

# Media Information



## The new Touareg

### World premiere

May 2023

#### Contents

##### Overview of important facts

The Touareg launches with new technologies and new design 02

##### The new Touareg in detail

The new exterior 06

The new IQ.Light HD matrix headlights 06

The interior update 07

The enhanced running gear 08

The first 21 years 08

##### Notes

Information on equipment, prices and consumption 09



# Media Information

Overview of important facts

## Major update for the Volkswagen flagship model: The Touareg launches with new technologies and new design

- Touareg 2023: premium SUV shines with new high-tech features
- Interactive light: first Volkswagen with IQ.Light HD matrix headlights
- Newly configured running gear: large spread between agility and comfort
- Premium style: major design update for the front and rear
- Optimised interior: made for long distances
- Configurator open: presales of the new Touareg start on 25 May

The Touareg is the all-rounder in the large SUV category – the perfect combination of comfortable touring car, superior towing vehicle and authentic off-roader. Volkswagen is now launching the next Touareg generation. The flagship model is the first Volkswagen to make its debut with newly developed IQ.Light HD matrix headlights. The interactive lighting system makes driving at night even more comfortable. Volkswagen has also upgraded the high-end interior, and the Innovision Cockpit features the latest hardware and software. A new roof load sensor and enhanced running gear systems increase the bandwidth between optimum comfort and maximum performance. With its new technologies, the Touareg is more versatile and multi-faceted than ever before. The newly designed front and rear ends mean the update is instantly recognisable. Particularly distinctive features include the LED tail light clusters – these are now designed as a light strip and feature a red illuminated Volkswagen logo. Presales of the new Touareg start in Europe on 25 May 2023 (Touareg R eHybrid<sup>3/4</sup>: 22 June 2023).

**Popular premium SUV.** More than 1.13 million Touaregs have been sold so far. Imelda Labbé, Member of the Brand Board of Management for Sales, Marketing and Aftersales: "The new Touareg impresses with top quality and outstanding comfort. We have again systematically implemented the wishes of our customers in this model – sharpening the design, making operation even more intuitive, and enhancing the excellent driving characteristics. The result is a true all-rounder that will excite on-road, off-road and naturally also as a first-class towing vehicle."

**Innovation pioneer.** Innovative technologies have always made their debut in the Touareg. This know-how often benefits the smaller vehicle classes, and this is also the case here. Kai Grünitz, Member of the Brand Board of Management responsible for Development: "The Touareg has always been a technology pioneer for us, allowing us to transfer new developments into other brand vehicles as part of a top-down strategy. And we are following the same approach with the new Touareg. As the first Volkswagen model, it is being launched with the newly developed HD matrix headlights – one of the best lighting systems in the world. More than 38,000 interactive LEDs project a light carpet exactly onto the driving lane and illuminate the road more precisely than ever before. We will soon transfer the HD matrix lighting system to other SUV-class models."

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**Fusion of technological systems.** The Touareg is equipped with a new roof load sensor that is closely integrated with the running gear electronics. This offers the benefit of increased agility. If a roof box is fitted, the sensor detects this and passes on the information to assist systems such as Electronic Stability Control. This system then in turn intervenes earlier to increase driving stability. In contrast, the systems allow sportier performance than before if there is no roof load. For Jochen Reichel, Head of Driving Dynamics, Steering and Control Systems, it is this interaction of all technologies that is a standout feature of the new Touareg: "Thanks to the roof load sensor, we have been able to further increase the spread between maximum comfort and optimum performance. As part of this, the enhanced coordination of the running gear and control systems ensures greater stability and precision in both dynamic and comfort-oriented driving situations. Particularly in combination with the running gear systems such as active roll compensation and all-wheel steering, the Touareg now offers even greater driving dynamics." The Touareg's innovative assist systems include technologies such as Travel Assist<sup>1</sup> (assisted driving up to maximum speed), Area View (360-degree bird's eye view shown on the infotainment system display to facilitate manoeuvring), Park Assist Plus with remote parking capability<sup>1</sup> via app for automatically driving into and out of parking spaces (the driver can control the parking procedure from outside the vehicle), Trailer Assist<sup>1</sup> (assisted manoeuvring with trailer) and Night Vision (night vision assistance).

