The new Volkswagen Atlas Selling Points
The new Volkswagen Atlas [2017-02-08]

Product information ........................................................................................................................................4

Engines ..........................................................................................................................................................5
Technical data ..............................................................................................................................................6
Automated start-stop system .......................................................................................................................7

Driver assistance systems and safety .......................................................................................................9
Adaptive Cruise Control ACC ....................................................................................................................10
Area View 360° Camera System ................................................................................................................12
Automatic Post-Collision Braking System ................................................................................................14
Blind Spot Monitor .....................................................................................................................................15
City Emergency Braking System ...............................................................................................................16
Front Assist Ambient Traffic Monitoring System ....................................................................................18
Lane Assist Lane Departure Warning System ..........................................................................................20
Park Assist Parking Steering Assistant ..................................................................................................22
Rear Traffic Alert .......................................................................................................................................24
Rear View Camera System .......................................................................................................................25

Functions ..................................................................................................................................................27
Volkswagen Digital Cockpit .......................................................................................................................28
Easy Open package ...................................................................................................................................30
Driving Mode Selection ...........................................................................................................................31
Driver Seat Memory Function ..................................................................................................................33
Panoramic Tilting/Sliding Roof ..................................................................................................................34
Remote Start 2.0 .........................................................................................................................................35
Keyless Access ..........................................................................................................................................37

Infotainment ..............................................................................................................................................38
Composition Color ...................................................................................................................................39
Composition Media ..................................................................................................................................41
Discover Media ..........................................................................................................................................43
Fender® Sound Audio System ..................................................................................................................45
Volkswagen Media Control App ................................................................................................................46

App-Connect ............................................................................................................................................47
App-Connect ...............................................................................................................................................48

Sales knowledge .......................................................................................................................................49

Vehicle presentation ....................................................................................................................................50
Five-step walk-around .......................................................................................................................................................................51
Exterior design .................................................................................................................................................................................. 52
Interior design .................................................................................................................................................................................. 54
Seating concept .............................................................................................................................................................................. 56
Storage concept .............................................................................................................................................................................. 58

**Competition** ..............................................................................................................................................................................60

Competition Volkswagen Atlas .......................................................................................................................................................... 61
The new Volkswagen Atlas

Product information
Product information

Engines
Volkswagen has equipped the Atlas with a 2.0 TSI four-cylinder turbocharged engine or a powerful 3.6 VR6 engine – both with 8-speed automatic transmission as standard. 4MOTION all-wheel drive is optional for VR6 models.

### 2.0 TSI
- Horsepower (SAE) @ rpm 235 @ 4500 - 6200
- Maximum torque @ rpm 258 lb-ft @ 1600 - 4400
- 8-speed automatic transmission

### VR6 3.6 FSI
- Horsepower (SAE) @ rpm 276 @ 6200
- Maximum torque @ rpm 266 lb-ft @ 2750
- 8-speed automatic transmission
- 4MOTION all-wheel drive
Automated start-stop system

Volkswagen engines fitted with the start-stop system only run when they are actually needed. For example, at red traffic signals and in traffic backups, the system automatically switches off the engine and when moving off, the engine automatically starts up again. This function enables fuel savings of up to six percent during idling phases plus the corresponding CO\(_2\) emissions are reduced.

**Product information**

- For example, at a red traffic signal or when at a standstill in a traffic backup, the activated start-stop electronic system automatically intervenes in the engine management system and switches off the engine.
- For vehicles with automatic transmission, it is sufficient to apply the brake pedal.
- If all basic conditions for switching off the engine have been met (see below), the system switches off the engine and the start-stop message lights up in the display.
- For vehicles with automatic transmission, the driver must release the brake for the engine to start up again. Doing so activates the starter motor and the engine automatically starts up again. The start-stop message in the display turns off.
- The driver can manually deactivate the system at any time using the start-stop button on the dashboard.

The following basic conditions are required for the full functionality of the start-stop system as well as switching off and starting up the engine:

- The start-stop system automatically switches off the engine in standing phases. The function is automatically activated when the ignition is turned on and can be deactivated via the button on the dashboard, if required.
- The belt buckle on the driver's seat is fastened, i.e. the driver is sitting in the vehicle and has put on their seatbelt.
- The engine hood is closed providing protection from moving and rotating parts.
- The battery charge level for starting up the engine again is at least 5 Ah and 60 percent SoC (State of Charge).

In parallel to these basic conditions, the following criteria must be fulfilled:

- The coolant temperature must be at least 77 °F. The usual coolant temperature in normal operation is approx. 181 to 185 °F and the maximum temperature is 230 °F.
- The battery acid temperature must be greater than 30.2 °F.
- The ABS wheel speed sensor transmits the information to the electronic system that the vehicle is actually at a standstill.
- The brake vacuum in the system due to operating the brake is at least 350 mbar (= 0.35 bar) when level or 550 mbar (= 0.55 bar) on a slope.
- The vehicle was driven at a speed of at least 3km before coming to the current standstill.

**Customer benefits**

- The start-stop system prevents unnecessary engine idling thereby reducing fuel consumption and CO\(_2\) emissions – by up to six percent on average in city traffic as well as during stop-and-go phases.
- Note on this: Three minutes at a standstill with the engine running corresponds to a driving distance of 1km at 50km/h.
- Engine start-up is more efficient, faster, and quieter using a more powerful battery and specially designed starter motors.
- The start-stop system reduces noise emissions during idling to zero, as when the engine is switched off it cannot generate noise.
In certain situations and under defined conditions, the start-stop system does not switch off the engine.

- The ABS wheel speed sensor measures a (maneuvering) movement or rolling (away) of the vehicle at a speed greater than 3km/h.
- The coolant temperature is below 104 °F and the engine is still in the warm-up phase.
- The battery acid temperature is below 30.2 °F.
- The battery charge level is too low; if the battery charge level is too low, the alternator must be driven by the engine to charge the battery.
- The vehicle has a high demand for energy. Operating the air conditioning with active heating or cooling or operational performance of the defroster/interior fan above 60 percent of the efficiency rate results in increased energy consumption by the system and requires the additional charging capacity of the alternator that results from the engine driving the alternator.
- The steering angle is greater than 270°.
Product information

Driver assistance systems and safety
The abbreviation "ACC" stands for "Adaptive Cruise Control", with the name being a program. Adaptive Cruise Control automatically adjusts the vehicle speed up to the preset maximum speed relative to the vehicle ahead and maintains a preset distance from it.

Product information

- Before starting a journey or journey segment – for example a journey on the freeway – the driver sets the required maximum speed and also the required minimum distance to vehicles ahead.
- A sensor integrated into the front emblem monitors the area in front of the vehicle and enables the distance and relative speed of vehicles driving ahead to be measured.
- Based on these measurement results, the ACC maintains the desired distance up to the preset maximum speed relative to vehicles ahead through automatic acceleration or braking.
- With an automatic transmission, the system continues this procedure if required, until the vehicle has come to a stop, e.g. in a traffic backup; if the vehicle ahead starts up again, the Atlas also starts up again within a defined time period and maintains the required distance to the vehicle ahead.
- As soon as a vehicle ahead is traveling faster than the preset maximum speed or changes to the right lane ("free lane"), the ACC increases the speed up to the preset maximum speed.
- When overtaking, the ACC autonomously accelerates up to the preset maximum speed when the turn signal is switched on.
- The driver can interrupt the ACC at any time using the gas pedal and can accelerate more quickly.
- Use of the brake pedal immediately deactivates the ACC.
- All ACC notifications appear on the display or touchscreen.
- The maximum speed can be set up to 210km/h.
- ACC is included in the Atlas from the Comfort line in combination with the "Front Assist" Ambient Traffic Monitoring System.

Customer benefits

- Automatic acceleration and braking, particularly on long-distance journeys with high volumes of traffic as well as in traffic backups, relieves the driver.
- The ACC leads to a considerable gain in safety for the driver through continuous monitoring and maintaining a defined safe distance.
- The driver can adjust the maximum vehicle speed to any speed limit (cruise control function).
Driver assistance systems and safety

Area View 360° Camera System

The "Area View" 360° Camera System generates a 360° all-around view of the area around the vehicle and displays this in real time on the touchscreen.

