

Volkswagen Lifestyle

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09/2011



Volkswagen for all. Your style for you.



Volkswagen Lifestyle

2011/2012

Discover. Lifestyle.

New look. New collections. New lifestyle.

Ride the Beetle.

An interview with professional skater, Jeremy Reinhard.

up! into the future.

Volkswagen AG Future Research and the Trendbüro look to the future.

35 years of GTI.

One for all and all for one. An amusing look at the past and the present.

Volkswagen Lifestyle 2011/2012

www.volkswagen-lifestyle.de

Volkswagen Lifestyle

2011/2012

Volkswagen – Just like us.

The Lifestyle Collections 2011/2012.

The truth is: Class is not the same as style. Volkswagen products have class. They are high-quality and innovative. They are also produced using responsible manufacturing methods. When it comes to style, we have one all of our own; style cannot be forced. Yet being able to reflect this style is fantastic – preferably via high-quality and innovative materials and collections. Humanity is made up of a diverse range of different characters. So it is logical that Volkswagen embraces this as well. Over the following pages, you can discover the diversity of life with Volkswagen. Together with everyone!

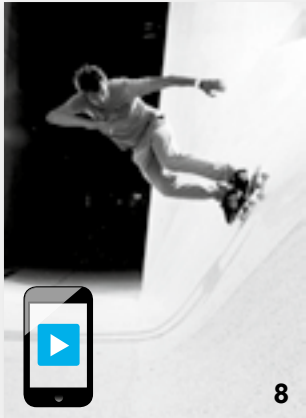
We have survived daring tricks with the professional skater, Jeremy Reinhard, on a board from the Beetle Collection outside the Phaeno Science Center in Wolfsburg (page 8). We have discussed the up! and the future of mobility with Birgit Gebhardt from the Hamburg Trendbüro and Wolfgang Müller-Pietralla from Volkswagen Future Research (page 38). And we have experienced a lightning tour through 35 years of GTI history with the journalist, Wiebke Brauer (page 68). In other words, we have not done anything that you would not do too. However, what you do is more important. And how you look while doing it.

- Page 6**  **The Beetle Collection**
Legendary, authentic, unique
- Page 36**  **up! Collection**
Pure, clear, urban
- Page 66**  **GTI Collection**
Black, white, tornado red
- Page 96**  **R Collection**
Exclusive, powerful, precise
- Page 112**  **R-Line Collection**
Dynamic, sporty, individual
- Page 120**  **Children's Collection**
Versatile, practical, cheerful
- Page 158**  **Business Collection**
Superior, timeless, direct
- Page 174**  **Volkswagen Collection**
Innovative, high-quality, functional



>> Online: www.volkswagen-lifestyle.de

The professional skater, Jeremy Reinhard, outside the phæno Science Center in Wolfsburg.



8



59

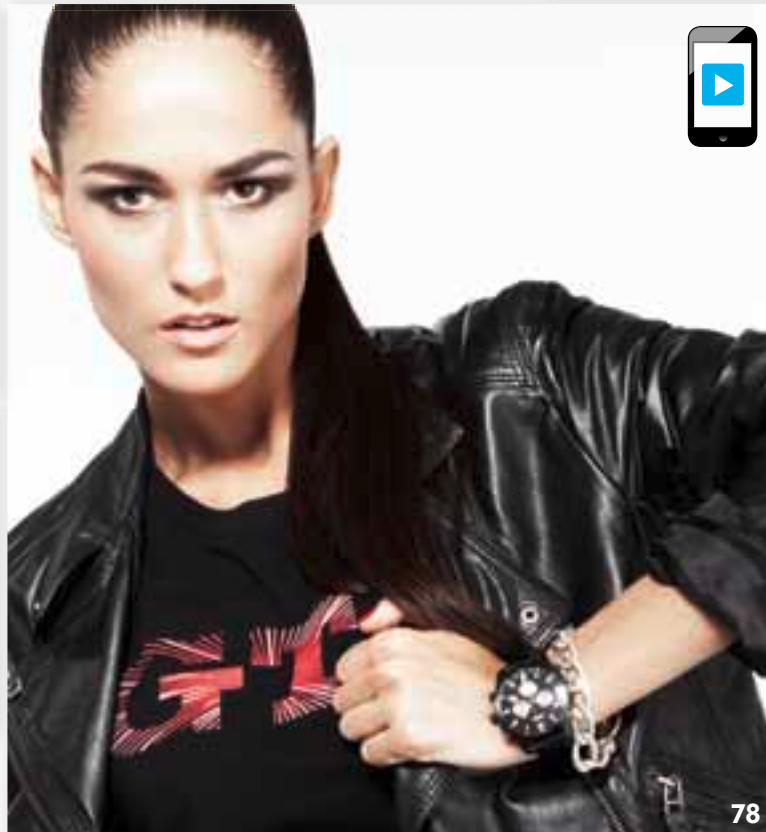
35 years of GTI and back again. The brief history of the GTI is entertaining and will bring a smile to your face.



68



173



78



151



28

Will we ever kill the bug? The Beetle Collection. Ready for the 21st Century.



41

The up! Collection contains strong colours, clear lines and quality which will inspire you.

Fooling around, playing, laughing and having fun. The Children's Collection offers something for kids large and small.

The GTI Collection offers you everything you need for the Tornado Red look.

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Das Auto.



- 🏠 Startseite
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Info
Welcome to the official international homepage of Volkswagen, straight from...

169.132
Personen auf der Seite
Seite erstellen

Volkswagen International

Produkt / Dienstleistung



Click the button above to join the Volkswagen International

Welcome to Volkswagen International, straight from the Volkswagen Headquarter in Wolfsburg, Germany

Follow the latest news, meet other Volkswagen fans, share your thoughts on the wall and your pictures in the gallery - and take part in exclusive Volkswagen events and contests. Join us, play fair and have fun!



The 21st Century Beetle.



We keep in contact and show you what appeals to us. News, opinions, photos, videos, friends, fans.
www.facebook.com/volkswagen

Mobile and flexible – Because you do not leave your lifestyle at home.

www.volkswagen-lifestyle.de

Just like us, your lifestyle is always in motion. That is why simply depicting it on paper is not enough. You have to feel it. Experience it. Let it inspire you and let yourself inspire others. The online platform from Volkswagen Lifestyle offers every opportunity to do so.

The platform offers a variety of ways to learn everything about our collections: Product information, quality criteria and manufacturing conditions. Since everyone has different interests, we have something different to offer everyone: Detailed texts, high-resolution images and additional tips. Naturally, you also have the option to actively take part yourself by contributing via Facebook and our YouTube channel. We utilise every opportunity modern communication has to offer. Apps for the iPhone, iPad and Android devices, our own online shop, exclusively for the Lifestyle collections and, of course, everything which moves us.

seeMore



The "Volkswagen seeMore" application recognises images about which more information is desired and automatically loads the corresponding films. It is available free-of-charge in the AppStore and in the Android Market. The corresponding symbols in the Volkswagen Lifestyle catalogue lead directly to the desired exclusive additional information.

Online



The Volkswagen Lifestyle collections can also be accessed via the Internet, with a fully-fledged online shop. All of the catalogue products can be conveniently purchased with a mouse click, added to your shopping list or sent as tips. In addition, the site also provides you with extensive product information: www.volkswagen-zubehoer-shop.de/lifestyle



Ladies' Beetle leather jacket Page 30, Ladies' Beetle checked blouse Page 32

Men's Beetle Harrington jacket Page 24,
Men's Beetle checked shirt Page 25

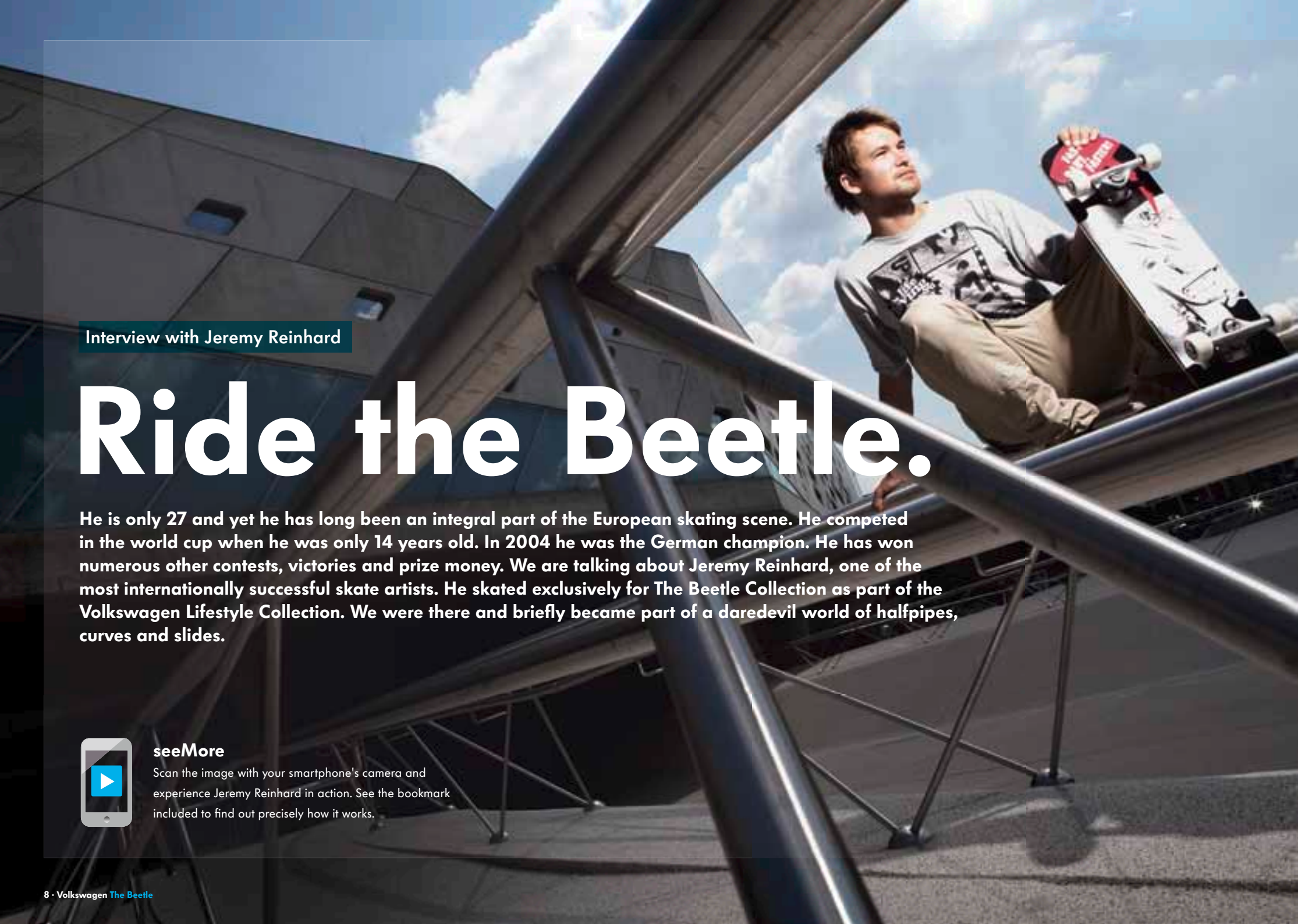
6-35

The Beetle

The 21st Century Beetle. For all who have stayed young while growing up. Pioneers, legends, trend-setters, eye-catchers. We have acquired experience and gained strength. Only those who change remain authentic. Development creates confidence. Life is feeling and instinct. The spirit of the time is global. Just like us.

Volkswagen for all. The Beetle Collection for us.



A photograph of a skateboarder, Jeremy Reinhard, performing a trick on a metal ramp. He is wearing a grey t-shirt and khaki pants, and is holding a skateboard with a red deck. The background shows a modern building with a glass facade and a blue sky with clouds.

Interview with Jeremy Reinhard

Ride the Beetle.

He is only 27 and yet he has long been an integral part of the European skating scene. He competed in the world cup when he was only 14 years old. In 2004 he was the German champion. He has won numerous other contests, victories and prize money. We are talking about Jeremy Reinhard, one of the most internationally successful skate artists. He skated exclusively for The Beetle Collection as part of the Volkswagen Lifestyle Collection. We were there and briefly became part of a daredevil world of halfpipes, curves and slides.



seeMore

Scan the image with your smartphone's camera and experience Jeremy Reinhard in action. See the bookmark included to find out precisely how it works.

Hey Jeremy, do you remember when you got on a board for the first time?

Jeremy: Yes, it was in 1994. I was ten years old. I was at home, in my village, and my best friend had a skateboard. And well ... I got on the board for the first time and I was hooked from the very first moment.

Explain the appeal and the thrill to someone who knows nothing about skateboarding.

Jeremy: Skating is a very free-form sport. Skaters are independent. Compare this to football, for example, where you have fixed times and regular training sessions. You are free. You get on the board, skate through the city and find your own place. You simply set yourself apart from most other people and, above all, you perceive your environment completely differently. That is what I love about it. So you could say: It is a sport for mavericks, for rebels.

You have been skateboarding for 17 years. How do you maintain the excitement? How do you make sure that you still have fun skating?

Jeremy: For me it is simply the best way to unwind. When I go skateboarding after work, I forget everything else around me. I meet my friends when I go skateboarding and then I can simply totally

switch off. As I said: From the very first moment, being on a skateboard was a fantastic feeling. And it is still the same today. I do not skate because I earn money with it or in order to impress anybody. I skate because it is a special attitude towards life. I experience the world while rolling ... and can simply go back to being a child for a moment.

In modern, urban architecture which places are especially good for skaters? Is there any place where you say: "Yes!"?

Jeremy: Of course. There are squares with marble paving, they are great for skating. Or marble curves – They are extremely good for grinding. One of my favourite cities in terms of the architecture and the materials is definitely Barcelona. The city is really well built for skaters. I also liked Shenzhen in China. That used to be a fishing village and in the space of only 30 years it has grown into a massive city. I have also skated through Seoul with the Adidas team. And not to forget: New York. The city is also one of my favourites, alone because of the scenery. Costa Rica is more difficult to skate. Everything there is pretty run down, there are potholes in the roads. You need



Jeremy Reinhard,
27 years old, professional skater
from Cologne.

Skater and DJ. Preferably electro.

Favourite iPod song:
Anything from Henrik Schwarz.

modern architecture for skating.

At contests do you compete more with each other or against each other? Are you friends or opponents?

Jeremy: We are definitely friends. It is like a big family, I would say. You all know each other, you keep meeting each other and you do not begrudge others the win. So it is more like you skate together and try to push each other and support each other.

What makes skaters different from the rest of the world?

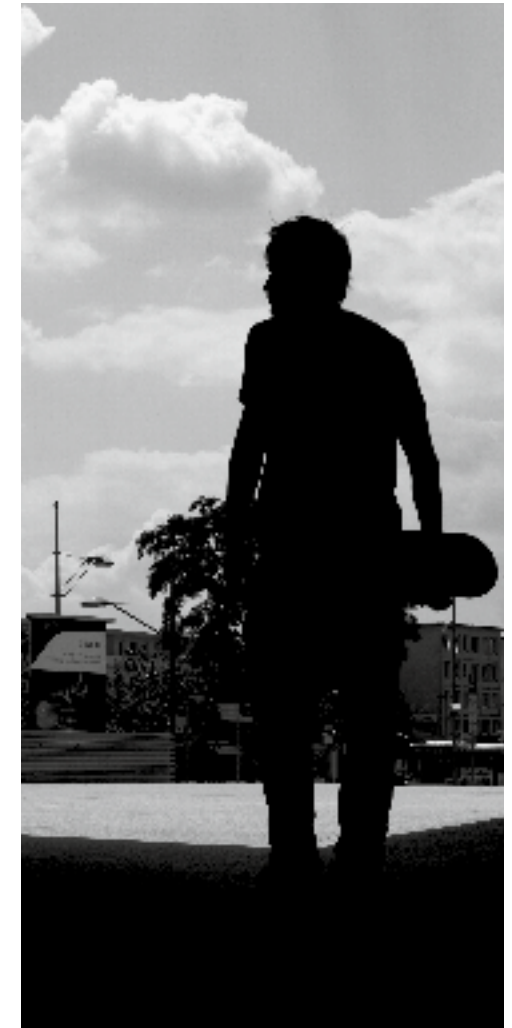
Jeremy: Well, a skater looks at his environment completely differently. Otherwise, they are all simply extremely laid-back guys. They all really like to party. And they can get a bit carried away sometimes ...

Do skaters have their own style? Can you see different styles? Do you have your own style?

Jeremy: I think it is like this: You always have your own style. Whether it is the way you hold your arms, your posture – this can be different for everyone. There are people who manage to skate standing up completely straight, others are more tense. Naturally, when I skate, I also try to make it look relaxed. The clothing is a part of this. Some have more of a punk style with tight pants, torn T-shirts and long hair. I prefer the casual style. So sometimes I will even wear a button-up shirt.

The last question: What does it feel like to be a role model for others?

Jeremy: That is definitely a strange feeling. I used to have my own role models too and now I am supposed to be one? But then I think: Hey ... I have all of this myself. I have worked hard to get this far. Even when I was a child I spent eight hours a day at the skate park, every day. I have sweated blood and water and skated outside in the burning sun until my head almost exploded. And my mother always ran after me with water, crying "Son, have a drink!" And so now I have come so far. That is definitely a truly fantastic feeling.



Thank you for the relaxed interview and all the best for your future!

Jeremy: Thanks! Take care and roll on!



News and cool clips on **Facebook** and **YouTube**.

01



01

Beetle "Faster Baby" skateboard

The complete skateboard from TITUS guarantees all-round fun and is perfectly suited for a wide range of tricks. Seven layers of birch make the board extremely stable. Here is the "Faster Baby" version. Ride the Beetle: Get on and let's roll!

