

Pickup from Volkswagen Commercial Vehicles to be called Amarok

- Means "wolf" in Inuit
- Symbolises strength and endurance
- To be launched at the beginning of 2010 in South America
- Amarok set to come to Europe afterwards

The new Volkswagen pickup is called Amarok. In Autumn 2009, the first pickup by a European volume manufacturer in South America is to be unveiled. The South American launch is set for Spring 2010, with the Amarok coming to Europe in the summer. With the Amarok, Volkswagen is seeking to enter global pickup markets dominated for the most part by Japanese manufacturers. Volkswagen Commercial Vehicles already presented an impressive concept truck at last year's IAA Commercial Vehicles, providing a taste of the brand's new fourth model. The Amarok will be produced in Argentina at Volkswagen's "Pacheco" plant near Buenos Aires.

The name Amarok comes from the language of the Inuit, who live in northern Canada and Greenland, and means wolf. The Inuit, one of the Eskimo peoples, regard the wolf as the king of the wilderness, an impressive figure due its strength, robustness, endurance and superiority.

This name also means "he loves stones" in the Romance languages, which are spoken in the major markets in Brazil and Argentina. In these markets, pickups are highly in demand as recreational and commercial vehicles due to their versatility. The Amarok's reliability and suitability for off-road driving will make it a very attractive proposition.

"This name fits to a tee the characteristics of our pickup, which will set new standards in its class. We took great care selecting this name, which can be used globally. The Amarok is meant to invoke positive associations in all relevant international markets and make a more convincing argument than its established competitors right from the start," says Stephan Schaller, CEO of the brand Volkswagen Commercial Vehicles.

The Amarok is the first pickup of this kind from a European manufacturer and will face competition in the one-tonne class mostly from Asia. The sixth model from the Volkswagen Commercial Vehicles brand, which follows the Caddy, Transporter (or Multivan) and Crafter as well as the Saveiro and T2, both of which are available exclusively in South America, is a significant component in the Volkswagen Group's growth strategy and opens a new segment for Volkswagen. Schaller comments, "The Amarok lifts our brand into a new, even more international dimension. Volkswagen Commercial Vehicles is proud to develop, build and sell this vehicle, which is extremely important for the growth of the entire Group and constitutes a logical strategic addition to the global range."

Developed from scratch, the Amarok will be launched as a double-cab pickup with four-wheel drive. The single-cab version will be available at a later date. The pickup features not only state-of-the-art, robust engineering but also efficient engines and current Volkswagen styling. The concept car shown at the IAA gives a first impression. State-of-the-art, powerful yet efficient common rail turbo diesel injection (TDI) of the next generation will be used in the powertrain. The fuel consumption and emissions for the Amarok will achieve the new best values for the pickup segment.

The Amarok is set to be launched first in South America and Central America in Spring 2010, followed by Russia and Europe as well as Africa and Australia.