Product information

- Four cameras with 180° wide-angle lenses in the radiator grill, outside mirrors and tailgate record the area around the Atlas and extend the driver’s field of view by 90° to the left and right from the foremost and rearmost points of the vehicle – including the blind spot.
- The "Area View" 360° Camera System generates a 360° all-around view on the touchscreen on demand from a total of twelve different perspectives and can even literally look “around the corner” and also with a bird’s eye view.
- The system is automatically activated when the vehicle is put into reverse and is manually activated using the Park Assist button.
- All four cameras can be controlled by the driver individually and also together in specific situations:
  - **Front camera**: Parking space, surroundings, and cross traffic from the front
  - **Mirror cameras**: Right side, left side, and both sides
  - **Rear camera**: Parking space and cross traffic from behind, parallel parking and trailer assist

- In the parking space views, obstacles are detected by the camera of the "Area View" 360° Camera System which may provide more precise information than the ultrasound sensors of the "Park Assist" Parking Steering Assistant under certain circumstances, e.g. for very low obstacles or depressions in the ground.
- Static green and red guide lines display the distance to obstacles in front of and at the rear of the vehicle on the touchscreen, while dynamic yellow guide lines show the direction that the vehicle would drive in if countersteered; in the parallel parking view, the system displays orange-colored surfaces and guide lines to help the driver maneuver.
- In the "Cross Traffic" mode, the front or rear camera provides previews of obstacles such as hedges, walls or large vehicles parking – literally "around the corner".
- The area view displays the view below and directly in front of the vehicle so that hollows and obstacles such as boulders or bollards can be identified; the view provides a bird’s eye view of the vehicle and the area around it and allows a crucial reorientation on difficult terrain, if needed.
- In the trailer assistance view, static guide lines on the touchscreen display the distance to the trailer; a dynamic yellow line shows which direction the trailer hitch moves in when countersteered.
- The views on the touchscreen are automatically deleted ten seconds after putting the vehicle into reverse or from a speed greater than 14km\(h\), or manually deleted via the Park Assist button or the touchscreen.

Customer benefits

- With a 360° all-around view of the vehicle’s surroundings, the "Area View" 360° Camera System helps the driver to move out of blind exits or side roads, with parking and maneuvering out of parking spaces, and with maneuvering trailers or for cross-country driving.
- The "Area View" 360° Camera System also identifies those obstacles that are not detected by the "Park Assist" Parking Steering Assistant, e.g. flat objects or depressions in the ground.
- The "Area View" 360° Camera System minimizes the risk of collision due to obstacles that are hard to see or cross traffic that was not noticed beforehand and helps to prevent accidents due to these.
The objective of the Automatic Post-Collision Braking System is to prevent further collisions – which are often accompanied by serious injuries – by automatically braking the vehicle.

**Product information**

- Crash sensors report a collision to the airbag control unit and the data are transferred to the Electronic Stabilization Control (ESC) program. This control center triggers braking to approximately 10km/h and also prevents the vehicle from skidding.
- The system automatically switches the hazard lights on when emergency braking starts.
- The driver can override the system at any time: as soon as the driver increases the pressure on the brake or gas pedal, the Automatic Post-Collision Braking System switches itself off.
- Thanks to the Electronic Stabilization Control (ESC) program, the vehicle can be steered optimally at all times: As soon as the driver has recovered from the moment of shock, they can steer out of the danger zone in a controlled manner.

**Customer benefits**

- The Automatic Post-Collision Braking System reduces the likelihood and intensity of multiple collisions using an automatic braking intervention.
- The controlled braking provides optimal support for the driver during the moment of shock following a collision.
- The Automatic Post-Collision Braking System provides an absolute gain in safety as an emergency brake – for the driver and all other road users.

**Related topics**

City Emergency Braking System
The "blind spot" is often filled with lively events and not paying attention to these can result in serious accidents. In contrast to the driver, the Blind Spot Monitor always has an eye on the events in the blind spot and this improves the all-around view.

**Product information**

- The Blind Spot Monitor functions with radar sensors in the rear bumper of the vehicle. These monitor the rear side surroundings in an area of approximately 65 ft. and are active from a speed of 15 km/h.
- As soon as the sensors detect another vehicle within their warning zone, the driver is notified of the potential danger by an LED light illuminating in the corresponding outside mirror.
- If the driver operates the turn signal on the corresponding side, the LED light flashes more brightly to make the driver aware of the increased hazard.
- When overtaking, the Blind Spot Monitor does not only identify other vehicles, it also takes into account the difference in speed of these. If the vehicle overtakes with a difference of more than 10 km/h, the LED light is not illuminated; the faster a vehicle approaches from the rear, the earlier the LED light illuminates.
- The Blind Spot Monitor is available in the Atlas in combination with the Rear Traffic Alert.

**Customer benefits**

- The Blind Spot Monitor improves the all-around view of the driver in all traffic situations.
- The driver can easily observe the hazard notifications of the Blind Spot Monitor as they are provided in the outside mirror, which the driver sees at all times.
- Monitoring the blind spot simplifies changing lane and overtaking for the driver and increases safety for the driver and other road users.
- The Blind Spot Monitor with Rear Traffic Alert simplifies backing out of a parking space while making it safer at the same time.

**Related topics**

- Area View 360° Camera System
- Rear Traffic Alert
- Rear View Camera System
The City Emergency Braking System identifies critical situations relating to the proximity to vehicles ahead or stationary vehicles and brakes the vehicle automatically at low speeds if there is the threat of a collision and if the driver does not react to this in good time. The Pedestrian Monitoring also reacts in the same way – in the system options – if there is the danger of an accident involving a pedestrian.

Product information

- The City Emergency Braking System is active from a speed of up to 35 km/h.
- The system measures the distance to a vehicle ahead or stationary vehicle using a radar sensor and assesses this in respect of its potential danger.
- If the system determines a dangerously close proximity that could immediately lead to a collision, it automatically intervenes and brakes if the driver has not already done so.
- Ideally, it does not lead to a collision; if it does, the system is at least able to significantly reduce the impact speed.
- There is no visual or acoustic warning beforehand as the driver does not have any additional reaction time to avoid the collision.
- From a purely technical point of view, the driver has the option of overriding the system by accelerating.
- The City Emergency Braking System records – as one of the system options – the position of passers by on the road and also at the roadside and calculates the likelihood of a collision based on their direction of movement and speed.
- If the system identifies a potential danger situation with a pedestrian, the driver is given a visual and acoustic warning.
- If the driver does not react, the system first jolts the brakes; if the driver still does not react, the system automatically reduces the speed.
- Depending on the level of danger (proximity of the pedestrian), the system can also brake immediately.
- The City Emergency Braking System with Pedestrian Monitoring is an integral part of the "Front Assist" Ambient Traffic Monitoring System.

Customer benefits

- The City Emergency Braking System helps the driver in typical city traffic situations with a speed of up to 35km/h to avoid rear-end collisions or at least to reduce the severity.
- The City Emergency Braking System with Pedestrian Monitoring implements and evaluates in addition – as one of the system options – dangerous distances and pedestrian movements and, thus, protects the driver, vehicle, and other road users.
Driver assistance systems and safety

Front Assist Ambient Traffic Monitoring System

The "Front Assist" Ambient Traffic Monitoring System identifies critical traffic situations resulting from distances that are too small and helps the driver to reduce the stopping distance.

Product information

- The "Front Assist" Ambient Traffic Monitoring System is an integral part of the automatic distance control ACC, but also functions independently of its activation.
- A sensor integrated into the front emblem of the Atlas monitors the distance to vehicles ahead.
- The "Front Assist" Ambient Traffic Monitoring System identifies critical traffic situations where there is not enough distance based on the data provided and responds in three stages in the Atlas.
- In the first stage (speed above 35km/h) the system warns the driver using acoustic and visual signals of vehicles suddenly braking or traveling slowly ahead and the risk of collision associated with this.
- In parallel, the system prepares the vehicle for emergency braking by applying the brake pads to the brake discs and increasing the sensitivity of the hydraulic braking assistant.
- Should the driver not react to the first warning or for speeds under 35km/h the system warns of the impending rear-end collision in the second stage by means of a brief brake jolt and increases the responsiveness of the braking system further.
- If the driver then brakes, the full braking power is immediately available.
- If braking is not powerful enough, the "Front Assist" Ambient Traffic Monitoring System increases the braking pressure to the point where the vehicle can come to a standstill before the obstacle.
- In the Atlas, the "Front Assist" Ambient Traffic Monitoring System autonomously initiates automatic partial braking which is sufficient to slow down the vehicle and to restore the attention of the driver after the third-stage collision warning.
- If the system identifies that a collision is unavoidable, it also assists the driver with automatic emergency braking to reduce the impact speed and to minimize the severity of the collision.
- The "Front Assist" Ambient Traffic Monitoring System includes as standard the City Emergency Braking System with Pedestrian Monitoring. Therefore, the system also responds with speeds of up to 35km/h to stationary vehicles and detects pedestrians with a driving speed of up to 65km/h.

