

2018 Atlas



Volkswagen



This size fits all.

Big families need a big SUV. Introducing the Atlas, large enough to handle everything from the daily car pool to a weekend adventure. It comes standard with seven seats and a 3rd row kids will love to sit in. Not to mention enough technology and amenities to help keep everyone happy. And we back it up with a transferable 6-year, 72,000-mile, whichever occurs first, New Vehicle Limited Warranty.* Go ahead, take it out and see how it drives. **Life's as big as you make it.**



America's Best
SUV Bumper-to-Bumper
Transferable Warranty*

6yr/72K mi Limited Warranty

Seven's company.

No matter how many kids you have, chances are you'll be driving a few extra more often than not. So we gave the Atlas enough room for seven people to travel in style, as well as cargo space for the things they bring along. Add in amenities galore to help keep your passengers entertained, and you have everything you need to go create a great day. Or seven.



Hands-free Easy Open power liftgate

With the key in your pocket, kick your foot under the rear bumper of the Atlas to open the hatch. This available feature is ideal when your hands are full.

Panoramic sunroof

Running almost the length of all three rows, the available panoramic sunroof lets the outdoors in. Want that convertible feeling? Just open it up.



Heated and ventilated front seats

It's not just all the legroom that makes the front seats so comfortable. On hot days, this available feature can circulate air throughout the seat to help cool you down. When it's cold, you can stay warm by choosing from three different heat settings.

2nd-row captain's chairs^{††}

More like admiral's chairs. Available as an option, they're comfortable and offer more space for each individual passenger. (Later availability)

Easy 3rd-row access

Getting into the 3rd row is so easy, you can do it with one hand. Just fold the 2nd row forward with a pull and a push.



FEATURES

- Dual-zone manual climate control
- Reclining 2nd-row bench seats*

AVAILABLE FEATURES

- Heated front and 2nd-row seats
- 17 cupholders
- 3-zone automatic climate control

96.8 cubic feet of cargo space

With the 2nd and 3rd rows folded down, the Atlas has 96.8 cubic feet of cargo space. You may need more stuff just to take advantage of it.

Room for three child seats in the 2nd row^{**}

Now all the kids can have their own room. The 2nd row gives three kids plenty of space, even when they bring extra seats.

Plenty of 3rd-row legroom

When we say we have a lot of 3rd-row legroom, we're not kidding around. Ours is class leading.[‡]



*Always ensure seat backrest is in an upright position when child restraint system is installed. See Owner's Manual for details. **Always ensure that the child restraint system is securely attached to vehicle. †Based on manufacturers' data available at time of publication comparing Wards Auto's Large Cross/Utility segment vehicle class. ††2nd-row captain's chairs reduces total seating capacity to six.



Volkswagen Digital Cockpit

The available 12.3" display is a true breakthrough. Instead of the traditional instrument cluster, information from navigation directions to altitude can be displayed digitally in high resolution.



Driver profile selection



The Atlas can store up to four driver profiles, remembering your personalization preferences for a wide variety of different settings and systems.

Customizable views



You can customize the available display to better suit your driving needs, so information about navigation or your Driver Assistance features are displayed more prominently.

Wide map navigation view



You shouldn't get lost trying not to get lost. So the available wide map navigation view adjusts the size of the map, making it even bigger and more prominent.

The brains behind the brawn.

The Atlas is filled with features and tech designed to help its occupants connect, from Volkswagen Car-Net® App-Connect* to available features like an 8" glass touchscreen display and the VW Digital Cockpit. With our personalization feature you can also create up to four user profiles, enabling the Atlas to remember things like your radio stations and temperature, among others. If you have the available power driver's seat with memory, the Atlas can even memorize your favorite seat position.

Volkswagen Car-Net App-Connect*

VW Car-Net App-Connect lets you link your compatible smartphone with Apple CarPlay™, Android Auto™, or MirrorLink® to use select apps on the touchscreen display of the Atlas. From streaming music to mobile apps, it can be accessed on the touchscreen.