5C0.050.530. .041

02



02

Beetle "Checked" skateboard

Square Dance – with the complete board from TITUS with a laid-back checked design. A super sturdy skateboard made using seven layers of birch. So: Get on and rock the halfpipe!

5C0.050.530.A .084

Details

The deck features two different, cool retro motives.



Axles: TITUS raw

Bushing: 89A (Durometer)

Colour: Black

Material: Seven layers of birch wood

Length: 80 cm

Weight: 2.6 kg



Beetle "Faster Baby" skateboard



Location: phäno Science Center in Wolfsburg >> phaeno.de

03



03

Beetle iPad cover

Enjoy the style. Enjoy the flair. The folding iPad case is made of imitation leather with a yellow quilted seam. A striking yellow elastic strap with a chrome button featuring the Beetle silhouette closes the case.

Material: Imitation leather • **Colours:** Black, Yellow • **Size:** 19 x 25 x 3 cm

5C0.087.315.A .041

04



04

Beetle iPhone 4 case

Simply smart. The precisely designed iPhone case is made of imitation leather with the casual Beetle look. Protects against scratches while allowing direct access to all of the functions.

Material: Imitation leather • **Colour:** Black • **Size:** 12 x 7 x 1.5 cm

5C0.087.315. .041

Details

Rear side with yellow contrast seams and the Beetle silhouette.





Men's "Will we ever kill the bug?" T-shirt Page 28, Beetle headphones Page 17

05



05

Beetle laptop cover

Always safe when on the move, always online. The soft, anti-slip and washable PU surface of the laptop cover keeps your laptop (up to 17") protected. The cover can be quickly and easily opened using the two zipper pullers with a yellow underside. The yellow silhouette of the Beetle provides an understated accent.

Material: Imitation leather • **Colour:** Black • **Size:** 42 x 32 x 3 cm

5C0.087.316. .041

06



06

Beetle laptop cushion

Helps you to stay relaxed. The soft, anti-slip laptop pad with the silhouette of the Beetle allows laptop users to work and surf and stay relaxed in any position. Or even have breakfast in bed, thanks to the washable PU surface.

Material: Imitation leather • **Colour:** Black • **Size:** 40 x 28 cm

5C0.087.316.A .041

07



Beetle USB stick

So that you always have the Beetle with you – along with your essential data. The two USB sticks shaped like a Beetle in red and white each store up to 4 GB of data. Handy and always ready for your data. The sliding mechanism on the underside retracts the memory stick completely into the vehicle.

Material: Metal • **Colours:** Tornado Red and Candy White • **Size:** Approx. 6 cm

5C0.087.620. .RW8

Tornado Red

5C0.087.620. .B9A

Candy White

08



08

Beetle USB hub / card reader

Get connected. With the USB 2.0 3 port hub and card reader for MS/Pro Duo, M2, SD/MMC and Micro SD cards. A particular eye-catcher: laser engraving of the Beetle silhouette on the top side of the hub.

5C0.087.629. .041

Details

When the USB stick is active, the Beetle silhouette glows white.





Ladies' "Nicknames" T-shirt Page 33

→ STYLING TIP

The striking Beetle headphones serve as cool, unisex inner-city accessories. Simply stylish with the preppy Beetle Collection look.

volkswagen-zubehoer-shop.de/lifestyle



09



09

Beetle headphones

For the soundtrack to life. Classic clamshell-style headphones with an adjustable frame and folding function. Customised with the yellow Beetle silhouettes on the shells and Beetle lettering on the inside of the frame. 3.5 mm stereo plug, single-side cable. Includes a storage bag.

Materials: Div. • **Colour:** Black

5C0.063.702. .041

**Beetle espresso cup set**

"There's a new bug going around" and "Will we ever kill the bug?" – Espresso cups complete with saucers from Kahla Porzellan. On the outside the motive from the legendary US campaigns, on the inside the current silhouette.

Material: Porcelain • **Colour:** White

5C0.069.608. .AUE

11



Connector type: C (CEE 7/16, Euro plug)
Operating voltage: 230 V, ~ 50 Hz
Rated output: 7 watts
Light bulb: 3 watts GU 10 LED



Details

Joint for individual adjustment. Stainless steel look and cloud white coating.



11

"Käfer" table lamp

For true aficionados. The high-quality LED table lamp with a lamp shade shaped like the "Ovali Käfer" license plate light. Two joints provide optimal flexibility, the dimmer switch on the base always ensures the right atmosphere. The light bulb is included.

Material: Metal • **Colours:** Stainless steel and Cloud White

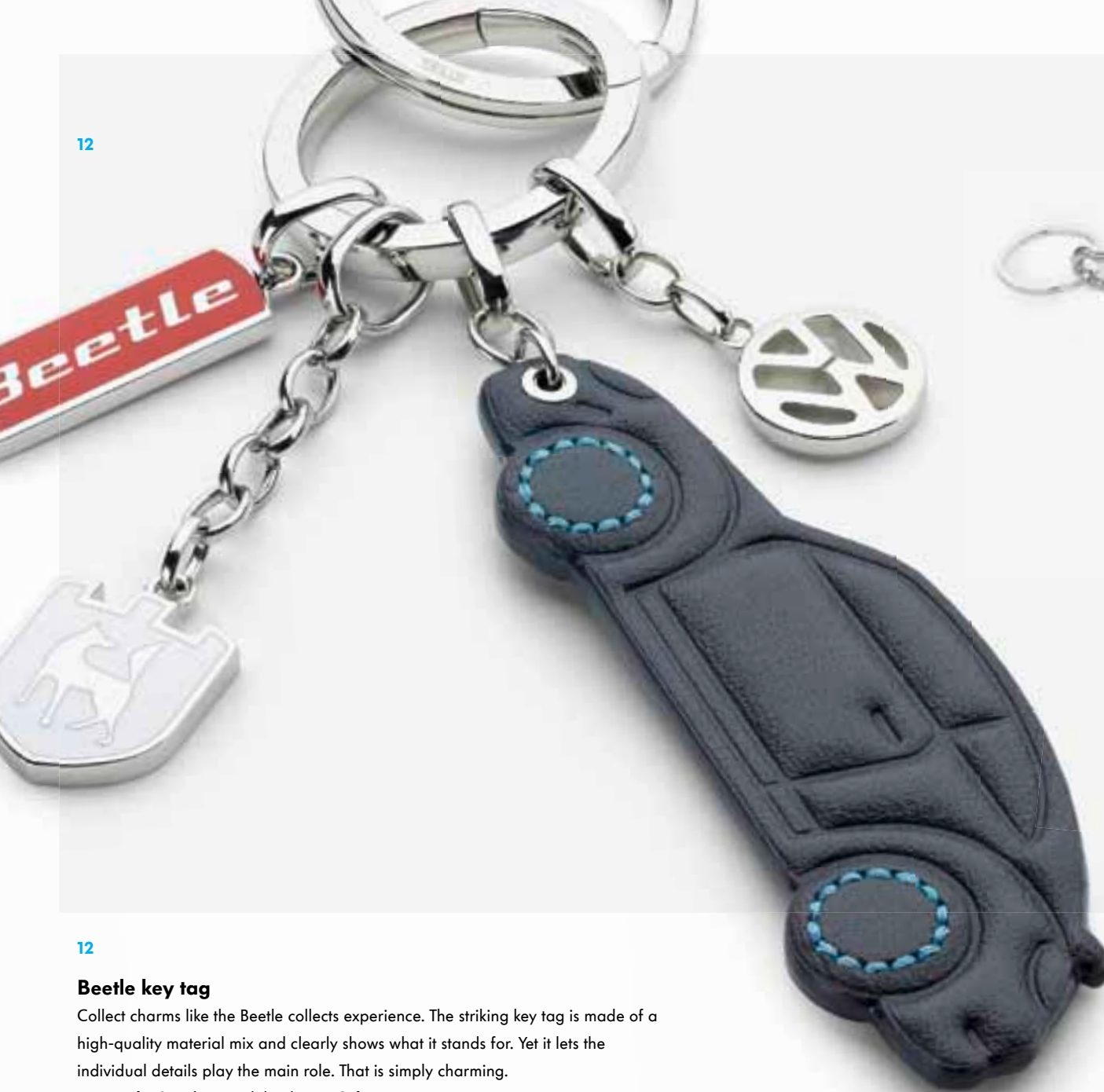
5C0.087.290. .41S

Stainless steel look

5C0.087.290. .B1M

Cloud White coating

12



12

Beetle key tag

Collect charms like the Beetle collects experience. The striking key tag is made of a high-quality material mix and clearly shows what it stands for. Yet it lets the individual details play the main role. That is simply charming.

Materials: Stainless steel, leather • **Colours:** Div.

5C0.087.010. .AUE

13



14



13

Beetle key loop

All-rounder. The dark blue felt loop with a snaplink hook and the Beetle lettering in red flock print. Holds your attention. And your keys.

Materials: Merino wool, metal • **Colours:** Dark Blue, Red

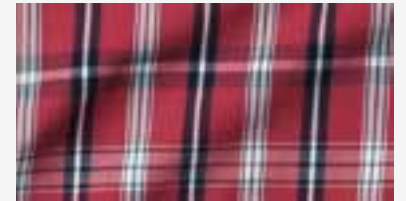
5C0.087.610.A .6KA



15

Details

Durable, pre-washed cotton-canvas with real leather details and checked cotton lining.



14

Beetle mobile phone pendant

This is what people are talking about. The Beetle mobile phone pendant is made of metal and sports two of the most popular charms. The Genuine Beetle lettering and the side view of the Beetle make a statement and serve as a conversation starter.

Material: Stainless steel • **Colours:** Silver, Yellow

5C0.087.014

15

Beetle shoulder bag

A fashionable messenger bag, suitable for conventional laptops up to 15", with practical hook-and-loop fastener, an adjustable shoulder strap and two flap pockets on the front, which can be closed with press studs. Additional zip pockets are located on the rear and inside.

Material: Cotton canvas, leather • **Colours:** Denim Blue, Checked Pattern • **Size:** 37 x 30 x 8.5 cm

5C0.087.319 .FQC

Men's "Will we ever kill the bug?" T-shirt Page 28,
Beetle checked scarf Page 27



16

Men's Beetle leather jacket

Just relax – with the sporty, slim-fit leather jacket, for example. The numerous pockets are especially practical: Two breast patch pockets with snap fasteners, a zip pocket above the flap, two front pockets with snap fasteners and additional side access plus two inside pockets. Lined with the Beetle checked fabric.

Material: 100% kid leather • **Colour:** Dark Blue

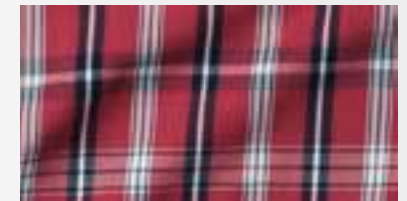
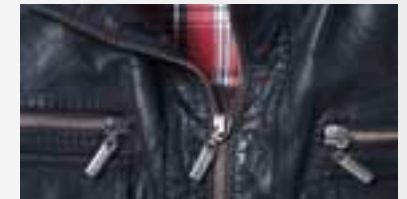
Sizes: M, L, XL, XXL

5C1.084.002.B-E.274



Details

Distinctive: The Beetle silhouette as engraving on the zipper pullers and the casual checked pattern on the lining.



→ STYLING TIP

Simply wear the leather jacket over a T-shirt and add the checked Beetle scarf. Always pay attention to contrasts.

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17



17

Men's Beetle Harrington jacket

Very British. Very cool. The Harrington-style blouson has a checked lining, an embroidered Beetle badge on the sleeve, the Beetle silhouette engraved on the zipper pullers and a metal tag on the sleeve. For lateral thinkers from Manchester to Berlin.

Material: 100% cotton • **Colour:** Blue • **Sizes:** M, L, XL, XXL

5C0.084.002.B-E.274

18



18

Men's Beetle cardigan

The swinging sixties. The car. The fashion. The comfortable cardigan in easy-to-wear sweatshirt quality. With checked applications on the elbows, inner collar and button panel. Two pockets on the front. The visible statements include the Beetle badge embroidered on the chest and the silhouette as a flag label on the side.

Materials: 70% cotton, 30% polyester • **Colour:** Grey • **Sizes:** M, L, XL, XXL

5C0.084.006.B-E.KU4

19



Details

The Italian nickname, "Maggiolino", with the national flag on the chest pocket.



20



19

Men's Beetle checked shirt

Ciao Beetle! "Maggiolino" is the Beetle's Italian nickname – The casual shirt gives northerners the chance to declare themselves as passionate Beetle fans. The casual shirt also sports a diverse range of checked applications on the sleeves, on the inner cuff and on the collar patch.

Material: 100% cotton • **Colours:** Blue, Red • **Sizes:** M, L, XL, XXL

5C0.084.270.B–E.WU8

20

Men's Beetle polo shirt

Even Mexican Beetle fans like things a little Scottish. This shirt sports a checked collar patch and side vents. On the chest: "Vocho", the Mexican nickname for the Beetle. Along with the embroidered national flag. Flag label as a silhouette on the sleeve. Colour matching Beetle badge printed on the sleeve.

Material: 100% cotton • **Colour:** Blue-Grey • **Sizes:** M, L, XL, XXL

5C0.084.230.B–E.800



Men's "Evolution" T-shirt Page 29

21



21

Beetle Trilby hat

Rests on heads all over the world: The good old Trilby is the trend hat of our decade. The Beetle version is made of twill, lined with checked cotton and edged with a contrasting band sporting a checked application. The Beetle silhouette decorates the flag label. A fashion statement – refreshingly jaunty and ultra-cool.

Material: 100% cotton • **Colour:** Blue • **Sizes:** 58 and 60

5C0.084.308. -A.1V4

22



22

Beetle checked scarf

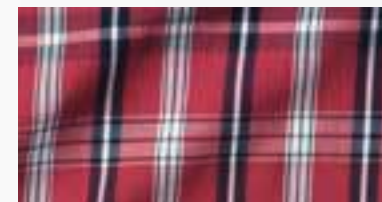
Not the staid kind of plaid: the unconventional fringed scarf with two checked patterns. Regardless of how you look at it: it looks fantastic. In the middle: A flag label of the Beetle silhouette.

Material: 100% cotton • **Colour:** Blue, Red • **Size:** 165 x 28 cm

5C0.084.330. .WU8

Details

The two checked patterns on the front and back.





23

→ STYLING TIP

The T-shirt is an absolute eye-catcher. Simply combine it with the leather jacket for a stylish look.

volkswagen-zubehoer-shop.de/lifestyle



23

Men's "Will we ever kill the bug?" T-shirt

Automotive conservation: "Will we ever kill the bug?" asks the trendy motive print on this T-shirt – in the style of a Volkswagen advertising campaign from 1965. What a question!

Material: 100% cotton • **Colour:** Grey • **Sizes:** S, M, L, XL, XXL

5C1.084.200.A–E.KU4

24



24

Men's "Nicknames" T-shirt

Unlimited cult. The masculine, blue T-shirt shows that the legendary Volkswagen Beetle has a name of its own in every language. The truest sign of admiration!

Material: 100% cotton · **Colour:** Blue

Sizes: S, M, L, XL, XXL

5C3.084.200.A-E.274

25



25

Men's "Evolution" T-shirt

A cool T-shirt with a round neck and a motive print featuring the historical "Theory of Evolution" advertisement with images of the Beetle models since 1949. Even Charles Darwin would have been impressed.

Material: 100% cotton · **Colour:** Black

Sizes: S, M, L, XL, XXL

5C2.084.200.A-E.041

26



26

Men's "Think Small" T-shirt

"Think Small!" demands the T-shirt. The motive print with the classic Beetle front is done in the style of the world-famous Volkswagen campaign from the 1950s.

Material: 100% cotton · **Colour:** Blue

Sizes: S, M, L, XL, XXL

5C0.084.200.A-E.274

27



27

Ladies' Beetle leather jacket

Anything but meek. The fitted leather jacket's bold checked lining and numerous pockets set it apart. Breast patch pockets with snap fasteners, a zip pocket plus two pockets with snap fasteners. The Beetle silhouette engraved on the zipper pullers and the metal tag on the sleeve are essential details.

Material: 100% kid leather • **Colour:** Dark Blue • **Sizes:** S, M, L, XL

5C0.084.012.A–D.274

28



28

Ladies' Beetle cardigan

An absolute classic. Absolutely hip. The casual Beetle knitted cardigan is a classic trend-setter – set apart by the sleeve patches and collar patch made of checked fabric and the embroidered Beetle badge on the sleeve. Refined details include the metal plates decorated with the engraved Beetle silhouette.

Materials: 70% cotton, 30% wool • **Colour:** Grey • **Sizes:** S, M, L, XL

5C0.084.016.A–D.573



Ladies' "There's a new bug" T-shirt Page 33

29



29

Ladies' Beetle checked blouse

A charming checked blouse with bold check applications on the sleeve patch, the inner cuff and the collar patch. Plus numerous Beetle quotes: A Beetle badge on the sleeve, Beetle lettering on the button panel and its French nickname, "Coccinelle", with the national flag on the shoulder seam. Beetle – je t'aime!

Material: 100% cotton • **Colour:** Blue, Red • **Sizes:** S, M, L, XL

5C0.084.262.A–D.WU8

30



30

Ladies' Beetle polo shirt

Samba de Beetle. A feminine polo shirt with its Brazilian nickname, "Fusca", and the national flag embroidered on the chest. Colour matching Beetle badge printed on the sleeve. Olá!

