

**The 2010
Volkswagen Family**



Das Auto.

All around the world, it's

From Wolfsburg to the far reaches of the earth, Volkswagen has done one thing, and one thing only for over 6 decades: Give the people what they want. From exhilarating performance to comprehensive safety, our mission is to deliver authentic, precision German engineering to the people. More specifically, the people who refuse to compromise. They're the ones who've made Volkswagen the 3rd largest carmaker in the world, and Europe's top-selling auto.*

They're also the ones who inspire us to constantly evolve and add exciting new chapters to the Volkswagen story. Did you know that a Volkswagen was named the 2009 World Car of the Year?*** Or that Volkswagen has ESP® standard on all 2010 vehicles? Or that we provide a Carefree Maintenance™ Program† on every 2010 model? Or that we were the first to make clean-diesel vehicles available in all 50 states? Or that we have more autos with 25 highway mpg or better than any other brand?†† And that we have more cars and SUVs named 2009 IIHS Top Safety Picks than Volvo?§ How about that right now, the VW forest is growing in Louisiana thanks to the Volkswagen Carbon Neutral Project—the first US carbon offsetting program initiated by a car manufacturer? There may be a lot you don't know about Volkswagen. Keep reading, and you'll learn how Volkswagen is bringing the people what they want with every car we build.

What will we do first, next?



*2007 Bloomberg.com. 2007 AFP (Agence France-Presse). **The 2009 Volkswagen Golf was awarded "2009 World Car of the Year" by World Car of the Year Awards. See www.wcoty.com for details. †The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance intervals for 3 years or 36,000 miles, whichever occurs first. Coverage is during the term of the new vehicle limited warranty, at no additional charge. Some limitations apply. See dealer for details. ††Based on MY09 highway EPA estimates for all car brands. Your mileage will vary. §"Top Safety Pick" based on 31mph side-impact crash test, 40mph frontal-offset crash test, 20mph rear-impact test, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. See vw.com for more information on safety features.

what the people want.



Routan SEL Premium, Calla Lilly White, 17" Soho Wheels; CC VR6 Sport, Candy White, 18" Interlagos Wheels; Jetta SEL, Candy White, Sport Styling Kit, 18" Karthoum Wheels



- 2.5L, 5-cylinder, 170hp/177lbs-ft of torque, 23 city/30 highway mpg*
- 5-speed manual or 6-speed automatic with sport mode and Tiptronic®
- 2.0L TDI®, 140hp/236lbs-ft of torque, 30 city/42 highway mpg**
- 6-speed manual or 6-speed DSC® automatic with sport mode and Tiptronic
- Crash-optimized front end, designed to deflect crash impact down and away from the cabin
- Alphabet brakes—Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Engine Braking Control (EBC), and Electronic Stabilization Program (ESP) to help you stop safely every time



TDI, 2-Door, Reflex Silver Metallic, 17" Porto Wheels

The experience continues.
Get more of the all-new 2010 Golf on your phone.
Download the free application from your phone at getscanlife.com
and scan the tag on the right, or text GOLF1 to [vwcars \(892277\)](tel:892277).†





TDI, 2-Door, Shark Blue, 17" Porto Wheels

The all-new 2010 Golf.

The perfect city car, inside and out.

Born in Europe and brought to America, the all-new 2010 Golf is perhaps the perfect city car. Nimble, quick, and just the right size, it glides down the narrowest of streets, while its impeccable European interior calms your nerves in the worst of traffic. Choose the TDI Clean Diesel model, and you'll also find fewer stops at the gas station,** and plenty of torque from stoplight to stoplight. Dozens of advanced safety features give you peace of mind while you give your fellow drivers a piece of your mind. And the optional touchscreen navigation helps you find yourself in even the most confusing metro area.

*23 city/30 highway mpg (2.5L, automatic). 22 city/30 highway mpg (2.5L, manual). EPA estimates. Your mileage will vary.
**30 city/42 highway mpg (2.0L TDI, DSG automatic). EPA estimates. Your mileage will vary. †Standard data rates may apply.



The all-new 2010 GTI.

The people want pre-tuned, pre-loaded, and pre-cise.