FEATURES

- 6.5" color touchscreen sound system**
- USB port**

AVAILABLE FEATURES

- 1 additional front USB data port and 2 rear USB charging ports**
- Fender® Premium Audio System with 12 speakers**
- 8" color touchscreen sound and navigation systems**



Rearview Camera System

Benefit from a wide lens when you need it most. It can help you see obstacles when backing up, a feature so helpful you'll wonder how you ever managed without it.

Remote start**

On cold days, the available remote start feature can warm up the Atlas while you stay inside sipping your coffee (or tea). If the temperature gets too warm or too cold, it can turn on the heated or ventilated front seats.

*Always pay careful attention to the road, and do not drive while distracted. Not all features available on all operating systems. Standard text and data usage rates apply. App-Connect features require compatible device, operating system, and mobile apps. See mobile device and app providers for terms and privacy. Android, Android Auto, Google Play, and other marks are trademarks of Google Inc.**See Owner's Manual for further details and important warnings about the keyless ignition feature. Do not leave vehicle unattended with the engine running, particularly in enclosed spaces.

Even with three rows, technology doesn't have to take a backseat.

Technical innovation is about more than just amenities. It's about peace of mind. The kind that comes from nine available Driver Assistance features that can help give you extra confidence on your drive.



1 | Pedestrian Monitoring (included in Front Assist)*

This available feature has a radar sensor to help alert you if a pedestrian is headed into the vehicle's forward path. If the driver doesn't respond adequately to the audible and visual warnings, the car can brake automatically with full force.



2 | Blind Spot Monitor*

The sensors on the available Blind Spot Monitor are able to sense what you might miss. When driving, if you attempt to change lanes, the Blind Spot Monitor can help alert you to other cars that may be in your blind spot.

3 | Rear Traffic Alert*

The available Rear Traffic Alert comes in handy when you're backing up. It has sensors that can alert you to vehicles crossing in your path when in reverse, and even brake for you if needed.

4 | Adaptive Cruise Control (ACC)*

Available Adaptive Cruise Control helps maintain a preset distance from the car in front of you. If the car in front of you speeds up or slows down, the sensors detect the change and your car follows suit. With the available Stop and Go feature, the system can apply the brakes until you come to a stop, and in certain situations can then set off again automatically.

5 | Park Distance Control with Maneuver Braking (Park Pilot)*

Available Park Distance Control (Park Pilot) has sensors that can help you back out of or drive into a parking spot. Audible signals and the optical parking system on the display indicate how much space you have behind and, on some vehicles, in front of the vehicle when parking. If you get too close, an alert sounds as a warning. Maneuver Braking (included in Park Pilot) can apply emergency braking force automatically to help prevent collisions with stationary obstacles while you maneuver the vehicle. (Maneuver Braking [included in Park Pilot] later availability)

6 | Parking Steering Assistant (Park Assist)*

The available Parking Steering Assistant (Park Assist) can judge if a parking spot is big enough for your Volkswagen. Then it will help steer the vehicle into the space, either parallel or perpendicular. You operate the accelerator, brake, and shifter; it does the rest.

7 | Lane Departure Warning (Lane Assist)*

When moving, the available Lane Departure Warning (Lane Assist) can sense if you start to drift into another lane without using the turn signal. Lane Assist will help steer to help keep you in the correct lane.

8 | Overhead View Camera (Area View)*

The available Area View camera system uses multiple cameras to help give you a better view on all sides.

9 | High Beam Control (Light Assist)*

Available High Beam Control (Light Assist) helps provide better visibility on dark roads by turning on your high beams at speeds around 37 mph. A camera mounted at the base of the rearview mirror turns your high beams on when conditions warrant it, then turns them off again if another car approaches or drives in front of you.



4MOTION® all-wheel drive with Driving Mode Selection

With the turn of a dial, you can switch between four different all-wheel-drive modes to the one that fits your current driving situation.