Customer benefits

- The "Front Assist" Ambient Traffic Monitoring System detects critical safety distances, reduces the stopping distance, reduces therefore the severity of rear-end collisions, and can even avoid a crash.
- The automatic partial braking to full braking offers optimal braking assistance in situations in which the safety distance is critical or threatens to become so.
- The "Front Assist" Ambient Traffic Monitoring System can also identify stationary vehicles and pedestrians in combination with the City Emergency Braking System with Pedestrian Monitoring: an absolute gain in safety for life and limb of all road users.
The "Lane Assist" Lane Departure Warning System warns the driver visually, acoustically, and/or haptically before the vehicle unintentionally leaves the lane and can also gently countersteer to keep the vehicle in its lane.

Product information

- If the driver has activated the "Lane Assist" Lane Departure Warning System this automatically becomes active from a speed of 65km/h.
- A camera at the foot of the interior mirror detects the road markings and the system also evaluates the relative position of the vehicle between these.
- The camera detects continuous lines and broken road markings; a line to the right or left is sufficient for the system and it even works in the dark or in fog – however, if it cannot detect any lane markings, it does not work.
- The system only responds if the driver has not switched on a turn signal and it cannot detect deliberate steering.
- If the system detects that the vehicle is about to leave the lane unintentionally based on the relative position of the vehicle within the road markings, it either triggers an acoustic signal and a vibration in the steering wheel or it gently and continuously countersteers.
- Should the countersteering force not be enough to keep the vehicle in its lane – e.g. if there is a sharp curve – the "Lane Assist" Lane Departure Warning System alerts the driver by means of a vibration in the steering wheel.
- If the driver does not react to this warning, the system sends an acoustic and visual (on the display or touchscreen) request to the driver asking the driver to reassert control over the steering.
- If the driver also does not react to this, "Lane Assist" switches off automatically.
- The "Lane Assist" Lane Departure Warning System responds with the same cycle of warnings if it notices that the driver has taken their hands off the wheel for approximately eight to ten seconds – even if this is only due to confidence in the capabilities of the system.
- The driver can override the "Lane Assist" at any time by applying minimal force – or switching on the turn signal – and is not relieved of his responsibility to make conscious driving decisions.

Customer benefits

- The "Lane Assist" Lane Departure Warning System reduces the risk of accidents caused by unintentionally leaving the lane owing to a brief lapse in concentration.
- Continuous lane monitoring brings relief in unpredictable traffic situations and construction areas as well as in the dark and in adverse weather conditions.
The "Park Assist" Parking Steering Assistant automatically steers the car into parallel and perpendicular parking spaces – forward and backward – completes "unsuccessful" attempts at parking and also steers out of parallel parking spaces; the system also includes the "ParkPilot" Park Distance Control (PDC).

**Product information**

- The driver activates "Park Assist" Parking Steering Assistant using a button and then drives along the road at a maximum speed of 40km/h and at a distance of 0.5 to 1.5 m. from the edge of the road.
- By switching on the turn signal, the driver defines which side of the road he wishes to park on.
- The desired parking maneuver no longer has to be selected with Version 3.0 of the "Park Assist" Parking Steering Assistant as this is automatically selected by the system.
- Using ultrasound sensors, the "Park Assist" Parking Steering Assistant locates available spaces at the edge of the road when driving by and also detects parking spaces on curves, between trees, and at the curb; furthermore, it scans for parking spaces on both sides of one-way streets.
- It only chooses parking spaces that are at least 1m. longer (parallel parking) or wider (perpendicular spaces) than the vehicle; when a suitable space is detected, a corresponding notification appears on the display or touchscreen.
- The system stores the last four spaces detected (parallel and perpendicular) and the driver can select which one they want to drive in to.
- When the driver has made a decision, the system guides the driver into the correct starting position regardless of parallel or perpendicular space, forward or backward.
- Then the system prompts the driver according to the maneuver required to put the vehicle into reverse or 1st gear.
- After putting the vehicle into the appropriate gear, the automatic steering system carries out the optimal steering wheel movements so that parking is on the idea line – the driver uses the gas pedal carefully, but can influence or abort the parking process at any time by operating the clutch or brake.
- During the entire process, the following notification appears on the display or touchscreen: "Steering intervention active! Observe surrounding area!", because the driver is fully responsible at all times, e.g. if they notice a new hazardous situation such as a ball rolling into the parking space.
- An acoustic and visual signal are provided when the system has completed the parking maneuver.
- If necessary, the system then asks the driver via the display or touchscreen to drive forward and backward, if required, to correct the parking position.
- Automatic backing out of a parking space with multiple moves is possible for parallel parking spaces that are 1.6 meter longer than the vehicle.

**Customer benefits**

- The "Park Assist" Parking Steering Assistant provides ideal support for parking in and driving out of typical parking situations: parallel and perpendicular, forward and backward.
- Through autonomous steering, the "Park Assist" Parking Steering Assistant simplifies parking in small or narrow spaces as well as in times of stress in city traffic or on busy roads.
- The system ensures optimal parking of the vehicle so that it does not protrude into traffic or too far onto the sidewalk.
- The "Park Assist" Parking Steering Assistant proves valuable support for inexperienced or unsure drivers – in simple and in complicated parking situations.
- Version 3.0 of the "Park Assist" Parking Steering Assistant now also provides valuable assistance to the driver for automatic forward parking in perpendicular spaces.
• The "Park Assist" Parking Steering Assistant can complete possible "unsuccessful" parking attempts started by the driver into a bay space – backward and forward – until the vehicle is exactly in the center of the parking space with a distance of at least 0.5m. to the other vehicles parked to the left and right.
• The "Rear View" Camera System provides effective support for the "Park Assist" Parking Steering Assistant.

Related topics

| Rear Traffic Alert | Rear View Camera System |
The Rear Traffic Alert is the early warning system when backing out of a parking space: Even before the driver can register the cross traffic, the system monitors this using radar sensors and warns the driver, if required, of an impending collision.

Product information

- When backing out of a parking space, e.g. from a stall in a parking lot, the radar sensors of the Blind Spot Monitor in the rear bumper monitor the space approx. 20 m. at both sides to the rear of the vehicle.
- Due to their clever positioning, the radar sensors already detect approaching vehicles when the driver’s view is possibly partially or completely obstructed due to larger vehicles that are parallel parking.
- If this is the case, the Rear Traffic Alert warns the driver with an acoustic signal and also a text notification on the display or touchscreen.
- If the driver reacts too late or not at all to this and as a result there is the threat of a collision with another vehicle, the system activates the emergency braking function.
- Limitation 1: When backing up, the Rear Traffic Alert can only trigger the emergency braking function at speeds between 1 and 10 km/h.
- Limitation 2: The radar sensors can only locate other vehicles in cross traffic; they do not detect pedestrians, cyclists, or similar road users.

Customer benefits

- The Rear Traffic Alert monitors the cross traffic when backing out of a space before the driver can see this thereby reducing the risk of an accident in complicated traffic situations.
- The Rear Traffic Alert can ideally avoid an impending collision independently of the actions of the driver or at least minimize the severity of this.

Related topics

- Blind Spot Monitor
- Area View 360° Camera System
- Rear View Camera System
The "Rear View" Camera System displays the events happening at the rear of the vehicle in real time on the display or touchscreen inside the vehicle. It is the eyes in the back of the head for the driver.

Product information

- The "Rear View" Camera System is integrated into the Atlas tailgate and is activated automatically when the vehicle is put into reverse.
- The camera with wide-angle lens provides images of the entire area behind the vehicle, including the bumper, and transfers this to the display or touchscreen.
- Even low and moving obstacles can be easily detected.
- To simplify backing up, the system superimposes yellow lines for orientation on the image with which the driver can identify the path the vehicle will take with the current steering wheel setting or when they should turn the steering wheel.
- Additional green and red lines help to estimate distances – the red stop line marks the point at which the vehicle must stop.
- The "Rear View" Camera System works closely together with the "Trailer Assist" Trailer Maneuvering System and provides unique images of trailer coupling and – if the distance is sufficient – the trailer hitch. The combination simplifies coupling trailers of any type and construction.
- The "ParkPilot" Park Distance Control (PDC) is an integrated component of the "Rear View" rear view camera whose features can be used by the system; it warns the driver of obstacles with an acoustic signal in parallel to the image in real time.
- At the touch of a button, the driver can switch between the image of the rear view camera and the vehicle silhouette using the distance bar of the PDC, whereby the different perspectives illustrate the advantages of "Rear View": In contrast to the PDC, the driver can identify especially children and balls much more reliably.
- The "Rear View" Camera System is installed in the "Low" version in the trend line; all other lines include the "Compact" version which is also optionally available for the trend line.
- In addition, the "Rear View" Camera System is an integral component of the "Area View" 360° Camera System.
- Furthermore, the "Rear View" Camera System provides effective support for the "Park Assist" Parking Steering Assistant.