The rubber-burning world of the sport compact hatch has come a long way over the last few years. People want speed, handling, and big-time performance. They want European design. What they don't want is a ride that chugs gasoline*. At Volkswagen, we've been giving our autos more punch and power in the US since 1983, when we introduced the concept of a sport compact with the original GTI MkI. Still a collector's favorite, it is the inspiration for the all-new 2010 GTI MkVI. The GTI sports aggressive new bodywork and a German bonanza of interior upgrades. It also features an efficient,* Autobahn-proven, 2.0L, turbocharged direct injection engine, German-tuned sport suspension, and meticulously speedy Volkswagen DNA. It's the latest in a long line of very fast cars.**



The experience continues. Get more of the all-new 2010 GTI on your phone.

Download the free application from your phone at getscanlife.com and scan the tag on the left, or text GTI1 to [vwcars \(892277\)](tel:892277)!†

*21 city/31 highway mpg (2.0L, manual). EPA estimates. Your mileage will vary. **Always obey local speed and traffic laws. †24 city/32 highway mpg (2.0L, DSG automatic). EPA estimates. Your mileage will vary. ††Standard data rates may apply.



Interlagos Cloth



- 2.0L, turbocharged direct injection (TSD) gasoline engine, 200hp/207lbs-ft of torque
- 6-speed manual transmission, 21 city/31 highway mpg*
- 6-speed DSG transmission with Launch Control and paddle shifters, 24 city/32 highway mpg†
- Engine Braking Control (EBC) adds additional ABS braking power in emergencies
- Optional Bi-Xenon™ headlights



2-Door, Candy White, 18" Detroit Wheels

The Jetta and Jetta SportWagen.

Loved by the world for a world of reasons.

Just what makes the Jetta so popular all around the world and the best-selling German-engineered sedan in America?* The reasons are vast and varying. Some say it's the superior engineering. Others say it's about possessing the latest in safety technology with a standard Electronic Stabilization Program (ESP). Still others point out the availability of a clean-diesel engine. Whatever your reason may be, the Jetta provides all the wonder and joy of German engineering at a price you can feel good about. It's the automotive equivalent of having your cake and eating it, too. Really fast, German-tuned cake.

*Based on 2007–2009 Autodata sales data, as available at time of printing. **23 city/30 highway mpg (2.5L, automatic), EPA estimates. Your mileage will vary. †30 city/42 highway mpg (2.0L TDI, automatic), EPA estimates. AMCI-certified real-world fuel economy, 38 city/44 highway mpg. Your mileage will vary. ††Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. †††Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment program (www.safercar.gov). Vehicle tested without optional rear side airbags.



SportWagen SE, Black, Sport Styling Kit, 17" Porto Wheels



Cornsilk Beige, V-TEX Leatherette



- 2.5L, 5-cylinder engine, 170hp/177lbs-ft of torque, 23 city/30 highway mpg**
- 2.0L, optional TDI Clean Diesel engine, 140hp/236lbs-ft of torque, 38 city/44 highway mpg†
- Standard 5-speed manual (2.5L only)
- 6-speed automatic with sport mode and Tiptronic (Sedan: S, SE, SEL; SportWagen: SE)
- 6-speed manual or 6-speed DSG automatic with Tiptronic (TDI)
- 6 standard airbags, with 2 additional rear airbags optional††
- 5-star side impact rating§



SEL, Black, Sport Styling Kit, 17" Avignon Wheels



- 2.0L, turbocharged direct injection (TSI) gasoline engine, 200hp/207lbs-ft of torque, 22 city/31 highway mpg*
- 6-speed DSG transmission with Tiptronic and paddle shifters, 22 city/31 highway mpg**
- 3.6L, VR6 gasoline engine, 280hp/265lbs-ft of torque, 18 city/27 highway mpg†
- Rearview camera works in conjunction with the optional navigation/entertainment unit and camera hidden under the rear VW badge to display a video feed from the rear of the car
- Park Distance Control (PDC) system with front and rear proximity sensors



Luxury, Reflex Silver Metallic, 17" Spa Wheels



Cornsilk Beige Two-Tone, Leather



The CC.

Designed to stir souls. Engineered to stop hearts.

May we present the CC, the elegantly dynamic sedan from Volkswagen. Designed with emotional curves and mathematical genius, this innovative vehicle breaks down the barriers between you and a truly exceptional German sedan. The CC inspires with beautiful lines, VIP treatment for four passengers, and available 280hp performance to back it all up. Its sleek shape boasts one of the lowest drag coefficients in its class. Which simply means it slips through the air and glides past gas pumps.*

*21 city/31 highway mpg (2.0L, manual). 22 city/31 highway mpg (2.0L, DSG automatic). EPA estimates. Your mileage will vary.