Torque. Served family style.

Family plans this weekend? The available 3.6L V6 FSI® engine gets 276 horsepower and 266 lb-ft of torque (achieved with premium fuel), more than enough to take you pretty much anywhere without breaking a sweat.



5,000-lb. towing capacity*

When properly equipped, the Atlas has enough power to tow trailers with ease. So your home away from home can get away from home.

FEATURES

2.0L TSI® engine with 235 hp and 258 lb-ft of torque (achieved with premium fuel, later availability)

8-speed automatic transmission with Tiptronic® and Sport mode

AVAILABLE FEATURES

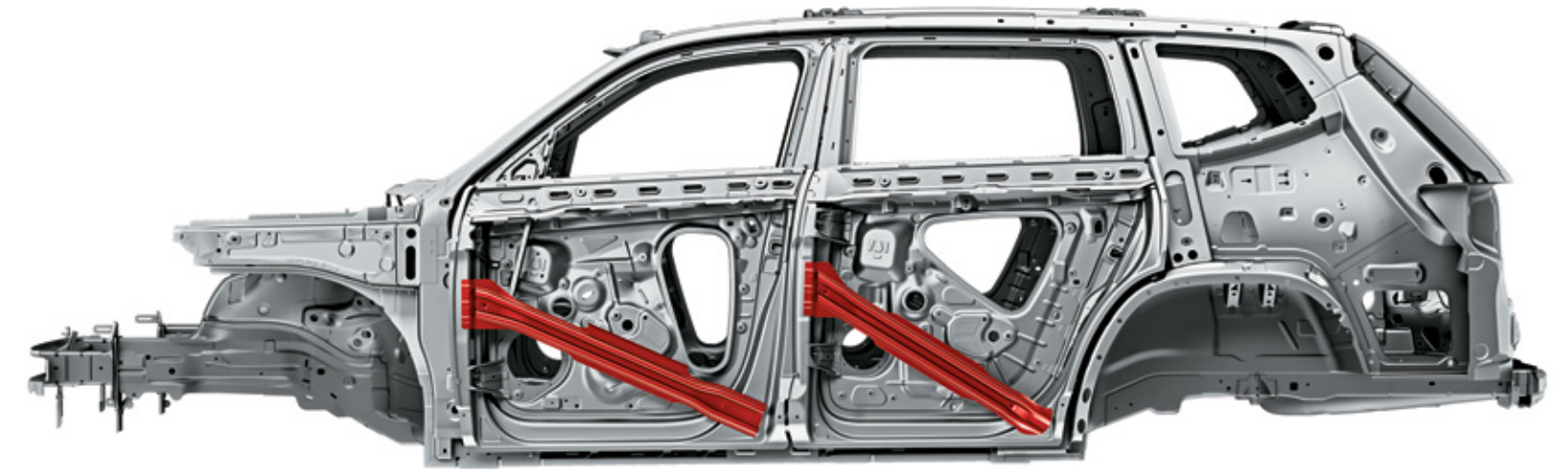
3.6L V6 FSI with 276 hp and 266 lb-ft of torque (achieved with premium fuel)

*Maximum tow rating when equipped with V6 engine and factory-installed towing hitch. Vehicle load, other accessories, and options may reduce maximum towing capacity. See Owner's Manual for details.



Safety never rests.

We never forget that the most important things in an Atlas are you and your family. Helping you feel safe and helping you stay safe is a priority.



Safety cage

Front and rear crumple zones help absorb crash energy, while a rigid safety cage helps deflect it away from the driver and passengers.

Seven stability-enhancing systems

From Electronic Brake-pressure Distribution, which helps maintain appropriate stopping power during a hard-braking situation, to Electronic Stability Control, which can adjust engine throttle and apply corrective forces to the wheels that need them most, there are in total seven stability-enhancing systems at your service.

Intelligent Crash Response System (ICRS)*

In the event of a collision that deploys the airbags,** the ICRS can turn off the fuel pump, unlock the doors, and activate the hazard lights. It helps react if you might not be able to.

