



# The 2023 **VW Atlas**



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## Bigger just got better

The **2023 Atlas** is ready for adventures with family and more. It mixes comfort and performance to create a better ride for you and your passengers. With best-in-class third-row legroom,\* it's easy for all your eager adventurers to stay comfortable in their **7 spacious seats**. Whether it's your turn to pick up from practice, or your first camping trip with the family, the Atlas and its **2,741L of flexible cargo space** has more than enough room to fit all the essentials.

For the adventures that call for even more storage space, there's no need to leave anything behind. The Atlas has an available **3.6L engine** that allows you to tow up to **5,000 lbs** of anything from trailers, to boats, to campers. On or off the beaten path, standard **4MOTION® All-Wheel Drive** can make short work of almost any road, and a full suite of advanced safety and driver assistance features\*\* including Lane Assist and Side Assist will help keep you on course. Once you arrive, the **Area View 360°** camera provides a bird's eye view of your Atlas, making any spot the perfect spot. Any way you look at it, the Atlas is more than ready for anything that comes its way.

\*Based on a comparison of SUVs available at the time of publication.  
 \*\*Features are for driver assistance. Drivers must continue to pay full attention to the road and practice safe driving at all times. Please see owner's manual for important information and feature limitations.  
 \*\*\*Requires compatible mobile device running iOS 12, Android 8, or higher, with cellular service. Access to the desktop web portal requires a compatible internet browser. Microsoft Internet Explorer is not supported.



## The "has it all" SUVW

If you're looking for even more peace of mind, look no further than the available **Car-Net®** app. With over twenty convenient smartphone-enabled features such as remote lock/unlock, or remote start, staying connected to your Atlas has never been easier.\*\*\* Speaking of staying connected, available **VW Digital Cockpit Pro** is the perfect partner for any road trip. Whether you're displaying navigation, travel times or fuel economy, all your needed information is always easily accessible.



The display isn't the only thing customizable in the Atlas. The **R-Line Black Package** is the perfect upgrade for those wanting a sportier look. With features such as 20" Trenton black alloy wheels and Brushed stainless steel pedals, the R-Line is as bold as those who drive it. Whether you're sporty, family oriented or anything in between, the Atlas is ready for everything life throws your way. Sometimes, bigger really is better.

<sup>1</sup>Fuel consumption figures are estimates based on Natural Resources Canada's approved criteria and testing methods. Refer to the EnerGuide 2023 for Natural Resources Canada's estimated fuel consumption figures. Actual fuel consumption will vary based on driving conditions, driver habits and the vehicle's condition, weight carried and additional equipment.



<b>Engine</b>	2.0 TSI <sup>1</sup> , 235 HP, 258 lb-ft 3.6 FSI <sup>1</sup> , 276 HP, 266 lb-ft			
<b>Transmission</b>	8-speed automatic transmission with Tiptronic® 4MOTION®			
<b>Dimensions</b>	<b>Wheelbase:</b> 2980 mm <b>Length:</b> 5097 mm <b>Width:</b> 2249 mm	<b>Height:</b> 1780 mm <b>Curb weight (2.0 TSI<sup>1</sup>):</b> 2015 kg <b>Curb weight (3.6 FSI<sup>1</sup>):</b> 2084 kg		
<b>Fuel Economy (L/100 km)<sup>1</sup></b>		<b>City</b>	<b>Highway</b>	<b>Combined</b>
	<b>2.0 TSI</b>	11.5	9.5	<b>10.6</b>
	<b>3.6 FSI</b>	13.4	10.1	<b>11.9</b>

# Customize your Atlas

Make your Atlas your own with styles and features you'll love.