**2.0L, DSG automatic. EPA estimates. Your mileage will vary. †18 city/27 highway mpg (3.6L, automatic). EPA estimates. Your mileage will vary.



Luxury, Reflex Silver Metallic, 17" Spa Wheels

The Tiguan.

The people want to play. But they want to play nice.

The Tiguan is the first Compact SUV from Volkswagen. Sporty, safe, and smart, it was named a 2009 IIHS Top Safety Pick,* and was selected as an Edmunds.com 2009 Consumers' Top RatedSM Vehicle.** This award-winning auto is designed with the belief that you only need as much SUV as you need. Just enough to get you and your stuff to the playground. Whether that playground is at the corner park, or Rocky Mountain National Park. Everything you need, nothing you don't.



*"Top Safety Pick" based on 31mph side-impact crash test, 40mph frontal-offset crash test, 20mph rear-impact test, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. See vw.com for more information on safety features. **See Edmunds.com for more information on winners. †2.0L, manual. EPA estimates. Your mileage will vary. ††2.0L, automatic. EPA estimates. Your mileage will vary.



SE 4MOTION, Wild Cherry Metallic, 17" Los Angeles Wheels



SEL, Sandstone, Stadt Leather



- 2.0L, turbocharged direct injection (TSI) gasoline engine, 200hp/207lbs-ft of torque
- 6-speed manual transmission, 19 city/26 highway mpg*
- 6-speed automatic transmission with Tiptronic, 4MOTION® 18 city/24 highway mpg†
- Prevent and Preserve Safety System with 40 safety-minded features
- Lower Anchors and Tethers for CHildren (LATCH), a standardized child-safety seat system



The Routan.

The only minivan in America with a German accent.

The people want the body of a minivan, with the heart and soul of a Volkswagen. They want sleek European design on the outside, and dynamic Autobahn-savvy engineering underneath. They want performance for their inner child, and all-wheel ABS brakes and traction control for their actual children. That's why we've created the Volkswagen Routan, the only European-inspired minivan in America. It's what the people want.



*3.8L, automatic. EPA estimates. Your mileage will vary. **4.0L, automatic. EPA estimates. Your mileage will vary.



SEL Premium, Ceylon Beige, Nappa Leather



- 3.8L, V6 gasoline engine, 197hp/230lbs-ft of torque, 16 city/23 highway mpg*
- 4.0L, V6 gasoline engine, 251hp/259lbs-ft of torque, 17 city/25 highway mpg**
- 6-speed automatic with manual shift
- Electronic Stabilization Program (ESP) with brake control
- Optional rearview camera and Rear Seat Entertainment (RSE)
- 7-passenger seating with 32.3 cubic feet behind the rear seats or 144.4 cubic feet with all the rear seats removed



SEL Premium, Mercury Silver Metallic, 17" Soho Wheels



- 2.0L, turbocharged direct injection (TSI) gasoline engine, 200hp/207lbs-ft of torque
- 6-speed manual transmission, 21 city/31 highway mpg*
- 6-speed DSG transmission with Tiptronic, 22 city/29 highway mpg**
- Rollover protection, in the event of a severe crash or rollover, a support-beam rollbar deploys from behind the rear seats to help protect all passengers
- Passenger Occupant Detection System (PODS) senses if seats are occupied and deploys safety measures to help protect those individuals



Komfort, Reflex Silver Metallic, 18" Velos Wheels



Lux, Cornsilk Beige, Leather, RNS-510 Navigation Option



The Eos.

The people have a soft spot for this hard top.

Meet the Eos, the award-winning hardtop convertible from Volkswagen, aptly named after the goddess of wind and dawn. In a world of expensive European drop-tops, Eos is the only hardtop convertible with a sunroof in its class. Smart and safe, it earned a 2009 IIHS Top Safety Pick.[†] If that sounds like music to your ears—and feels like wind through your hair—then the Eos might just be right for you.

