



“La Semplicità”

The Design of the New Polo

A few months after the premier of the Golf VI, the new Polo is being launched as the second important new appearance in the new Volkswagen design line. Design and shaping are characterised by elegance, emotionality, sportiness and dynamics. The objective is to stand out from the crowd of volume models as a true Volkswagen.

1 Introduction

When Group design boss Walter de Silva declares “La Semplicità” – simplicity – to be his creed and talks about “anti-decorism”, this does not amount to a manifesto for aestheticism and doing-without. Quite the reverse: As before, design and shaping are characterised by elegance, emotionality, sportiness and dynamics.

But the style has changed. It is a reflection of this simplicity and clarity that

careful consideration is given to the means of expressing the designers’ feelings and appealing to observers.

All considerations start with remembering the Volkswagen brand, its history and its values. Certain design elements have developed into quintessential features of the brand. A mastery of architecture and balanced proportions form the basis, an emphasis on horizontal lines is carried across from one model to another whilst the legendary attention to detail is an essential form of ex-

pression for the brand. Above all comes the striving for quality which is embodied in an unmistakable precision of line and surface finish. The new Polo gives particular expression to these design principles.

A comparison between it and its direct competitors makes it clear to what extent the Polo will play a special role in this segment through its individuality. The objective is to stand out from the crowd of volume models as a true Volkswagen.

2 Exterior Design

Compared to its predecessor, the new Polo has further improved proportions which can be seen in the dynamic basic shape with short overhangs and a low, sloping roof. The tall-pronounced shoulders – new for a Polo – give a clear structure to the vehicle whilst the strikingly flared wheel arches give a masculine appearance.

The “three-window look” already typical of the four-door Polo is achieved through the characteristic window breast line, with the upward curve in the line towards the A and C-pillars making a subtle reference to analogies between the front and rear design.

The face of the new Polo with its characteristic headlights as an optical unit with the flat radiator grille emphasises width and gives a visual cue as to the vehicle’s low centre of gravity.

Geometrical tidiness is also a feature of the rear end. The tail lights refer forwards to the headlights. This means the front, side and rear look like a coherent whole.

This design statement is also made clear by the striking impression of “precision”. Small radii and minimum gap widths as well as extremely acute metal

edges in the area of the side slope, the bonnet line and tailgate underline the clear and logical design concept.

The design of the headlights and tail lights reveal an extremely high level of attention to detail which has not previously been usual in the Polo series for these parts. For the first time in the Polo, there are also optional light-emitting diodes as signature daytime lights in the headlights and also in the tail lights.

The design language of the new Polo is modern, but not trendy, since Volkswagen is concerned to achieve significant “sustainability”. The dynamic character is not achieved by foreground effects, but it is rather the harmonic interplay of proportions, new surface finishes and treatment of lines as well as the particularly high-quality detailing. The new Polo creates an absolutely harmonious appearance and perfectly embodies the new design of Volkswagen.

3 Interior Design

Formal quality and durability of a typical Volkswagen dashboard are based on perfect ergonomics and a high standard of function. The new Polo takes these factors into account with a clear driver orienta-

The Authors



Tomasz Bachorski is Head of Interior Design Studio 1 at Volkswagen AG in Wolfsburg (Germany).