Customer benefits

- The "Rear View" Camera System shows the driver what is happening in the area that could not otherwise be seen at the rear of the vehicle and assists the driver when backing up. Overview and comfort are significantly increased as well as protection from damage caused by collisions with obstacles at the rear of the vehicle.
- Using the "Rear View" Camera System the driver can safely approach all obstacles e.g. the bumper of another vehicle or a curb and also trailer coupling is simplified considerably.
- The "Rear View" Camera System detects in real time all kinds of obstacles at the rear of the vehicle, e.g. also extremely low or moving obstacles that cannot be detected by the distance sensors of the "ParkPilot" Park Distance Control.
Clear, driver-centric displays contribute to an extremely pleasant driving experience in the Atlas. Furthermore, the Volkswagen Digital Cockpit offers the driver extensive options for configuring the screen display to their personal requirements and needs.

Product information

- The Volkswagen Digital Cockpit replaces the well-known cockpit, including speedometer, tachometer etc., with a TFT display with a 12.3 inch (31.2 centimeters) screen diagonal and a resolution of 1440 x 540 pixels.
- All safety indicators remain physically.
- The Volkswagen Digital Cockpit is operated via the buttons on the right side of the multifunction steering wheel.
- Five different view options allow the driver to display all indicators relevant to them in a variety of sizes and orders – in the central area with some even in 3D or animated:
  - Classic
  - Fuel consumption and range
  - Navigation
  - Efficiency
  - Performance and driver assistance
- When a familiar cockpit with speedometer and tachometer is displayed, the graphics area between these can be configured to display driver assistance and navigation functions.
- Certain information can also be shown within both of these areas so that collectively more information appears at the same time within the driver's field of view than in the classic cockpit, and the driver can see this without being distracted from what is happening on the road.
- In navigation mode, both classic indicators are reduced in size and move outward to create more space for the map. This improves orientation options and detail views considerably.
- The driver can keep information from the infotainment system directly in their field of view, such as images from contacts accessed or album covers from CDs played.
- The Volkswagen Digital Cockpit is available in the Atlas only in the Execline (US) together with the "Composition Media" radio system, ideally in combination with the "Discover Media" navigation system.
- Furthermore, it perfectly complements the various driver assistance systems.
- If the Atlas is equipped with 4MOTION, there are numerous additional special offroad indicators, such as steering angle, compass, altimeter, water and oil temperature, and gradient and inclination angle.

Customer benefits

- The perfect display form and variety of relevant content make the Volkswagen Digital Cockpit an absolute technological highlight.
- Numerous customization options for displaying navigation, infotainment, and driver assistance functions – all in the driver's direct field of view – increase convenience and driving safety.
- Special features in conjunction with 4MOTION assist orientation and driving capabilities when offroad – this is certainly a highlight especially for an SUV like the Atlas!
Open the Atlas tailgate by swinging your foot. This is enabled by the sensor-controlled electronic tailgate of the "Easy Open" package.

Product information

- The Atlas detects the driver automatically using the "Keyless Access" system. This functions at a distance of up to 4.9 feet via the interaction of the external antenna and the radio pulse generator in the key housing.
- A capacitive sensor on the diffuser or rear valance (depending on vehicle) detects the driver's foot movement.
- The system only reacts to vertical movements (sideways movements could be due to an animal).
- The brake light flashes for 0.8 seconds in confirmation.
- The electric tailgate opens automatically.
- The driver can customize the angle of opening, for instance to the height of the garage, to avoid collisions.
- The driver presses a button in the tailgate to close the tailgate.

Customer benefits

- Contact-free, rapid opening of the tailgate provides increased convenience, especially in rain and darkness.
- The driver does not need to first put down their heavy items of luggage to open the trunk.
- The opening angle of the tailgate can be set automatically to prevent a collision with the garage ceiling.
- Sensors in the tailgate prevent collisions with the driver's body parts when closing, especially the head.

Related topics

Panoramic Tilting/Sliding Roof  |  Keyless Access
Regardless of snow at the top of the mountain, muddy, difficult terrain, or a straight ride on the freeway: the driver selects the appropriate driving profile and the most effective driving mode using 4MOTION Active Control. Thanks to a hard rotary/pressure switch on the center console as well as another found virtually on the infotainment touchscreen, this functions intuitively and in just a few easy steps.

Product information

- By turning the Active Control control dial, the driver selects between the all-wheel driving profiles Onroad", "Snow", and "Offroad Individual".
- The vehicle functions (transmission, steering, Adaptive Chassis Control [DCC], Electronic Stabilization Control [ESC], Adaptive Cruise Control [ACC], Park Distance Control [PDC] and cornering light) are automatically adjusted to the driving profile.
- "Onroad" driving profile: With this profile there is adequate engine performance and traction for reliable tracking on straight roads and in curves. After pressing the mode button, the driver selects between the different driving modes:
  - "Normal" mode: This mode provides a dynamic and simultaneously comfortable driving experience.
  - "Sport" mode: The engine characteristic responds more quickly, the steering torque adjusts to the speed, and the Adaptive Cruise Control (ACC) switches to a sporty driving style.
  - "Eco" mode: In this mode, the engine characteristic is optimized for fuel consumption, the automatic clutch transmission shifts up earlier and shifts down later, the dynamic and static cornering light are deactivated, and the air conditioning switches to energy-optimized operation.
  - "Individual" mode: In this mode, the driving profile corresponds to the driver's customized configuration.
- "Snow" driving profile: The acceleration characteristic is flatter and prevents unintentional excessive acceleration; at the same time the automatic traction control system reduces engine performance in case of imminent sliding.
- "Offroad" driving profile: In this mode, the transmission shifts up later, the reaction capability of the pedals is faster, the steering wheel switches to the sport profile, the start-stop system and automatic free-running function are deactivated, the Adaptive Chassis Control (DCC) switches to normal profile, the electronic safety systems (ABS, EDS, ESC) adjust themselves and the Hill Start Assist and Hill Descent Assist are activated.
- "Offroad-Individual" driving profile: In this offroad driving profile, the vehicle functions are adapted to the driver’s customized settings.
- The Driving Mode Selection is available for all lines as long as the vehicle is equipped with a 4MOTION engine.

Customer benefits

- The driver changes between driving profiles and driving modes in just a few easy steps – thanks to the rotary/pressure switch on the center console and – found virtually – on the infotainment touchscreen.
- The timely change of driving profile and driving mode results in improved safety, driving pleasure, comfort, and saves fuel.
- The driver configures the driving profiles and driving modes so that they correspond to their personal driving preferences.
Get into the car and position the seat and outside mirror at the push of a button. Thanks to the Driver Seat Memory Function, this level of convenience is now reality. The intelligent driver's seat can automatically store up to three different seat profiles.

Product information

- The Driver Seat Memory Function in the Atlas is one of the comfort features of the electrically adjustable driver’s seat.
- The control element with SET button and three save buttons is mounted on the cover of the driver's seat for ease of use.
- Customized seat positions and adjustments to the outside mirrors can be saved in just a few easy steps:
  - The driver adjusts the outside mirror and seat once (seat spacing, seat inclination, height, 4-way lumbar support).
  - The driver presses the SET button for three seconds thereby activating the memory function.
  - The driver presses one of the three memory buttons within ten seconds and saves the seat profile and outside mirror setting.
  - Saving is confirmed by an acoustic signal.
  - The Driver Seat Memory Function enables up to three seat profiles to be saved.

- When the driver gets into the car, they choose their seating profile via the memory buttons.
- The seat moves into the saved position electrically.
- The outside mirrors adjust themselves autonomously.

Customer benefits

- Rapid adjustment of the seat and outside mirrors at the press of a button (especially practical for families with several drivers).
- Increased safety when there is time pressure in daily life.