*2.0L, manual. EPA estimates. Your mileage will vary. **2.0L, DSG automatic. EPA estimates. Your mileage will vary. [†]Top Safety Pick[™] based on 31mph side-impact crash test, 40mph frontal-offset crash test, 20mph rear-impact test, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. See vw.com for more information on safety features.

Coupe



Sunroof



Convertible





- 3.6L, VR6 FSI, 280hp/265lbs-ft of torque, 14 city/20 highway mpg*
- 3.0L, V6 TDI, 225hp/406lbs-ft of torque, 18 city/25 highway mpg**
- Electronic Differential Lock (EDL)—a safety feature that helps get the Touareg quickly out of trouble
- Engine Braking Control (EBC), uses compression from the running engine to help slow down the Touareg on steep descents



VR6 FSI, Alaska Gray Metallic, 19" Terra Wheels



The Touareg.

The people want rally-bred, race-proven, and really comfortable.

The people want a gutsy auto that can take them to the far corners of the earth while leaving a smaller footprint. They want TDI. And that means a smart, powerful TurboDiesel that can go a whopping 660 miles on one tank.** Or maybe they want a lean, mean, petrol V6 with power to spare. And why not outfit this capable SUV with an available Keyless Access with push-start ignition, GPS navigation, and supple European leather seating surfaces? After all, the people want the perfect combination of plush European comfort, intuitive safety systems, and go-anywhere goodness.



*VR6 FSI. EPA estimates. Your mileage will vary. **18 city/25 highway mpg (3.0L TDI, automatic). EPA estimates. Estimated range based on 25mpg highway EPA estimate and a 26.4-gallon fuel tank.



Anthracite, Leather



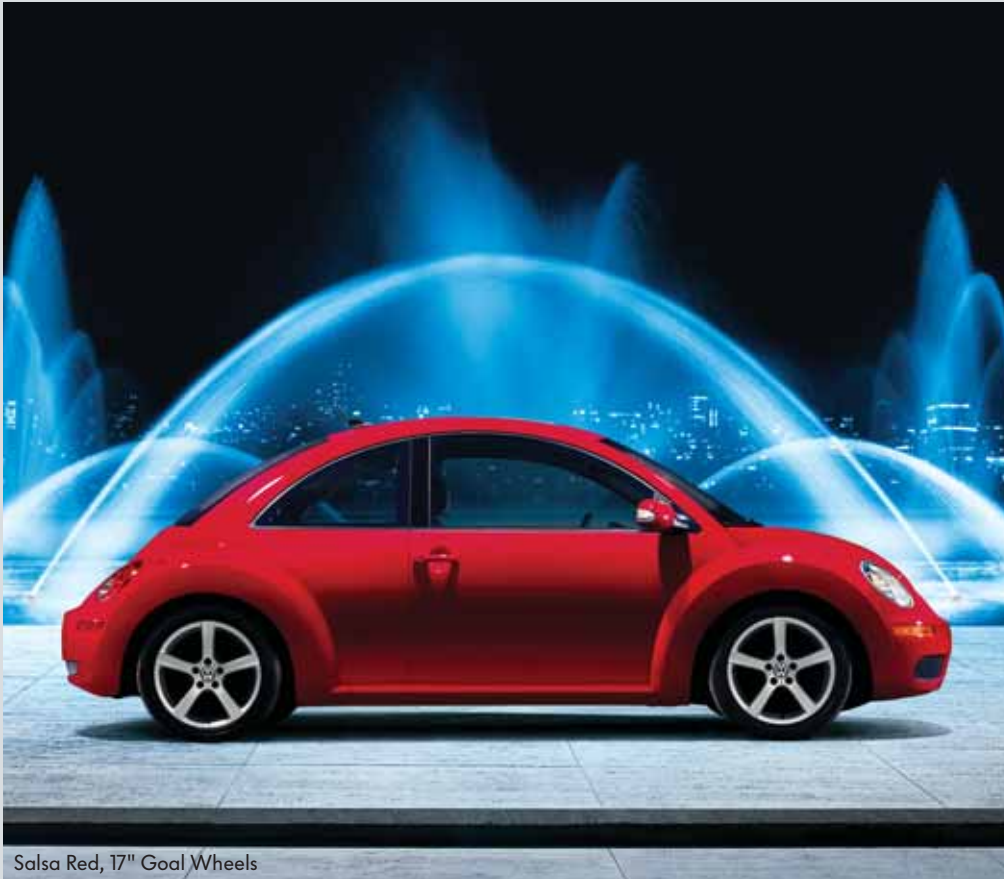
VR6 FSI, Campanella White, Lux Limited Package, 20" Mountain Wheels

The New Beetle and New Beetle Convertible.

