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Form follows fascination. The all-new Volkswagen Arteon R-Line launched at RM 220,043

- Volkswagen's flagship model offers the perfect combination of avant-garde design with dynamic handling.
- Offers best-in-class boot space amongst its competitors.
- Locally assembled at the Volkswagen Pekan plant.

KUALA LUMPUR – Volkswagen Passenger Cars Malaysia (VPCM) today launched the highly-anticipated, all-new Arteon R-Line to the Malaysian public. A masterpiece on wheels, the Arteon made its global debut in 2017 is now is locally assembled at the Volkswagen plant in Pekan, Pahang.

The five-door fastback is Volkswagen's flagship model and offers the perfect combination of avant-garde design with dynamic handling. Its name is a true reflection of its appearance – 'Art' describes the fastback's harmonious lines and emotionality, while 'eon' identifies it as a premium Volkswagen model.

The Arteon was designed to arouse emotions and create desirability, and paired with sporty R-Line trimmings, one is ensured a car that is visually breath taking from every angle.

The Volkswagen R-Line variants take inspiration from the Volkswagen performance R range. The R-Line range is a sporty styling package fitted onto the vehicle to give it an extra edge in creating an overall sportier look while maintaining great value.

As an R-Line model, the Arteon's head-turning exterior is complemented with an aggressive front chrome grill with R-Line badge, LED headlights and taillights with dynamic indicators, a rugged black rear spoiler, 19" Montevideo alloy wheels, and lower chrome trimmings.

Form follows function with the Arteon R-Line. It doesn't just offer presence – but space too, with a best-in-class boot space of 563 litres, accessible with an Easy Open boot function.

Dynamic Chassis Control (DCC) with Driving Mode Selection allows the driver to customise and select up to 15 driving style preferences and effortlessly stay connected with a personalised Digital Cockpit and wireless App-Connect Apple Car Play. Comfort is redefined as the front seats are 14-way

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ErgoComfort seats in Nappa carbon-style black leather with massage function.

Other highlights include a premium Dynaudio audio system offers 11 speakers and 700-watt subwoofer, and area view camera 360°.

Erik Winter, Managing Director of VPCM was delighted to introduce the all-new Arteon R-Line to the Malaysian market. "The stunning Arteon really needs no introduction, and this is a model that Malaysians have been patiently waiting for. As our new flagship, the Arteon elevates the Volkswagen brand for us as it beautifully captures design, performance and function while offering a greater feeling of exclusivity. Having it as an R-Line model, adds sportiness even more to the heart of the Arteon."

Bookings and test drive arrangements can be made at all authorized Volkswagen dealerships nationwide. For more information, visit www.volkswagen.com.my

KEY USP

Exterior

The Arteon R-Line's design is defined by a lower roofline, frameless doors and a rear slope that continues down to the tail, making it more aerodynamic and stylish, giving it a more upmarket appearance and clearly distinguishing it as a fastback. Both elegant and dynamic, it offers a remarkable amount of space and comfort with its coupé-like lines.

Sporting an all-LED headlight system, front headlights are equipped with Dynamic Cornering Lights while the rear taillights comes with sequential turn signals. A first, the Arteon comes with All Weather Light, a special lighting pattern that offers wider illumination to enhance visibility depending on the weather condition.

Interior

The interior of the Arteon R-Line exudes sporty luxury. Front passengers are spoiled for comfort with a 14-way ErgoComfort seat decked in R-Line badging, while the driver is able to enjoy an additional massage function. For audiophiles, the Arteon is fitted with a Dynaudio sound system that offers a premium audio experience with its 11 speakers, 16 channel digital amplifier, one subwoofer and 700W of sheer sound luxury.

Adding to the luxurious ambience are Silver Rise aluminium inserts, Titanium Black headliner, an analog clock and 3-color ambient lighting.

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Engine and Performance

The Arteon R-Line is offered with a 2.0TSI turbocharged engine and a new and improved 7-speed double wet clutch direct shift gearbox (DSG). It produces an output of 190PS and torque of 320Nm for a truly dynamic driving experience.

For those wanting to customise their drive, the all-new Arteon R-Line comes with Dynamic Chassis Control (DCC), which offers up to 15 selectable increments and five different driving modes – Eco, Comfort, Normal, Sport and Individual.

Connectivity

With sharp resolution and higher clarity, the 11.7" Digital Cockpit allows drivers access to driving data with six customizable screen views and over 30 combination options, including 2D and 3D navigation and a full 100% map view.

Connectivity at your fingertips, the 9.2" Discover Pro touchscreen infotainment system allows drivers to connect wirelessly via Apple Car Play, and available for Android Auto and Mirrorlink via a Type C USB port. The system offers voice control, gesture control and is even customizable to feature a split screen view.

Safety

With safety at the core of all Volkswagen models, the Arteon R-Line is packed with premium world class safety features such as Post Collision Braking System that prevents a second collision; Intelligent Crash Response System (ICRS) that takes preventive measures during a collision by cutting the fuel supply, unlocking the door and turning on the hazard lights; and Electronic Different Lock (XDS) that improves traction and reduce understeer.

Other standard safety features are Electronic Stability Control (ESC), Anti-lock Braking System (ABS) and Brake Assist (BA), Hill-hold Control, Proactive Passenger Protection System and Active Bonnet for pedestrian protection.

The Arteon also comes with Area View 360 camera that combines the use of all four cameras to offer a complete bird's eye view. This screen is customizable and available in full or split views.

Space and Convenience

The Arteon R-Line's long wheelbase enables a remarkably generous interior architecture for this body form that creates a spacious feeling with plenty of headroom and legroom at all five seat positions.

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Its wide-opening rear hatch is hinged at the top to provide easy access to the 563-litre luggage compartment – that is best-in-class. Additionally, the rear comes with the Easy Open function which uses sensors to electronically open the boot by detecting the driver's foot beneath the bumper. A first for Volkswagen in Malaysia, the all-new Arteon R-Line comes with Easy Close which provides a 20-second delayed closing of the boot, giving the driver freedom to remove items in the boot using both hands with ease.

The Arteon R-Line is also equipped with Tyre Pressure Monitoring System which monitors individual tyres pressure; and manoeuvre braking that automatically applies brakes to prevent collision when it senses an object at speeds of up to 10kmph.

Colours

Five colours are available; metallic colours are Manganese Grey, Turmeric Yellow and Pyrite Silver; and two pearl-effect colours the Deep Black and Oryx White Pearl.

Price

The all-new Arteon R-Line is priced at **RM225,490** and comes with 3 years free maintenance, 5 years unlimited mileage warranty and 5 years roadside assistance. With the current sales tax break, the recommended retail price of the all-new Arteon R-Line is **RM220,043.28** until the 31st of December 2020.

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Volkswagen Passenger Cars Malaysia (VPCM) is the official distributor of Volkswagen cars in Malaysia. With long-term business aspirations in the region VPCM's primary focus is on sales strategies through future products, strengthening the Volkswagen dealer network and service and parts availability. VPCM is managed by European automotive retail specialist, Porsche Holding Salzburg, is one of the largest and most successful automotive distributors in Europe. The Salzburg-based company was founded in 1947 and operates today in 26 markets in Western- and South-eastern Europe, China, and in Colombia and Chile in South America.