Related topics

- Driving Mode Selection
- Volkswagen Digital Cockpit
- Remote Start 2.0
Gazing at the stars at night, the typical feeling of driving open in spring, while protecting yourself from the sun at the height of summer: this is all possible thanks to the Panoramic Tilting/Sliding Roof. It is operated via a combined rotary/pressure switch in the overhead console.

### Product information

- The Panoramic Tilting/Sliding Roof is a two-part roof opening system with a length of 53.5 inches and a width of 34.25 inches: With these dimensions it is approximately three times the size of a traditional sliding roof.
- Both glass elements are made out of heat-insulating, tinted material.
- The rear glass element is in a fixed position whereas the front element can be tilted via a combined rotary/pressure switch in the overhead console (or using the vehicle key) to briefly let in fresh air or can be gradually opened for a longer period.
  - If the driver presses and pulls the switch, the roof is lifted by around 1.2 inches by an electrical lifting function.
  - If the driver turns the switch, the window opens via an electrical sliding function into seven positions and moves over the rear element.
  - At the same time, the integrated wind deflector on the front edge of the window rises when the panoramic roof opens to minimize noise.
- To provide protection when the sun shines in, a sunshade can be rolled out over the entire length of the window using an integrated pressure button in the switch; this does not need a winding shaft and, thus, the occupants have more headroom.
- The roof has anti-trap protection for the glass cover and sunshade as well as flexible (net) wind deflectors that go around the corner.
- The tilting/sliding roof is acoustically optimized and ensures a comfortable noise level when traveling at high speed.

### Customer benefits

- Numerous setting options (tilt function and several degrees of opening) enable the flexibility to let in fresh air or to experience the flair of open driving.
- The passenger compartment is bright and welcoming ensuring a positive driving experience.
- The glass elements are highly insulating so that the vehicle can be heated efficiently in winter. Furthermore, they are acoustically optimized and ensure a pleasant level of noise during the journey.
- The sun shade protects the occupants against direct sunlight.

### Related topics

- Easy Open package
- Keyless Access
What can be more pleasant than getting into a preheated car in winter? With the Remote Start 2.0 function, the driver activates the engine before they even leave the house – very simply using the radio key. A cold interior and scraping the windshield are now history.

**Product information**

- The driver presses the key combination on the radio key within three seconds:
  - 1x lock button
  - 2x remote control button
- The parking lights flash during the remote start in confirmation.
- The engine then runs for ten minutes:
  - The air conditioning heats the interior temperature to 20 °C.
  - The mirror heating is activated automatically if the outside temperature is below 20 °C.
  - The rear windshield heater is activated autonomously if the outside temperature falls to below 4 °C.
  - The seat heating in the Atlas can also be switched on in advance in this way.
  - Furthermore, the opposite process is possible via Remote Start 2.0: For temperatures above 22 °C, Climate Control and Seat Ventilation regulate the interior temperature to a pleasant level.
- In remote start mode, the driver switches off the engine using one of the following buttons:
  - 2x remote control button
  - Trunk unlock button
  - Unlock button
- A maximum of two consecutive remote starts are possible.
- Once remote start has been activated the customer can approach the vehicle, unlock using KESSY, then get in and close the door and put on the seatbelt. He may then push the brake pedal and touch the start button with the key in range to drive away without having to restart the vehicle.
- The pre-cabling for a retrofit is installed for trim levels not equipped with Remote Start.

**Customer benefits**

- The customer saves time in winter as there is no need to scrape ice.
- Preheated car ensures greater convenience and comfort.
- Clear and thawed glass improves safety in regions with frosty weather conditions.
Fishing the key out of the pocket of your pants and opening the car door? Much too laborious. Thanks to antennas, sensors, and radio signals, the driver opens the door using the Keyless Access locking and starting system with the radio key in the pocket of their pants. Engine start and locking are equally fast and easy.

Product information

- The driver unlocks the doors without touching the key:
  - As they get closer to the vehicle up to 4.9 feet, the radio key sends a radio signal to the antennas in the door handles.
  - The driver places their hand behind the door handle.
  - A sensor detects the hand and unlocks the door.
  - The turn signal lights confirm unlocking by flashing twice.
- The driver starts the vehicle and keeps the key in the pocket of their pants.
  - The vehicle releases the steering and ignition automatically.
  - The driver presses the brake pedal with their right foot.
  - Pressing the starter button starts the engine.
- At the end of the journey, the driver presses the outer locking button on the door handle:
  - The doors lock automatically.
  - The steering wheel column locks autonomously.

Customer benefits

- More convenient and rapid entry to the vehicle without having to have the key in your hand.
- Radio system prevents key scratches to the doors.

Related topics

Panoramic Tilting/Sliding Roof  
Easy Open package
Product information

Infotainment
The "Composition Color" radio system from the second-generation modular infotainment platform (MIB) is the entry-level model for the Atlas S. The "Composition Color" is superbly equipped with a color 6.5 inch display, touchscreen and App-Connect.

Product information

Hardware and functions

• The 6.5 inch color display (corresponding to a screen diagonal of 6.5 inches) of the "Composition Color" displays up to 65,000 colors and includes a pressure-sensitive (resistive) touchscreen.
• The system produces an output of 4 x 20 watts via four front speakers and four rear speakers, and also offers speed-dependent volume control (GALA).
• The radio has a VHF/FM receiver as well as a dual tuner with two antennas and phase diversity for optimal radio reception.
• In addition, the "Composition Color" receives radio data system (RDS) signals, i.e. in addition to current traffic information – that the system broadcasts even if other sources are being listened to or the radio is switched off – it always determines the best receivable frequency of the radio station currently being played.
• RDS can be received throughout Europe; the responsibility for the correctness of the information lies with the operator of the respective broadcast station.
• The "Composition Color" in the Atlas is supplied with the App-Connect interface enabling connection of smartphones to the infotainment system where their apps can then be operated (see here for compatibility and operating instructions).

Connectivity and compatibility

• In addition to the radio, "Composition Color" provides two other means of enjoying audio sources such as music files or audio books: there is an SD card slot and an AUX-IN socket allowing connection of an MP3 player, for example.
• The system supports WMA, AAC, and MP3 file formats; for MP3 files the title and album cover are displayed.

Options

• Connectivity packet with telephone interface and USB port
• USB port for iPod/iPhone

Customer benefits

• The color display allows information to be presented in a sophisticated, appealing format.
• The resistive touchscreen ensures safe travel due to its simple operation.
• There are three channels for radio, SD card, or AUX-IN for a varied choice of entertainment.
• Eight speakers create a sound experience that fills the interior – even for rear passengers.
• Thanks to App-Connect, smartphones can be connected to the infotainment system and their apps can then be safely operated via the touchscreen.
Technical data

Touchscreen
- 6.5 inches (6.5 inch screen diagonal), up to 65,000 colors, touch-sensitive (resistive)

Radio functions
- Output power: 4 x 20 watts
- Speakers: 4 at the front, 4 at the rear
- Radio reception: FM, AM
- Dual tuner with phase diversity: Yes
- Drive: No
- SD card slot 1
- External connection: AUX-IN
- File formats supported: WMA, AAC, MP3
- MP3 playback incl. title and album cover display
- Telephone interface: No
- Voice control: No

Related topics
Composition Media  Discover Media  Fender® Sound Audio System
The absolute highlight of the "Composition Media" radio from the second-generation modular infotainment platform (MIB) is the new 8 inch color display made entirely of glass, including proximity sensor. It has the same features as the "Composition Color", plus the top model from the "Composition" range is equipped with separate CD drive and SD card slot in the glove compartment, a telephone interface, as well as an extended range of options.

**Product information**

**Hardware and functions**

- The new 8 inch color display (corresponding to a screen diagonal of 8 inches; 65,000 colors; WVGA resolution 800 x 480 pixels) of the "Composition Media" is made entirely of glass and includes a touch-sensitive (capacitive) touchscreen.
- Only two hard buttons on the right and left are not yet integrated into the touchscreen.
- The system has a proximity sensor for the touchscreen whereby the system senses when the user's hand is close and enlarges the targeted display and changes it from display to operating mode.
- To accommodate the space required for the proximity sensor in the "Composition Media", the CD drive and SD card slot have moved to a separate device in the glove compartment.
- The system produces an output of 4 x 20 watts via four front speakers and four rear speakers, and also offers speed-dependent volume control (GALA).
- The radio can also receive in addition to VHF/FM and medium wave/AM RDS and TP memo and has a dual tuner with two antennas and phase diversity for optimal radio reception; in addition, the station logos of the broadcaster are displayed.
- For the Atlas in North America, SIRIUS Satellite Radio can also be received.
- The "Composition Media" offers the additional feature of an integrated telephone interface with hands-free kit that enables two cell phones to be paired at the same time via Bluetooth.
- The Atlas is delivered with the "Composition Media" with the App-Connect interface with which smartphones can connect to the infotainment system allowing their apps to then be operated using the infotainment system (see here for compatibility and operating instructions).

