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## **A big sound in a small car: New Polo beats is available to order now**

- **Special model Polo beats truly rocks with 300 watts and seven high-end loudspeakers**
- **From early summer premium sound system also in the up! beats**

**Wolfsburg, 12 May 2016 – The Polo beats' sound sums up the overall concept: with a 300 watt premium sound system mixed by the US audio specialist BeatsAudio™, this new special model is now making some noise in the small car segment.**

Polo beats now comes with a new sound experience as standard. The 300 watt 8-channel amplifier in the premium sound system is equipped with a digital signal processor (DSP). Seven high-end loudspeakers distributed around the vehicle interior provide the system's crystal-clear sound: two tweeters in the A-pillars, two woofers in the front doors, two broadband loudspeakers in the back as well as a subwoofer integrated in the spare wheel well, which delivers powerful, punching bass tones. Whether it's hip-hop, heavy metal, rock, pop or electronic music – the new Polo beats lets you literally feel the music.

The exterior of the Polo beats stands out within the Polo family, due in particular to the new 16-inch "syenite" alloy wheels in black or white with high-sheen surface, coloured door mirrors, decorative side film and a glossy black radiator grille. The interior features sports seats and door trim panels in the "beats" design, coloured seat belts and a leather steering wheel. The model is available from € 15,975.

The Polo beats is pioneering an unmistakable trend, because soon more sound sensations will be rolling through the small car segment: the new up! beats will be available from early summer onwards.

The American audio specialist Beats Electronics – founded in 2008 by Dr. Dre and Jimmy Iovine – became a brand icon of the music scene mainly due to their stylish studio headphones. Meanwhile, the California-based company has significantly expanded its product range with wireless and wired active speakers and earphones.

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