An icon then and now.

No vehicle is more iconic or enduring than the Volkswagen Beetle. First brought to the people back in 1938, 'the little car that could' soon motored all over the world and became the longest-running and most-produced automobile of a single design. In America, the Beetle did everything from winning the Baja 500, to winning the hearts of Americans in every walk of life. This journey is far from over, as the New Beetle brings the fun and fashion of an iconic shape, and combines it with the latest in German-tuned engineering and European styling. So hop in, buckle up, and take off. The world is waiting.

*2.5L, automatic. EPA estimates. Your mileage will vary.



Salsa Red, 17" Goal Wheels



Black, V-Text Leatherette



- 2.5L, 5-cylinder DOHC gasoline engine, 150hp/170lbs-ft of torque, 20 city/29 highway mpg*
- 5-speed manual
- 6-speed automatic with sport mode and Tiptronic (Convertible only)
- Uni-body construction, a reinforced safety cage, and smart design create a safe vehicle
- Electronic Stabilization Program (ESP) is standard on all New Beetles and all other Volkswagen models



Convertible, Black, Cream Boot Cover, 17" Versus Wheels; New Beetle, Black, 16" Mali Wheels



- 2.0L, turbocharged direct injection (TSI) gasoline engine, 200hp/207lbs-ft of torque, 22 city/31 highway mpg*
- 6-speed DSG automatic transmission with Tiptronic and paddle shifters
- 5-star front seat side crash test rating, 4-star rear seat side crash test rating**
- Disc brake wiping system, quickly wipes brakes dry in wet weather to keep them working properly



Candy White, Sport Styling Kit, 18" Velos Titanium Wheels



Black, V-Tex Leatherette



The Passat and Passat Wagon.

Exclusivity has never been so inclusive.

And now, the 2010 Volkswagen Passat, the car for the people who take special pride in being the only one on the block with German engineering, European styling, and a stout sense of individualism. Uniquely bred and spec'd on Germany's legendary Nürburgring, the Passat boasts features and engineering found in few other autos around the world. A Top Safety Pick Award[†] with top luxury features!^{††} It's what the people want.

*2.0L, automatic. EPA estimates. Your mileage will vary. **Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment program (www.safercar.gov).
^{††}Top Safety Pick[™] based on 31mph side-impact crash test, 40mph frontal-offset crash test, 20mph rear-impact test, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. See vw.com for more information on safety features. ^{†††}Passat offers a brake disc wipe feature, an electronic parking brake with auto hold, and a push-start key fob.



Wagon, Island Gray Metallic, 17" Akiros Wheels



This is an illustration and does not depict what will happen in a crash. All bags will not inflate in real-world crashes and if multiple bags do deploy, they will be in various stages of inflating/deflating and will never all be inflated at the same time. *Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. **"Top Safety Pick" based on 31mph Side-Impact crash test, 40mph frontal-offset crash test, 20mph rear-impact test, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. See vw.com for more information on safety features.

Alphabet Brakes

Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Engine Braking Control (EBC), and Electronic Stabilization Program (ESP) all are designed to help keep you and your loved ones A-OK.

Dual Front and Side Airbags*

Deploy almost instantly in the event of a crash. The sensors and layout of the bags help protect passengers no matter where they're sitting.

Side Curtain Protection®*

From the front seats to the back, side curtain airbags deploy to help reduce head and upper torso injury in the event of side impact.

Electronic Brake-force Distribution (EBD)

Senses exactly how you are braking, then applies just the right amount of braking power to each axle as needed. During very hard braking, this system helps keep the vehicle under control.

Park Distance Control (PDC) System

Notifies you when you're too close to another parked car with audible beeps.

Lower Anchors and Tethers for CHildren (LATCH)

A standardized child-safety seat system.

Electromechanical Power Steering System

Variable power steering means you'll get a consistent response, no matter how fast (or slowly) you're driving. It also helps bring the wheel back to center quickly on turns. Plus it doesn't use steering fluid, so it is a completely sustainable solution. Which makes it an environmentally responsible solution, too.