**Striking design update.** The new Touareg can be recognised immediately by the new front and rear design. At the front, the complete unit with radiator grille and headlights and the front apron have been given a new look. Particularly striking are the IQ.Light HD matrix headlights, which come as standard except on the basic model. With three light modules and thus three light points on each side, they create an unmistakable day and night light design. The centre horizontal strip in the radiator grille is also illuminated for the first time on the Touareg. Another unique Touareg feature is the newly designed rear, which now has a continuous horizontal LED strip for the tail light clusters and incorporates a red-illuminated Volkswagen logo for the first time (standard except for basic model).

**Petrol, diesel and plug-in hybrid powertrains.** The new Touareg will be launched in five powertrain versions. These all come with 3.0-litre V6 engines: one turbocharged petrol engine (250 kW<sup>3/5</sup>/340 PS), two turbodiesel engines (170 kW<sup>3/6</sup>/231 PS and 210 kW<sup>3/7</sup>/286 PS) and two plug-in hybrid drives (V6 petrol engine plus electric drive motor). The plug-in hybrid drive of the Touareg eHybrid develops a system power of 280 kW<sup>3/8</sup> (381 PS); on board the Touareg R eHybrid, the system delivers an output of 340 kW<sup>3/4</sup> (462 PS). All engines are paired as standard with an eight-speed automatic gearbox and the 4MOTION permanent all-wheel drive system.

**Basic<sup>2</sup>, Elegance<sup>2</sup>, R-Line<sup>2</sup> and R model<sup>2/3/4</sup>.** In terms of equipment, the new Touareg will be launched in a basic version with the current front design (from €69,200<sup>2</sup>) and in the two exclusive lines Elegance (from €75,070<sup>2</sup>) and R-Line (from €79,660<sup>2</sup>). The flagship model is positioned above these: the distinctive and sporty Touareg R eHybrid developed by Volkswagen R (from €93,870<sup>2/3/4</sup>).



## Media Information

**Basic version.** The general standard equipment includes the following features (excerpt):

- Air Care Climatronic (two-zone automatic air conditioner)
- Touareg background lighting with white-illuminated trims in new design
- Digital Innovation Cockpit
- Electric luggage compartment cover
- Electrically operated tailgate
- LED tail light clusters
- LED headlights
- Multifunction camera
- Multifunction steering wheel in leather
- Discover Pro Max navigation system
- Keyless Go keyless starting system
- Heated front seats

Various assist systems are also on board as standard (excerpt):

- Adaptive Cruise Control (ACC)<sup>1</sup>.
- Autonomous Emergency Braking (Front Assist)<sup>1</sup>
- Park Assist<sup>1</sup>
- Rear View reversing camera<sup>1</sup>
- Lane Assist lane keeping system<sup>1</sup>
- Dynamic Road Sign Display<sup>1</sup>

**Elegance and R-Line.** The following details supplement the equipment here (excerpt):

- 30-colour background lighting, colour settings possible in three zones (new: including footwell and drink holder lighting)
- Interior trims in specific design (updated)
- IQ.Light HD matrix headlights (new)
- Radiator grille in specific design (new)
- Leather seats, electrically adjustable
- IQ.Light LED tail light clusters with dynamic brake and turn signal function and illuminated Volkswagen logo (new)
- Alloy wheels in specific design (updated)
- Bumpers in specific design (new)
- Volkswagen logo projection via exterior mirror housings as surround lighting (new)

**Designed by Volkswagen R.** The Touareg R eHybrid<sup>2/3/4</sup> is the independent flagship model in the product line with the most powerful powertrain. The latest generation continues a long tradition of Touareg R models with high-tech features and customised equipment. They have all been developed by Volkswagen R.



