



# 20 years of the Volkswagen Touareg – Exclusive special- edition model for the anniversary

May 2022

**Notes:**

This press release along with images and videos of the Touareg "EDITION 20"<sup>1</sup> can be found online at [www.volkswagen-newsroom.com](http://www.volkswagen-newsroom.com).

- 1) Touareg 3.0 TDI (170 kW/231 PS) fuel consumption in l/100 km: urban 8.8 / extra-urban 5.9 / combined 7.0; CO<sub>2</sub> emissions in g/km: 184 (combined); efficiency class: C
- 2) Touareg 3.0 TDI (210 kW/286 PS) fuel consumption in l/100 km: urban 8.1 / extra-urban 6.2 / combined 6.9; CO<sub>2</sub> emissions in g/km: 182 (combined), efficiency class: C
- 3) Touareg 3.0 TSI (250 kW/340 PS) fuel consumption in l/100 km: urban 11.5 / extra-urban 6.9 / combined 8.6; CO<sub>2</sub> emissions in g/km: 196 (combined), efficiency class: C
- 4) Touareg eHybrid (280 kW / 381 PS system power) fuel consumption (NEDC) in l/100 km: combined 2.7; power consumption, kWh/100 km: combined 21.1; CO<sub>2</sub> emissions, g/km: combined 61; efficiency class: A+



## **Happy Birthday, Touareg! Exclusive special-edition model for the 20th anniversary**

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## In brief

### Touareg "EDITION 20"

Volkswagen is celebrating the 20th birthday of the Touareg with an exclusive special-edition model

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### Key facts at a glance

- **Exclusive premium SUV** Touareg "EDITION 20" with new paintwork, perfectly coordinated interior and exclusive details
- **Maximum comfort.** The flagship model is equipped with an elegant leather package as standard
- **Four engine variants.** Two V6 TDI engines<sup>1,2</sup>, 3.0-litre six-cylinder TSI<sup>3</sup>, plug-in hybrid<sup>4</sup> – all with 8-speed automatic gearbox
- **Outstanding success story.** Since 2002, over one million units of the luxury SUV have been sold worldwide.
- **World premiere:** on 24 May 2002

**Volkswagen Communications**  
**Product Communications**  
Martin Hube  
Spokesperson Passat | Arteon | Touareg | PHEV  
Tel.: +49 (0) 5361 / 9-49874  
martin.hube@volkswagen.de



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### **The highlights of the new Touareg "EDITION 20"**

**Wolfsburg, 24 May 2022.** Volkswagen is celebrating 20 years of the Touareg with the special "EDITION 20" model. The anniversary model will join the premium SUV range from June 2022 and impresses with its additional exclusive equipment. Since its market launch in 2002, the luxury SUV has become an out-and-out success. More than one million units of this innovative technology carrier have been sold worldwide up to the present day.

**Exclusive visual highlights.** The distinguishing features of the new special-edition model include the completely new paintwork in Meloe Blue as well as the high-gloss polished 20-inch Bogota wheels, which are only available for the anniversary model. The expressive exterior design is rounded off by darkened side and rear windows, LED tail lights in cherry red tint, and a badge on the B-pillar with the "EDITION 20" logo. The wheel arches and diffuser additionally have a Black Glossy paint finish.

**Standard leather package and "EDITION 20" details.** The exclusivity of the Touareg "EDITION 20" is continued in the ultra-modern interior. When getting into the vehicle, the driver and occupants are welcomed by illuminated sill panel trim with the "EDITION 20" logo. High-quality black Savona leather seats with distinctive diamond stitching and seams in the contrasting colour Ceramique, a light beige, underline the extremely stylish overall impression. Perfectly matched double seams in Ceramique-Red can be found on the dash panel, steering wheel and door inner sides. The leather-covered selector lever features the "EDITION 20" logo. The elegant interior is also enhanced by illuminated stainless steel sill panel trim – also with "EDITION 20" logo – and individually adjustable background lighting.



**Four engine variants with superior power.** The new Volkswagen Touareg "EDITION 20" is offered with four drive variants:

- 170 kW (231 PS)<sup>1)</sup> 3.0 V6 TDI with 500 Nm torque
- 210 kW (286 PS) V6 TDI engine<sup>2)</sup> with 600 Nm torque
- 3.0-litre six-cylinder TSI<sup>3)</sup> with direct petrol injection, turbocharging and an output of 250 kW (340 PS) with 450 Nm torque
- Plug-in hybrid V6 TSI with 280 kW (381 PS)<sup>4)</sup> system power and 600 Nm torque.