LED Technology

The rear brake lights are all illuminated using Light Emitting Diodes that light up instantly and shine bright, to help keep the rear of the vehicle optimally visible and out of harm's way. The bulbs also use less power and have a significantly longer life span than traditional bulbs.

Bi-Xenon™ Headlight System

The optional Bi-Xenon™ headlight system shines brighter than halogen or normal filament bulbs. Bi-Xenon™ headlights with the Adaptive Front-lighting System (AFS) move with the steering wheel to provide better visibility through turns, regardless of speed. The powerful light beam is created by an arc of electricity inside the light bulb filled with xenon gas, to give visibility in even the murkiest road conditions.

Safe happens.

The people want safety standards to come standard. Every Volkswagen comes standard with advanced safety features that make up the Prevent and Preserve Safety System. It is a comprehensive network of features that work in harmony to help you avoid a crash, and help protect you if one is unavoidable. It's also one of the reasons why the Volkswagen Jetta, Jetta SportWagen, Passat, Passat Wagon, Eos, and Tiguan were all named Top Safety Picks for 2009 by the Insurance Institute for Highway Safety.** And we're always improving upon it. Because when it comes to safety, our work is never done.

The people want their car to know what they're thinking.

The National Highway Traffic Safety Administration has mandated that electronic stability control be included on all vehicles by 2012. So we figured we'd get a head start by making ESP (Electronic Stabilization Program) standard on every 2010 Volkswagen. It helps the driver stay the intended course by detecting slick and slippery road conditions, and kicking in corrective forces. ESP is most effective when the driver is taking evasive action during sudden maneuvers, like when avoiding a crash. ESP also stands for Extra-Sensory Perception. Coincidence?



GTI, 4-Door, Deep Black, 18" Black Karthoum Wheels





Golf TDI, 2-Door, Candy White, 17" Porto Wheels



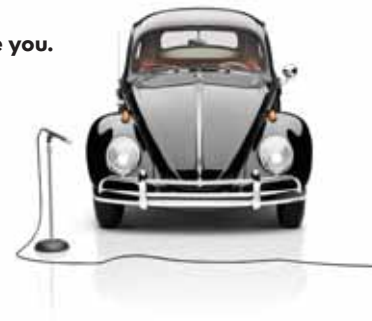
Jetta SportWagen TDI, Salsa Red, Sport Styling Kit, 17" Porto Wheels



The people want big zips on the road. And small sips on the fuel.

The Volkswagen TDI engine isn't just another conventional diesel. It's a leaner, meaner, cleaner burning diesel. Emitting as much as 95% fewer sooty emissions as well as a reduction in oxides of nitrogen and sulfur, it's still a powerful Volkswagen with the kind of low-end torque that racers demand. It's efficient, using a turbocharger and smart exhaust design to burn fuel more effectively. So much so, in fact, that Volkswagen was the first automaker to offer a clean-diesel car that is certified in all 50 states. And best of all, you'll save money with the Jetta's out-of-this-world AMCI-estimated mileage of 38 city/44 highway* (automatic) and the Golf's estimated 30 city/42 highway.** And both TDI models get over 594 miles on a single tank of fuel!† Add the Touareg's 18 city/25 highway mpg and a roadtrip-tastic 660 miles on a single tank of fuel,†† and no matter which clean diesel you pick, you'll be driving away with fuel efficiency, power, and performance.

T-D-I love you.



*29 city/40 highway mpg (2.0L TDI, automatic), EPA estimates. 38 city/44 highway mpg (automatic). Real-world fuel economy based on AMCI testing. Your mileage will vary. **30 city/42 highway mpg (2.0L TDI, DSG automatic), EPA estimates. Your mileage will vary. †Based on 30mpg highway EPA estimate and a 14.5-gallon fuel tank. Your mileage will vary. ††Based on 25mpg highway EPA estimate and a 26.4-gallon fuel tank. Your mileage will vary. †Standard data rates may apply.