Automatic Post-Collision Braking System

Not every collision brings a car to a stop. That's why our vehicles include the Automatic Post-Collision Braking System. It can also help slow the vehicle down after a collision, helping reduce the chance of additional impacts.

*The Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. Not all collisions cause airbags to deploy or safety belt pretensioners to activate. **Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.

Atlas Specs

- Standard, at no additional cost
- Not available
- Optional, additional cost
- RP** Available with R-Line Appearance Package

WP Available with 20" Black Mejorada Wheel Package **CP** Available with Captain's Chairs Package

EXTERIOR	2.0T	V6
LED headlights with signature LED Daytime Running Lights (DRL)	•	•
LED taillights	–	○
Automatic headlights with Coming/Leaving Home feature	○	○
Halogen reflector lens foglights with low-speed corner-illuminating feature	○	○
Power tilting/sliding panoramic sunroof	○	○
Power-operated side mirrors with integrated turn signals	•	•
Power-operated, heated side mirrors with integrated turn signals	○	○
Power-operated, heated side mirrors with memory, and passenger's side reverse gear auto-tilt	○	○
Power-folding, heated side mirrors with puddle lights, memory, and passenger's side reverse gear auto-tilt	–	○
Rain-sensing windshield wipers with heated windshield washer nozzles	○	○
Silver roof rails	•	•
Remote opening and closing power liftgate with closing assist	○	○
Hands-free Easy Open liftgate	○	○
Trailer hitch, 5,000-lb. towing capacity*	–	○
18" Prisma alloy wheels	•	•
20" Mejorada alloy wheels	–	○
20" Mejorada Black alloy wheels	WP	WP
20" Trenton alloy wheels (Later availability)	RP	RP
R-Line grille, front and rear bumpers, side skirts, and badging (Later availability)	RP	RP

PERFORMANCE	2.0T	V6
2.0L TSI [®] , 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and direct fuel injection; 235 hp, 258 lb-ft of torque (achieved with premium fuel) (Later availability)	•	–
3.6L, 24-valve, DOHC, narrow-angle V6 with FSI [®] direct fuel injection; 276 hp, 266 lb-ft of torque (achieved with premium fuel)	–	•
4MOTION [®] all-wheel-drive system with Driving Mode selection	–	○
Electromechanical power steering with variable assistance	•	•
8-speed automatic transmission with Tiptronic [®] and Sport mode	•	•

INTERIOR	2.0T	V6
Dual-zone manual climate control with air vents for the 1st, 2nd, and 3rd rows	•	•
Climatronic [®] 3-zone automatic climate control with air vents for the 1st, 2nd, and 3rd rows	○	○
Premium color Multifunction Display (MFD)	•	•
2 remote key fobs with lock, unlock, and panic button	•	•
115V power outlet	○	○
Interior ambient lighting	–	○
Self-dimming interior rearview mirror	○	○
3-spoke, multi-function steering wheel, height-adjustable with telescopic steering column	•	•
3-spoke, leather-wrapped, multi-function steering wheel	○	○
Leather-wrapped steering wheel with R-line insert and stainless steel pedal caps (Later availability)	RP	RP
Heated steering wheel	–	○
Heated front seats	○	○
Heated seats, 1st and 2nd rows	–	○
6-way manual driver's seat, 4-way manual front passenger seat	•	•
10-way power driver's seat, 4-way manual front passenger seat	○	○
10-way power driver's seat with 3-position memory, 8-way power front passenger seat	○	○
Power-adjustable lumbar support for driver's seat	○	○
60/40-split folding 2nd row with 3rd-row easy entry and 50/50-split folding 3rd row	•	•
Front center armrest, adjustable, with storage compartment	•	•
Glovebox, lockable	•	•
4 trunk tie-down hooks	•	•
Cloth seating surfaces with quilted diamond design	•	•
V-Tex leatherette seating surfaces	○	○
Leather seating surfaces for 1st and 2nd rows with active seat ventilation for front seats	–	○
2nd-row captain's chairs with 3rd-row easy entry (Later availability)**	CP	CP