## Media Information

**Touareg R eHybrid.** In addition to numerous features from the Elegance and R-Line specifications, the flagship model also offers the following details (excerpt):

- Brake calipers in painted blue finish, with silver R logo (new)
- R logo projection via exterior mirror housings as surround lighting (new)
- Blue contrasting stitching in the interior
- Leather seats in Vienna design (Puglia optional)
- 20-inch Braga alloy wheels (new)
- Sill panel mouldings with illuminated R logo
- Vehicle key with leather-covered cap and R logo
- Start screen of the navigation system with R logo
- Tilting and sliding panoramic sunroof (also for Touareg eHybrid)
- Four-zone automatic air conditioner (also for Touareg eHybrid)

**New colour, 22-inch wheel rims.** As a paint finish 'by Volkswagen R', the new colour Silicon Gray Matt is available exclusively for the Touareg R eHybrid and Touareg R-Line. Lapiz Blue metallic is also a traditional R colour. The Touareg R can be optionally equipped with 22-inch alloy wheels in Estoril design. The personalisation options are extended for all Touareg versions by four new alloy wheels in 19-, 20- and 21-inch sizes as well as the new paint finish Chilli Red metallic.



# Media Information

The new Touareg in detail

## THE NEW EXTERIOR

**The front end.** Volkswagen Design has revamped the front end of the Touareg. The whole upper radiator grille now emphasises the vehicle width even more. Particularly striking are the new IQ.Light HD matrix headlights with three LED modules and three L-shaped LEDs for the daytime running lights, as well as the new illuminated centre horizontal strip that extends from both sides of the Volkswagen logo. The horizontal strips feature chrome applications on the Touareg Elegance<sup>2</sup> and Touareg R-Line<sup>2</sup> and have a stylish high-gloss black finish on the Touareg R-Line with Black Style Package<sup>2</sup> and the Touareg R eHybrid<sup>2/3/4</sup>. The lower air intakes are significantly larger than those on the previous Touareg and have individual designs depending on the equipment specification. This area is also finished in high-gloss black; the Elegance and R-Line specifications have additional chrome elements here.

**The silhouette.** Depending on equipment, the new wheel rims in the designs Coventry (19-inch, standard for R-Line<sup>2</sup>), Braga (20-inch, standard for R<sup>2/3/4</sup>), Napoli (21-inch) and Leeds (21-inch) immediately catch the eye in the side view. As part of the surround lighting function, the Volkswagen logo or the R symbol (Touareg R eHybrid<sup>2/3/4</sup>) are now projected on to the road from the exterior mirror housings when the Touareg is opened and parked in darkness.

**The rear end.** A light bar now extends across the tailgate of the Touareg. A thin horizontal LED line is illuminated in the upper area of the light strip when the lighting is active; this line has a contrasting light colour in daytime driving mode without the headlights switched on. The same applies to the total of six L-shaped LEDs in the new tail light clusters. As the first Volkswagen produced in Europe, the new Touareg has a red-illuminated Volkswagen logo in combination with the IQ.Light HD matrix headlights. This is integrated in the new horizontal LED strip of the tail light clusters. This produces a unique graphic both during the day and at night.

## THE NEW IQ.LIGHT HD MATRIX HEADLIGHTS

**Intelligent light.** The IQ.Light HD matrix headlights are a technical highlight in the new Touareg and are used in a Volkswagen for the first time in the world. HD stands for high definition and refers here to a sea of extremely bright pixels generated by 38,432 micro LEDs. They illuminate the road better than ever before and thus optimise comfort and safety for the driver and passengers. There are 19,216 micro LEDs distributed on each side of the vehicle to the new triple headlights. Among other things, the matrix system optionally projects an interactive light carpet onto the lane of the premium SUV – the Lane Light. This makes driving at night even more comfortable and makes it easy to drive through narrow motorway road works in the dark because the bright light carpet follows the lane with magnet-like precision. The glare-free main beam is a further benefit of the new headlights; this continuous main beam can be left switched on outside built-up areas because the interactive LEDs make sure that the masking area for oncoming traffic and vehicles driving in front is more precise than ever before. Together with the LED tail light clusters the driver can also configure three differently animated Coming and Leaving Home lighting effects.



