



2013 Volkswagen Family



Das Auto.



My, how we've grown.

When Volkswagen first arrived in the U.S., there was just one car in our lineup. The Beetle came to define our soul. Sales soared, and millions of fans were born. People wanted a quality-engineered car that was fun to drive. And we put our best thinking and ideas into every one we built. Fast forward to today, and we've grown by leaps and bounds. There's still the Beetle, of course, but now the family includes sedans, hatchbacks, a sporty wagon, fuel-efficient SUVs, and a hardtop convertible. All built with the same enduring spirit. Because the way we see it, we're not just building any car, we're building your car. **That's the Power of German Engineering.**



2013 Volkswagen



Beetle TDI with Sunroof shown in Platinum Gray Metallic and Beetle Turbo with Sunroof, Sound, and Navigation shown in Tornado Red



It's always the year of the Beetle.

When Ferdinand Porsche designed the first Beetle, no one could have predicted how ready the world was for something different. Millions of cars later, people still haven't gotten enough. Today's Beetle harkens back to the original coupe in all the right ways, with a modern, sporty twist on the classic that remains as iconic as ever. The smiles you'll get when you drive one are to be expected. Because you're not driving just any Volkswagen, this is *the* Volkswagen. This is the Beetle for the next generation.

Features

- Your choice of engine: 2.5L, 2.0L TDI® Clean Diesel or 2.0L TSI®
- Fender™ Premium Audio System*
- Bluetooth® with audio streaming**
- Heated front seats
- Customizable interior ambient lighting
- Touchscreen sound and navigation systems*
- Panoramic sunroof*
- Keyless access with push-button start*

*Feature available on select models. **Requires compatible device.



2013 Beetle



V6 SEL Premium shown in Platinum Gray Metallic

Features

- Your choice of engine: 2.5L, 2.0L TDI Clean Diesel, or 3.6L V6
- Fender Premium Audio System*
- Best-in-class rear legroom**
- Multi-function steering wheel
- Touchscreen sound and navigation systems*
- Remote start*†
- 15.9 cubic feet of trunk space
- Automatic headlights

*Feature available on select models. **Based on manufacturers' published data comparing non-premium midsize sedans. †See back cover for important information on this feature.



2013 Passat

Just what you unexpected.

You've probably never driven a Volkswagen like this Passat. Sure, there have been others before, but never one like our newest expression. Never one designed in Germany specifically for the U.S. market. And then built in a state-of-the-art, LEED® Platinum-certified plant in Chattanooga, Tennessee. Never one with such a premium feel and still within everyone's reach. And certainly never one that was named *Motor Trend's* 2012 Car of the Year.® That's when you realize, you should never say never.



TDI with Premium and Navigation shown in Tempest Blue Metallic



A Jetta for everyone.

Back in the late '70s, America met a new Volkswagen. It answered the call for an affordable sedan while remaining distinctly German. Bigger than a Beetle and different than a Golf, a new star was born. To say that the Jetta is popular is an understatement. It has not only become the best-selling VW in America, it's also the best-selling German-engineered car in America.* Millions of cars and six Jetta generations later, there are even more Jetta models to choose from than ever. Because when America calls, Volkswagen listens.

Features

- Your choice of engine: 2.0L, 2.5L, 2.0L TDI Clean Diesel, 2.0L TSI, or Hybrid
- Fender Premium Audio System**
- Class-leading rear legroom and trunk space†
- Media Device Interface (MDI) with iPod® cable**
- Touchscreen sound and navigation systems**
- Keyless access with push-button start**
- Bluetooth with audio streaming**/††
- 1-touch power windows

*Based on retail sales from February 2006 through December 2011. **Feature available on select models. †Based on manufacturers' published data comparing non-premium compact sedans. ††Requires compatible device.



2013 Jetta



SEL shown in Night Blue Metallic



2013 Tiguan

Features

- 2.0L TSI engine
- Rearview camera*
- 4MOTION® all-wheel-drive system*
- Bluetooth with audio streaming**
- Touchscreen sound and navigation systems*
- 12.7-sq.-ft. panoramic sunroof*
- 40/20/40-split folding rear seat
- Bi-Xenon headlights with LED Daytime Running Lights (DRL) and AFS*
- Media Device Interface (MDI) with iPod cable

*Feature available on select models. **Requires compatible device.

Everything you wanted in a car.

Not everyone sees SUVs as fun to drive. But we do. Which is why the Tiguan is everything you want in a compact SUV and more. It gives you that great ride height. It carries you and all your things in comfort and style. And it adds some serious fun to the mix, because underneath the hood lies a 200-hp turbocharged engine, which also powers our legendary GTI. The available 4MOTION all-wheel drive helps you adapt to nearly any type of road condition. And when you climb behind the wheel, you'll realize that somewhere between here and your next destination, the ultimate car might actually be a Tiguan.



V6 Lux shown in Black Oak Brown Metallic



Engineered. Beautifully.