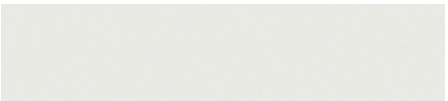







TECHNOLOGY	2.0T	V6
Volkswagen Digital Cockpit	–	○
Composition Color touchscreen sound system with 6.5" color display and AM/FM radio	•	•
Composition Media touchscreen sound system with 8" color glass display, proximity sensor, MP3/WMA-compatible CD player, AM/FM radio, and voice control	○	○
Discover Media touchscreen navigation system with 8" color glass display, proximity sensor, MP3/WMA-compatible CD player, AM/FM radio, and voice control	–	○
Fender [®] Premium Audio System	–	○
Volkswagen Car-Net [®] App-Connect [†]	•	•
Volkswagen Car-Net Guide & Inform with 4-year SiriusXM [®] Traffic subscription and 3-month SiriusXM Travel Link [®] trial subscription ^{††}	○	○
Volkswagen Car-Net Security & Service with 3-month trial subscription [†]	○	○
Bluetooth [®] technology with audio streaming for compatible devices	•	•
USB port	•	•
2 front USB data ports and 2 rear USB charging ports	○	○
SiriusXM [®] Satellite Radio with 3-month trial subscription ^{††}	○	○
Keyless access with push-button start with access for all 4 doors and liftgate ^{††}	○	○
Remote start ^{††}	○	○
Rearview Camera System	•	•
Overhead View Camera (Area View) [§]	–	○
Blind Spot Monitor [§]	○	○
Rear Traffic Alert [§]	○	○
Lane Departure Warning (Lane Assist) [§]	○	○
Forward Collision Warning and Autonomous Emergency Braking (Front Assist) [§]	○	○
Pedestrian Monitoring (included in Front Assist) [§]	○	○
Adaptive Cruise Control (ACC) [§]	○	○
Park Distance Control with Maneuver Braking (Park Pilot) (Maneuver Braking [included in Park Pilot] later availability) [§]	○	○
Parking Steering Assistant (Park Assist) [§]	–	○
High Beam Control (Light Assist) [§]	–	○





SAFETY	2.0T	V6
Driver and front passenger front and side airbag supplemental restraint systems ^{§§}	•	•
Side Curtain Protection [®] head airbags, all 3 rows ^{§§}	•	•
3-point safety belts for all seating positions	•	•
LATCH (Lower Anchors and Tethers for Children) child seat anchor points	•	•
Electronic Stability Control (ESC), Anti-Slip Regulation (ASR), Electronic Differential Lock (EDL), and Engine Brake Assist (EBA)	•	•
Anti-lock Braking System (ABS), Electronic Brake-pressure Distribution (EBD), Hydraulic Brake Assist (HBA)	•	•
Rollover sensor system	•	•
Intelligent Crash Response System (ICRS) [§]	•	•
Automatic Post-Collision Braking System	•	•
Tire Pressure Monitoring System (TPMS)	•	•

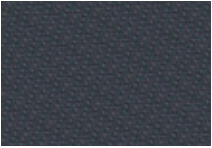


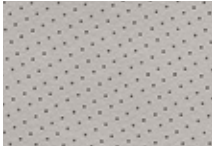
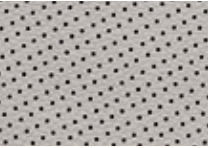

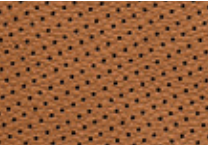
QUALITY	2.0T	V6
6-year/72,000-mile (whichever occurs first) New Vehicle Limited Warranty ^{¶¶}	•	•
7-year/100,000-mile (whichever occurs first) Limited Warranty Against Corrosion Perforation ^{¶¶}	•	•
3-year/36,000-mile (whichever occurs first) Roadside Assistance [§]	•	•

DIMENSIONS	
Wheelbase	117.3 inches (2,979 mm)
Length	198.3 inches (5,036 mm)
Width	78.3 inches (1,989 mm)
Height	69.7 inches (1,769 mm)
Ground clearance	8 inches (203 mm)
Cargo volume	20.6 cu. ft.
Cargo volume with 3rd row folded down	55.5 cu. ft.
Cargo volume with 2nd and 3rd rows folded down	96.8 cu. ft.