**Software**

- The "Composition Media" radio and "Discover Media" navigation system of the second-generation modular infotainment platform (MIB) are equipped with new software.
- When started, a tile menu is displayed with a large tile on the left and two smaller tiles on the right. All tiles display the corresponding menu name in addition to an icon.
- Both small tiles can have menu items assigned to them – with the Discover models, the large tile has the navigation display assigned to it.

**Customer benefits**

- The "Composition Media" is a high-end radio system by Volkswagen: It enables enjoyment of radio and music at the highest level.
- The new, larger color display made of glass including proximity sensor enables high resolution and extremely user-friendly operation that intuitively resembles the way the respective smartphone functions.
- The hands-free kit and optional voice control increase operating convenience and safety as the driver keeps both hands free for steering or shifting.
- Thanks to App-Connect, smartphones can be connected to the infotainment system and their apps can then be safely operated via the touchscreen.
Connectivity and compatibility

- The "Composition Media" has as standard a CD drive, SD card slot, and AUX-IN socket for connection of an MP3 player, for example.
- In addition, the following have been added in comparison to the "Composition Color": a USB port, a JPEG viewer for image viewing, and a Bluetooth telephone interface which enables connection of two cell phones and use of their address books.
- The system supports WMA, AAC, OGG Vorbis, JPEG, and MP3 file formats; for MP3 files, the title and album cover are displayed.
- The Atlas is delivered with the "Composition Media" with the App-Connect interface with which smartphones can connect to the infotainment system allowing their apps to then be operated using the infotainment system (see here for compatibility and operating instructions).

Options

- USB port for iPod/iPhone
- "Comfort" telephone interface with inductive charging
- Voice control

Technical data

Touchscreen

- 8 inch (8 inch screen diagonal), 65,000 colors, WVGA resolution 800 x 480 pixels), touch-sensitive (capacitive), proximity sensor – NEW made entirely of glass

Radio functions

- Output power: 4 x 20 watts
- Speakers: 4 at the front, 4 at the rear
- Radio reception: FM, AM, DAB/DAB+ optional, SIRIUS Satellite Radio
- Dual tuner with phase diversity: Yes
- Drive: CD in glove compartment
- SD card slot 1 in glove compartment
- External connection: AUX-IN, USB, optional iPod/iPhone support
- File formats supported: WMA, AAC, OGG Vorbis, JPEG, MP3
- MP3 playback: incl. title and album cover display
- Telephone interface: Telephone interface, "Comfort" telephone interface with optional inductive charging
- Voice control: Optional

Related topics

Composition Color | Discover Media | Fender® Sound Audio System
The "Discover Media" navigation system from the second-generation modular infotainment platform (MIB) is, as the addition of "system" to the name already signifies, not just a traditional navigation device but a functional extension of the "Composition Media" radio with the features of a modern navigation system.

Product information

Hardware and functions

- In relation to the radio and other media use, the combination of the "Composition Media" radio system with the "Discover Media" navigation system also retains all of the technical possibilities and options of the radio system itself.
- Only the device in the glove compartment with a CD drive and SD card slot has been extended to include a second SD card slot: the SD card with the European map database for the navigation system is found on this.
- SD cards have proven to be much more advantageous for this purpose compared to CDs as they are faster and last longer; furthermore, the CD drive is then always available for audio CDs.
- Operation of the "Discover Media" navigation system is easy, intuitive, and ergonomically practical.
- The technical capabilities of the system in detail are:
  - 2D, topographical, and bird's eye map views
  - Rapid, brief, and economical route selection
  - Dynamic navigation based on TMC+
  - Destination entered directly on the map via the touchscreen

- The system offers the driver many parameters for logistical support:
  - The driver can choose between various routes calculated, e.g. if the driver wants to reach their destination quickly using as little fuel as possible.
  - Information on speed limits assists the driver, especially on roads with frequently changing limits.
  - Dynamic route guidance helps with the calculation of alternative routes when bypassing traffic backups.
- If required, the display changes to the multiple map mode with a large map for the overview and a smaller map showing the details – or vice versa.
- The "Discover Media" navigation system can also use the proximity sensor of the touchscreen to immediately enlarge addresses searched for – such as places of interest, gas stations, or parking lots – and the surrounding area on the map view.
- To avoid missing any traffic information, a separate TMC tuner receives all relevant traffic data: symbols show each disruption and warning on the map while more detailed information provides a separate list of events.
- The "Discover Media" navigation system – in combination with the "Composition Media" radio – is provided in the Atlas from the Highline.

Customer benefits

- The "Discover Media" radio and navigation system navigates safely to any destination using state-of-the-art technology, intuitive operation, and innovative displays without distracting the driver from what matters – paying attention to the traffic.
- The numerous inherent support functions in respect of orientation and planning individual routes leaves no desire unfulfilled.
- Navigation is even clearer with the increase in screen diagonal from 6.5 inches to 8 inches.

Connectivity and compatibility
Infotainment

Discover Media

• See "Composition Media" radio system

Options

• See "Composition Media" radio system
• Furthermore, in conjunction with the navigation system, a CarStick can be retrofitted to enable connection to the Internet and to "Volkswagen Media Control" (see here).
• In addition to the navigation system, the "Discover Media" system has a WLAN hotspot in combination with a suitable telephone interface as an exclusive feature.

Technical data

See "Composition Media" radio system for the touchscreen and radio functions

Navigation system

• Hard drive: No
• Map display: Map in 2.5D – topographically in 3D – with building display
• Route guidance: Dynamic via separate RDS/TMC+ tuner
• Navigation data: Europe on SD card or in internal memory
• Map updates: Free of charge (for five years from production end of the device generation)
• Telephone contacts can be entered for the destination: Yes
• Special destinations with image display via SD card available: No
• Speed limit display: Yes

Related topics

Composition Media
Composition Color
Fender® Sound Audio System
The "Fender® Sound" audio system with twelve speakers and a 400 watt amplifier offers music-loving Atlas drivers a unique sound experience: It leaves no desire unfulfilled!

Product information

- The finely tuned "Fender® Sound" audio system was created by the legendary guitar and amplifier builder, Fender, in exclusive cooperation with Volkswagen and produced true to the name of the "classic Fender sound".
- This originally took place for "The Beetle" as a tribute to the cult parallels between the Beetle and Fender virtuosos like Jimi Hendrix und Eric Clapton.
- A digital 12-channel amplifier – mounted under the passenger seat – with Class A/B output stages and ten speakers built in at the side, a subwoofer, and an additional center speaker at the front as well as a maximal total output of 400 watts provides a live-concert feeling inside the vehicle.
  - 10 + 2 speakers (incl. subwoofer and center speaker):
    - Front: 2x tweeters (Ø 2.4 inches, door trim), 2x woofers (Ø 7.9 inches, door metal sheet), 1x center speaker (Ø 3.2 inches, dashboard)
    - Rear: 2x tweeters (Ø 2.4 inches, door trim), 2x woofers (Ø 6.6 inches, door metal sheet), 2x effect speakers (Ø 3.2 inches, D-pillar)
    - Trunk: 1x subwoofer 16 inch with single voice coil (spare wheel)
- Other equipment features are three-color ambient lighting, a multimedia holder in the glove compartment, a USB port (also for iPod/iPhone) including AUX-IN, visually highlighted by chrome applications around the speaker grilles as well as the Fender logo on the mirror triangles and bass box.