Material: 100% cotton • **Colour:** Blue-Grey • **Sizes:** S, M, L, XL

5C0.084.240.A–D.800

31



31

Ladies' "There's a new bug" T-shirt

An old friend – new in town! The classic round-neck T-shirt, slightly form-fitting and with the original "There's a new bug going around" motive print, designed in the fashion of an advertisement from the 1970s.

Material: 100% cotton • **Colour:** Grey • **Sizes:** S, M, L, XL

5C1.084.210.A–D.KU4

32



32

Ladies' "Nicknames" T-shirt

The form-fitting T-shirt with the silhouette of the Volkswagen classic bears a selection of the best nicknames from around the world. Beetle mania, international.

Material: 100% cotton • **Colour:** Blue • **Sizes:** S, M, L, XL

5C2.084.210.A–D.274

→ STYLING TIP

The casual boyfriend denim jacket perfects the worker look.







→ NOTE

Fantastic material, comfortable to wear and an absolute eye-catcher on tanned skin in summer.

Now in our online shop:

volkswagen-zubehoer-shop.de/lifestyle

Ladies' "Beauty coming soon" T-shirt

Understatement done differently: In truth, the feminine "Beauty coming soon" T-shirt is a beautiful sight from the very first glance. With a V-neck, fashionable decorations on the side seams and the motive print of a Beetle advertisement from the 1960s. Flamé-look material.

Material: 100% cotton • **Colour:** White • **Sizes:** S, M, L, XL

5C0.084.210.A–D.084

Ladies' up! polo shirt Page 61



36-65

up!

Be modern, be ahead of the times. Tomorrow today. Pure mobility. Surprisingly simple and simply right. Life is simple! Live what you believe. Urban sustainability. Useful innovations. Life is the basis and the avantgarde. Forward-looking and retrospective. Flexible wherever possible. Clear. Just like us.

Volkswagen for all. The up! Collection for us.

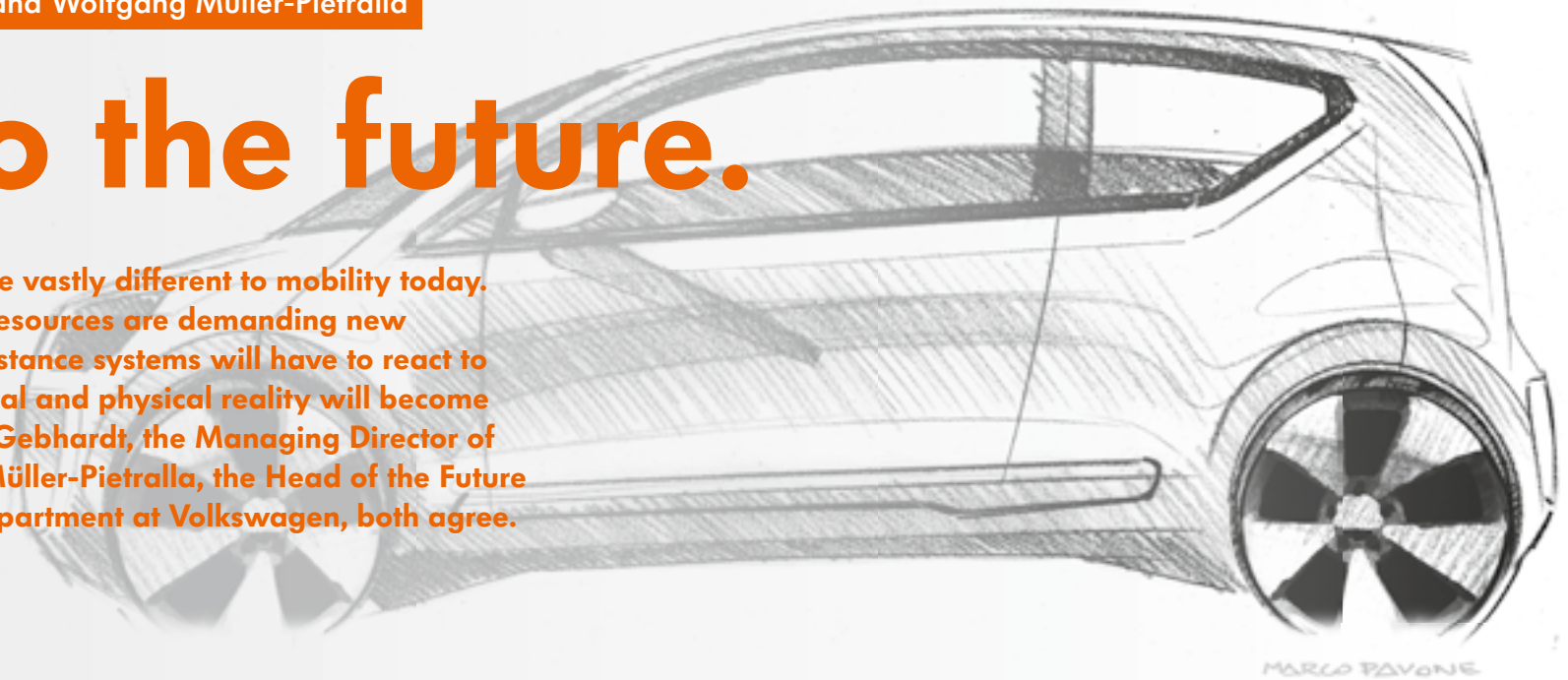
Men's up! T-shirt Page 52



Interview with Birgit Gebhardt and Wolfgang Müller-Pietralla

up! into the future.

The mobility of the future will be vastly different to mobility today. Environmental conditions and resources are demanding new concepts, the vast range of assistance systems will have to react to demographic changes, the virtual and physical reality will become increasingly interwoven. Birgit Gebhardt, the Managing Director of the Trendbüro, and Wolfgang Müller-Pietralla, the Head of the Future Research and Trend Transfer department at Volkswagen, both agree.



The following conversation between Birgit Gebhardt and Wolfgang Müller-Pietralla took place during a conference call. Birgit Gebhardt first asked Wolfgang Müller-Pietralla about the means of transport that he uses on a daily basis.

Müller-Pietralla: I now use transportation very consciously and carefully consider the most efficient way to get from A to B. As a rule, I use a car for shorter distances and over longer distances I almost always take the train. I travel short

distances either on foot or by bicycle. The department has recently acquired a Segway. We like to try out new things. That is ultimately the purpose of future research, isn't it?

Gebhardt: Yes, exactly! Nevertheless, my bicycle is the form of transport that I use most frequently. I don't even own a car. My second most common form of transport is a taxi. I also participate in classical car sharing. However, that only works for me because I live directly opposite a car sharing parking lot and I can look out the window and see whether a car is available.

Müller-Pietralla: Yes, with a car availability is one of the most important criteria. Naturally, car sharing systems are also measured by the same standard.

Gebhardt: Exactly. I take taxis so often for the simple fact that they come to me, regardless of where I am.

Müller-Pietralla: What I miss with a taxi is the ability to assign them on the basis of the size needed. We have also developed a concept in this direction, essentially the up! as a taxi. I believe that vehicle concepts like this will be well received in future, especially in major cities.

Gebhardt: I would also like to know the extent to

which the automobile industry is considering whether cars will be able to drive autonomously one day.

Müller-Pietralla: There are already concepts which enable vehicles to drive completely automatically along certain routes in inner-city traffic. However, the complexity of everyday traffic is so high, that the vehicle would essentially have to be taught something like intuition. Whether this can be achieved using modern sensors and computer systems is still questionable. Personally, I would also miss it if I no longer drove the vehicle. And nevertheless: Sometimes you have fun driving and

sometimes you would simply prefer to relax. In view of this, in future we will offer both the option of steering along with the option of taking a step back and communicating – both privately and for business purposes.

Gebhardt: Definitely. For example, by practically transferring the office to the car and realising digital mobility during phases of physical mobility. At the Trendbüro, we are currently thinking about how we will live in the year 2037. This also includes the question: What will be on the roads and what will it look like? For example, we have the hypothesis that we will be strongly affected by demographic changes. This could result in the social necessity of influencing mobility in such a way that even people who are no longer truly physically capable of steering a vehicle still have options available which nevertheless enable them to do so.

Müller-Pietralla: With a view toward the demographic changes in particular, the automotive industry will provide a broad range of assistance systems in the coming years, which will ultimately be able to compensate for our abilities diminishing due to age. Not a "car for old people," but rather different equipment features and functions, which I can purchase additionally and can have installed in my own customised vehicle. This ensures that the relationship between cars, people and the environment remains as appropriate and as optimal as possible at every age.

Gebhardt: However, could there still be special devices which will also secure my mobility even when I am 80 or 90 and can no longer drive properly but still want to remain mobile somehow?

Müller-Pietralla: I do not believe that all of the problems which society will face can be solved with technology. Without a doubt, a wide range of offers will become available in the coming years in which highly intelligent service robots

can handle defined standard functions for older people. However, what I can imagine best of all are devices which help older people, above all, to retain their temporal and situational orientation. A type of special navigation device for older people.

Gebhardt: That fits well with another topic which we are interested in: The question of digital mobility, namely a form of remote presence, which makes our physical presence unnecessary in a certain sense. I assume that there will also be improvements in this regard.

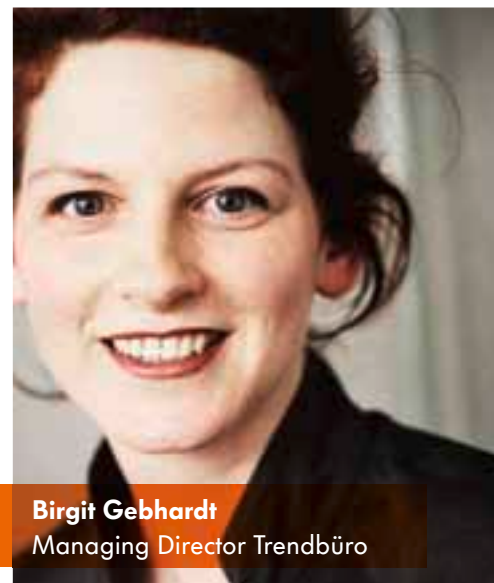
Müller-Pietralla: I believe that in the future vehicles will become mobile spaces in which "mixed realities" take place.

"Imagine, for example, that you are driving a car through the city, look out the window and receive background information about what you are currently looking at."

However, how the personal identity is handled is also a deciding factor for the acceptance of such forms of virtual mobility.

Gebhardt: I think that over the long-term this will be accepted just like GPS because it also gives rise to other services as well. You can already see this in the USA today. When I have an accident there the airbag not only inflates but at the same time the closest police station is also contacted. One thing that interests me in this respect is the question of the technical race to catch up. Why are there not simply docking stations for solutions which already exist, such as the iPhone?

Müller-Pietralla: The deciding factor is that in future, electronics will be installed in the vehicle which specifically address the mobile utility of driving. When you search for something in the car then the search method and the context have a different quality to when you sit at home in front of a 22 inch monitor. I am often asked why we have discontinued



Birgit Gebhardt
Managing Director Trendbüro



Wolfgang Müller-Pietralla
Head of Future Research Volkswagen

the production of the 3 litre Lupo. Many people regard small vehicles and e-mobility, in particular, as ideal concepts for the future. Yet, from my perspective it looks more like there will be a major demand for very different, customised concepts. The 3 litre Lupo was definitely one such concept. However, perhaps a little ahead of its time. Today, people's needs have already begun to differ from those of only a few years ago. The up! will soon be launched and we are proud to be able to market this product now. It is important that the up! is a modern successor and not a copy of the 3 litre Lupo.

Gebhardt: Different perspectives often play a role. For example, I am often asked whether I could imagine a world without cars, which should have a vast number of advantages.

"Perhaps it would. However, there would be a lack of individual mobility and this still remains a primary driver in our society."

Müller-Pietralla: One thing that is neglected is the aspect of free availability, which basically

characterises the car. I would miss the autonomy of the automobile a lot. I am convinced that we will find many sensible compromises in terms of the changes to vehicles in the coming years. We are already on the right path!

Thank you for the very interesting and enjoyable conversation! All the best for the future!



Trendbüro Hamburg: trendbuero.de
Future Research and Trend Transfer Volkswagen:
volkswagenag.com

01

Details

The umbrella's exceptional design attracts attention.



01

up! umbrella

The city always offers space for new discoveries – like the up! An umbrella with a unique format consisting of four broad and four narrow segments. Black frame with automatic mechanism, spokes and stem made of fibre-glass. Straight plastic handle in orange with up! print. A waterproof covering with a white structure, an up! print along with orange umbrella tips.

Material: 100% polyester • **Diameter:** 122 cm • **Spoke length:** 76 cm

150.087.602. .RU8

02

up! beanbag

Pioneering innovation, even as it invites you to sit back and relax – Just like the futuristic, Genuine up! beanbag made of durable polyester with a water-resistant coating. Closure with zipper and hook-and-loop fastener.

Materials: Polyester (600 x 300 D) with PVC coating • **Filling:** Polystyrene balls • **Colour:** Orange
Size: 180 x 140 cm

150.069.636. .VSX



Details

Robust material. With a removable two-layer, sewn cover.



→ STYLING TIP

The striking orange beanbag is a comfortable seating option in every home. It is best combined with white.

volkswagen-zubehoer-shop.de/lifestyle

03



04



05



03

up! breakfast tray set

Start the day full of energy – with breakfast on the up! breakfast tray made of robust, scratch-resistant melamine. Packaged as a set of two.

Material: Melamine • **Colour:** Orange • **Size:** 23 x 14.2 x 0.3 cm

150.069.602. .VSX

04

up! salt and pepper shakers

Truly good designs are characterised by their ability to create something completely new out of proven materials combined with simple ideas. The salt and pepper shakers shaped like the new up! prove it.

Material: Porcelain • **Colour:** White • **Length:** 7 cm

150.069.640. .084

05

up! porcelain mug

While taking a break between two good ideas: The white mug with orange up! lettering has a capacity of 300 ml. Made in Germany – by Kahla.

Material: Porcelain • **Colour:** White • **Size:** 10 cm

150.069.601. .VSX

06



Details

The glass and cover are made of high-quality materials and the neoprene provides additional protection.



07



06

up! refrigerator bottle

Innovative thanks to its self-explanatory functionality: The up! refrigerator carafe from Eva Solo looks like a milk bottle and fits into every refrigerator door. What makes it original? The insulating neoprene covering with up! lettering, a patented, automatically opening flip-top lid along with the strikingly large carafe opening which can be decorated with ice cubes or slices of lime.

Materials: Glass, neoprene cover • **Colour:** Orange • **Capacity:** 1 L

150.069.604. .VSX

07

up! Lanybook®

The square format notebook with a rigid, washable cover is closed with a Lanyband. 192 pages, FSC paper with outstanding writing qualities, including 32 micro-perforated pages. Includes a bookmark and pen loop.

Material: PU • **Colour:** Black • **Size:** 17.5 x 17.5 cm

150.087.219. .FZF



Details

The bandee is embroidered with the up! logo in orange. The pockets provide space for storing an iPhone, for example.



08

up! bandee

Totally casual. Totally ground-breaking. The robust bandee stores all of the essentials. With an adjustable strap, removable mobile phone front pocket and zip pockets on the inner side for money or documents.

Material: Polyester (600 D) • **Colour:** Black • **Size:** 154 x 6.5 cm

1S0.087.707. .FZF

09



Details

up! letting in striking orange decorates the front side of the cover.



09

up! wallet

Economy in design could become the new trend – exemplified by the new wallet with the reduced up! look: Made of a material similar to a truck tarpaulin, the wallet possesses a variety of compartments for bank notes along with a coin pocket. A hook-and-loop strap holds everything perfectly in place.

Material: 100% PVC tarpaulin • **Colour:** White • **Size:** 8.5 x 13 x 2 cm

150.087.400. .RU8

10



10

up! iPhone cover

Designed using the unmistakable up! style the eye-catching iPhone cover is made of a material similar to truck tarpaulin. The cover has a soft, protective inner lining. A practical strap with up! lettering closes the cover and prevents the iPhone from slipping out of the cover.

Material: 100% PVC tarpaulin • **Colour:** White • **Size:** 13 x 8 cm

150.087.315. .RU8

**up! cushion**

Simple. And simply comfortable: The ultra-soft cushion with two different sides, one orange and one white along with the white, stitched on up! lettering. Clearly designed for comfort. Washable at 30°C.

Materials: Soft boa polyester, polyester • **Filling material:** Polyester wadding • **Colours:** Orange, White

Size: 44 x 28 cm

150.084.508. .VSX



Details

Cool combination: Soft felt in striking orange and shiny metal.



up! key tag

The key to attention. The orange and white felt loop with a snaplink hook and up! lettering in contrasting flock print secures keys the stylish way.

Material: Merino wool • **Colours:** Orange and White

150.087.013. .VCF

Orange

150.087.013. .UH8

White



→ **NOTE**

These bags are made of durable fabric similar to a truck tarpaulin. The shoulder strap is made of safety belt material.

volkswagen-zubehoer-shop.de/lifestyle

Men's up! softshell jacket Page 53



13



13

up! weekender bag

Progressive design reduced to the essentials: Functional spaciousness. The weekender offers an enormous amount of space: The mesh-lined pocket inside the large bag provides the perfect storage space for small items. Includes a practical shoe bag.

Material: 100% PVC tarpaulin • **Colour:** White

Size: 64 x 28 x 35 cm

1S0.087.300. .RU8

14



14

up! messenger bag

Go new ways – ideally with the casual shoulder bag. It has space for a laptop up to 17". The shoulder strap is made of safety belt material. Idea for trend-setters during leisure time, at school or university.