## Media Information

**High-tech details.** The three modules in each headlight all perform their own tasks. A bi-matrix module is located on the outside with 16 LED pixels for the surround lighting and additional main beam. The actual HD matrix module is located in the middle with 19,200 individually controllable LEDs that permit various new light functions to be realised. Located on the inside is a reflector for the static and dynamic cornering light functions and the poor weather light. All three modules generate one light point each; together with the three L-shaped LED elements for the daytime running light and the horizontal LED strip in the radiator grille that extends to under the headlights, this results in a unique light design. Also, especially in combination with the Night Vision assist system – which detects people and animals by a thermal imaging camera and shows them in the digital instruments (Digital Cockpit) and corresponding warning signals in the optional head-up display – the HD matrix lighting of the Touareg is one of the best lighting and night vision systems in the world. The Night Vision system also includes a marker light that briefly illuminates people in the potential danger area with a particularly bright light to make them even more visible to the driver. The combination of IQ.Light HD matrix headlights and Night Vision can help in earlier recognition and mitigation of dangerous situations.

### THE INTERIOR UPDATE

**Enhanced vehicle interior.** The Touareg<sup>2</sup> is equipped as standard with the Innovision Cockpit – an intuitive combination of digital instruments (Digital Cockpit, display diagonal 30.5 cm, 1,920 x 720 pixels) and the Discover Pro Max high-end infotainment system with a central touchscreen (display diagonal 38.1 cm, 1,920 x 1,020 pixels). As a 'one-screen design', the two displays form a continuous digital landscape on one viewing and operating axis. Among other things, the Innovision Cockpit now offers lane-level navigation and high-resolution HD map data. The voice control system of the Touareg is also based on a new development level. App integration via smartphone and App Connect (Apple CarPlay, Android Auto) can now also take place wirelessly. Volkswagen has upgraded the buttons and the thumb wheel for volume control in the centre console – they are now finished in high-gloss black. In addition, Volkswagen has redesigned the illuminated trims in the dash panel and added the Touareg logo as a finishing touch.

**Higher charging capacity for laptops and other equipment.** New USB-C connections with a charging capacity of 45 watts (previously 15 watts) permit fast charging of electronic devices such as smartphones, tablets or laptops. The optional cockpit features include a powerful 730-watt Dynaudio sound system and a head-up display (virtual screen size: 217 x 88 mm).

**Ideal for long distances.** The Touareg is designed for high driving comfort. Its high quality standard has been enhanced on the basis of customer feedback and a number of details adapted. For example, the top sections of the interior door panels now have attractive double decorative seams. The side trims of the centre console are now made of a haptically enhanced foamed material and have double seams; the contact surfaces for the knees are therefore softer.



## Media Information

### THE ENHANCED RUNNING GEAR

**New running gear generation.** The running gear of the Touareg is based on a new development level. Among other things, a roof load sensor is now used that is closely integrated with the vehicle electronics. This makes it possible to transfer higher transverse forces and thus increase road agility in interaction with the control systems and running gear hardware. The standard steel spring running gear and the optional air suspension running gear have also been technically modified. Both comfort and agility have been raised to a new level thanks to the use of new running gear components and a revamped control system setup. New, optional 21-inch performance tyres further improve handling and braking characteristics.

**On-road and off-road profiles.** Using the button for driving profile selection in the centre console, the driver can select a wide range of on-road and off-road profiles and individually control the parameters for the automatic gearbox, automatic air conditioner, steering, optional air suspension, engine responsiveness and many assist systems. Depending on the version, the Touareg is again available with innovative running gear systems such as active roll compensation (adaptive running gear) and all-wheel steering.

### THE FIRST 21 YEARS

**2002 – the first Touareg.** In 2002, the Touareg was the first SUV from Volkswagen. With the impetus of the new top model, the Volkswagen brand subsequently developed into one of the leading global full-range providers. The Touareg also became the pioneer of an extremely successful vehicle type that is today offered by Volkswagen in every segment. All Volkswagen SUVs carry traces of the Touareg's DNA in their design. Strictly speaking, however, the history of the Touareg started in January 2000 with the world premiere of the AAC pickup/SUV design study in Detroit. This design appetiser already had the distinctive new Volkswagen SUV front end, which then went into series production in autumn 2002 with the first Touareg. Characteristic style features included the bonnet raised in a v-shape in the middle, large horizontal bars in the radiator grille, and multiple headlights, which always formed a visual unit with the lower outer surfaces of the bonnet – as described, this design DNA still makes every Touareg immediately recognisable.