Customer benefits

- The exclusive "Fender® Sound" sound system is a top-of-the-range system and provides audio freaks among Atlas drivers with pure, discernible, and appreciable music pleasure.
- The entire system is perfectly integrated into the Atlas Execline interior, acoustically and visually.
- The "Fender® Sound" audio system with twelve speakers and a 400 watt amplifier produces the "classic Fender sound" true to its name, recreating the live-concert feeling in the vehicle interior!
An Atlas driver can pair tablets or smartphones with the existing infotainment system via the "Volkswagen Media Control" app and certain functions of the infotainment system can be used or operated via these end devices. (Delayed introduction)

**Product information**

- After installing the "Volkswagen Media Control" app onto the desired tablet or smartphone, the driver of an Atlas from the Highline connects this device via WLAN to the vehicle's infotainment system.
- Using the app, the driver then displays components of the infotainment operating system on the end device.
- Now on the one hand, the user can operate and use functions of the infotainment system like the radio, media, or navigation system on their end device – for example, even from the rear seats.
- But this is also possible the other way round, i.e. the user can send navigation data (for example via Google Earth™) from their end device to the navigation system, thus, considerably simplifying searching for the destination and determining the route for the driver – and thereby making this process safer (preventing distractions).

**Universal tablet holder:**

- In addition to the "Volkswagen Media Control" app, a universal tablet holder is available as an accessory.
- The holder can be easily mounted on the headrests of the front (or middle) seats of the Atlas without impacting their functionality.
- The holder can safely accommodate devices with screen diagonals from 4.3 to 9.6 inches, i.e. also for (larger) smartphones.
- Using the holder in conjunction with the "Volkswagen Media Control" app literally produces a completely app-based, rear-seat entertainment system.

**Customer benefits**

- The "Volkswagen Media Control" app provides an especially convenient and safe remote control functionality for the vehicle's infotainment system, including the practical transfer of navigation data.
- Existing tablets evolve into a fully functional rear-seat entertainment system using the "Volkswagen Media Control" app and a corresponding holder.
Product information

App-Connect
The "App-Connect" interface enables compatible smartphones to connect to the vehicle's infotainment system and for select apps to then be operated via the infotainment system touchscreen.

### Product information

- The "App-Connect" interface is available in the Atlas directly from the Trendline, from the Highline incl. internal Wi-Fi for Media Control (see here); registration to use the service is not required.
- App-Connect assists connection of smartphones including their connection to the Internet via the respective cell phone contract using MirrorLink™, Apple CarPlay™, or Google Android Auto™ – it is suitable for all commonly used operating systems; a list of compatible smartphones can be found at the Car-Net Portal (www.volkswagen-car-net.com) as well as on the web sites of each provider.
- The smartphone connects to the infotainment system using the original smartphone USB cable. Display and operation are intuitive via the touchscreen which resembles the smartphone layout. Saved audio titles on the smartphone can also be played back by the infotainment system.
- Voice control is optional if this is supported by the respective app.
- With MirrorLink™, apps that can distract or animated images are hidden for safety reasons at speeds above 6 km/h; with Apple CarPlay™ and Google Android Auto™, the provider decides on this function.
- Eight Volkswagen apps are available among other things via MirrorLink™, such as the "ThinkBlue. Trainer" for a fuel-efficient driving style.

### Customer benefits

- The familiar operating logic of your own smartphone is on the touchscreen of the infotainment system – even when changing smartphones.
- The infotainment system ensures use of smartphone apps in conformity with the law, even when driving.
- App-Connect provides exclusive access to Volkswagen apps.
The new Volkswagen Atlas

Sales knowledge
Sales knowledge

Vehicle presentation
Start at the front right with the most attractive vantage point of the four-eye face of the new Atlas. In this position your customer takes in three perspectives at the same time: the front, the side, and the roof.

Change to the front view. From this position, the new LED headlights are an enlightening topic. This is where you can also bring up the selection of paint color options for the Atlas.

The design of the side view is determined to a large degree by the design of the rims. Your customer has the option of four light alloy wheels.

From the rear view, the topic of LED lights is one you can return to: LED tail lights as standard underscore the technical and visual value of the new Atlas.

Open the driver’s door and take in the interior of the new Atlas with your customer. The potential future owner has the best view of the fabrics and designs, decorative elements, and the impressive technology from the driver's seat. It is highly desirable to change places in the Atlas for perfect familiarization with the seat concept.

Related topics

Exterior design

Interior design
The new Atlas is the biggest Volkswagen ever produced and sold in Canada—a striking seven-passenger SUV specially for the North-American market. Classic proportions clean lines create a sense of timelessness and precision. The Atlas combines a bold design with optimal utility for everyday use and as a family vehicle.

Head lights

- Front with unique visual signature
- The face with 4 eyes underscores the bold and impressive appearance of the SUV
- LED headlights with LED daytime running lights as standard
- Daytime running lights are a signature design element
- LED technology is used for all lighting functions

Paint

<table>
<thead>
<tr>
<th>Paint</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pure White</td>
<td>Tourmaline Blue Metallic</td>
</tr>
<tr>
<td>Reflex Silver Metallic</td>
<td>Fortana Red Metallic</td>
</tr>
<tr>
<td>Platinum Grey Metallic</td>
<td>Kurkuma Yellow Metallic</td>
</tr>
<tr>
<td>Titanium Beige Metallic</td>
<td>Deep Black Perl Effect</td>
</tr>
</tbody>
</table>

Wheels

<table>
<thead>
<tr>
<th>Wheels</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>18&quot; PRISMA Silver</td>
<td>20&quot; MEJORADA Black (Options)</td>
</tr>
<tr>
<td>20&quot; MEJORADA Silver</td>
<td>20&quot; SEBRING R-Line, Grey Metallic (Options)</td>
</tr>
</tbody>
</table>

LED tail lights

- LED tail lights with two-part design
- Huge illuminated surface from the side to the tailgate
- Rear light signature changes during braking from horizontal to a vertical direction providing a visual dynamic effect

Sales tips

- The front is a highlight of the new Atlas—high quality and provided with a unique light signature. Turn on the ignition and take your customer through the various lighting functions. The daytime running lights in particular enthrall at first glance. Incidentally, the Atlas headlight is illuminated using only LEDs.
- LED headlights not only produce a pleasant light color similar to day light, there is less glare as the light comes from several sources. Additional benefits are switching on and off instantaneously, the long life of up to 50,000 hours without total operational failure, and the high energy efficiency. And the LED headlights light up the highway perfectly of course.
- The LED tail lights make the Atlas broader and more powerful. The large illuminated surface from the side to the tailgate not only looks good, it is also a safety plus. LEDs light up more quickly and shorten the reaction time of the driver in the vehicle behind when braking.
The Atlas gets the most out of the internal space and creates room for seven adults plus luggage. Due to the intelligent seat concept with innovative folding seats, each seat can be easily accessed and offers maximal seating comfort. The storage and stowage concept convinces with its countless flexible solutions. With a variety of seat covers, decorative elements, and interior lighting, the design has also not been neglected.
Vehicle presentation
Interior design

Seats
- Cloth seats
- Leatherette seats
- Leather “Vienna” seats

Interior decor
- IMD Metal Look “New Brushed” matte
- IMD Wood Look “Makotish” matte
- IMD Wood Look “Birch Brown” matte

Interior lighting

Functional lighting
- Halogen interior and reading lights
- Cup holders with LED light
- Halogen light in glove compartment
- Vanity mirror with halogen light
- Halogen lights in footwell
- Halogen light in trunk

Ambient lighting
- Instrument panel with LED decorative lights
- LED lights on front doors
- Halogen door warning light

Sales tips
- Cloth seats, leatherette seats or leather “Vienna” seats – the Atlas provides a different upholstery fabric depending on the equipment line. Ask your customer if they have particular preferences and select directly the model with the appropriate upholstery fabric for the presentation. Then the customer will feel even more comfortable in their future Atlas.
- The interior lighting for the Atlas comprises two light concepts: The ambient light ensures the right mood whereas the functional lighting ensures you can find your way around. Show your customer where all the small LEDs and halogen lights are fitted. Presentation of the illuminated interior at dusk or in the dark has an even more impressive effect.
- The Volkswagen Digital Cockpit is an equipment must for each presentation of the new Atlas. It provides the opportunity to customize the wealth of information behind the steering wheel – for many of those interested undoubtedly a feature that is new to them. Skip through the various display options with your customer and find their preferred display.