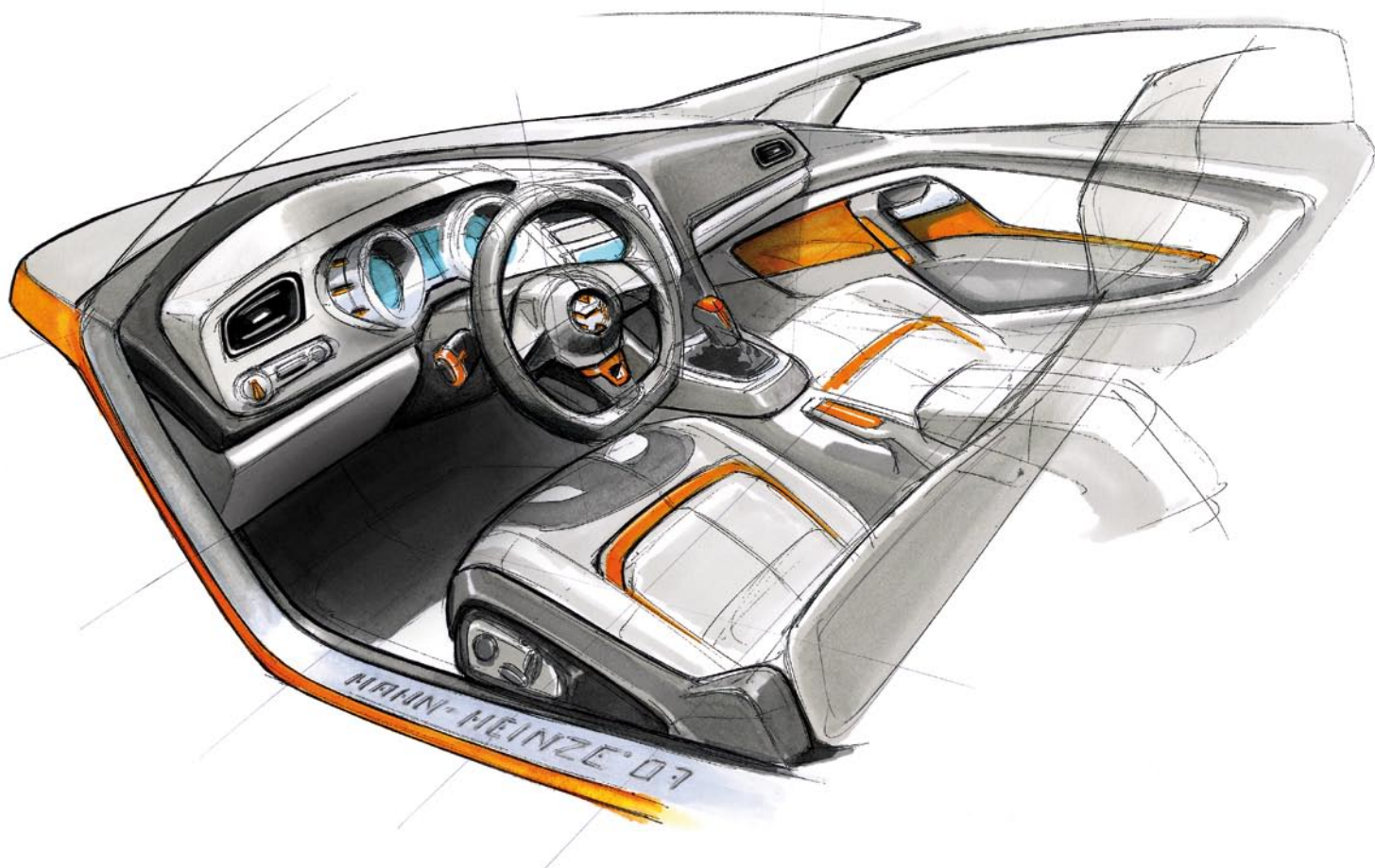
Oliver Stefani is Head of Exterior Design Studio 1 at Volkswagen AG in Wolfsburg (Germany).



Oona Scheepers is Head of Colour and Trim Design at Volkswagen AG in Wolfsburg (Germany).



MARCO PAVONE



tion and generous centre console. A striking groove surrounds the group formed by the instrument fairing, adjacent control panels and the centre console to create a formal unit.

The centre console faces towards the driver, whilst the instrument cluster features round instruments mounted in circular tubes. This interprets the functions in a classically sporting way. Pure function but essential for everyday use: the storage concept in the doors offers room for 1.5 l drinks bottles.

The design quality of the entire environment is of great importance for comfort and durability. The formal layout and configuration of individual components create an ambience of harmony in form and line. The finely matched materials

and loving attention to detail communicate exemplary value and will ensure a long-lasting feeling of being up to date.

4 Colours and Materials

The new Polo is offered in three equipment lines. Even the "Trendline" emanates palpable value with its "titanium black" trim colour and "Metric" fabric.

The "Comfortline" Polo features the embossed "Fonzie" fabric in the seat centre panel. This level of equipment not only offers matter-of-fact "titanium black" but also the friendly "seashell" colour. Here, the dashboard is configured with two colours like in larger Volkswagen models. In the "Highline"

too, the customer can choose between these two trim colours. "Livon" fabric with its classically elegant striped pattern almost breaks the bounds of this vehicle class and emphasises the special position of the Polo within its segment. Optionally available Alcantara trim in "titanium black" also blends into this picture.

The claims for quality and value extend throughout the entire interior. As so often before, attention to detail leads to excellent results: Chrome applications – finely graded according to the equipment – contrast with surfaces in high-gloss black. This makes the air conditioning nozzles into real eye-catchers. Throughout the car, careful design of surfaces and graining communicates an outstanding feeling of quality. ■