Material: 100% PVC tarpaulin • **Colour:** White • **Size:** 35 x 32 x 8 cm

1S0.087.319. .RU8

15



15

up! backpack

The cycle courier-style, multi-functional backpack stands out with its clear design: The front zip pocket and a wide zip fastener provide quick access to the interior. A padded back insert and a padded strap guarantee the greatest possible comfort.

Material: 100% PVC tarpaulin • **Colour:** White

Size: 49 x 40 x 25 cm

1S0.087.321. .RU8

16



16

up! wristwatch

For people who like to take the lead. The new LED wrist watch is made of black plastic and shows the blue date and time display at the press of a button. New features: 3 atm., blue LED numbers, reflective glass, metal alloy housing, up! logo in white on the reflective glass.

Materials: Silicone wrist strap, stainless steel catch

150.050.800. .BV8

Details

Pure design and at the press of a button the blue time and date display appears.





Men's up! polo shirt Page 53

17



17

Men's up! T-shirt

Progressiveness is attractive. As proven by the masculine T-shirt with soft cotton quality with a cool transparent print in the form of an exclamation mark.

Material: 100% cotton • **Colour:** Black • **Sizes:** S, M, L, XL, XXL

1S0.084.200.A-E.041

18



18

Men's up! T-shirt

This is exactly how a T-shirt should look in order to be fun.

A straight cut, soft cotton quality, striking logo print.

Material: 100% cotton • **Colour:** Dark Blue • **Sizes:** S, M, L, XL, XXL

1S0.084.200.A-E.7JZ

→ STYLING TIP

Simply roll up the sleeves to create an even sportier look.



19



19

Men's up! polo shirt

The reduced design is distinguished by clarity and minimalism. As is the sporty polo shirt made of white piqué with understated stripes on the collar and sleeve edging, creating an attractive first impression.

Material: 100% cotton • **Colour:** White • **Sizes:** S, M, L, XL, XXL

150.084.230.A-E.084

20



20

Men's up! softshell jacket

Progressive in every detail: The sporty softshell jacket is wind and water-resistant, its zip fasteners on the front and on the pockets also have a water-resistant coating. The inside creates a darker contrast. The hood and hem can be adjusted using an elastic cord. The sleeves can be adjusted using hook-and-loop fasteners. The front side sports the reflective up! lettering.

Material: 100% polyester • **Colour:** Cyan Blue • **Sizes:** S, M, L, XL, XXL

150.084.002.A-E.588

21



21

Men's up! padded gilet

Actively shape your life. Under any weather conditions. With the warming, black padded gilet with cyan blue ripstop lining and a stand-up collar. The zip fasteners on the front and on the pockets have a water-resistant coating.

Material: 100% polyester • **Colour:** Black • **Sizes:** S, M, L, XL, XXL

150.084.032.A–E.041

22



22

Men's up! hoodie

The casual hoodie for men who like things uncomplicated. With a logo print and contrasting colour accents. An elastic cord adjusts the size of the hood.

Material: 100% polyester • **Colour:** Black • **Sizes:** S, M, L, XL, XXL

150.084.130.A–E.041

Details

An understated logo print and striking coloured surfaces on the side pockets.





23 → **STYLING TIP**

Style the transparent rain jacket with a colourful tank top underneath to create your own distinctive look.



23

up! rain jacket

The foresighted concept! The light rain jacket is made of ripstop material and is both water-resistant and easy to transport, as you can simply fold it up and store it in the small sleeve pocket.

Material: 100% polyester · **Colour:** White, transparent

Sizes: XS, S, M, L, XL, XXL

150.084.050. -E.908



24



24

Ladies' up! T-shirt

Fresh, independent, feminine: a figure-hugging T-shirt in soft cotton quality with a large up! print and a witty cut-out in the shape of an exclamation mark.

Material: 100% cotton • **Colour:** Black • **Sizes:** XS, S, M, L, XL

1S0.084.210. -D.041

25



25

Ladies' up! T-shirt

Good design does not need much to be convincing. For this form-fitting T-shirt, the unconventional logo print is enough to create an eye-catching look.

Material: 100% cotton • **Colour:** Cyan Blue • **Sizes:** XS, S, M, L, XL

1S0.084.210. -D.588



→ **NOTE**

The up! hoodie is now also available in our online shop:

volkswagen-zubehoer-shop.de/lifestyle



26

Ladies' up! hoodie

Aren't we all a little up!?! The casual and cool hoodie with an understated logo print is distinguished by the figure-hugging cut, soft cotton lining, side pockets and a large hood.

Material: 100% cotton • **Colour:** Cyan Blue • **Sizes:** XS, S, M, L, XL

1S0.084.140. -D.588



27

Details

The dark blue, upright up! logo.

A small orange side label.



27

Ladies' up! polo shirt

A classic – and more modern than ever. The casual polo shirt is made of white piqué and has orange and blue contrast stripes on the collar and the sleeve edging for a modern look.

Material: 100% cotton • **Colour:** White • **Sizes:** XS, S, M, L, XL

150.084.240. –D.084

28

Details

The jacket is equipped with water-resistant zippers. The sleeve width can be adjusted using hook-and-loop fasteners.



28

Ladies' up! softshell jacket

A modern design statement which brings form and function into perfect harmony. The exclusive softshell jacket is wind and water-resistant. The inside of the jacket creates a darker contrast. The hood and hem can be adjusted using an elastic cord.

Material: 100% polyester • **Colour:** White • **Sizes:** XS, S, M, L, XL

150.084.012. -D.084







Ladies' up! hoodie Page 59, up! iPhone cover Page 45

29



29

up! knitted cap

The future begins in your head. Or on it. The casual reversible beanie always sets new trends: One side is a single colour. Reversing the beanie reveals a two-colour pattern in the shape of the up! lettering.

Material: 100% polyester • **Colour:** Cyan Blue • **Size:** One size

150.084.303. .Z78

30



30

up! bath towel

up! and away! The bath towel is just the right comfortable size for a day at the swimming pool, the next beach holiday or a relaxing shower after training.

Material: 100 % cotton • **Colours:** Dark Blue, Orange • **Size:** 140 x 70 cm

150.084.500. .Z78



seeMore

Scan the image with your smartphone's camera and experience the making of the photo shooting.

Men's GTI softshell jacket Page 82,

GTI chronograph Page 78,

Ladies' GTI Jacky long-sleeve shirt Page 91



66-95

GTI

Gran Turismo, direct injection. Black asphalt and rpm in the red. Style which takes off. Push the boundaries and redefine the limits again and again. That is life. We burn and yet still stay cool. Because we take the sporty approach to life. Speed is inspiring. Just like us.

Volkswagen for all. The GTI Collection for us.

35 years of GTI

One for all and all for one.

The Beetle and the 2CV cavorted on Germany's roads. Then came the Golf GTI. A car for everyone with a passion for speed and tuning. For the individualists who democratised the left-hand lane of the highway – and still do today.



Those who cannot get enough of the new Golf GTI can find even more online: www.volkswagen.de

1976. Mum drove a corn yellow Beetle with 40 HP and at the weekend when Dad drove his Mercedes full speed down the highway at 120 km/h, then a voice from the passenger seat always said: "George, don't drive so fast." Eventually Dad glanced at the rear view mirror, frowned, grumbled and then pulled over into the right-hand lane.

A car raced past and on the backseat the children stared out the window with wide eyes. A second of silence followed. Then they shook their heads. What was that? An angular shape, the colour: Mars Red, the front grille framed by a red trim strip emblazoned with three letters: GTI. The Golf GTI democratized the left-hand lane of the highway. It was a rocket with 110 HP and a

**top speed of 182 km/h,
from 0 to 100 km/h in
a colossal 9.2 seconds.**

In just a short time, everyone with a little self-respect and a love of speed drove one of these ground-breaking vehicles: John with the moustache from next door and Tina's older brother, Bernard, who we thought was so cool because he turned up the collar of his polyester shirt and secretly smoked Camel cigarettes. Even full-time sons and dentists' wives got in on the act. Because although the Opel Manta was simply out of the question, the GTI drove through even the finer neighbourhoods with impunity. This Volkswagen possessed the flair of civil disobedience, combined child's seats with cheekiness and sport with solidity. An honest vehicle, realistic and racy. One of us, a car which erased class differences as swiftly as a windscreen wiper wipes away rain drops. Yes, we were all equal, but this car made some more equal than others.

Alone the details: Some fell in love with the gear

lever knob, with its exclusive golf ball shape, others compared the hub of the sporty steering wheel with a spittoon and the curves above the instruments with certain feminine shapes. The Golf was at home at every level of society and inspired the fantasy of the working class and the upper class equally. Rather than a means to make money, the GTI offered the perfect basis for customisation: Inspired GTI drivers rapidly banded together and began to enthusiastically tinker with and tune their vehicles. Tuning became a national sport. Production standard? Not a necessity.

**Today people call it
"customising",**

back then the drivers customised their Golf with their own hands. Exhaust systems and rotary-dial style wheels were swiftly replaced, while other extras were screwed or glued on. Parcel shelves were re-designed, subwoofers installed. Whereas some parcel shelves still sported those complacently nodding dog figures, the rear windows in the GTI's soon began to display "Kenwood" decals. Standing next to one of those models at a red traffic light, the bass pounded while the windows shook in time with the music. But not for long. Once the traffic light turned green, the GTI driver touched the throttle and was gone. "Goodbyeski" was what they used to say. Occasionally the GTI became something of an enfant terrible. Like-minded GTI drivers gathered, tyres



**Caution, highly addictive:
This GTI can make you happy. Fast.**

**Celebrating 35 years of the GTI.
Preferably with the birthday edition:
"GTI Edition 35".**

squealed and rubber burned. The largest organised event for this type of fun: The annual Golf GTI meeting at Wörthersee. Fuel and beer flow, hot pants meet hot hatches and the inhabitants flee. The party people party as though there were no tomorrow and prove that GTI drivers still get the blondest women. Ambition pays off. The car is now 35 years old. The sixth version is on the market, but

**the thrill of those 3 letters remains
unchanged.**

This car has not only remained true to itself but also

true to us. And so have we: The children from those days have moved from the backseat of the Mercedes to behind the wheel of the new GTI model and now race to Wörthersee or Wenningstedt on Sylt, powered by 210 HP. The collars are no longer quite as high, but one thing is certain: GTI drivers still put the pedal to the floor. Because driving pleasure never fades. And the GTI still owns the left-hand lane.



Written by **Wiebke Brauer.**

01



01

GTI Edition 35 key tag

Edition 35 – The GTI legend lives on and has remained true to its values. The body has a honeycomb structure and a stainless steel clasp. The solid cast steel highlights the number 35.

Material: Plastic, stainless steel • **Colour:** Black • **Length:** 7 cm

5K0.087.013.A .041

02

→ STYLING TIP

Combine the cap with the grey Gran Turismo Injection T-shirt and a pair of black jeans, for example. See page 76



02

GTI Edition 35 cap

35 years of Golf GTI. The Edition 35 special model now puts even more power on the road – And provides fantastic accessories such as the baseball cap with a large "35" logo application on the front and the unmistakable stripes and honeycomb pattern on the sign.

Material: 100% polyester • **Colour:** Black • **Size:** One size

6R3.084.300. .041

03



03

GTI Edition 35 fluffy dice

Launched in 1976, in 2011 it celebrates its 35-year anniversary – three numbers which every GTI fan knows. They are also the numbers of the fluffy dice made using the Genuine Jacky upholstery fabric.

Material: Polyester fabric • **Colour:** Black

Total length: Approx. 19 cm

6R3.087.703

04

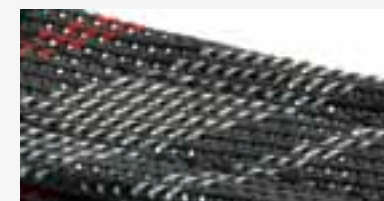
05

06



Details

A striking metal element with raised GTI lettering. Close-up of the material structure.



04

GTI key tag

The key tag with GTI lettering is just the right thing for all true fans. Two legendary brands share a common cause: And not only on the key ring with GTI logo and Adidas stripes.

Material: 100% silicone • **Colours:** Black, Red • **Length:** 12 cm

1KM.087.013. .6J1

GTI key tag

5K0.087.013

GTI + Adidas key tag

05

GTI mobile phone pendant

A coveted collector's item – Not just for avowed fans of the stylish Volkswagen: The Genuine GTI look mobile phone pendant is an accessory which is sought after, swapped or mounted on mobile telephones or gaming consoles. A small detail for a great passion.

Material: 100% silicone • **Colours:** Black, Red • **Length:** 3.5 cm

1KV.087.014. .WR7

06

GTI Jacky key tag

Numerous details reflect the "GTI Way of Life" – Such as the cool key ring made of Genuine upholstery fabric and with raised GTI lettering. Only for the open-minded.

Materials: Div. • **Colour:** Black • **Length:** 16 cm

6R3.087.013

07



07

GTI umbrella

The GTI umbrella consists of eight segments covered with a durable material. The stem is made of aluminium and the spokes are made of fibre-glass. Each segment clearly displays the three letters: GTI.

Material: 100% polyester • **Hand opener:** 100% polyester-pongee • **Diameter:** 117 cm

Spoke length: 60 cm • **Colour:** Black

1KV.087.602A .6J1

08



08

GTI mug

Adrenaline in your blood, caffeine in your cup, twice the kick: Coffee from the GTI porcelain mug with a bright red GTI logo on a black background. For the wide awake!

Material: Porcelain • **Colour:** Black

1K1.069.601

09

Details

Socks with an easy-to-clean cotton mixture with interwoven honeycomb pattern.



09

GTI Gas/Brake socks

Extremely sporty while on the move, even on foot: With the men's GTI socks with Tornado Red inserts and the "Gas/Brake" or "Clutch" lettering on the bottom.

Materials: 77% cotton, 20% polyamide, 3% elastane

Colour: Black • **Sizes:** 39–42, 43–46

5K0.084.361. -A.041

10



10

GTI knitted cap

The details for ultra-sporty, expressive performance. The warm knitted cap is reversible and both sides are absolutely casual. One side displays the black ribbed-knit with red GTI embroidery, the tornado red flat-knit side has the GTI lettering in black.

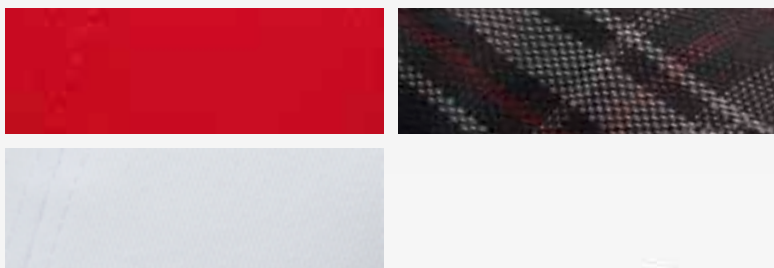
Material: 100% acrylic • **Colours:** Black, Tornado Red • **Size:** One size

6R3.084.303. .BBG

11

Details

The cap with Jacky upholstery is also available in Tornado Red and White.



12



11

GTI cap with Jacky material

The airy cotton cap is the distinctive mark of true GTI fans. With the Genuine Jacky upholstery on the underside of the bill and detailed GTI logo applications.

Material: 100% cotton • **Colours:** Black / White and Red

1K0.084.300. .AN4

Black

1K0.084.300. .4YA

White

1K0.084.300. .1TF

Red

12

GTI messenger bag

The material that dreams are made of – The messenger bag with Genuine Jacky material provides the perfect casual look for school, work and leisure. With space for a 15" laptop and additional storage space for all of the essentials.

Material: Nylon • **Colour:** Black • **Size:** 30 x 39 cm

1K0.087.319. .041

13



Details

The robust handles also allow the bag to carry heavier weights. With Jacky material on the top side and red piping as decorative stripes along the side of the bag.



13

GTI sports bag

Full power for sport! Functional and hard-wearing sport bag in the dynamic GTI look with the legendary Jacky upholstery. Both sides have a diverse range of internal pockets, offering plenty of space for everything.

Material: Nylon • **Colour:** Black • **Size:** 64 x 31 cm

1K0.087.318. .041



GTI Edition 35 cap Page 70, Men's "GTI I" Edition 35 T-shirt Page 85

14



14

GTI sunglasses

Sporty sunglasses for both men and women. Classic black with tornado red details, diamond print and white GTI logo print. The CR39 lenses provide 100% UV protection. The black soft case is included and provides the necessary protection for the sunglasses.

Materials: Plastic, CR39 • **Colour:** Black

1KV.087.901.A .6J1

15



→ NOTE

The GTI style is now also available in our online shop:

volkswagen-zubehoer-shop.de/lifestyle



15

GTI Jacky belt

Pure GTI. More than a car. It is an attitude. One which the famous Jacky material makes immediately noticeable – with this cool GTI belt with an unmistakable checked pattern, for example. With a steplessly adjustable folding mechanism. The raised lettering on the metal clasp: "GTI".

Material: 100% polyester • **Colour:** Black • **Length:** 121 cm

6R3.084.310

16

Wrist watch: A chronograph with three hands, Ronda-Swiss technology, an embossed face with honeycomb structure, galvanic matt super-black, silver hands with fine CD grooves and sun polish, red diamond finish, 11 numerals, coated with the latest Superluminova BLW-4 upgrade, glows blue at night, white framed calendar, metal pearl at four o'clock.

Display: Black dials; The long counter weight for the second hand is essential and serves to stabilise the hand to protect it against impacts so that the display remains in the zero position.



16

GTI chronograph

For people who are always far ahead of their time.