Related topics
Exterior design
Five-step walk-around
Drive off on vacation in a group of seven, head out with five child seats as a school taxi, or compete with moving companies with your large cargo capacity: the flexible seat concept of the Atlas makes all of these possible. The seats in the second and third seat row can be moved into multiple combinations: inclined into the most comfortable position, heated, tilted forward for easier access, or folded down to make a level surface. The seat concept alone is sufficient to make a vehicle presentation that lasts for one day.
Vehicle presentation
Seating concept

Second and third seat row

- The second seat row comprises a divided seat bench in the ratio of 60:40 and seats three passengers.
- Each part of the second-row seat bench can be positioned independently of the other part. They can be moved 4.7 inches forward or approximately 3.1 inches back.
- The backrests of both outboard seats in the second seat row can be inclined by 14° for additional comfort.
- On the broad second-row seat bench, passengers can fold out an armrest with integrated cup holder if they wish to.
- The second-row outboard seats can be heated.
- The second-row outboard seats can be heated.
- The third seat row has a fixed seat bench with two additional seats (50:50 ratio).

Captain's Chairs

- If required, Captain's Chairs can be fitted instead of the seat benches in the second seat row for customized seat comfort.
- Two armrests per seat provide even greater comfort.
- The Captain's Chairs can also be heated (from Highline version).
- The backrests can be folded fully flat for maximal cargo capacity.

Easy Package

- The third seat row can be easily reached by passengers thanks to the Easy Package concept.
- The passenger pushes the second-row seat benches toward the driver's seat.
- The seat benches tilt forward and create a large area for getting in.
- Tilting even functions when child seats are installed.

Child seats

- Three child seats can be installed in the second seat row via the LATCH system.
- The driver can install two child seats in the third seat row via the Top Tether system.
- The child seats do not interfere with the Easy Package functionality.

Luggage compartment

- The backs of all seats can be folded forward fully.
- The cargo capacity behind the first seat row is 2741L (96.8 cubic feet).
- The cargo capacity behind the second seat row is 1572L (55.5 cubic feet).
- The cargo capacity behind the third seat row is 583L (20.6 cubic feet).

Sales tips

- The new Atlas is a seven-passenger SUV, therefore you should definitely have five coworkers waiting behind the scenes at the time of the presentation in case your customer comes alone. Otherwise the motto is: get into it for the first time and try it out.
- Demonstrate the Easy Package concept and allow your customer to push and fold all seats. Only in this way can they experience how easy it is to get in. On a related note, the customer can also try out all seats.
- Does your customer have younger children or will the Atlas also be used to "car pool" children)? Then the Atlas is the perfect family taxi. A total of five child seats can be installed in the second and third seat rows via the LATCH and Top Tether system. What is particularly advantageous: When getting in and out, the child seats in the second seat row do not need to be removed.
- For more luggage and fewer passengers, the back rests of the seats can be folded fully forward. This creates a huge luggage compartment. Please ask your customer to fold the seats down – they will be convinced by the constantly increasing flat loading area.

Related topics

Storage concept
The new Atlas is a marvel when it comes to storage. Regardless of the number of passengers, the Atlas has appropriate cup holders or compartments for drinks, cell phones, and whatever else needs to be stowed away.

1st row
- 2x cup holders
- 1x open storage compartment in center console with 1x 12V power outlet and 1x USB with data connection and AUX IN port [Trendline and up]
- 1x glove box
- 1x open storage compartment on dashboard and 1x beneath rotary light switch
- 1x roof storage compartment [Comfortline]
- 1x bottle holder and storage compartment in each driver’s and passenger’s door
- 1x storage net in center console passenger side [Comfortline]
- Jumbo box with 2nd USB port with data connection [Comfortline]

2nd row
- 2x cup holders and 1x small cup holder for a can in center armrest [Comfortline]
- 2x cup holders in door panel
- 2x bottle holders in side doors
- 2x storage compartments in doors
- 2x seat back pockets
- 1x 12V outlet [TL / CL] or 1x 115V outlet [HL/EL]
- 2x USB ports and 1x 115V outlet

3rd row
- 2x cup holders in each side panel
- 1x small cup holder for a can in between them
- 1x storage compartment in left side panel and 1x in left armrest
- 1x storage compartment in right side for smartphone or tablet
- 1x storage compartment under trunk floor

Sales tips
- The storage concept of the new Atlas is amazing and it is unbelievable how many drinks and objects the interior can accommodate. Fill all cup holders and compartments and then put everything into a box. During the vehicle presentation fetch the box and ask your customer to stow the contents in the interior. Also with children there is an absolutely convincing argument for the everyday suitability of the Atlas.
- The new Atlas wants to connect. There are plenty of USB ports and power outlets in the first and second seat row. Show your customer the myriad of connectivity options in detail and which devices can be connected.
The new Volkswagen Atlas

Competition
<table>
<thead>
<tr>
<th>Model</th>
<th>Engines</th>
<th>Fuel Consumption (combined)</th>
<th>Transmissions</th>
<th>External Dimensions (L/W* / H)</th>
<th>Ground Clearance</th>
<th>Turning Circle Diameter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The new Atlas</strong></td>
<td>2 gas engines</td>
<td>TBD</td>
<td>8-speed automatic transmission</td>
<td>5036 / 1978 / 1769mm</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td></td>
<td>Power: 2.0 TSI 235hp / VR6 FSI 276 hp, Torque: 2.0 TSI 258lb.-ft / VR6 FSI 266 lb.-ft</td>
<td></td>
<td></td>
<td>198.3 / 77.9 / 69.6 inches / * width without side mirrors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honda Pilot</td>
<td>1 ignition spark engine</td>
<td>11.3L/100km (23mpg)</td>
<td>6-speed automatic transmission 9-speed automatic transmission</td>
<td>4941 / 2029 / 1773mm</td>
<td>7.3 inches</td>
<td>37.7 ft</td>
</tr>
<tr>
<td>Toyota Highlander</td>
<td>2 ignition spark engines</td>
<td>n/a</td>
<td>6-speed automatic transmission with manual shift option</td>
<td>4889 / 1925/ 1780 mm</td>
<td>8.0 inches</td>
<td>37.7 ft</td>
</tr>
<tr>
<td>Ford Explorer</td>
<td>3 ignition spark engines</td>
<td>10.8 - 13.0L/100km (22 – 27 mpg)</td>
<td>6-speed SelectShift automatic transmission with manual shift option</td>
<td>5037 / 2005 / 1777 mm</td>
<td>7.8 inches</td>
<td>38.9 (base) – 40.0 ft. (sport)</td>
</tr>
<tr>
<td></td>
<td>Passenger Volume</td>
<td>Carg Volume</td>
<td>Towing Capacity (2WD/4WD)</td>
<td>Seating Capacity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------</td>
<td>------------------</td>
<td>-----------------</td>
<td>---------------------------</td>
<td>------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4,400L (153.7 cu.-ft.)</td>
<td>583L / 1572L / 2741L (20.6 / 55.5 / 96.8 cu.-ft.)</td>
<td>VR6 4MOTION: 2268kg (5000 lbs)</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4296 - 4335L (151.7 - 153.1 cu.-ft.)</td>
<td>467L / 1325L / 2376L (16.5/46.8 / 83.9 cu.-ft.)</td>
<td>2.0TSI FWD: 907kg (2000 lbs)</td>
<td>SEATING CAPACITY 8 (7 in “Touring” trim)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4289L (151.5 cu.-ft.)</td>
<td>595L / 1243L / 2313L (21/43.9 / 81.7 cu.-ft.)</td>
<td>TOWING CAPACITY 3500/5000 lbs</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4100L / 144.9 cu.-ft)</td>
<td>391L / 1198L / 2370L (13.8 / 42.3/ 83.7 cu.-ft.)</td>
<td>1361 - 2267kg (3000 /5000 lbs)</td>
<td>8 (7 for SE model)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>COMPETITIVE ADVANTAGES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------</td>
<td>---</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• SUV with three seat rows and room for seven passengers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Optimal utility for everyday use and as a family vehicle</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 2.0 liter four-cylinder TSI with 235 hp and 3.6 liter VR6 engine with 276 hp</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Optional 4MOTION all-wheel system on VR6 models</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• LED headlights with LED daytime running lights as standard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Eight paint color options and four options for light alloy wheels</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Ten driver assistance systems usually found in premium-class SUVs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• The only model in its class to have a multi-collision brake</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Intelligent seat concept for seven passengers with innovative folding seats</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Easy Package concept for convenient access to the third seat row</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Installation of up to five child seats</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Captain's Chairs for the second seat row</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Maximal loading capacity due to a completely flat loading surface</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Storage concept with countless cup holders, storage, and stowage options</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Volkswagen Digital Cockpit</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• &quot;Easy Open&quot; package</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Large Panoramic Tilting/Sliding Roof</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Infotainment systems with 8 inch color display</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• &quot;Fender® Sound&quot; audio system with twelve speakers and a 400 watt amplifier</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>