

VolksMag

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Form & function.

Two award winners gather - Jansen Tan of Coast Cycles rides his Quinn to meet Volkswagen's Golf Variant.

INSIDE • LED headlights are the next bright thing • Why you should have an in-car camera

Cover story

WORKS OF ART.

The VolksMag team heads out to meet two award-winners in search of the true meaning of great design.

Jansen Tan, ex-national cyclist and owner of Coast Cycles, rides the IF Design award-winning Quinn Cargo Bicycle. The Golf Variant won an IF Design Gold award as well.

It's human nature to be drawn towards well-designed things. So when we were offered the chance to experience two award-winning models of the acclaimed IF product design award, it was impossible to say no.

Globally recognised, the award has been honouring outstanding design achievements for over 60 years. The Volkswagen Golf Variant won the IF Design Gold Award in the 'Transportation Design' category, while home-grown lifestyle bicycle brand Coast Cycles took home the award for the charming Quinn Cargo Bicycle.

But what exactly is a well-designed product?

On the outside.

The sun's starting to set as we pull up by the East Coast park connector in the latest addition to the Volkswagen Singapore range - the Golf Variant. Despite the wet weather and undulating roads, it was arguably one of the smoothest journeys we'd experienced, one complemented by the Variant's very comfortable interior.

It is at this juncture that Jansen Tan, ex-national cyclist and owner of Coast Cycles arrives with a stylishly sleek looking bike - the Quinn. From the get-go, we love its clean yet charming design. We can see why the Quinn and the Golf Variant are deserving of their awards.

From the way Jansen is checking out the Golf Variant, we can tell he likes it too. "So cool! It looks really sporty." He's right. Decked out with a handsome R-Line kit, the Golf Variant is elegant yet brimming with dynamism. Its precise, impressive lines follow the popular hatchback version of the Golf up to the border of the front door. Much attention has been paid to the details including a sporty body-coloured bumper and air intake grilles in glossy black.

Cover story



But a strong design isn't just defined by what's on the outside.

The beauty of the Variant's design is how space is created without compromising its sporty good looks. And with its impressive 605 litres of boot capacity, there's more than enough space for shopping items, boxes of research for work, sports equipment and the like.

Jansen animatedly points out that the Quinn fits perfectly too before proceeding to test it out himself. "The boot space is enormous!" he exclaims. "And the interior quality is impressive too, especially at that price point."

With the Quinn, its stylish looks are not compromised at the cost of creating new spaces and improving on functionality. Its signature feature is a centrally-located cargo space that can hold laptop bags, messenger bags or handbags comfortably. Jansen explains that this is a particularly useful feature when in this hot tropical weather. The next time riders are cycling to work, they won't have to worry about sweaty backs or unsightly wet blotches on their clothes when they sling their bags over while cycling.

Responsibly stylish.

On a more salient note, good product design translates to being able to create products that keep users safe and secure, while enhancing its aesthetic quality.



Jansen shares that the Quinn's special storage compartment ensures that riders are never thrown off-balance. "The design cradles your bag comfortably and securely, with a low centre of gravity that improves riding comfort, stability and safety." He also explains that the cables are routed internally so they don't snare or get in the way of the rider.

The sheer amount of thoughtfulness put into the Golf Variant is impressive too. With a design that appeals to families or those with active lifestyles, it makes perfect sense to equip the car with a host of features to keep your loved ones safe and secure. There's the Electronic Stabilisation Programme (ESP), Proactive Occupant Protection system and even the Driver Alert System which warns the driver when signs of fatigue are displayed.

The secret.

When it all comes down to it, great design is the perfect blend of form and functionality. But don't just take it from us, experience the Golf Variant at any Volkswagen showroom today.

Check out the Quinn and other cool bikes at www.coastcycles.com too!

On the go.

All about leading an active lifestyle? Check out these Volkswagen accessories which make for an ideal fit with the Golf Variant.



Roof bars and bicycle holder.

Going camping with the family? Keep large items securely fastened to your vehicle with these sturdy supporting rods. You can even mount them up without any tools. With its quick-fastening system and anti-theft protection, the bicycle holder allows you to carry your bikes with you safely and securely wherever you go.



Boot tray.

This practical tray protects the luggage area against dirt and prevents slippage of items when you're zipping to your next destination.



iPad bracket.

Attach your iPad to this sturdy bracket and keep the kids entertained on your next road trip. And it's easily adjustable too!