## Wheel Options



01 18" Titan alloy wheels (Trendline)



02 18" Titan machined alloy wheels (Comfortline)



03 20" Rizla black alloy wheels (Comfortline Alloy Wheel Package)



04 20" Rizla (machined) alloy wheels (Highline)



05 20" Trenton black alloy wheels (Highline R-Line Black Package)



06 21" Braselton alloy wheels (Execline R-Line)

## Paint & upholstery options by trim

	Trendline	Comfortline	Highline	Execline R-Line		
	Titan Black Cloth	Titan Black Leatherette	Titan Black Leather with Stripe Quarzit side inserts	Titan Black Leather with Stripe Quarzit side inserts	Mauro Brown Leather with Titan Black side inserts	Shetland Grey Leather with Stripe Quarzit side inserts
Pure White	✓	✓	✓	✓	✓	✓
Deep Black Pearl	✓	✓	✓	✓	✓	✓
Platinum Grey Metallic	✓	✓	✓	✓	✓	✓
Aurora Red Chroma	-	-	✓	✓	-	✓
Pyrite Silver Metallic	-	✓	✓	✓	✓	✓
Tourmaline Blue Metallic	-	✓	✓	✓	✓	✓
Oryx White Pearl*	-	-	✓	✓	✓	✓

\*Additional fees apply

## A whole lot less than you'd expect

### Cost of maintenance

The Atlas is built to go the distance. With a longer than-average warranty and world-class German engineering, owning and maintaining one is a lot more affordable than you think. In fact, it has the lowest maintenance cost in the first 5 years among competitive SUVs in its class.<sup>1</sup> Use the convenient third party [Vincentric cost of maintenance tool](#) at [vw.ca](#) to see for yourself.

<sup>1</sup>Based on a comparison of SUVs available at the time of publication.

<sup>2</sup>Up to 26% savings compared to the cost of paying for maintenance, on a per service basis. Potential savings percentage determined using the average savings amount of all model/year plans vs. the retail cost of individual services in 2022. See dealer for details.

## Easy to get into Easy to maintain

### Prepaid Maintenance

When compared to pay-as-you-go maintenance, VW Prepaid Maintenance isn't just better for your Volkswagen, it's better for your wallet too, with up to 26% in savings.<sup>2</sup>

On top of our 3-, 4-, and 5-year plans, we now offer a **new, comprehensive 2-year Prepaid Maintenance plan** designed to give you even more savings and peace of mind.

[Learn more at www.vw.ca](#)

Why it pays to go Prepaid:

- VW expertise
- Genuine parts and fluids
- Rigorous multipoint inspection
- Comprehensive coverage
- Lower cost of ownership
- Regularly scheduled service





## The 2023 Atlas

# Trims and options

### Trendline

#### Performance

- 4MOTION® All-Wheel Drive
- Start/stop system with regenerative braking
- Towing preparation up to 2,000 lbs (907 kg)
- Driving Profile Selection
- ECO driving mode

#### Safety

- Hill Hold Assist and Hill Descent Control
- Electronic Stability Control (ESC)
- Alarm system
- Front Assist with Autonomous Emergency Braking and Pedestrian Detection
- Front and rear Side Curtain Protection\* with front side airbags
- Tire Pressure Monitoring System (TPMS)
- Side Assist (Blind Spot Monitor) with Rear Traffic Alert
- Automatic headlights with coming and leaving home function
- Electronic parking brake
- Cruise Control
- Rearview camera with static guidance lines

#### Infotainment & Technology

- App-Connect smartphone integration (Apple CarPlay® and Android Auto™)
- 6.5" touchscreen infotainment system
- Volkswagen Digital Cockpit (8" instrument cluster)
- 6 Speakers
- Diversity antenna AM/FM reception
- Bluetooth® mobile phone connectivity
- USB Type C port (X2) in front centre console
- Remote start preparation (When equipped with KESSY only)

#### Exterior

- 18" Titan alloy wheels 8J x 18
- All-season tires, 245/60 R18 105T, low rolling resistance
- LED headlights with LED daytime running lights
- LED tail lights
- Cornering lights with poor-weather lights
- Chrome window trim
- Power-adjustable, heated exterior mirrors
- Privacy glass
- Black roof rails
- Rain-sensing wipers
- Heated washer nozzles
- Space- and weight-saving spare tire, T165/80 R17
- Tool kit and jack

#### Interior

- Heated front seats
- 6-way manually adjustable driver seat
- Cloth seating surfaces
- 60/40 split-folding second row rear seats with "Easy Access" to third row
- Leatherette door inserts
- Decorative inserts: "Silver Brushed"
- Auto-dimming interior rearview mirror
- Power outlets, 12V (x2)
- Multi-function steering wheel
- First- and second-row floor mats
- Manual air conditioning
- Front centre armrest
- Leather gearshift knob

