



Volkswagen Polo R to compete in WRC 2013

Volkswagen to compete in the 2013 WRC with the specially developed Polo R



Volkswagen have declared their entry into the World Rally Championship (WRC), the most versatile of the four automobile world championships. Unveiling the concept of the Polo R WRC, the car with which Volkswagen will compete from 2013 onwards, Luca de Meo, Head of Marketing of Volkswagen AG said "Today we are proud to show you the hottest Polo of all time – the Polo R WRC."

After three consecutive victories at the Dakar Rally, Volkswagen has set itself new aims in top-calibre sport. With three car corporations currently involved in the championship and global media coverage, the WRC offers an attractive, highly competitive environment for Volkswagen. By 2013 Volkswagen will develop a near-300-hp rally vehicle with a 1.6-litre TSI engine and four-wheel drive based on the Polo.

The World Rally Championship offers the most diverse technological challenge in worldwide car racing to the manufacturers involved. Various types of ground have to be considered during the design of a WRC vehicle. The calendar this season features 13 WRC rounds on four different continents so a world rally car has to function in extremely different climatic conditions, from the blazing heat of South America to icy Scandinavia.



In addition, new technical rules coming into effect in the WRC this year mean that only engines with a maximum of 1,600 cc, direct injection and turbochargers are permitted. The new rules appeal to Volkswagen's philosophies of down-sizing, high efficiency and reliability which are all top priorities for Volkswagen customers.

The World Rally Championship is a new ambitious aim for the team that has won the "Dakar" in the past three years. "We can draw on an experienced and proven squad which has done an outstanding job in top-calibre sport in the past few years," says Volkswagen Motorsport Director Kris Nissen. "Even though the WRC is new territory for us and involves learning in many areas the team already meets some important prerequisites now as it brings an unwavering professional attitude and resolve to deliver absolute perfection to this commitment."



Volkswagen looks back on a small yet impressive rally tradition. In 1986 Kenneth Eriksson and his co-driver Peter Diekmann claimed the world champion's title in the newly created Group A in the Volkswagen Golf GTI 16V. Volkswagen has vigorously promoted young rally talent through the Golf Rally Cup. Today's WRC vehicles are still based on the philosophy of the Group A, which enables rally sport with vehicles based on production models.

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