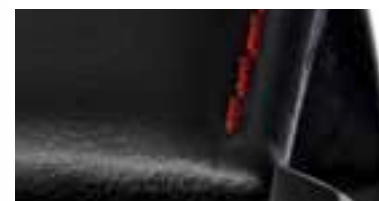
The sporty and elegant GTI chronograph (Ø 42 mm) has a housing made of 316 L stainless steel and 1.8 mm thick K1 safety glass, curved on both sides. Waterproof to 10 atm. The watch face and the reflectors have a high-quality PVD coating and a satin-finish stainless steel base. Made in Germany.

Material: Wrist strap made of oiled calfskin

000.050.830.A .041

Details

Display: Chromed and polished hour and minute hands, skeleton filled with Superluminova BLW 4 upgrade.



Men's GTI Jacky hoodie Page 81



17



18



19



17

Men's GTI polo shirt

A classic in white: The polo shirt shares the characteristics of one of the sportiest compact cars of our time: GTI lettering, radiator grille honeycomb and red piping as applications:

Material: 100% cotton • **Colour:** White • **Sizes:** M, L, XL, XXL

6R3.084.230.B-E.54W

18

Men's GTI polo shirt

Racy in black: The classic polo shirt shares the characteristics of one of the sportiest compact cars of our time: GTI lettering, radiator grille honeycomb and red piping as applications:

Material: 100% cotton • **Colour:** Black • **Sizes:** M, L, XL, XXL

6R3.084.230.B-E.041

19

Men's GTI long-sleeve shirt

Two legendary stripes characterise this long-sleeve cotton shirt – As a quilted seam which strikingly frame the honeycomb pattern on the side.

Material: 100% cotton • **Colour:** Black • **Sizes:** M, L, XL, XXL

6R3.084.132.B-E.041

20

Details

The hood can be removed using a zipper.



21



20

Men's GTI sweat jacket

You can display power and passion in many different ways. Or get straight to the point with just three letters: GTI. One example: The masculine sweat jacket in the GTI colours: Black, Tornado Red and White. With a large honeycomb print and a removable hood attached via zipper.

Materials: 70% cotton, 30% polyester • **Colour:** Black • **Sizes:** M, L, XL, XXL

6R3.084.002.B-E.041

21

Men's GTI Jacky hoodie

Part of the myth is cast in a new light: A GTI application made using the legendary Jacky upholstery fabric decorates the proud chest of the casual hoodie. The other colour accents are all unmistakably GTI.

Materials: 70% cotton, 30% polyester • **Colour:** Black • **Sizes:** S, M, L, XL, XXL

6R4.084.002.A-E.041

22



23



22

Men's GTI softshell jacket

For everyone who is in top form outdoors: Even when poor weather approaches. The warm, water-resistant softshell jacket in the GTI colours: Black, Tornado Red and White lets you live a sporty life. Anytime.

Material: 100% polyester • **Colour:** Black • **Sizes:** M, L, XL, XXL

6R3.084.003.B-E.041

23

Men's GTI padded gilet

For us tornado red symbolises exciting design, inspiring sportiness and a progressive lifestyle. Just like the padded gilet with white GTI lettering on the chest, two pockets, lining made of grey, ribbed single Jersey wool and two interior pockets with zippers and a mobile phone pocket.

Material: 100% nylon • **Lining material:** 100% cotton • **Colour:** Tornado Red
Sizes: M, L, XL, XXL

6R3.084.032.B-E.645



GTI sunglasses, GTI Jacky belt Page 77

24



24

Men's "Gran Turismo Injection" GTI Edition 35 T-shirt

The Golf GTI I retains its cult status even today. The casual and sporty T-shirt made of airy cotton with a fiery motive depicting the first Golf GTI and "Gran Turismo Injection" lettering is an especially attractive form of admiration. With a shiny Edition 35 rivet.

Material: 100% cotton • **Colour:** Black • **Sizes:** S, M, L, XL, XXL

6R3.084.200.A-E.041

25



25

Men's "History" GTI Edition 35 T-shirt

In fashion since 1976: The T-shirt displays colourful depictions of the GTI models I to VI as a confident motive print on the chest. With a shiny Edition 35 rivet.

Material: 100% cotton • **Colour:** Black • **Sizes:** S, M, L, XL, XXL

6R1.084.200.A-E.041

26



26

Men's "GTI I" GTI Edition 35 T-shirt

The sportiest Golf of all time continues to remain a constant source of racing inspiration for its fans. Available for you as the GTI I cotton T-shirt with a colourful motive of the first Golf GTI from 1976 and all of its technical data. With a shiny Edition 35 rivet.

Material: 100% cotton • **Colour:** Grey • **Sizes:** S, M, L, XL, XXL

6R2.084.200.A-E.528

27



27

Men's "GTI 76-11" GTI Edition 35 T-shirt

One car has been making history for 35 years. The casual cotton T-shirt with a colourful motive showing the year numbers 76 – 11 creates a reminder of the fascinating GTI history. With a shiny Edition 35 rivet.

Material: 100% cotton • **Colour:** White • **Sizes:** S, M, L, XL, XXL

6R4.084.200.A-E.084



Men's GTI jeans Page 88

28



28

Men's GTI boxer shorts

Spirited, masculine underwear with the cool motive print of the legendary upholstery and GTI lettering on the waist.

Materials: 95% cotton, 5% elastane • **Colour:** Black, Red • **Sizes:** M, L, XL, XXL

6R3.084.290.B-E.BHK

29



29

GTI bath towel

The GTI legend is alive and well, even off the road and on the beach. And on the beach.

The high-quality velour bath towel is easy on the skin and has a woven GTI logo and flag label.

Material: 100% cotton • **Colour:** Black • **Size:** 180 x 90 cm

6R3.084.500. .041

30



30

Men's GTI jeans

GTI. A classic. Unsurpassed dynamics and incomparably sporty. Just like the casual 5 pocket jeans in soft cotton quality with a comfortable bootcut, straight-leg style. Buttons and rivets with GTI branding. Tornado red insert on the coin pocket.

Material: 100% cotton • **Colour:** Dark Blue • **Sizes:** S, M, L, XL, XXL

000.084.390.A-E.CXH

31



31

Ladies' GTI jeans

GTI. Three letters which make your heart race – Also on the sporty and feminine 5 pocket jeans with a comfortable bootcut, straight-leg style and normal waistline. Buttons and rivets with GTI branding. Tornado red insert on the coin pocket.

Materials: 75% cotton, 23% polyester, 2% elastane • **Colour:** Dark Blue • **Sizes:** S, M, L, XL

000.084.391.A-D.CXH

Details

Both pairs of jeans have a black leather badge on the waist with unmistakable honeycomb print and red GTI embroidery.



→ **STYLING TIP**

Simply combine the GTI belt made of Jacky upholstery with jeans.

See page 77



32



32

Ladies' GTI polo shirt

The expression of a classic, sporty attitude towards life – with fascinating details: The polo shirt in the GTI colours and with the vehicle's typical elements such as GTI lettering, radiator grille honeycomb and red piping as applications.

Material: 100% cotton • **Colour:** White • **Sizes:** S, M, L, XL

6R3.084.240.A–D.54W

33



33

Ladies' GTI polo shirt

Life lived the sporty way – With the expressive polo shirt in racy GTI colours. With GTI lettering on the small front pocket and on the rear side the radiator grille honeycomb and red piping as an application.

Material: 100% cotton • **Colour:** Black • **Sizes:** S, M, L, XL

6R3.084.240.A–D.041

Details

Close-up view of the radiator grille honeycomb and the GTI lettering as a highlight.



34



34

Ladies' GTI long-sleeve shirt

Approach every day with a sporty attitude – in the form-fitting long-sleeve cotton shirt with a sleeve patch, honeycomb print inserts on the sides, a racy, red quilted seam and the red GTI silicone print on the chest.

Material: 100% cotton • **Colour:** Black • **Sizes:** S, M, L, XL

6R3.084.142.A–D.041

35



35

Ladies' GTI Jacky long-sleeve shirt

Creating a legend the casual way: A feminine long-sleeve cotton shirt with large GTI lettering made using the Genuine Jacky upholstery on the back.

Material: 100% cotton • **Colour:** White • **Sizes:** S, M, L, XL

6R4.084.142.A–D.084



GTI chronograph Page 78

36



36

Ladies' "GTI rays" GTI Edition 35 T-shirt

A car with a powerful presence – with a unique ray-look printed on a black T-shirt. Made of cotton with GTI flag label and a shiny Edition 35 rivet.

Material: 100% cotton • **Colour:** Black • **Sizes:** S, M, L, XL

6R3.084.210.A–D.041

37



37

Ladies' "Gran Turismo Injection" GTI Edition 35 T-shirt

Gran Turismo Injection – Since 1976 this has been the label for cars with especially sporty performance. This also applies to those who wear this attractively designed T-shirt. With a shiny Edition 35 rivet.

Material: 100% cotton • **Colour:** Black • **Sizes:** S, M, L, XL

6R1.084.210.A–D.041

38



38

Ladies' "GTI I" GTI Edition 35 T-shirt

Think pink! The bold T-shirt made of fleecy, roughened cotton displays the GTI as a pink car silhouette – as spirited as ever. With a shiny Edition 35 rivet.

Material: 100% cotton • **Colour:** Blue • **Sizes:** S, M, L, XL

6R2.084.210.A–D.HDM

39



39

Ladies' GTI velour jacket

A soft, velvety surface and a hard-core sporty attitude. The comfortable jacket made of soft velour has a large hood with white contrast inserts and a honeycomb structure on the front.

Materials: 80% cotton, 20% polyester • **Colour:** Black

Sizes: S, M, L, XL

6R3.084.012.A-D.041

40



40

Ladies' GTI softshell jacket

Simply attractive. Under any weather conditions. The warm, water-resistant softshell jacket in the famous GTI colours makes a powerful statement even in poor weather.

Material: 100% polyester • **Colour:** White • **Sizes:** S, M, L, XL

6R3.084.013.A-D.54W

41



41

Ladies' GTI padded gilet

Pedal to the metal! For the casual look even without a sports car: The form-fitting padded gilet in fiery GTI red. With two side pockets, lining made of grey, ribbed single Jersey wool and two inside pockets with zippers.

Material: 100% nylon • **Lining material:** 100% cotton

Colour: Tornado Red • **Sizes:** S, M, L, XL

6R3.084.042.A-D.645



GTI Chronograph Page 78, Ladies' GTI long-sleeve shirt Page 91



Men's R polo shirt Page 102, R sunglasses Page 110

96-111

R

Know the limits. Confidently release the clutch. In life, passion counts. Absolute precision, pure power and perfect technology. We give our all for exclusive performance. Energetic personality through inner strength. Every function top-of-the-line. Life with adrenaline, maximum performance. Just like us.

Volkswagen for all. The Volkswagen R Collection for us.

01



down feather



01

Men's R down blouson

A striking design for the sporty man. The fashionable down jacket not only makes a convincing first impression - but also a second: Contrasting colour decorations, closable pockets, contrasting lining with silver piping, R logo on the sleeve.

Material: 100% polyester • **Filling:** 70% feathers, 30% down • **Colour:** Black • **Sizes:** S, M, L, XL, XXL

5K3.084.002.A-E.XZ1

Details

Sophisticated design, down to the last detail. Sporty - and attractive.



Men's R knitted pullover Page 100



02

Details

Zipper puller shaped like the R speedo needle.



02

Men's R knitted pullover

Passionately sporty. Uncompromising quality. The knitted pullover made of pure wool in a classic maritime style reflects the high quality of the R collection in an especially appealing way. The colour highlights on the collar, the piped pocket on the right-hand side of the chest and the colour-coordinated, slightly shiny nylon patches on the shoulders and elbows are true eye-catchers.

Material: 100% wool · **Colour:** Anthracite-melange

Sizes: S, M, L, XL, XXL

1KV.084.100.A-E.528

03



03

Men's R fleece jacket

The inspiring motorsport look. A membrane system makes this fleece jacket both wind-proof and breathable. Dividing seams on the shoulders along with inserts on the sides and sleeves create a striking appearance. The sleeve width can be adjusted using hook-and-loop fasteners, the hem with an elastic cord.

Material: 100% polyester with membrane • **Colour:** Rising Blue • **Sizes:** S, M, L, XL, XXL

5K3.084.004.A-E.R5Z

04



04

Men's R outdoor jacket

A water-proof outdoor jacket with sealed seams. With a hood which can be retracted into the collar, sleeves adjustable using hook-and-loop fasteners and three interior pockets plus a mobile phone pocket. R logo as a metal rivet. The zipper puller and hook-and-loop fasteners are designed like the R speedo needle.

Material: 100% polyamide • **Colour:** Black • **Sizes:** S, M, L, XL, XXL

5K3.084.009.A-E.82V

05



05

Men's R polo shirt

Advanced technology with an attractive look: The sporty, slim-fit outdoor polo shirt is made of a breathable material which also dries rapidly. Its modern design is a convincing combination of striking side inserts, dividing seams on the front and rear shoulder areas and contrast piping on the hem and sleeves.

Materials: 56% bamboo fibre, 44% polyester • **Colour:** Anthracite • **Sizes:** S, M, L, XL, XXL

5K3.084.230.A-E.041

06



06

Men's R polo shirt

Perfectly suited to your individual needs. The outdoor polo shirt is made of a breathable material which also dries rapidly. The modern design has striking side inserts, dividing seams on the front and rear shoulder areas and contrast piping on the hem and sleeves.

Materials: 56% bamboo fibre, 44% polyester • **Colour:** Rising Blue • **Sizes:** S, M, L, XL, XXL

5K3.084.230.A-E.R5Z



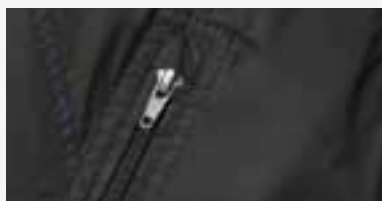
Volkswagen automatic chronograph

Page 162

07

Details

Perfect workmanship and blue quilted seams for sporty performance.



07

Ladies' R short jacket

Fashionable, black and sporty. Reduced to the essentials: Clear lines, a perfect fit. With colour-contrasting zipper, closable pockets, interior pocket and R logo on the sleeve.

Material: 100% polyester • **Colour:** Black • **Sizes:** XS, S, M, L, XL

5K3.084.012. -D.XZ1

08



→ NOTE

The sleeves can be adjusted with hook-and-loop fasteners, the hem with an elastic cord.

09



10



08

Ladies' R fleece jacket

A membrane system makes this fleece jacket both wind-proof and breathable. With an upright collar, numerous shaped dividing seams, inserts on the sides and on the sleeves, collar with hook-and-loop fasteners along with two pockets with zippers.

Material: 100% polyester with membrane • **Colour:** Rising Blue
Sizes: XS, S, M, L, XL

5K3.084.014. –D.R5Z

09

Ladies' R softshell jacket

An exceptional look – for every type of weather! The softshell jacket is water-resistant, wind-proof and breathable thanks to a membrane system. With an upright collar, numerous shaped dividing seams, two zipper pockets, tape stripes on the sleeves and on the shoulders.

Material: 100% polyester • **Colour:** Black • **Sizes:** XS, S, M, L, XL

5K3.084.013. –D.82V

10

Ladies' R hooded shirt

Sporty, visually precise and precisely to the point: The casual hooded shirt has numerous shaped dividing seams on the front and back, a hood with a blue cord, a kangaroo pocket with two zip pockets, silver tape stripes and decorations on the shoulders.

Material: 100% polyester • **Colour:** Anthracite • **Sizes:** XS, S, M, L, XL

5K3.084.140. –D.DZA

11



11

Ladies' R outdoor top

The form-fitting outdoor top is a convincing combination of a dynamic look with dividing seams, a bustier inside, decorative contrast colour seams and contrast piping on the sleeves. Its technical features such as the breathable and rapidly drying material also set it apart.

Materials: 90% cotton, 10% elastane • **Colour:** Off White • **Sizes:** XS, S, M, L, XL

5K3.084.213. -D.RU8

12



12

Ladies' R polo shirt

Polo shirts stand for the casual, sporty look – especially when they are breathable and dry rapidly like this shirt from the R Collection. Visually striking characteristic dividing seams on the front and shoulders, the contrasting colour on the collar, sleeves and side slits and the tape stripes on the sleeves.

Materials: 58% cotton, 42% polyester • **Colour:** Rising Blue • **Sizes:** XS, S, M, L, XL

5K3.084.240. -D.R5Z

Details

Contrasting, white decorations on the shoulders.





→ **STYLING TIP**

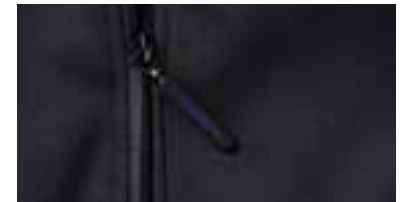
The R outdoor top also combines well with a colourful pair of jeans. And you're ready to go!

volkswagen-zubehoer-shop.de/lifestyle



Details

Zipper puller shaped like the R speedo needle.



Ladies' R hooded shirt Page 105, Ladies' R outdoor top Page 106

13



13

R knitted cap

Cool, ribbed woollen cap with R emblem which leaves no doubt about just how warm it is.

Material: 100% wool • **Colour:** Black • **Size:** One size

5K3.084.303. .DZA

14



14

R scarf

An important accessory for a sporty wardrobe: The super-warm, soft ribbed scarf with R emblem.

Material: 100% wool • **Colour:** Black

5K3.084.330. .DZA

15



15

R sunglasses

A sporty look: Make a statement with the R sunglasses with their tyre profile structure on the arms! The CR39 lenses provide 100% UV protection. Delivered with a hard case and cleaning cloth.

Materials: Plastic, CR39 • **Colour:** Anthracite, translucent

1KV.087.901. .71N

16



16

R cap

The final detail for an excitingly sporty look: The black baseball cap with the exceptional applications on the cap and bill.