Jetta, Jetta SportWagen and Golf

- 2.0L, turbocharged 4-cylinder with common rail direct injection
- DSG automatic transmission, 30 city/42 highway mpg, EPA estimates
- 50-State approved Clean-Diesel engine

Touareg

- 3.0L, turbocharged 6-cylinder
- Automatic transmission, 660 miles on a single-tank of gas^{††}
- 406lbs-ft of torque
- 50-State approved Clean-Diesel engine



Scan the tag on the left or text
LINEUP to vwcars (892277).[§]

Touareg TDI, Campanella White, 19" Terra Wheels; Jetta SportWagen TDI, Candy White, Sport Styling Kit, 17" Porto Wheels;
Jetta TDI, Candy White, Sport Styling Kit, 18" Karthoum Wheels; Golf TDI, 2-Door, Candy White, 17" Porto Wheels

Four decades of peace, love, and dirt-kicking, torque-heavy, real-world racing.

It all started with a scrappy little Beetle dune buggy that turned into a hero at the 1967 Mexican 1000. Since then, Volkswagen has left its mark from Dakar to Pikes Peak to the SCORE International Baja 500. Keep reading, and you'll learn about our brand-new Jetta TDI Cup, a racing series featuring TurboDiesel technology, 30 young racers, and a zero carbon footprint. Also in the garage is a SCORE International Off-Road Racing Trophy Truck built to compete in the Baja 1000. This creation is so advanced that the SCORE International officials had to create a new rules package for our hyper-efficient TurboDiesel engine. Look around the apex of that next corner—it's the future of racing, and it's got a big Volkswagen logo on it.

The people want to race and they want the environment to win.

A groundbreaking new kind of auto racing is going on, made possible by the Jetta TDI Clean Diesel. The Jetta TDI Cup was created to show the full power of diesel, and to introduce the world to the first racing series designed to be green. Each Jetta TDI Cup race features 30 of the fastest racers in the US between the ages of 16 and 26. This SCCA Pro Racing series pits drivers against one another in equally prepped, race-tuned Jetta TDIs. And, they can compete in 4 bladder-busting races on a single tank of fuel. Go, green. Go.



Touareg, VR6 FSI, Cranberry, 19" Terra Wheels







Golf TDI, Titan Black



Tiguan, SEL, Sandstone, Stadt Leather



SIRIUS® entertainment for your Volkswagen.

SIRIUS Satellite Radio brings you more of what you love. Included are a 6-month trial* of SIRIUS Satellite Radio with 100% commercial-free music plus the best in sports, news, talk, and entertainment, and a 3-month trial of SIRIUS Traffic™ delivering real-time traffic data into the optional navigation system.** Everything worth listening to is now on SIRIUS.



Radio from space?
Remarkable!



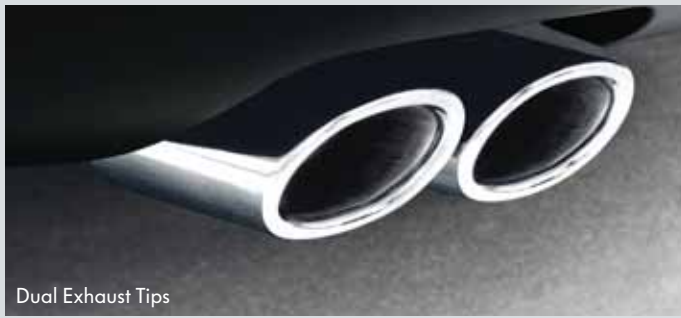
*One-year trial on Routan. **Navigation system sold separately.



Running Boards



Trailer Hitch



Dual Exhaust Tips



Roof Rack



Luggage Rack



Golf Ball Shift Knob



Integrated Camper Tent

The car for the people. The accessories for the person.

Accessorize and personalize your Volkswagen just how you like it with an array of options.

Integrated Camper Tent – The Volkswagen Routan, Tiguan, and Touareg bring an optional camp tent to the great outdoors. This waterproof, 10x10-foot tent sleeps 6 people, offers 7 feet of headroom, and endless nights around the campfire.

Racks* – Carry more with the basic roof rack setup. Add bike, kayak, ski, or cargo options to load up on any sport, hobby, or pastime.

Dual Exhaust Tips – These let the other drivers at the stoplight know you're not to be trifled with.

Trailer Hitch – Hitch your VW to a star or boat as the case may be, with the factory Trailer Hitch and the trail-friendly Trailer Hitch Bike-Rack Attachment.

Body Kits – Help your Volkswagen hug the ground with front and rear spoilers, and side valances, via the optional body kit.

