



The new VW Atlas. A bold choice.



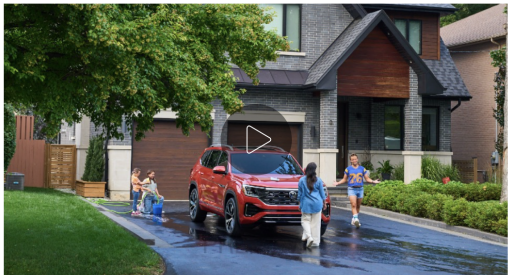
Hi [FName],

Your [MY Atlas] was a bold choice. Are you ready to make another one? We're talking about the newly redesigned 2024 Atlas. And it starts from just **\$52,675.***



It's everything you love about your current Atlas, taken to the next level

- Redesigned front grille
- New stacked adaptive LED headlights
- Available end-to-end light bars and illuminated VW logos
- Bigger 12" infotainment screen
- New turbocharged engine with 269 horsepower and increased fuel-efficiency
- Enhanced interior decor with beautifully crafted design features
- New floating centre console with increased storage beneath
- And so much more



Bold choices come naturally with the new VW Atlas

Don't believe us? See it for yourself



Have we piqued your interest?

If so, take a look at the new Atlas Peak Edition, available late 2023. It's our more rugged trim with all-terrain tires, blacked-out exterior details, premium orange interior stitching, exclusive exterior colours, Peak Edition branding throughout, and so much more.

If you're feeling bold, use our configurator tool to build your Atlas today.

Configure yours

*Price shown for the 2024 Atlas Comfortline 2.0 TSI 269 HP 8-speed, Auto, 4MOTION®, including freight and PDI, environmental levies, and a \$500 representative dealer admin fee (actual fee amount is set by dealers and varies, up to \$500). Excludes taxes, optional equipment, license, insurance, and registration. Dealer administration fee includes documentation and administration costs related to the delivery of the vehicle, such as the dealer cost involved in licensing, lien search, and contract administration. Environmental or related levies and taxes may vary by jurisdiction. Dealer may sell for less.

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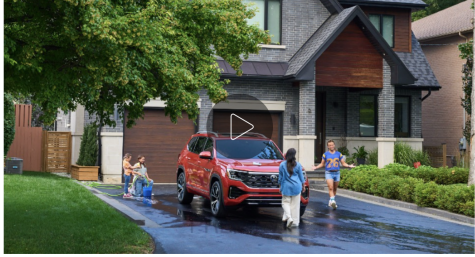
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The new VW Atlas. A bold choice.

[Fname],

The lease on your [MY Model] is almost up. And if you're looking for more space, then you've got a choice ahead of you. So why not make a bold one? And by bold, we mean the redesigned 2024 Atlas. Starting from just **\$52,675***.



Bold choices come naturally with the new VW Atlas

[Don't believe us? See it for yourself](#)



Our largest SUVW isn't for everybody

But that's because not everyone is into...

- German-engineered performance and handling
- Elegant exterior
- Front grille with an illuminated lightbar
- New turbocharged engine with 268 horsepower and increased fuel-efficiency
- Beautifully-crafted design features
- And so much more

But if you are, the 2024 Atlas is for you. You're welcome.



Have we piqued your interest?

If so, maybe consider the Atlas Peak edition, available late 2023. It's our more rugged trim with blacked-out exterior details, premium orange stitching, exclusive colours, and so much more.

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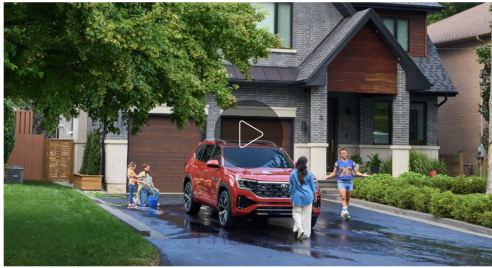
The new VW Atlas. A bold choice.



Hi [FName],

Your next car is a big choice. So while you're at it, why not make a bold one? And if we're talking bold, we're talking about the newly redesigned 2024 Atlas.

Starting from just **\$52,675***



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