Material: 100% polyester • **Colour:** Black • **Size:** One size

5K3.084.300. .041



Ladies' R polo shirt Page 106, Volkswagen automatic chronograph Page 162



Men's R-Line sweat jacket Page 117

112-119

R-Line

Show the possibilities. Prominent logos, broad appearance. Chrome, paint, silver:
All with a mirror finish. Because the first impression counts. Details and sophistication
which mean everything. Dynamic individualism. Style needs substance.
Life needs statements. Clearly spoken. Just like us.

Volkswagen for all. The R-Line Collection for us.

01



01

Men's R-Line polo shirt

Top-of-the-line sporty design. The polo shirt with a classic Raglan cut, contrast inserts on the sides, a button panel with a red background and piping on the sleeve cuff sets standards.

Materials: 95% cotton, 5% polyester • **Colours:** Black, Grey • **Sizes:** S, M, L, XL, XXL

5K3.084.200.A-E.XZ1

02



02

Men's R-Line T-shirt

Unmistakeably sporty: The T-shirt has a casual Raglan cut with contrast inserts on the sides, contrast quilting along with the R-Line rubber print on the sleeves and back.

Material: 100% cotton • **Colours:** Black, Grey • **Sizes:** S, M, L, XL, XXL

5K3.084.230.A-E.XZ1

Details

Classic Raglan cut with R-Line print on the sleeves and back. Grey contrast inserts on the sides.





R-Line cap Page 116, GTI chronograph Page 78

03



03

R-Line cap

A statement. The black R-Line cap with dynamic contrast stitching and a red outline on the bill.

Material: 100% cotton • **Colour:** Black • **Size:** One size

000.084.300.H .041

04



04

Men's R-Line fleece jacket

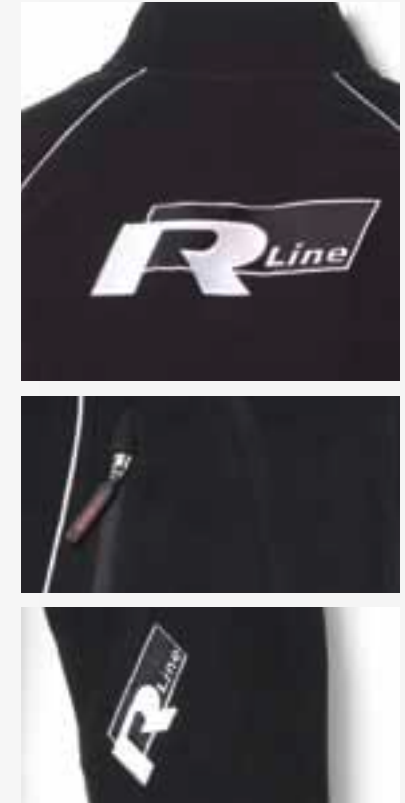
Sporty, dynamic, striking - warm! The fleece jacket has a sporty cut with dividing seams in the shoulder area. The width of the sleeves can be adjusted using hook-and-loop fasteners, the seam with an elastic cord. A zipper enables you to combine the fleece jacket the R-Line outdoor jacket in only a matter of moments.

Material: 100% polyester • **Colour:** Black • **Sizes:** S, M, L, XL, XXL

5K3.084.004.A-E.TRA

Details

The large, clear R-Line logo is embroidered on the back.



05



05

Men's R-Line sweat jacket

R-Line relaxed: The casual sweat jacket with a sporty Raglan cut. With a hood, contrast inserts on the sides, twin red and black cord on the hood and ventilation rivets under the arms.

Materials: 80% cotton, 20% polyester • **Colours:** Black, Grey, Red hood lining

Sizes: S, M, L, XL, XXL

5K3.084.130.A-E.XZ1

06

→ NOTE

The jacket can be combined with the R-Line fleece jacket.



06

Men's R-Line outdoor jacket

The water-resistant outdoor jacket is highly functional. The striking design is characterised by contrast inserts and contrasting quilted seams on the sleeves, three front pockets, two interior pockets, a mobile phone pocket and the zipper covered by an additional press stud panel. The width of the sleeves can be adjusted using hook-and-loop fasteners, the hem with an elastic cord. A hood is integrated into the collar.

Material: 100% polyester • **Colours:** Black, Grey • **Sizes:** S, M, L, XL, XXL

5K3.084.003.A-E.8XP



07



07

Ladies' R-Line polo shirt

The dynamic polo shirt has a classic Raglan cut with contrast inserts on the sides along with a rubber R-Line print on the sleeves and back.

Material: 100% cotton • **Colours:** Off White, Grey

Sizes: XS, S, M, L, XL

5K3.084.240. –D.RU8

08



08

Ladies' R-Line sweat jacket

For sporty ladies: The casual sweat jacket with dynamic dividing seams, two pockets on the front and hook-and-loop fastener on the hood.

Materials: 80% cotton, 20% polyester

Colours: Off White, Red hood lining • **Sizes:** XS, S, M, L, XL

5K3.084.012. –D.RU8

09

→ NOTE

The sleeve width can be adjusted using hook-and-loop fasteners, the hem with an elastic cord.



09

Ladies' R-Line fleece jacket

The striking, powerful R-Line also characterises the design of this fleece jacket. This is reflected by the hook-and-loop fastening on the collar, the numerous shaped dividing seams as well as the contrast inserts on the sides and sleeves. Silver piping emphasises the dividing seams.

Material: 100% polyester • **Colour:** Black • **Sizes:** XS, S, M, L, XL

5K3.084.014. –D.XZ1



Children's "Love Bug" T-shirt Page 150,
Children's "Beetle" T-shirt Page 148

Children's "Love Bug" tunic shirt Page 151

120 – 157

Children

We are the future. Says Dad. That is why we have to take care of the world. Says Mum. So that life in the future is as good as it is today. Says Grandma. Grandpa says hogwash. We should simply have fun. Play and experiment. Of course we do that. But not because they tell us to. But because movement is great. Just like us. Everyone says so.

Volkswagen for all. The Children's Collection for us.



Children's "Love Bug" tunic Page 151,
Children's "Love Bug" T-shirt Page 150

01

02

03



01

Ted Turbo soft toy

The Ted Turbo from Sigikid will be the child's very first friend for life. Washable at 30°C.

Materials: Cotton, microfibre plush

Filling material: Polyester wadding • **Colour:** Brown • **Size:** 32 cm

000.087.576.B .AQG

02

Mick Mechanic soft toy

For cuddling and snuggling: The Mick Mechanic soft toy from Sigikid. He is also washable at 30°C.

Materials: Cotton, microfibre plush • **Filling material:** Polyester wadding

• **Colour:** Light Blue • **Size:** 28 cm

000.087.576.D .3H1

03

Paul Parcours soft toy

The first hurdles that life have to offer become child's play with the Paul Parcours soft toy from Sigikid! Washable at 30°C.

Materials: Cotton, microfibre plush

Filling material: Polyester wadding • **Colour:** Brown • **Size:** 32 cm

000.087.576.C .260

04



05



06



04

Ted Turbo cuddly hanging toy

The soft Ted Turbo cuddly hanging toy from Sigikid loves to hang around. And is washable at 30°C

Materials: Cotton, microfibre plush • **Filling material:** Polyester wadding • **Colour:** Brown • **Size:** 16 cm

000.087.576.E .AQG

05

Ted Turbo pacifier chain

... and the pacifier is always with your baby. The pacifier chain from Sigikid is light, durable and can be wiped off.

Materials: Cotton, microfibre plush • **Filling material:** Polyester wadding • **Colour:** Brown • **Size:** approx. 20 cm

000.084.410. .AQG

06

Ted Turbo cuddle cloth

A soft, cuddly friend for life! Ted Turbo as a cuddle cloth from Sigikid for cuddling and playing. Washable at 30°C

Materials: Cotton, microfibre plush • **Filling material:** Polyester wadding • **Colour:** Brown • **Size:** 30 cm

000.084.501. .AQG

07



07

Ted Turbo clutch toy ring

The soft clutch toy manufactured by Sigikid has a great rounded shape and is just the right thing for tiny hands. Washable at 30°C.

Materials: Cotton, microfibre plush • **Filling material:** Polyester wadding • **Colour:** Brown • **Size:** approx. 25 cm

000.084.413. .AQQ

08



08

Ted Turbo knot clutch toy

The perfect toy for baby hands - the soft Ted Turbo knot clutch toy from Sigikid is extremely durable - and washable up to 30°C.

Materials: Cotton, microfibre plush • **Filling material:** Polyester wadding • **Colour:** Brown • **Size:** 13 cm

000.084.413.A .AQQ

09



09

Ted Turbo musical toy

After baby's laughter, the next most beautiful melody comes from the musical toy from Sigikid. Washable at 30°C after removing the musical box.

Materials: Cotton, microfibre plush • **Filling material:** Polyester wadding
Colour: Brown • **Size:** 32 cm • **Melody:** Sleep, baby, sleep

000.087.578

10



11



12

Details

The eye-catching stickers make every Junior Beetle unique.



10

Junior Beetle

The sun yellow Junior Beetle lets happy little explorers aged 18 months and over head off on a journey of discovery. Includes a padded seat and whisper wheels - so that the whole family stays happy.

Material: PE (Plastic) • **Colour:** Yellow

5C0.087.500. .ERR

11

Junior Beetle Turbo

For the speediest little racers aged 18 months and over: The robust Junior Beetle a padded seat has "Turbo" lettering stickers on both sides. With quiet-running plastic tyres.

Material: PE (Plastic) • **Colour:** White

5C0.087.500. .084

12

Decorative film for Junior Beetle

The small ones just want to be like the big ones: The "Beetle", "Käfer", "Bug" and "Volkswagen" lettering film makes the Junior Beetle into a unique special edition in only a matter of moments.

000.087.810. .041

13



13

Scirocco GT24-CNG RC

For car races around grown-up's legs - forwards, backwards, left and right: With the remote-controlled, approx. 40 cm 1:10 scale Scirocco GT24-CNG RC and a 2 channel remote control unit for a full range of driving functions. Included in the scope of delivery: A 9.6 V driving battery with charger and a 9 V block battery.

Connector type: C (CEE 7/16, Euro plug) • **Colour:** Tropic Orange • **Radio frequency range:** 27 MHz

1K8.099.311. .A2Y

14

→ NOTE

Scope of delivery: 1 Scirocco GT24, 1 Scirocco GT24-CNG RC, 7 standard straight sections, 1 connecting section, 8 curves (1/60°), 2 mechanical speed controllers, 1 transformer, guard rails, spare sliders, operating instructions.



14

Carrera Evolution Scirocco GT24

3, 2, 1, go!!! A unique, analogue race track system for sensational drifts and power slide action with two Scirocco GT24 models. For 8 years and over.

Connector type: C (CEE 7/16, Euro plug) • **Track scale:** 1:24 • **Track length:** 5.3 m

Setup dimensions: 139 x 217 cm • **Manufacturer:** Carrera • **Model scale:** 1:32

1K8.099.339

15



15

Bulli soft toy

For enthusiasts large and small: The cuddly VW mini-bus. For at home and on the road.

Material: 100% soft velboa, polyester • **Filling material:** 100% polyester • **Colours:** Red, Grey • **Size:** 28 cm

000.087.511.A .BL9

16



16

Pullback van and Beetle models

Mixed doubles: The high-quality Mars red Beetle 1200 and the blue T1 van in 1:64 scale come equipped with a pull-back function. Available exclusively from your Volkswagen dealership*.

Colours: Light Blue and Red • **Manufacturer:** Minichamps

Scale: 1:64

111.099.305.J

Volkswagen van and Volkswagen Beetle

*Not an E-Shop article.

17



17

Motorway adhesive tape with Scirocco toy car

On the A1 racing track right across the living room: The 33 m long motive adhesive tape lets little car fans create a road on smooth, sealed floors and drive along it with a 1:64 scale Scirocco GT24 (with pull-back function).

000.087.551.A

Children's "Trade Sister" Beetle T-shirt Page 156



18



18

Scirocco GT24 with pull-back function

Everyone wants to be a racing driver sometimes. The Scirocco has been around for a long time. But it has never been as striking and as fast as it is today. Plus the proportions and the details create a harmonious whole. Ready to race with the pull-back function. Time to go!

Colour: Blue • **Scale:** 1:64

1K8.099.305.A .C5S

19



19

Polo toy car

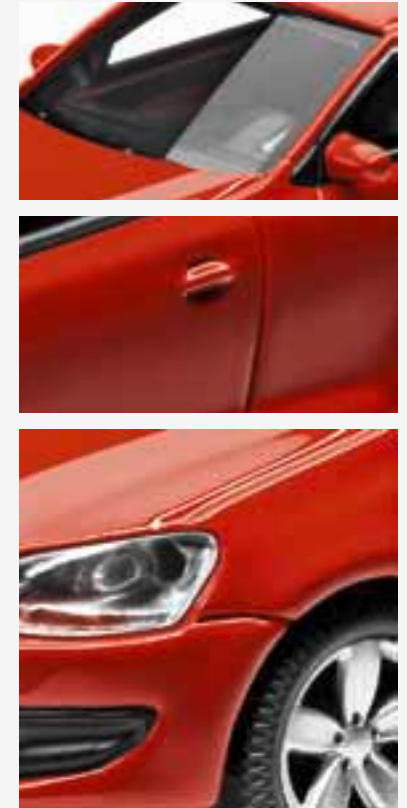
Sportiness and fun play: And they're off! The right size for small hands and with lovingly crafted details. A fun toy which lets everyone dream a little of racing a Polo.

Colours: Rocket Orange Metallic / Black / Savannah Yellow • **Scale:** 3 inches

6R0.099.305

Details

The love of detail: Even the smallest shapes closely resemble the original.



20



20

Touareg toy car

The all-rounder. On-road and off-road. On the carpet in children's rooms! And, if you want, it can even fly.

Colours: Deep Black Pearl Effect / Tungsten Silver Metallic / Highland Green • **Scale:** 3 inches

7P1.099.305

21



21

Passat toy car

Dad's car in my hand. The perfect toy for anywhere and looks great in all three available colours.

Colours: Candy White / Island Grey / Deep Black Pearl Effect
Scale: 3 inches

3AB.099.305

22



22

Passat Estate toy car

Great fun for even the smallest children: Now we kids can finally steer the family car. Robust design, just in case things get a little wild.

Colours: Mocca Anthracite / Tornado Red / Reflex Silver Metallic
Scale: 3 inches

3AB.099.305

23



23

My first experiment set - Technology made easy

The experiment set from Kosmos provides children with exciting and simple experiments, giving them a playful introduction to the world of technology. Even children who cannot yet read can easily understand the instructions with colourful pictures. For approx. 5 years and over.

000.087.527.A

24



24

Car quiz

The good, old question and answer game with approximately 120 questions and answers makes long journeys seem far shorter. The handy format and the robust material make the blocks ideal for travelling. For approx. 6 years and over.

Size: 12 x 7 cm

000.087.525.B .084

25



25

Children's road map

On a tour through Germany with Ted Turbo! What's to see? Maps, the states, places of interest, and exciting geographical information. The little explorers can draw the holiday journey on the map with a marker pen. 12 pages, ring binding in DIN-A4 format.

000.087.100.A .084

26



26

Volkswagen Memo

The popular memory game for young and old - This time the Volkswagen version: 96 cards / 48 motives depict current vehicle models, classic Volkswagen vehicles from the "Autostadt" in Wolfsburg along with motorsport and commercial vehicle models and selected concept studies. For approx. 4 years and over.

Size: 27 x 7 cm

000.087.525.A

27



27

Wooden stamp set

For a strong impression! The twelve automotive stamp motives promise many hours of creative fun. Simply pick up a stamp block and start stamping. The motives can then be coloured in afterwards. A green van, a red van, a blue one ...

Stamp size: 5 x 4 cm

000.087.558. .084



Children's "Beetle" fleece jacket Page 148,
Children's "Love Bug" tunic Page 151

28



28

Comfort blanket

Keeps the little ones warm and comfortable: The padded comfort blanket has a colourful border and gentle cotton on the front with colourful speech bubbles and car pictograms. The rear side is made of single-colour, fluffy polyester velour.

Materials: Front side: 100% cotton, Rear side: 80% cotton, 20% polyester

Padding: 100% polyester • **Colour:** White, patterned • **Size:** approx. 75 x 75 cm

000.084.501.A .084

29



29

Neck roll

For a nap while on the road: The children's neck roll is filled with tiny balls, making it flexible, soft and creating an anti-stress effect. The top side is printed all over with the Volkswagen car pictogram, the bottom side is made of soft velour.

Materials: Top: 82% nylon, 18% polyurethane, Bottom side: 100% velour

Filling: Polystyrene balls • **Colours:** Blue, Red

000.084.510. .7JZ

30

→ NOTE

LGA inspected, without bisphenol A (BPA), suitable for hot drinks (up to 80°C), dishwasher-safe, fully recyclable, suitable for all standard bicycle drink bottle holders.



31



32



30

Drinking bottle

The healthy thirst quencher: The high-quality plastic drink bottle is guaranteed free of toxic substances and softeners and does not smell or taste of plastic. With an amusing Beetle motive.

Colours: Blue, Yellow • **Filling capacity:** 0.5 L

000.069.601.J .V36

31

Lunchbox

Lunch tastes twice as good with the happily colourful lunchbox with bright vehicle motives on the lid.

Material: Polypropylene (PP) • **Colours:** Blue, Yellow

Size: 16 x 11 x 5 cm

000.069.643. .V36

32

Kindergarten bag

Quickly pick up the dark-blue shoulder bag with the Beetle application and go – off to kindergarten. A zipped pocket is concealed inside the bag.