VW gear for VW gearheads: drivergear.vw.com

*Roof rack attachments must be used with base carrier bars. **Motorsport Kit only includes front bumper, side skirts, rear valance, and exhaust tips.



The Volkswagen Carefree Maintenance Program.*

Peace of mind, with a side of German engineering. Introducing the Volkswagen Carefree Maintenance Program. 3 years or 36,000 miles of no-charge scheduled maintenance on all 2010 models. That means you'll be rolling along without worrying about oil and filter changes, brake and fluid checks, or tire rotation and airbag checks, just to name a few. But don't worry, there are still plenty of other things to worry about, like whether to get a Volkswagen in Candy White, or Salsa Red.

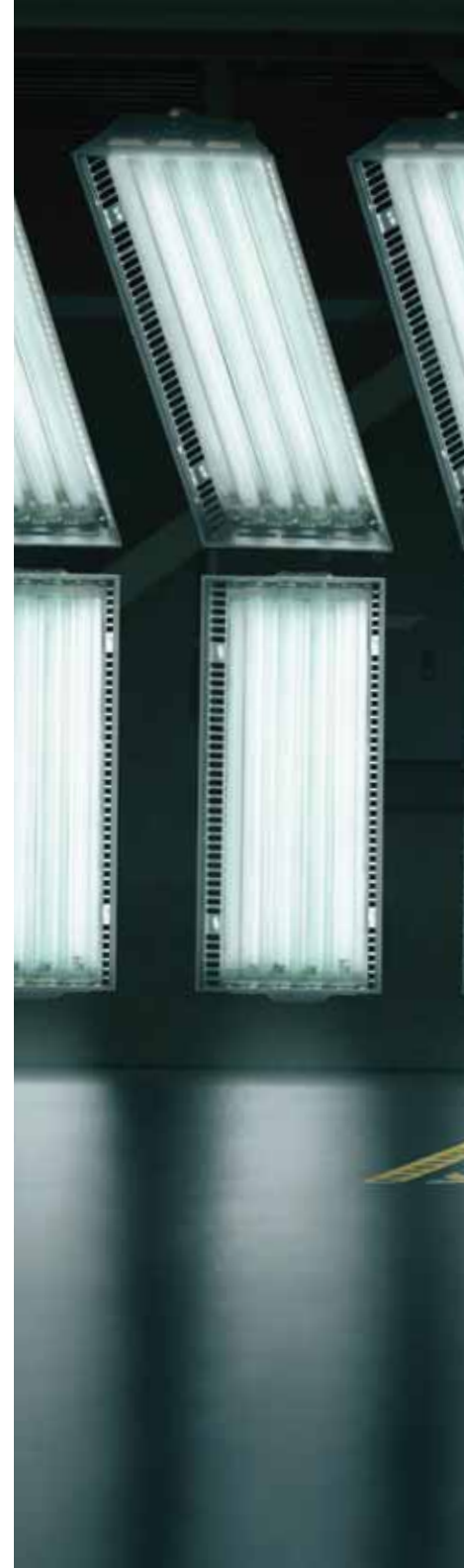


Volkswagen
Carefree Maintenance®



**Talk about a
low-maintenance relationship.**

*The Volkswagen Carefree Maintenance Program covers the vehicle's 10K, 20K, and 30K scheduled maintenance intervals except for the Volkswagen Routan. The Routan Carefree Maintenance Program covers the vehicle's 6K, 12K, 18K, 24K, 30K, and 36K scheduled maintenance intervals. Coverage is during the term of the new vehicle limited warranty, at no additional charge. The program covers 3 years or 36,000 miles, whichever comes first. See dealer or vehicle maintenance program booklet for details. Does not include routine wear and tear on parts such as brakes, tires, wiper blades, light bulbs, etc.





CC, VR6 Sport, Island Gray Metallic, 18" Interlagos Wheels



Volkswagen
Carbon Neutral Project

The Carbon Neutral Project is a partnership with Carbonfund.org, designed to start addressing the issue of carbon emissions. With their help, we'll be making it easy for anyone who owns a Volkswagen to determine their vehicle's carbon output and take action towards offsetting it. So far, the VW community has planted over 300,000 trees and offset 419,343 tons of carbon. And that's just the beginning. Learn more at vw.com.



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The ideas in this book are new. The paper, however, is recycled. Please remember to recycle. The book. Not the ideas in it. Thanks.



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