

CLASSIC DRIVER

UK prices for VW's luxury Phaeton announced



UK Prices for Volkswagen's new Phaeton have been announced, spanning from £42,905 to £68,260, 'on the road'. The large luxury saloon, which goes on sale on 16 June, will initially be available with two petrol engines, a 3.2-litre V6 and the flagship 6.0-litre W12.

Unveiled at the Geneva Motor Show in 2002, and making its UK debut at the Birmingham Show last year, the Phaeton joins Volkswagen's other new contender in the luxury class, the Touareg 4x4.

The Phaeton was designed to set benchmark standards in its class. To this end, sophisticated technology is a major facet of Volkswagen's first luxury saloon. Engineered to the highest standards, the Phaeton surpasses its key competitors in several areas.

Every Phaeton comes with a high level of specification, including Continuous Damping Control (CDC) air suspension; ESP (Electronic Stabilisation Programme); electric seats; Xenon headlights; draught-free 4Zone climate control; 'infotainment' centre with 7-inch colour display; leather upholstery; rain sensor wipers and a six-disc CD autochanger.

The 3.2-litre V6 engine produces 241 PS, while the 6.0-litre W12 powerplant, which comes with 4MOTION four-wheel drive transmission as standard, has a maximum output of 420 PS. At the end of this year, a 310 PS 4.2-litre V8 petrol will join the range, along with the highly regarded 5.0-litre V10 TDI - the world's most powerful passenger car diesel to date, with 313 PS and peak torque of 553 lbs ft (750 Nm). At the same time a long wheelbase version will become available, while a 3.0-litre V6 TDI will follow later.

The Phaeton 3.2 V6 is priced at £42,905, while the flagship 6.0 W12 4MOTION costs £68,260. Five seats are fitted as standard, while four seater packs, which come with a range of extra equipment, are optional.

Around 40 existing Volkswagen UK retailers will sell the Phaeton, each with its own Luxury Car Manager, specialised workshop equipment and licensed Luxury Car Technician. The Luxury Car Manager has the role of maintaining contact with the customer to ensure the highest levels of customer service. Furthermore, buyers of both the Phaeton and the Touareg have a dedicated customer care line through which they may seek direct assistance.

UK customers will benefit from a three-year/60,000 mile warranty. In addition to this, Phaeton buyers will receive cover from Volkswagen Assistance, Volkswagen's dedicated UK recovery service, for three years or 60,000 miles.

Phaeton buyers will be able to purchase a three-year/60,000 mile inclusive servicing package for £500. With this option, all manufacturer scheduled servicing and maintenance costs are covered under the scheme.

In addition, as part of the high standards of customer care expected of Volkswagen - and particularly in this sector of the market - all Phaeton owners will automatically receive a one-year membership of 'Essentially'. This is a concierge service that can do anything from booking last minute concert tickets or a weekend away at a hotel, to arranging tables at exclusive restaurants.

Phaeton customers are expected to be those looking for a discreet luxury saloon that sets automotive standards in technology, quality and design, but would like something different from the established vehicles in this sector.

Prices/specifications

V6 3.2 litre-

- 241 bhp
- 232 lbs/ft torque
- 5-speed tiptronic automatic gearbox

- On the road price - £42,905
- W12 4MOTION 6.0 litre -**
- 420 bhp
 - 406 lbs/ft torque
 - 5-speed tiptronic automatic gearbox
 - On the road price - £68,260

Text - Volkswagen UK

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