



VOLKSWAGEN OF AMERICA, INC
2200 Ferdinand Porsche Drive
Herndon, Virginia 20171
www.media.vw.com
@VWNews

Media Information

FOR IMMEDIATE RELEASE

CONTACT: Mark Gillies
703-364-7104
mark.gillies@vw.com

Jessica Anderson
703-364-7919
jessica.anderson@vw.com

2018 VOLKSWAGEN ATLAS EARNS 2017 TOP SAFETY PICK RATING FROM THE INSURANCE INSTITUTE FOR HIGHWAY SAFETY

Herndon, VA (August 4, 2017) — Volkswagen of America, Inc. today announced that the all-new, seven-passenger 2018 Volkswagen Atlas, when equipped with available Forward Collision Warning and Autonomous Emergency Braking (Front Assist), has earned a 2017 TOP SAFETY PICK award by the Insurance Institute for Highway Safety (IIHS).

The 2017 TOP SAFETY PICK award is issued to vehicles that have earned “Good” ratings in IIHS crash tests evaluated in five categories: frontal impact moderate overlap; frontal impact small overlap; side impact; roof strength; and head restraints. It must also offer an autonomous emergency braking system (AEB) that earns at least an advanced rating for front crash prevention. The 2018 Atlas earned a “Superior” rating on the AEB test.

“Volkswagen’s commitment to safety and driver assistance technology is unwavering. We take great responsibility to ensure our driver assistance technologies get smarter,” said Hendrik Muth, Senior Vice President, Product Marketing and Strategy. “The Atlas is an example of our ongoing commitment to offering these features, and we are proud it has been recognized as an IIHS 2017 TOP SAFETY PICK.”

The Atlas is the only vehicle in its class to offer the Automatic Post-Collision Braking System, which is standard across all trims. This system builds on the premise that a collision is rarely a single, instantaneous action, but rather a series of events that follow the initial impact—the most significant of which can cause additional collisions. The Automatic Post-Collision Braking System addresses this by applying the brakes when a primary collision is detected by the airbag sensors, thus helping reduce residual kinetic energy and, in turn, the chance of additional damage.

Other driver assist systems available in the Atlas include Adaptive Cruise Control (ACC); Blind Spot Monitor with Rear Traffic Alert, Lane Departure Warning (Lane Assist), front and rear Park Distance Control (ParkPilot), Parking Steering Assistant (Park Assist); High Beam Control (Light Assist) and Overhead View Camera (Area View).

IIHS launched its front crash prevention rating program in 2013 to help consumers sort through the maze of available technologies and focus on the most effective systems. For more information on IIHS, visit www.iihs.org. All IIHS ratings are available at <http://www.iihs.org/iihs/ratings>.

About Volkswagen of America, Inc.

Founded in 1955, Volkswagen of America, Inc., an operating unit of Volkswagen Group of America, Inc. (VWoA) is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. VWoA's operations in the United States include research and development, parts and vehicle processing, parts distribution centers, sales, marketing and service offices, financial service centers, and its state-of-the-art manufacturing facility in Chattanooga, Tennessee. The Volkswagen Group is one of the world's largest producers of passenger cars and Europe's largest automaker. VWoA sells the Beetle, Beetle Convertible, CC, e-Golf, Golf, Golf Alltrack, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, Tiguan and Touareg vehicles through approximately 651 independent U.S. dealers. Visit Volkswagen of America online at www.vw.com or media.vw.com to learn more.

About the Insurance Institute for Highway Safety

The Insurance Institute for Highway Safety is an independent, nonprofit scientific and educational organization dedicated to reducing the losses—deaths, injuries and property damage—from motor vehicle crashes. The Institute is wholly supported by auto insurers.

Notes:

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Features and technical data apply to models offered in the USA. They may differ in other countries.

Driver Assistance features are not substitutes for attentive driving. See Owner's Manual for further details, and important limitations.