### Comfortline

#### Includes Trendline equipment plus:

#### Performance

- Towing package up to 5,000 lbs (not including mount and ball, 3.6L V6 engine only)

#### Safety

- Travel Assist (Adaptive Cruise Control, Lane Assist and Emergency Assist)
- Adaptive Cruise Control with Stop and Go
- Rearview camera with dynamic guidance lines
- Park Distance Control (front and rear sensors)

#### Infotainment & Technology

- Volkswagen Car-Net® (remote connectivity)
- Emergency Call Service
- 8.0" touchscreen infotainment system
- Volkswagen Digital Cockpit Pro (10.25" configurable instrument cluster)
- Wireless App-Connect smartphone integration (Apple CarPlay® and Android Auto™)
- Wireless device charging
- KESSY (keyless access with push-button start)
- Power tailgate
- Remote start
- SiriusXM® satellite radio
- USB Type C port (x2) in front centre console, Type C charging (x1) in jumbo box, (x2) in 2nd row, (x2) in 3rd row
- Voice control

#### Exterior

- 18" Titan (machined) alloy wheels 8J x 18
- Heated windshield (3.6L V6 engine only)

#### Interior

- 8-way power-adjustable driver seat
- 2-way driver power lumbar support
- Front sport seats
- Cargo cover
- Climatronic® 3-zone electronic climate control
- Decorative inserts: "Cedar Almond"
- Leatherette seating surfaces
- Leatherette multi-function heated steering wheel
- Illuminated sliding vanity mirrors
- Second row sunshades
- Leatherette door inserts

#### Optional Equipment

- Engine block heater (3.6L V6 engine only)
- Alloy Wheel Package : 20" Rizla black alloy wheels 8J x 20

### Highline

#### Includes Comfortline equipment plus:

#### Safety

- Dynamic Road Sign Display

#### Infotainment & Technology

- Fender® Premium Audio System (12 speakers plus subwoofer)
- Satellite navigation
- Power outlet, 115 V (replaces second-row 12 V outlet)

#### Exterior

- 20" Rizla (machined) alloy wheels 8J x 20
- All-season tires, 255/50 R20 105T, low rolling resistance
- LED headlights with Adaptive Front-light System (AFS)
- Dynamic headlights with cornering lights
- Panoramic power sunroof
- Power tailgate with Easy Open function
- Power-adjustable, heated exterior mirrors with memory function
- Silver roof rails
- Chrome window surrounds

#### Interior

- 8-way power front seats with driver memory function
- Heated front and outer rear seats
- Ventilated front seats
- Leather perforated seating surfaces
- Aluminium door sills
- Interior footwell lights
- Interior ambient lighting
- Decorative inserts: "Metathis"

#### Optional Equipment

- Engine block heater (3.6L V6 engine only)
- Captain's Chair Package: Second-row heated bucket seats (for a total of 6 seats)
- Alloy Wheel Package: 20" Rizla black alloy wheels 8J x 20

#### R-Line "Black" Package

- 20" Trenton black alloy wheels 8J x 20
- Black roof rails
- Black window surrounds
- Decorative inserts: "Striped Falls Dark"
- Brushed stainless steel pedals
- R-Line Leather multi-function heated sport steering wheel

### Execline R-Line

#### Includes Highline equipment plus:

#### Safety

- Park Distance Control (front and rear sensors) with Park Assist
- Light Assist (automatic high beam control)
- Area View 360°

#### Exterior

- R-Line exterior design
- 21" Braselton alloy wheels 9J x 21
- All-season tires, 265/45 R21 104T, low rolling resistance
- Heated exterior mirrors with power-autofolding, memory and reverse tilt-down function for passenger side

#### Interior

- Decorative inserts: "Striped Falls Dark"
- Brushed stainless steel pedals
- R-Line leather multi-function heated sport steering wheel

#### Optional Equipment

- Captain's Chair Package: Second-row heated bucket seats (for a total of 6 seats)

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