All engines transmit their power to an eight-speed gearbox with all-wheel drive system. This makes it possible to tow braked trailers with a weight of up to 3.5 tonnes



## Key aspects

### **The exterior: new paintwork, exclusive "EDITION 20" details**

**Exclusive exterior package.** The exterior design of the special Touareg "EDITION 20" model is characterised by an individual package featuring components with a high-gloss painted finish. These set it apart from the Touareg series-production models. A badge with the "EDITION 20" logo on the B-pillar draws attention to the anniversary. In addition, chrome trim elements in the area of the bumpers, windows, radiator grille and exclusive tail pipes of the exhaust system add refinements to the exterior. The basis for the exquisite special-edition model is the premium Touareg with Elegance package.

**Expressive exterior design.** The unmistakable front end is dominated by the radiator grille in chrome. A particularly elegant note is created by the lower part of the front bumper with its chrome-plated trim strip. Exclusive to the Touareg "EDITION 20", the wheel arches and diffuser have a high-gloss black painted finish (Black Glossy). Permanent visual highlights are provided by the standard darkened side and rear windows and also the tinted LED tail lights in cherry red. The special-edition model can be optionally upgraded with the R-Line Black Style exterior package, including black-gloss radiator grille, black-painted mirror covers and black-gloss trim strips.

**New wheel rim range.** The high-gloss polished 20-inch Bogota wheel rim is also available exclusively for the new special-edition model. Those who want an even more impressive appearance can also optionally opt for 21-inch Suzuka rims (black surface finish) or the diamond-cut 22-inch Estoril rims. Each wheel rim design harmonises with the design of the silhouette.



**Six exterior colours including new paint option.** Customers can choose from a large range of colours: there are six high-quality paintwork options, Available for the first time for the Touareg "EDITION 20: the completely new Meloe Blue paintwork with crystal effect. Here, micro-fine glass flakes produce additional glitter dots in the paint. Depending on the incident sunlight, the elaborate paintwork shimmers metallic blue, violet-blue and black-blue and changes its colour depending on perspective and solar intensity. Colour-coordinated with this: the black Savona leather package in the interior with comfort seats at the front. The other available colours are Pure White, Oryx White Mother-of-Pearl Effect, Silicon Grey Metallic, Grenadilla Black Metallic and Oyster Silver Metallic.



## Key aspects

### **The interior: exclusive comfort zone with high-quality materials**

**Standard leather equipment for luxurious comfort.** The exclusivity of the Touareg "EDITION 20" is continued in the interior. When getting into the vehicle, the driver and occupants are welcomed by illuminated stainless steel sill panel trim with the "EDITION 20" logo. The high-quality black Savona leather seats with distinctive diamond stitching and seams in the contrasting colour Ceramique underline the extremely stylish overall impression. The centre armrests and armrests with edition-specific double seams in Ceramique-Red round off the design of the comfortable interior.

**Digital Innovision Cockpit as the focal point.** The Touareg "EDITION 20" is consistently designed for the digital age and replaces conventional displays and controls by digital panels wherever appropriate. Together with the standard Innovision Cockpit with 15-inch TFT touchscreen, the wide and elegant dash panel acts as the focal point of the interior and features the edition-specific genuine seam in Ceramique-Red as edge stitching. The information and settings of all main convenience, assist and infotainment systems are combined in a matrix in the interactive interface of the special-edition model. Pedals in aluminium look and the leather-covered selector lever for the automatic gearbox with embossed "EDITION 20" logo round off the design of the special edition with a visual and haptic experience.





**Exclusive design details to create a perfect feel-good atmosphere.** The spacious interior is provided with additional visual highlights by transparent trim elements with new black-red design pattern that can be changed in colour depending on the selected background lighting setting, the exclusive black headliner, door trims with elegant seams in Ceramique-Red and the "EDITION 20" logo on the front passenger side. The continuously adjustable LED background lighting in 30 colours individually enhances the pleasant atmosphere on board the Touareg "EDITION 20" and ensures the right lighting mood for every situation. As a genuine vehicle for long distances and as a member of the most comfortable Volkswagen car family, the Touareg "EDITION 20" also offers generous space at the rear and plenty of comfort thanks to the possibility of fore-and-aft movement of the rear seats by 160 mm in combination with three-stage angle adjustment by up to 21 degrees.