Material: Nylon, cord • **Colour:** Dark Blue • **Size:** 22 x 24 x 7 cm

000.087.319.D .YK8



Details

Numerous small details such as pockets and nets keep things tidy.



Rear seat organiser

Sweets, a favourite doll, colouring pencils, stones, books, modelling clay, flippers ... - Parents are amazed at what children take on holiday. With the rear seat organiser they have both the right answer and numerous pockets for storage. It is easily attached to the headrest with eyes and to the seating rods with an elastic cord and fits perfectly in every Volkswagen.* *Exception: up!

Material: Nylon, cord • **Colour:** Dark Blue • **Size:** 68.5 x 47.5 cm

000.061.102.A .YK8



34

Wrist watch

The alarm function ensures that the children come home from the playground on time. No problem with wet conditions. The watch (Ø 29 mm) is remarkably durable and is also water-resistant. Packaged in a clear plastic box. Instruction manual included.

Materials: Textile strap, housing and stainless steel crown with zinc alloy • **Colours:** Blue, Yellow • **Equipment:** 6L17 mechanism

000.050.830. .BEB



Children's "Trade Sister" Beetle T-shirt Page 156,
"Love Bug" cap Page 151

35



35

Baby scarf

The practical accessory: The 40 x 40 cm scarf is made of durable, robust cotton so that babies will love it almost as much as their mothers.

Material: 100% cotton • **Colour:** Light Blue • **Size:** One size

000.084.331. .3H1

36



36

Baby hat

A family tradition: A Volkswagen fan from the very beginning thanks to this cute reversible cotton hat. With red ties.

Material: 100% cotton • **Colour:** Light Blue • **Size:** One size

000.084.309.B .3H1

37



37

Baby bib

So that nothing goes wrong when things miss their mark. The pretty cotton reversible bib protects your baby's clothing during those eating practice sessions. Adjustable using press studs.

Material: 100% cotton • **Colour:** Light Blue • **Size:** One size

000.084.411. .3H1

38

Details

An amusing all-over print with a race track motive including Volkswagen car and tool pictograms; Single-colour lining.



38

Baby wrap

One of the basics that not every baby will have: A wrap made of gentle cotton with long sleeves and press stud fasteners so that it can be rapidly put on or taken off when changing diapers, for example.

Material: 100% cotton • **Colour:** Light Blue • **Sizes:** 68, 80

000.084.402. -A.3H1

39

Details

An illustrative, close-up patchwork of speech bubbles.



39

Baby long-sleeve romper suit

"Brumm, brumm" ... your baby even dreams of cars at night: A warm romper suit with long sleeves and legs, covered in colourful speech bubbles and little Volkswagen cars. The body can be completely unbuttoned at the leg and waist making changing diapers easier.

Material: 100% cotton • **Colour:** White, patterned • **Sizes:** 68, 80

6R3.084.401. -A.084

40



40

Knotted baby hat

Small children might not have Volkswagen on their minds - but on their heads: The soft knotted hat is made of pure cotton and shows your baby's first love of amusing speech bubbles and cars. The bands are made of colourful material.

Material: 100% cotton • **Colour:** White, patterned • **Size:** One size

000.084.309.C .084

41



41

Baby socks

For babies on the move: Multi-coloured, durable baby socks in a twin pack with anti-slip print on the sole. One pair with stripe motive and one pair with an embroidered "car" pictogram.

Materials: 75% cotton, polyamide, 3% elastane • **Colours:** Purple, Yellow • **Size:** 16-18

Scope of delivery: Twin pack

000.084.404. .HTF

42



42

Baby fleece jacket

Sweet little thing: The hooded jacket is made of warm fleece with colourful 100% cotton lining and perfectly suits every baby. Especially sweet: The colourful, sewn-on, hand-shaped pockets and the colourful car applications on the back.

Materials: Exterior: 100% polyester, Lining: 100% cotton • **Colour:** Dark Blue • **Sizes:** 68, 80

1K0.084.064. -A.7JZ

43



43

Baby fleece pants

Your baby wears the pants at home - and cuddly ones at that: Made of soft, warm fleece with colourful bands and sewn-on pockets. Printed with a car pictogram. For comfortable crawling.

Material: 100% polyester • **Colour:** Dark Blue • **Sizes:** 68, 80

000.084.403. -A.7JZ

Details

The back of the fleece jacket is printed with the green silhouette of a car.



44



44

Baby T-shirt

Care to bet that your baby's first word is "Car"? No wonder with this T-shirt made of soft cotton with a red neckband and printed all over with large car pictograms and motive applications on the front. Especially practical: Two press studs on the shoulders make quick dressing and undressing even easier.

Material: 100% cotton • **Colour:** Yellow • **Sizes:** 68, 80

000.084.220. -A.V36

45



45

Diaper bag

For business large and small: The diaper bag is also suitable for use as a children's toiletries bag. The outside is made of easy-to-clean completely printed cotton and large motive applications. The inside is made of tear-resistant nylon. The practical details include the carry strap and diverse inside and outside pockets.

Materials: Exterior: 100% cotton, Lining: nylon • **Colour:** Yellow • **Size:** 30 x 20 x 8 cm

000.084.419. .V36



46



46

Children's long-sleeve shirt

The feel-good cotton shirt with colourful elbow patches on the long sleeves is just the right thing for little travellers. The front is printed with the Volkswagen SP2.

Material: 100% cotton • **Colours:** Purple, Black • **Sizes:** 92, 104, 116

1K4.084.220. -B.WGH

47



47

Children's "Beetle" T-shirt

Even the littlest children love the classics. On the good, old cotton T-shirt the Beetle has a new place of honour.

Material: 100% cotton • **Colour:** Green • **Sizes:** 92, 104, 116

1K0.084.220. -B.2W6

48



48

Children's "Beetle" fleece jacket

Pull up the hood and go! The cuddly fleece jacket is warm and comfortable. The lining is made of gentle cotton and displays a variety of different Beetle sketches. The zip fastener also has a chin protector.

Materials: Exterior: 100% polyester, Lining: 100% cotton • **Colour:** Dark Blue

Sizes: 92, 104, 116, 128, 140

1K1.084.064. –D.7JZ

49



49

Children's "Beetle" T-shirt

Small adventurers who are ready to try anything need a T-shirt which can handle everything. Made of cotton, printed all over with various Beetle sketches.

Material: 100% cotton • **Colour:** Blue • **Sizes:** 92, 104, 116

1K3.084.220. –B.3H1





50

→ **STYLING TIP**

Combinations of bright colours suit playful children and the Children's Collection. Now available online at: volkswagen-zubehoer-shop.de/lifestyle



50

Children's "Love Bug" T-shirt

For little hippy girls: Retro-look cotton T-shirt with the 1960s Love Bug lettering and puff sleeves. Simply sweet!

Material: 100% cotton • **Colour:** Purple • **Sizes:** 92, 104, 116

1K1.084.220. -B.HTF

51



51

Children's "Love Bug" tunic

This tunic lets little girls make a big impression wherever they go. The practical button panel on the neck makes it easier to put on and take off when time is of the essence.

Material: 100% cotton • **Colour:** Dark Blue

Sizes: 92, 104, 116

1K2.084.220. -B.7JZ

52



52

Children's "Love Bug" fleece jacket

The child's heart beats for one thing only: The Love Bug! Here as an all-over print on the cotton lining of the super-warm hooded fleece jacket. With zip fastener and child-friendly chin protection.

Materials: Exterior: 100% polyester, Lining: 100% cotton

Colour: Purple • **Sizes:** 92, 104, 116, 128, 140

1K1.084.065. -D.HTF

53



53

"Love Bug" cap

Some people are Volkswagen fans from a young age. The children's baseball cap printed all over with "Love Bug" shows everyone! Lined with printed inner bands. Adjustable size.

Material: 100% cotton • **Colour:** Purple • **Size:** One size

000.084.309. .HTF

54



55



56



54

Children's "Dakar" sweat jacket

Little drivers need warm clothes when racing in a rally through the garden - For example the children's sweat jacket. The large embroidered and printed "Dakar rally" motive on the chest is a true eye-catcher. Sleeve embroidery "RT3".

Materials: 70% cotton, 30% polyester • **Colour:** Dark Blue

Sizes: 104, 116, 128, 140, 152

000.084.062. -D.7JZ

55

Children's "Dakar" polo shirt

A sporty look just like the grown-ups: The classic polo shirt is made of gentle cotton. The fashionable highlights include the colourful contrast stripes on the collar and hem and the large "Dakar rally" printed motive on the front.

Material: 100% cotton • **Colour:** White

Sizes: 104, 116, 128, 140, 152

000.084.250. -D.084

56

"Dakar" cap

Off to the next desert rally - at the playground on the corner: The baseball cap with contrast seams and a large "Dakar rally" printed motive provides perfect protection against the sun. Made of cotton, adjustable width, lining with contrasting bands.

Material: 100% cotton • **Colour:** Dark Blue • **Size:** One size

000.084.309.A .7JE



57



→ **STYLING TIP**

Cool jeans and the GTI T-shirt underneath.
A red lollipop and they're off!



57

Children's GTI racing jacket

The lightly padded jacket with cool quilted seams, piping, press studs, two pockets and numerous motorsport quotes perfectly suits small racing drivers: Gran Turismo embroidery on the front and back, GTI embroidery on the chest and right arm along with "35" embroidered on the left arm. Washable to 30°C.

Material: Exterior: 100% polyester, Padding: 100% polyester • **Colour:** Black • **Sizes:** 92, 104, 116, 128

5K1.084.062. -C. BT5

58



58

Children's GTI T-shirt

A classic for even the smallest children: T-shirt with large GTI print on the chest and chequered flat print on the sleeves. Especially practical: Two press studs on the shoulders for quick dressing and undressing.

Materials: 95% cotton, 5% elastane • **Colour:** Black

Sizes: 68, 80, 92, 104, 116

5K1.084.220. -D. 1CB

59



59

GTI romper suit

Sporty from the cradle onward. With this romper suit. With a large GTI print on the chest and chequered flag application on the side. Can be completely unbuttoned from the neck to the feet.

Materials: 95% cotton, 5% elastane • **Colour:** Tornado Red

Sizes: 68, 80

6R3.084.401. -A.645

60



60

GTI baby hat

Flying the colours with the soft cotton baby's cap in striking tornado red. With chequered flag applications and GTI print on the sides.

Materials: 95% cotton, 5% elastane • **Colour:** Tornado Red

Size: One size

5K0.084.309. .1CB

61



61

Children's "Tausche Schwester" Beetle T-shirt

It's great when siblings get along well! The bold blue T-shirt sports the "Tausche Schwester gegen Beetle" print motive along with colour contrasting edging on the neckband and the contrasting stitching on the sleeve and waist.

Material: 100% cotton • **Colour:** Blue • **Sizes:** 92, 104, 116

5C0.084.220. -B0.588

62



62

Children's "Trade Sister" Beetle T-shirt

A young sibling's fondest wish: "Trade Sister for Beetle" – a clear message printed on the blue cotton T-shirt with colour contrasting edging on the neckband and the contrasting stitching on the sleeve and waist.

Material: 100% cotton • **Colour:** Blue • **Sizes:** 92, 104, 116

5C0.084.220. -B.274

Ted Turbo cuddle cloth Page 124





Belt Page 172, **Volkswagen automatic chronograph** Page 162

158 – 173

Business

Prepared for every challenge. Confident, calm, eloquent. Provide elegant solutions. Uncompromising quality, consciously high-value decisively designed. Consistent for a good reason. Class is timeless, style is reliable. Life does not wait. Just like us.

Volkswagen for all. The Business Collection for us.

Black wallet Page 171

01

02

03

Details

An understated laser engraving with the "Volkswagen" lettering on both key rings and on the cuff links. The key ring is also available in black and brown leather.



01

Key tag with leather loop

Material: 100% leather • **Length:** 13 cm

000.087.011.C .APG

Black

000.087.011.C .GOW

Brown

02

Key tag with metal hinge

Material: 100% leather • **Length:** 13 cm

000.087.011.D .APG

Black

000.087.011.D .GOW

Brown

03

Stainless steel cuff links

An understated accessory with a strikingly powerful effect: Elegant, silver-coloured cuff links made of matt brushed stainless steel.

Material: Stainless steel (brushed) • **Colour:** Silver

3D0.084.322. .XVZ

04



04

Black cuff links

The cuff links made of mirror-polished stainless steel add a handsome detail with masculine elegance. The smooth, black high-grade resin inserts are engraved with the Volkswagen logo.

Material: Stainless steel (polished) • **Colour:** Black

3D0.084.322. .AD7

05



Details

High-quality workmanship, innovative design: Nominated for and awarded with multiple design awards.



05

Volkswagen automatic chronograph

Timeless elegance in its perfect form: The Volkswagen Spaceleader chronograph from Fortis in a very limited, numbered series of 2012 units emphasises the wearer's individual identity. The watch has a diameter of 43 mm, the watch face is covered with twin-sided non-reflective sapphire glass. Waterproof to 10 bar/100 m. With a rubber strap and butterfly folding clasp.

Swiss made. Two year guarantee.

Designed by Volkswagen Design.

Material: Rubber · **Colour:** Black

7P0.050.800. .041





Men's business shirt Page 190,
Stainless steel cuff links Page 160

06



06

Fountain pen

An innovation from Lamy: The fountain pen with a palladium finish and rhodinated 14 carat bicolour gold nib is the first of its type with a retractable nib and clip. When the fountain pen is twisted, a ball valve moves in front of the opening and protects the retracted nib from drying out and becoming dirty. Raising the clip readies the fountain pen for your pocket. The fountain pen is supplied with a large-volume cartridge (T 10, blue) and a converter in an elegant wooden pen case.

Material: Stainless steel • **Colour:** Silver

3D0.087.211.B

07

Details

Mechanical pencil with a fine black lead. The Volkswagen logo adds an understated decorative element to the clip. Designed by Phoenix Product Design.



08



09

Details

A cap with the Volkswagen logo protects the fine rollerball tip with a black cartridge. Designed by Phoenix Product Design.



07

Pencil

Functionality plays a major role: The black-silver mechanical pencil from Lamy with a purist look. With a 0.7 mm fine lead (LAMY M 40), an eraser tip and a replaceable rubber grip. The Volkswagen emblem is engraved on the massive, spring-mounted clip.

Material: Stainless steel with palladium finish • **Colour:** Silver, Black

3D0.087.211. .HR7

08

Ball-point pen

The functional, silver-black ball-point pen from Lamy with a pressure mechanism emphasises your personal style. With a LAMY large-volume cartridge (M 16) in black and with a replaceable rubber grip. The Volkswagen emblem is engraved on the massive, spring-mounted clip.

Material: Stainless steel with palladium finish • **Colour:** Silver, Black

3D0.087.210. .HR7

09

Ink rollerball

A robust, functional ink rollerball with a comfortable surface structure from Lamy. With a replaceable LAMY rollerball cartridge (M 63) in black and with a replaceable rubber grip. The Volkswagen emblem is engraved on the massive, spring-mounted clip.

Material: Stainless steel with palladium finish • **Colour:** Silver, Black

3D0.087.211.A .HR7



Natural beauty: The leather accessories from the Business Collection.

Volkswagen sets standards. Naturally, the same also applies for the leather products in our Business Collection. The natural material fulfils the highest standards of functionality, durability and aesthetics. The leather has been carefully selected for the Business Collection and refined with a natural, chrome-free tanning process combined with high-quality workmanship. Every one of our leather accessories has been manufactured with care and a love of detail using traditional leather-working craft. The design stands out with its emphatically purist look and an elegant reduction to the necessities: Form and function.

10



10

Writing case

Material: 100% leather • **Size:** 33 x 25 x 2 cm

3D0.087.219. .APG

Black

3D0.087.219. .GOW

Brown

Details

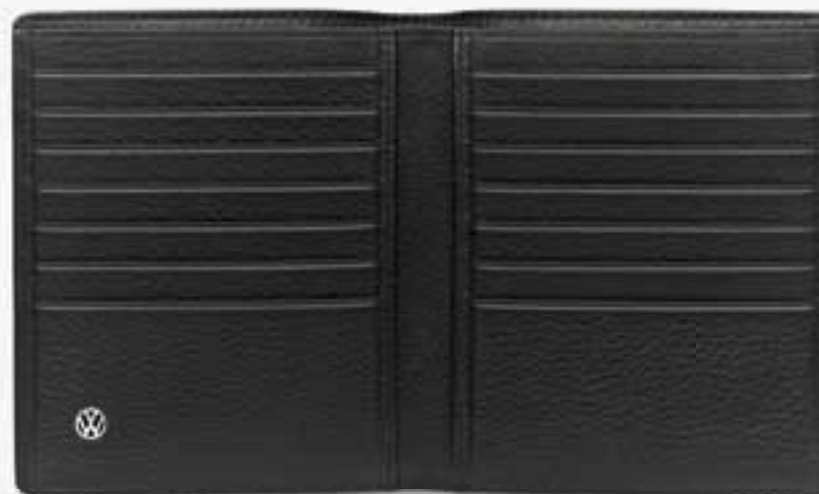
The writing case is available in black and brown leather.



11



12



11

Pen case

Material: 100% leather · **Size:** 16 x 4 x 2.2 cm

3D0.087.404. .APG **Black**
3D0.087.404. .GOW **Brown**

12

14 slot card case

Material: 100% leather · **Size:** 13 x 11 x 1 cm

3D0.087.403.A .APG **Black**
3D0.087.403.A .GOW **Brown**

13

Details

All leather articles are available in black and brown leather.



