



16 July 2021

### **Power and Beauty: The New Volkswagen Arteon R-Line 4MOTION Launched from RM247,670.97**

- **Dynamic four-door fastback updated with new technology and features befitting its flagship status**
- **Class-leading performance of 280PS with 350Nm of torque**
- **4MOTION all-wheel drive system for optimum grip and composure**
- **Locally assembled at the Volkswagen plant in Pekan, Pahang.**

#### **Press contact**

Yeo Chia Hui  
Manager, VPCM  
Tel: 019-3765489  
E: [chiahui.yeo@vw.com.my](mailto:chiahui.yeo@vw.com.my)

**KUALA LUMPUR** – Volkswagen Passenger Cars Malaysia (VPCM) today launched its flagship model, the new Arteon R-Line 4MOTION to the public via an online launch.



The very definition of art on wheels, the new Arteon commands presence with its assertive stance - the distinctive clamshell hood slopes down to a striking chrome grill featuring a continuous light strip with signature LED headlights; and new

air intakes. At the rear, the LED taillight cluster adds character to the new Arteon's sloping rear. Its looks are elevated with R-Line styling, which now carries the new R logo.

The Arteon is the ideal all-rounder as it offers the flexibility of different driving needs - this is the Volkswagen model to enjoy for hard, sporty driving or long cruising journeys, whether alone or with the family.

Its sleek contours mask an impressive performance. Under the hood lies a 2.0L TSI turbocharged engine that produces 280PS with 350Nm of torque. Paired with a 7-speed wet clutch DSG direct shift gearbox, the fastback can accelerate from 0 to 100 km/h in just 5.6 seconds.

Its handling is remarkable with the 4MOTION all-wheel drive system, which delivers power to the rear wheels when required for better traction and control on the road. Fuel efficiency is at approximately 7.4l/100 km.

The spacious interior of the new Arteon is elegant yet sporty, complemented by R-Line silver trim and new steering wheel. Driver features are innovative, intuitive, and customisable with information all easily accessible via the

Yani Fadzil  
Senior Manager, VPCM  
Tel: 012 – 212 8977  
E: [yani.fadzil@vw.com.my](mailto:yani.fadzil@vw.com.my)



Click to subscribe to our social media channels

More information at:  
Volkswagen Malaysia [website](#)  
Volkswagen [newsroom](#)

## Media Information



Digital Cockpit and Discover Pro infotainment system, which now offers wireless connectivity for Apple CarPlay and Android Auto.

A premium Harman Kardon 700-watt audio system complements the luxurious interior, with 12 perfectly placed speakers that deliver rich and vibrant acoustics.

Erik Winter, Managing Director of VPCM expressed his delight at the response towards the Arteon since its introduction last year. "The Arteon is arguably the most beautiful model in our line-up - and matched with impressive performance and interior refinement, it isn't just all good looks. Furthermore, it is currently offered with sales tax exemption, and so I am confident that the new Arteon R-Line 4MOTION will be a best-seller because it is truly unique and there isn't anything like it in the market."

Bookings for the new Arteon can be made at the Volkswagen [eShowroom](#), which is open 24 hours and is always accessible. A representative from the preferred dealership will be in contact to make the necessary arrangements in line with Government SOPs and Volkswagen's #SafeHands initiative. For more information, visit [www.volkswagen.com.my](http://www.volkswagen.com.my)

### KEY USPS

#### Exterior

With its unmistakable design and distinctive lines, the new Arteon makes a bold statement. A strong character line runs uninterrupted around the entire car, visually pressing the body volume downward, giving it a dynamic appearance.

Sporting an all-LED headlight system, front headlights are equipped with Dynamic Cornering Lights while the LED 3D rear taillights comes with sequential turn signals. The Arteon comes with All Weather Light for wider illumination to enhance visibility during bad weather and poor lighting.

#### Interior

The new Arteon's stylish exterior is matched with an equally alluring interior. ErgoComfort seats are handsomely sculpted in Nappa Carbon leather and for the driver, a 14-way adjustment options and massage function provide additional comfort while on the road.

The premium Harman Kardon sound system features twelve speakers, which delivers rich and vibrant acoustics in four modes -



Pure, Chill Out, Live and Energy. Adding to the luxurious ambience is ambient lighting, with a selection of 30 colours with adjustable intensity to choose from.

### **Personalised Driving Experience**

Drivers can customise their drive with the Dynamic Chassis Control (DCC) with up to 15 selectable increments and five different driving modes – Eco, Comfort, Normal, Sport and Individual.

### **Connectivity**

The Arteon's digital features blends seamlessly with its luxurious interior. Behind the steering wheel, the high-resolution 11.7" Digital Cockpit displays key information where it is needed. Drivers have access to driving data with six optional screen views and over 30 combination options, including 2D and 3D navigation and a full 100% map view.

The 9.2" Discover Pro infotainment system comes with voice and gesture control and supports wireless App-Connect to Apple Car Play and Android Auto. The touchscreen also features configurable split screen views.

Key functions are available right at the driver's fingertips, and connectivity is further refined with haptic touch buttons on the multifunction steering wheel that delivers feedback with flawless accuracy. The new 3-zone 'Climatronic' air conditioning is also controlled via a touch-sensitive control panel.

### **Safety**

Safety is never compromised, and the Arteon is equipped with a list of driver assistance system to protect its occupants, which includes Lane Assist, Side Assist and Driver Alert system to make every journey safe and secure.

The Rear Cross Traffic Alert warns drivers while on reverse of incoming objects at angle of 180 degrees and up to 50 metres up to speeds of 12kmph.

The new Arteon's 360° Area View system uses four strategically placed cameras to project a 360° view, effectively allowing the driver to view his surroundings for overall parking convenience. The display, via Discover Pro is customisable to full or split views.

Other world-class safety features in the new Arteon include Post Collision Braking System that prevents a second collision; Intelligent Crash Response System (ICRS) that takes preventive measures during an accident by cutting



fuel supply, unlocking doors and switching on hazard lights; and Electronic Different Lock (XDS) improves traction and reduces understeer.

Standard in the new Arteon are Electronic Stability Control (ESC), Anti-lock Braking System (ABS) and Brake Assist (BA), and Active Bonnet for pedestrian protection. Tyre Pressure Monitoring System observes individual tyres pressure; and Manoeuvre Braking automatically applies brakes when it senses an object at speeds of up to 10kmph.

### Space and Convenience

As a fastback, the new Arteon sets the standard when it comes to space. While the frameless windows reflect the typical stylistic elements of a grand tourer, the top-hinged and wide-opening tailgate allows optimum access to the huge boot. Its wide-opening rear hatch opens to a 563-litre luggage compartment, which is best-in-class. Additionally, the Easy Open and Easy Close function provides hands-free opening and delayed closing of the boot, giving the driver freedom to remove items using both hands with ease.

### Colours

The new Arteon comes with a choice of three metallic colours; Manganese Grey, Lapiz Blue and Pyrite Silver; and two pearl-effect colours; Deep Black and Oryx White.

### Price

The new Arteon R-Line 4MOTION is priced from **RM247,670.97** with the current sales tax exemption, and comes with 3 years free maintenance, 5 years unlimited mileage warranty and 5 years roadside assistance.

###

#### SEO/Metatags Keywords

Volkswagen, Volkswagen Malaysia, Volkswagen Arteon R-Line, Arteon, R-Line, TSI, VW Arteon 2.0 TSI, DSG, Harman Kardon, 4MOTION All-Wheel Drive, 7-speed DSG

---

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.

---