Colors and Wheels

EXTERIOR COLORS	
	
Pure White	Reflex Silver Metallic
	
Titanium Beige Metallic	Tourmaline Blue Metallic
	
Fortana Red Metallic	Kurkuma Yellow Metallic
	
Platinum Gray Metallic	Deep Black Pearl

WHEELS	
	
18" Prisma	20" Trenton (Later availability)
	
20" Mejorada	20" Mejorada Black

INTERIOR CLOTH	INTERIOR V-TEX LEATHERETTE	INTERIOR LEATHER
		
Titan Black	Titan Black	Shetland
		
	Shetland	Shetland
		
	Shetland and Black	Golden Oak

Not all combinations of exterior paint and interior seating surfaces are available.

*Maximum tow rating when equipped with V6 engine and factory-installed towing hitch. Vehicle load, other accessories, and options may reduce maximum towing capacity. See vehicle Owner's Manual for details. **2nd-row captain's chairs reduce total seating capacity to six. †Always pay careful attention to the road, and do not drive while distracted. Not all features available on all operating systems. Standard text and data usage rates apply. App-Connect features require compatible device, operating system, and mobile apps. See mobile device and app providers for terms and privacy. ††Always pay careful attention to the road, and do not drive while distracted. SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Sirius, XM, SiriusXM, and all related marks and logos are trademarks of SiriusXM Radio Inc. †Verizon Telematics, Inc., is service provider of VW Car-Net Security & Service. Available on select models. Trial or paid subscription required. VW Car-Net Security & Service services require vehicle cellular connectivity and availability of vehicle GPS signal; certain services may collect location information. See Terms of Service, Privacy Policy, and other details at www.vw.com/carnet. Always pay careful attention to the road, and do not drive while distracted. ††See Owner's Manual for further details and important warnings about the keyless ignition feature. Do not leave vehicle unattended with the engine running, particularly in enclosed spaces. †Driver Assistance features are not substitutes for attentive driving. Please see Owner's Manual for further details and important limitations. †§Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. †The Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. Not all collisions cause airbags to deploy or safety belt pretensioners to activate. †§See dealer or owner's literature for limited warranty details. †Roadside Assistance provided by a third party.



Volkswagen



America's Best SUV Bumper-to-Bumper Transferable Warranty*

6yr/72K mi Limited Warranty

A big SUV should have a big warranty. And this one fits the bill. The transferable New Vehicle Limited Warranty covers you for 6 years or 72,000 miles, whichever occurs first.



ACCESSORIES



Hood Deflector — Tinted



Rear Bumper Protection Plate — Chrome



Universal Tablet Holder**



Heavy Duty Trunk Liner with Cargo Blocks and Extended Seat Back Cover

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

Genuine Volkswagen Accessories installed by an authorized Volkswagen dealer are covered for the greater of: (1) the accessory limited warranty period (12 months or 12,000 miles, whichever occurs first) from the time of purchase; or (2) the remainder of the New Vehicle Limited Warranty period (6 years or 72,000 miles, whichever occurs first). See dealer for details. The following accessories are covered under separate manufacturer warranties: The Universal Tablet Holder is covered by an NSV warranty of up to three years or 60,000 miles. Please visit <http://www.nsvauto.com/profile> for additional information. See dealer for details.

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For further information regarding any Volkswagen model, please call 1-800-DRIVE-VW or just look us up at vw.com. WW18ATLSBUS