14

15



13

8 slot card case

Material: 100% leather · **Size:** 12 x 9 x 1 cm

3D0.087.403. .APG

Black

3D0.087.403. .GOW

Brown

14

4 slot card case

Material: 100% leather · **Size:** 10 x 7 x 0.5 cm

3D0.087.403.D .APG

Black

3D0.087.403.D .GOW

Brown

15

2 slot card case

Material: 100% leather · **Size:** 7.5 x 10 x 0.4 cm

000.087.403. .APG

Black

000.087.403. .GOW

Brown



→ **NOTE**

The complete Business Collection is also available online at:

volkswagen-zubehoer-shop.de/lifestyle

Men's business shirt Page 190, **Stainless steel cuff links** Page 160,
Volkswagen automatic chronograph Page 162, **Belt** Page 172



16

Details

The wallet is available in black and brown leather.



16

Wallet

Material: 100% leather • **Size:** 12 x 9 x 2 cm

3D0.087.400. .APG

Black

3D0.087.400. .GOW

Brown

17

→ **NOTE**

The belt can be shortened and the understated Volkswagen lettering is laser-engraved on the silver-coloured belt buckle.



17

Belt

Material: 100% roughened leather

Length: 115 cm • **Width:** approx. 3.3 cm

3D0.087.408. .AFB

Black

3D0.087.408. .LJ1

Brown

18



19



20



→ **STYLING TIP**

Colours such as dark blue, grey and brown create a harmonious combination along with a modern, professional appearance.



18

Silver tie

High-quality, masculine design accents: Classic silk tie from Volkswagen. Made in Italy.

Material: 100% silk • **Colours:** Silver, Blue

000.084.320. .647

19

Red tie

Material: 100% silk • **Colours:** Red, Light Blue

000.084.320. .Y3D

20

Marine tie

Material: 100% silk • **Colours:** Blue, Silver

000.084.320. .171

Men's short coat Page 189, **Men's business shirt** Page 190,
Belt Page 172, **Ladies' pullover** Page 195,
Ladies' leather jacket Page 198



174-199

Volkswagen

Arrive. Because the things that truly count remain. Values, responsibility, innovations. Think ahead, because movement is everything. Function determines aesthetics, class quality, safety, freedom. Technical precision. Traditional high-quality. Classically elegant. Life demands variety. Just like us.

Volkswagen for all. The Volkswagen Collection for us.

01 → NOTE

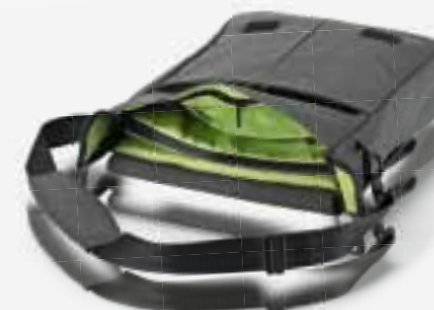
All four bags in the Volkswagen Collection have an attachment function for trolleys.



02

Details

The adjustable, removable and padded shoulder strap makes it easier to carry.



01

Weekender travel bag

Travel with the light, robust bag. Leather handles and a large main compartment with a zip fastener. Plus, there is one zip pocket and two open pockets inside. The travel bag also has additional pockets on the outside with a diverse range of practical details such as the mobile phone pocket, pen holders and a snaplink hook for keys.

Materials: Polyester / rayon, nappa leather • **Colours:** Dark Grey, with Lime Green colour effects on the inside

Size: 58 x 37 x 22 cm

000.087.300.C .528

02

Laptop shoulder bag

The ideal companion for university or the office. The padded main compartment has space for up to 15" laptops. Plus, there are also numerous internal pockets for a mobile telephone, pens, documents, wallet, etc. In addition, the bag also has a snaplink hook for keys, ID cards, etc. The flap is held closed with two hook-and-loop fasteners. Additional pockets are integrated underneath and into the flap.

Materials: Polyester / rayon, Nappa leather • **Colours:** Dark Grey, with Lime Green colour effects on the inside

Size: 32 x 39 x 10 cm

000.087.316.D .528

03



Details

The durable and robust mountings and the snaplink hook enable the bag to carry heavier weights.



03

Laptop travel briefcase

The practical combination of briefcase and travel bag. In addition to compartments for the laptop and documents, it also possesses an extra compartment for overnight luggage. The light, padded bag also has rubber nubs on the underside. The leather handles are made of the finest Nappa leather and are comfortable to hold. The adjustable, removable and padded shoulder strap makes it easier to carry.

Materials: Polyester / rayon, Nappa leather • **Colours:** Dark Grey, with Lime Green colour effects on the inside

Size: 41 x 32 x 13 cm

000.087.303.C .528

Three main compartments provide an intelligent layout:

1. Business compartment, padded, for a laptop
2. Middle compartment for overnight luggage
3. Document pocket, divided into three compartments

04



Details

The leather handles are made of the finest Nappa leather and are comfortable to hold.



04

Weekender travel case

The light, robust travel case is distinguished by perfect functionality and spaciousness. The adjustable, removable and padded shoulder strap makes it comfortable to carry. Zip fasteners securely close the large main compartment with elastic luggage straps and the three interior pockets. Attachment option for a trolley.

Materials: Polyester / Rayon, Nappa leather • **Colours:** Dark Grey, with Lime Green colour effects on the inside

Size: 58 x 37 x 19 cm

000.087.301.B .528





Men's business shirt Page 190, Belt Page 172



05

Details

Sophisticated - The practical nylon carry strap in combination with cool stainless steel.



05

Insulated drink bottle

Regardless of whether out in the wilderness or in the city - the insulated drink bottle from Eva Solo is made of impact-resistant stainless steel and is essential for every short trip. The bottle is leak-free thanks to the practical drink valve and can be opened and closed with one hand. This keeps your drinks hot or cold for hours! The body is dishwasher-safe, taste and odour-neutral.

7P0.069.601. .QZQ

0.5 L

7P0.069.604. .QZQ

1.0 L

06



06

USB stick

The key to all data: The high-quality USB stick with 4 GB storage capacity. The stick is shaped like the Touareg key and is delivered in an elegant gift box.

Material: Plastic • **Colour:** Black • **Length:** 8 cm

000.087.620. .041

07



07

Seat back cover

A clean solution: The black protective mat protects the rear side of the car's front seats against dirt - ideal with children on the back seat. It is easily attached to the headrest using two eyes and to the seating rods on the bottom with a hook.*

*Exception: upl.

Material: nylon • **Length:** 68.5 cm • **Width:** 47.5 cm

000.061.609. .041

**→ STYLING TIP**

Combine the classic aviator shape with modern cuts and high-quality materials.

**Unisex Driver sunglasses**

The classic for both men and women. Tear-drop shaped lenses, sophisticated top line with a nickel double temple and understated mat titanium arms. Proven optics, reinterpreted. The polycarbonate category 3 lenses provide 100% UV protection. Delivered in a hard case.

Materials: Nickel, titanium, PC • **Colours:** Silver, Titanium

000.087.900.G .DZD

09

Details

Sporty: The plastic elements with an accelerator-look decorate striking titanium temples.



10

11

Details

The classic, brown-transparent, horn-rim style frame rounds out every look.



09

Men's titanium sunglasses

Exceptionally and clearly masculine. The simple, high-quality titanium frame has temples with an accelerator look and a striking top line. Design reduced to the essentials. The polycarbonate category 3 lenses provide 100% UV protection. Delivered with a hard case and cleaning cloth.

Materials: Titanium, PC • **Colour:** Titanium

000.087.900.G .JKA

10

Ladies' titanium sunglasses

Exclusive and high-quality. Broad, titanium colour temples and transparent polyamide frame which perfectly matches the lens colour. The confident combination of eye-catching and understatement. The CR39 lenses provide 100% UV protection. Delivered in a hard case.

Materials: Titanium, polyamide, CR39 • **Colours:** Titanium, Brown

000.087.900.G .049

11

Ladies' City Look sunglasses

Timelessly modern: The elegant Audrey Hepburn look has never lost its class. The frame and temples are made of acetate with a horn-rim look. Hinges made of silver-coloured nickel. The CR39 lenses provide 100% UV protection. Delivered in a hard case with a cleaning cloth.

Materials: Acetate, CR39 • **Colour:** Horn-rim look

000.087.900.G .BT1



Men's pullover Page 189,
Unisex Driver sunglasses Page 182

12

Details

Chest pocket with flap and quilted seams.
The upright collar with a press stud allows you to adjust the collar size.



12

Men's leather jacket

Making the unconventional the norm - with casual style: The sporty leather jacket has sewn-on chest pockets and quilted seams, two interior pockets and a two-colour lining. The width can be adjusted using two straps on the hem. Includes coat hanger and garment bag.

Material: 100% lambskin • **Colour:** Black • **Sizes:** 48, 50, 52, 54, 56

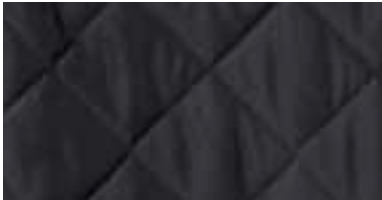
1K2.084.002.A-E.J5E



13

Details

Press studs on the chest pockets for easy opening and closing. Classic padded jacket pattern, high-quality workmanship.



13

Men's padded jacket

Volkswagen defines new fashion standards: The jacket is quilted with a diamond pattern and included elegant sewn-on pockets and angled pockets which can be closed with zip fasteners. The jacket covers common suit jacket lengths.

Material: 100% polyester • **Colour:** Black • **Sizes:** 48, 50, 52, 54, 56

1K7.084.002.B-F.041

14



14

Men's polo shirt

Fashionable. Sporty. Volkswagen. The cotton polo shirt with carbon finishing is distinguished by its contrasting undercollar. Contrast inserts highlight the sleeve edges and slits. Volkswagen lettering decorates the buttons. Refined with metal plates bearing the Volkswagen emblem.

Materials: 90% cotton, 10% elastane • **Colour:** Black • **Sizes:** M, L, XL, XXL

1K0.084.230.B-E.041

15



15

Men's fleece jacket

The multi-talent. Warm. Sporty. Functional. The jacket is made of high-quality Pontetorto fleece has a convincing combination of a high collar with grey lining and a lightly form-fitting cut. Zippers close the pockets integrated into the seams. The sleeves end in ribbed cuffs.

Material: 100% polyester • **Colour:** Black • **Sizes:** M, L, XL, XXL

1S0.084.004.B-E.041

Details

Soft, grey lining on the collar and small metal plates on the front side.





Men's business shirt Page 190,
Belt Page 172

Details

The coat is distinguished by the high-quality materials and workmanship.



16



16

Men's short coat

In a nutshell: Always the right match. With every jacket. Under any weather conditions. The coat is lightly padded, making it the right choice even during the cooler times of year. Delivered on a coat hanger in a garment bag.

Materials: 50% cotton, 50% nylon • **Colour:** Black • **Sizes:** M, L, XL, XXL

1K3.084.002.B-E.041

17



17

Men's pullover

A pullover for every occasion: This simple, clearly cut pullover is made of Merino wool and is perfect for every occasion. The pullover has an especially appealing knitted V-neck which also emphasises the fine structure of the material. Refined with metal plates bearing the Volkswagen emblem.

Material: 100% Merino wool • **Colour:** Anthracite • **Sizes:** M, L, XL, XXL

000.084.100.B-E.573

18

Details

A modern shark collar, French cuffs with cuff links.



19



18

Men's business shirt

A fashionable shirt for special occasions: Easy-to-iron and extremely elegant, with a form-fitting cut, a tailored shark collar and French cuffs. Designed by van Laack.

Material: 100% cotton poplin • **Colour:** White • **Sizes:** M, L, XL, XXL

000.084.270.B-E.084

19

Men's scarf

The car. The clothing. This silky, soft scarf with understated block stripes is clearly from Volkswagen. Refined with metal plates bearing the Volkswagen emblem.

Materials: 35% cashmere, 35% silk, 30% wool • **Colours:** Anthracite, striped • **Size:** 180 x 33 cm

000.084.330.B .JM6

20

Details

The jacket is lightly padded and has two sophisticated bellows pockets on the front.



20

Men's jacket

Sophistication in every detail - as always with Volkswagen: Sporty, lightly padded autumn jacket with four pockets. There are two practical pockets on the chest along with additional pockets hidden underneath the bellow pockets. Includes coat hanger and garment bag.

Material: 100% polyester • **Colour:** Dark Blue • **Sizes:** M, L, XL, XXL

000.084.008.B-E.530

21



Details

The finest paisley pattern in a dark brown tone, refined with small metal plates.



21

Ladies' scarf

Head over heels in love - with the elegant ladies' scarf with understated stripes and a woven paisley pattern on one side. Refined with metal plates bearing the Volkswagen emblem.

Materials: 50% viscose, 25% modal, 25% cotton • **Colour:** Brown • **Size:** 180 x 70 cm

000.084.330. .TM7





Ladies' City Look sunglasses Page 183

22



22

Ladies' blouse

The form-fitting lower part with a wrap look in combination with the simple top section conveys the perfect impression of sporty elegance. The Volkswagen lettering decorates the buttons.

Materials: 68% cotton, 28% polyamide, 4% elastane • **Colour:** White • **Sizes:** 36, 38, 40, 42, 44

000.084.262.A-E.084

23



23

Ladies' pullover

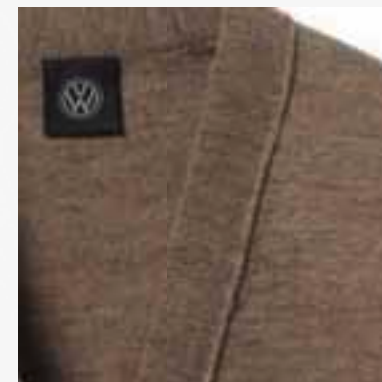
Wonderfully light and beautifully soft: The pullover is made of ultra-light Merino wool with very special seams. Refined with metal plates bearing the Volkswagen emblem.

Material: 100% Merino wool • **Colour:** Caramel • **Sizes:** S, M, L, XL

000.084.110.A-D.9RC

Details

Soft wool quality and sophisticated seams on broad, decorative edges.



24



24

Ladies' polo shirt

A classic: The feminine polo shirt is made of organic cotton and bamboo fibres, providing it with outstanding wearing properties. The three-quarter length sleeves make it ideal for the autumn. The Burlington print on the sleeve edging, button panel and undercollar is especially sophisticated. Refined with metal plates bearing the Volkswagen emblem.

Materials: 70% bamboo, 30% organic cotton • **Colour:** Off White • **Sizes:** S, M, L, XL

1K0.084.240.A-D.084

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25



25

Ladies' jacket

Comfort for cool times: The sporty jacket keeps you wonderfully warm in autumn, in spring and on cooler summer days. It is lightly padded and the sleeves can be closed against the wind using the elastic cords on the inside. Includes coat hanger and garment bag.

Material: 100% polyester • **Colour:** Dark Blue • **Sizes:** S, M, L, XL

000.084.018.A-D.530



26

Details

Metal zipper and closable left chest pocket plus side pockets for warm hands.



26

Ladies' fleece jacket

New quality of life. Especially when it starts to grow cold outside: The cuddly, soft jacket is made of high-quality Pontetorto fleece and ensures consistent comfort. It has a slightly form-fitting cut and a high collar with grey lining.

Material: 100% polyester • **Colour:** Black • **Sizes:** S, M, L, XL

150.084.014.A-D.041

27

→ STYLING TIP

Casually thrown over one shoulder for an elegant look. The leather jacket is also available online at:

volkswagen-zubehoer-shop.de/lifestyle



27

Ladies' leather jacket

Elegance has many forms of expression. But none as casual as the form-fitting leather jacket with an additional knitted collar, closable pockets and classic striped lining matching the colour of the men's leather jacket. The jacket also has an interior pocket. Includes coat hanger and garment bag.

Material: 100% lambskin • **Colour:** Brown

Sizes: 36, 38, 40, 42, 44

1K1.084.012.A-E.772



Ladies' pullover Page 195



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Size tables

Men

Inter-national	D	E/I	F	GB	USA
XS	44	44	44	34	34
S	46	46	46	36	36
M	48/50	48/50	48/50	38/40	38/40
L	52	52	52	42	42
XL	54	54	54	44	44
XXL	56	56	56	46	46

Men's jeans

International	Waist in cm	Inseam in cm	Inch
S	75-79	81-84	30/32
M	80-84	85-88	32/34
L	86-92	85-88	34/34
XL	94-96	85-88	36/34
XXL	98-102	89-92	38/36

Men's collar size

Size	M	L	XL	XXL
Collar size	39/40	41/42	43/44	45/46

Ladies

Inter-national	D	E/I	F	GB	USA
XS	34	38	36	8	6
S	36	40	38	10	8
M	38/40	42/44	40/42	12/14	10/12
L	42	46	44	16	14
XL	44	48	46	18	16
XXL	46	50	48	20	18

Ladies' jeans

International	Waist in cm	Inseam in cm	Inch
S	72-74	81-82	27/32
M	76-78	81-82	29/32
L	80-82	81-82	31/32
XL	84-86	81-82	33/32

Children's

Age	Body length in cm	Size
Approx. 4-5 months	65-68	68
Approx. 6-8 months	70-74	74
Approx. 9-11 months	77-80	80
Approx. 12-18 months	84-86	86
Approx. 1.5 - 2 years	89-92	92
Approx. 3 years	95-98	98
Approx. 4 years	100-104	104
Approx. 4 - 5 years	107-110	110
Approx. 5 years	114	114
Approx. 5 - 6 years	116	116
Approx. 6 years	122	122
Approx. 6 - 7 years	128	128
Approx. 7 - 8 years	134	134
Approx. 8 - 9 years	140	140
Approx. 9 - 10 years	146	146
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Belt

The measured circumference of the waist always corresponds to the length of the belt when done up to the middle hole.