## Key aspects

### **20 years of the Touareg: always an elegant technology carrier**

When it was first introduced in 2002, the Touareg surprised with a 5.0-litre V10 TDI engine that delivered what was then an impressive torque of 750 Nm. The "Race Touareg" from Volkswagen Motorsport dominated the Dakar Rally for three years in succession from 2009 to 2011. Various long-distance world records followed, such as on the Pan-American Highway, where a distance of up to 23,000 kilometres was covered in just under twelve days. In 2006, the Touareg pulled a Boeing 747 weighing 155 tonnes out of its hangar and in doing so secured another world record.

In 2005, the Touareg "Stanley", one of the first truly intelligent vehicles in automotive history, won the DARPA Grand Challenge for autonomous vehicles organised by the American Defense Advanced Research Projects Agency. It was one of only four vehicles from the 23 that started the race to reach the finish line. Today, Volkswagen customers benefit from many years of development experience with systems such as Travel Assist and the optional Park Assist Plus with remote parking capability.



**Touareg I / 2002.** The first Touareg in 2002 marked the entry into a new segment and was an elegant technology carrier right from the start. The model designation of the premium SUV is a reference to the Berber Tuareg people, the nomadic inhabitants of the wild landscapes of the Sahara Desert, and emphasises the pronounced off-road suitability of the vehicle. Thanks to its numerous innovations, such as the electromechanical roll stabilisation or CDC air suspension with six level settings, the Touareg became one of the most highly regarded SUVs in its class immediately after its market launch. With this equipment, fording rivers with a depth of up to 58 centimetres and climbing gradients up to 45 degrees was no problem at all. The flagship model of the Touareg line was the Touareg V10 TDI, which was equipped with the most powerful diesel engine installed at Volkswagen at the time. The 230 kW (313 PS) 5-litre ten-cylinder engine generated an astonishing maximum torque of 750 newton metres and accelerated the 2.5-tonne Touareg to 100 km/h in 7.8 seconds; the maximum speed was 225 km/h. Thanks to this top model, the Volkswagen brand has today become one of the world's leading full-range providers, covering all important segments from small cars to high-end SUVs. The Touareg I was built from 2002 to 2009 and was one of the most successful luxury SUVs of its time with 450,000 units sold.



**Touareg II / 2010.** The second generation of the Touareg grew both in width and length and thus underlined its luxurious comfort. The vehicle front end emphasised the sporty elegance of the vehicle with new, aerodynamic bumpers and a newly designed radiator grille. The first hybrid vehicle from Volkswagen was launched to coincide with the market entry of the second generation. The Volkswagen Touareg 3.0 V6 TSI Hybrid was powered simultaneously by a supercharged V6 petrol engine with 245 kW (333 PS) and a 34.3 kW (46 PS) electric motor. The electric motor of the full hybrid vehicle recuperated energy during braking and fed this into the battery. The hybrid had a combined system power of 279 kW (380 PS) and produced a maximum torque of 580 Nm. This allowed the Touareg II to sprint to 100 km/h in 6.5 seconds, and made it possible to reach a maximum speed of 240 km/h. Its average fuel consumption was 8.2 litres of super-grade petrol per 100 kilometres. A host of new assist systems now made journeys even safer and more comfortable, also on difficult terrain. In its production period from 2010 to 2018, Volkswagen sold more than 479,000 units of the Touareg II.

**Touareg III / 2018.** Thanks to its modern contours, generous body trim elements and the use of weight-saving materials in the new steel and aluminium body, the third Touareg generation has a breathtakingly dynamic character. The attractive and vital look is reinforced by the increase in the wheelbase to 2.904 metres and a reduction in the vehicle height by 7 millimetres. The completely revamped cockpit features digital innovations as well as connectivity and assist systems and guarantees comfortable and safe driving in all situations. This is additionally ensured by the optimised electromechanical active roll stabilisation system, whose assist system continuously detects roll movements up to 400 times per second to ensure optimum adjustment and an absolutely safe driving experience in every terrain. Since autumn 2020, the Touareg R Hybrid has been the new flagship model as a plug-in hybrid SUV with a system power



of 462 PS\*, a maximum torque of 700 Nm and a top speed of 250 km/h. With its reduced combined fuel consumption of 2.7 l/100 km and a power consumption of 21.1 kWh/100 km, the excellent hybrid vehicle also leads the way here in its vehicle class. More than 164,000 units of the Touareg III have already been sold worldwide since its debut in 2018.

Over one million vehicles of the three Touareg generations have been sold up to the present day. The Touareg "EDITION 20" special model continues this success story. With an authentic and dynamic SUV design and maximum everyday usability, the exclusive special-edition model brings a new driving force onto the roads – and also onto the undiscovered routes in between. The Touareg "EDITION 20" is ideal for both urban surroundings and great off-road adventures.

\* The vehicle is not yet offered for sale