**A Boeing 747 on tow.** Volkswagen made a big impression with the Touareg's engines right from the start. These included power plants such as the V10 TDI with 230 kW<sup>9</sup> (313 PS) and a torque of 750 Nm. In 2006, a Touareg V10 TDI comfortably towed a 155-tonne Boeing 747 to its takeoff position instead of the permitted 3.5-tonne maximum trailer weight as part of an experiment. In the first R model of the product line – the Touareg R50 – the output of the 10-cylinder engine increased to 268 kW<sup>9</sup> (350 PS). There was even a 12-cylinder Touareg in a limited edition of 500 vehicles. The power rating of this W12 engine was 331 kW<sup>9</sup> (450 PS). The most successful models in terms of sales volume were the Touareg versions with five-<sup>9</sup>, six-<sup>9</sup> and eight-cylinder engines<sup>9</sup>. Alongside the torque, Volkswagen always attached great importance to high efficiency. Within nine years, a total of 450,000 customers chose the first-generation Touareg.





## Media Information

**2010 – the second Touareg.** With the debut of the second generation in 2010, the Touareg became even more comfortable, without neglecting the authentic SUV characteristics. Parallel to this, Volkswagen placed an even greater focus on efficiency: the first Volkswagen SUV with additional electric drive system was launched with the Touareg Hybrid<sup>9</sup>. The 4MOTION permanent all-wheel drive system was again naturally on board as standard. This drive system ensured added safety, high-class off-road performance and optimum suitability as a towing vehicle. This Touareg also felt at home pulling trailers laden with boots, bikes, classic cars or horses – no matter what the terrain, and again up to a maximum weight of 3.5 tonnes. Approximately 479,000 units of the second generation were sold over a period of nine years.

**2018 – the third Touareg.** With the third Touareg generation, the first plug-in hybrid<sup>9</sup> of this product line made its debut. The function as a technology pioneer was reflected once more in these hybrid drives and the completely newly developed Innovision Cockpit. The same was true for the wide range of new assist and running gear systems, such as remote parking by smartphone, all-wheel steering or active roll compensation with electromechanical anti-roll bars. As a high-quality blend of long-distance, towing and off-road vehicle, the third Touareg also served its very own, practically-minded clientele. In 2022, Volkswagen celebrated the 20th anniversary of the premium SUV – with the exclusive special-edition model Touareg EDITION 20<sup>9</sup>. By the end of 2022 – in just four years, more than 200,000 customers had opted for this Touareg generation.

### NOTES

1. Within the system limits: the driver must always be ready to override the assist system and is not released from the responsibility of driving the vehicle with due care and attention.
2. All equipment details, prices (incl. 19% VAT) and power specifications apply to the model range offered in Germany. Please contact the press spokesperson in your country for the specific equipment, prices and drive systems in your market.
3. Where ranges are stated, the values for consumption and CO<sub>2</sub> emissions depend on the selected vehicle equipment.
4. Touareg R eHybrid – fuel consumption in l/100 km combined: 2.5-2.1; power consumption in kWh/100 km, combined: 24.3-23.7; CO<sub>2</sub> emissions combined, g/km: 56-48; only consumption and emission values in accordance with WLTP and not in accordance with NEDC are available for the vehicle.
5. Touareg V6 TSI 4MOTION with 250 kW (340 PS), petrol 95 RON: WLTP combined fuel consumption 10.7 l/100 km; combined CO<sub>2</sub> emissions 243 g/km.
6. Touareg V6 TDI 4MOTION with 170 kW (231 PS), diesel: WLTP combined fuel consumption 8.0 l/100 km; combined CO<sub>2</sub> emissions 209 g/km.
7. Touareg V6 TDI 4MOTION with 210 kW (286 PS), diesel: WLTP combined fuel consumption 8.0 l/100 km; combined CO<sub>2</sub> emissions 209 g/km.
8. Touareg eHybrid – fuel consumption in l/100 km combined: 2.3-2.1; power consumption in kWh/100 km, combined: 23.9-23.1; CO<sub>2</sub> emissions combined, g/km: 52-47; only consumption and emission values in accordance with WLTP and not in accordance with NEDC are available for the vehicle.
9. This model is no longer available.