4MOTION® Active Control (4MOTION® only)
- Electronic parking brake
- Electronic Stability Control (ESC)
- First-row and second-row floor mats
- Hill Descent Control (4MOTION® only)
- Hill Hold Control
- Interior chrome accents

- LED headlights with low/high beams and signature daytime running lights
- Manual climate control with separate controls for second row
- Plastic 3-spoke multifunction steering wheel, shift knob and handbrake lever
- Power adjustable, heated, body-coloured exterior mirrors
- Power outlets, 12 V (x3)
- Premium colour multifunction display with trip computer
- Privacy glass
- Rain-sensing wipers
- Reading lights (x2 each row)
- Rearview camera
- Remote start preparation
- Silver roof rails
- Spare tire
- Start/stop technology

- Third-row easy access
- Tire Pressure Monitoring System (TPMS)
- Towing package (4MOTION® only)
- Towing preparation (2.0 TSI FWD only)
- USB input (x1)

### Optional equipment:

- Engine block heater (4MOTION® only)

### Convenience Package

- Alarm system
- Auxilliary input
- Cargo cover
- Composition Media – 8.0" touchscreen infotainment system with proximity sensor, voice control, CD player, 8 speakers and 1 SD card slot
- Heated front seats and washer nozzles
- Personalization (3 driver profiles + guest)
- SiriusXM® Satellite Radio
- USB inputs (x4)

## Comfortline (CL)

### Engines:

- 2.0 TSI 235 HP, 8-speed automatic transmission with Tiptronic®
- Torque: 258 lb-ft
- 3.6 FSI 276 HP, 8-speed automatic transmission with Tiptronic® 4MOTION®
- Torque: 266 lb-ft

### Includes Trendline plus:

- 10-way power adjustable driver seat with 2-way power lumbar support
- Adaptive Cruise Control with Stop & Go
- Alarm system
- Auxiliary input
- Blind Spot Detection with Rear Traffic Alert
- Cargo cover and cargo storage net
- Climatronic® 3-zone electronic climate control
- Composition Media – 8.0" touchscreen infotainment system with proximity sensor, voice control, CD player, 8 speakers and 1 SD card slot
- Front Assist – Autonomous Emergency Braking with Pedestrian Monitoring
- Front fog lights
- Heated front seats and washer nozzles
- Illuminated glovebox
- Interior footwell lights
- KESSY – keyless access with push-start button
- Leatherette seating surfaces
- Leather-wrapped multifunction heated steering wheel and shift knob with chrome decorative inserts
- Personalization (3 driver profiles + guest)
- Remote start
- Second-row centre armrest with cup holders (for a total of 12)
- Second-row sunshades
- SiriusXM® Satellite Radio
- Sliding and illuminated vanity mirrors
- USB inputs (x4)

### Optional equipment:

- Engine block heater (4MOTION® only)

## Highline (HL)

### Engine:

- 3.6 FSI 276 HP, 8-speed automatic transmission with Tiptronic® 4MOTION®
- Torque: 266 lb-ft

### Includes Comfortline plus:

- 8-way power front passenger seat and driver memory function
- Auto-dimming interior rearview mirror
- Discover Media – 8.0" touchscreen infotainment system with proximity sensor, WLAN, CD player, satellite navigation and 2 SD card slots
- Door sill plates, front
- Exterior chrome accents
- Heated rear seats
- HomeLink® electric garage door opener
- Interior décor: Makotisch wood trim for dashboard and front doors
- Leather seating surfaces
- Panoramic power sunroof
- Park Distance Control (PDC)
- Power adjustable, heated exterior mirrors with memory and reverse tilt-down function
- Power outlet, 115 V (x1)
- Power tailgate with Easy Open function
- Ventilated front seats

### Optional equipment:

- Engine block heater (4MOTION® only)\*

### Captain's Package

- Second-row heated bucket seats (6-passenger seating)

### R-Line Package

- 20" Trenton alloy wheels with all-season tires
- R-Line exterior badging
- R-Line exterior design package
- Stainless steel pedals
- Steering wheel with R-Line badge

### Alloy Wheel Package\*

- 20" Mejorada black alloy wheels with all-season tires

## Execline (EL)

### Engine:

- 3.6 FSI 276 HP, 8-speed automatic transmission with Tiptronic® 4MOTION®
- Torque: 266 lb-ft

### Includes Highline plus:

- 20" Mejorada alloy wheels with all-season tires
- Area View 360°
- Fender® Premium Audio System – 12 speakers and subwoofer
- Interior ambient lighting
- Interior décor: Birch Brown trim for dashboard and front doors
- Lane Assist
- LED tail lights
- Light Assist (automatic high-beam control)
- Park Assist
- Power auto-folding, heated exterior mirrors with memory and reverse tilt-down function
- Volkswagen Digital Cockpit (instrument cluster)

### Optional equipment:

- Engine block heater (4MOTION® only)\*

### Captain's Package

- Second-row heated bucket seats (6-passenger seating)

### R-Line Package

- 20" Trenton alloy wheels with all-season tires
- R-Line exterior badging
- R-Line exterior design package
- Stainless steel pedals
- Steering wheel with R-Line badge
- Removes Area View 360°, Park Assist and power folding mirrors*

### Alloy Wheel Package\*

- 20" Mejorada black alloy wheels with all-season tires

# 2018 Atlas



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Available towing package shown.