When the original CC arrived, it didn't just break from tradition—it broke the mold. Up until then, four doors meant sedan. And that curve to the roofline signified coupe. So combining the two into one gorgeous car immediately said everything was different. It's elegant, but leaves no doubt about its sports car intentions. Even the name "CC" tells you exactly what it is, and what sets it apart: Comfort Coupe. And this idea obviously hit a chord. Because it's since won highly coveted design awards and accolades from the press. Yet that still doesn't compare to the one thing we're constantly winning over: new admirers.

Features

- Your choice of engine: 2.0L TSI or 3.6L V6
- Touchscreen sound system with HD Radio™
- Heated and ventilated leather front seating*
- 4MOTION all-wheel-drive system*
- Dual-zone automatic climate control
- Dynaudio® premium sound system*
- Bi-Xenon headlights with LED Daytime Running Lights (DRL) and AFS*
- Premium navigation with 4-year subscription to SiriusXM Traffic*

*Feature available on select models.



2013 CC



TDI 4-Door shown in Blue Graphite Metallic

Features

- Your choice of engine: 2.5L or 2.0L TDI Clean Diesel
- 60/40-split folding rear seat
- Bi-Xenon headlights with LED Daytime Running Lights (DRL) and AFS*
- 46 cubic feet of available cargo space**
- Touchscreen sound and navigation systems*
- Multi-function trip computer*
- Bluetooth with audio streaming*/†
- Heated front seats*

*Feature available on select models. **With rear seats folded down. †Requires compatible device.

Look what we started.

The first Golf was introduced to the U.S. when large and curvy cars ruled the road. With its strong angular lines, this sporty and utilitarian hatchback was a revelation. It was unexpected, but left a lasting mark. More than twenty-nine million cars later, the essence of the Golf hasn't changed much. It hasn't had to. Sure, it's gotten more refined, more powerful, and more celebrated—*Car and Driver* and *AUTOMOBILE Magazine* are rather fond of it. But the original shape and spirit remain. Here's to getting it right the first time.



2013 Golf



TDI with Sunroof shown in Candy White



For name's sake.

If you think about it, the Jetta SportWagen tells you everything you need to know right in its name. We call it Jetta because it has the same comfort, style, and handling of its sedan counterpart. It earns the sport from its sleek styling, nimble handling, and enduring performance. And with up to 66.9 cubic feet of ultra-practical, stuff-hauling space in the back,* it's a wagon in the truest sense of the word. Europe loves our wagon for its family-friendly style. Turns out, America does too. Eleven years and counting.

Features

- Your choice of engine: 2.5L or 2.0L TDI Clean Diesel
- 66.9 cubic feet of available cargo space*
- 60/40-split folding rear seats
- Keyless access with push-button start**
- Bluetooth with audio streaming**†
- Heated front seats
- Touchscreen sound and navigation systems**
- Media Device Interface (MDI) with iPod cable**

*With rear seats folded down. **Feature available on select models. †Requires compatible device.



2013 Jetta SportWagen



GTI Autobahn shown in United Gray Metallic

Features



2013 GTI & Golf R

GTI

- 200-hp 2.0L TSI engine
- 6-speed manual or DSG® performance automatic transmission
- XDS® (Cross Differential System)

Golf R

- 256-hp R-tuned 2.0L TSI engine
- 6-speed manual transmission
- 4MOTION all-wheel-drive system

We'll make this quick.

When the GTI first jumped the pond, it created a cult following all over the country. No one had ever seen, or driven, anything like it, and it quickly defined the hot hatch category. And when the Golf R came out, things got even hotter. Over the years, that sleek, contemporary design has always felt a little edgy, like it's breaking all the rules in all the right ways. Not surprisingly, the GTI continues to win awards, with publications like *Car and Driver* and *AUTOMOBILE Magazine* giving it top honors time and again. But none of that is as important as what's on your mind right now. Yes, you can have one.



V6 Executive shown in Canyon Gray Metallic



The best of everything we've perfected.

The Touareg was created with one idea in mind: Is it possible to build a truly premium and capable SUV? Never ones to shy away from a challenge, we took every premium feature we had, created a chassis that could handle itself on the Autobahn, and dressed it with a stylish, sophisticated SUV design. The result was an award-winning vehicle that defied categorization. Eight years later the Touareg is still winning rave reviews for its bevy of fuel-efficient engines and remarkable, category-bending style. Which really begs a new question: How much can you accomplish while driving one?

Features

- Your choice of engine: 3.6L V6, 3.0L TDI Clean Diesel, or supercharged Hybrid
- Bi-Xenon headlights with LED Daytime Running Lights (DRL) and AFS
- Touchscreen navigation system with 3D landmarks*
- 4MOTION all-wheel-drive system
- Dual-zone automatic climate control
- Keyless access with push-button start*
- 115V power outlet
- Heated rear seats*

*Feature available on select models.



2013 Touareg



Executive shown in Black Oak Brown Metallic

Features

- 2.0L TSI engine
- Automatic folding hardtop with power sunroof
- Bi-Xenon headlights with LED Daytime Running Lights (DRL) and AFS*
- Touchscreen sound system with HD Radio
- Premium navigation with 4-year subscription to SiriusXM Traffic*
- Keyless access with push-button start*
- Bluetooth with audio streaming**
- Park Distance Control (PDC)*

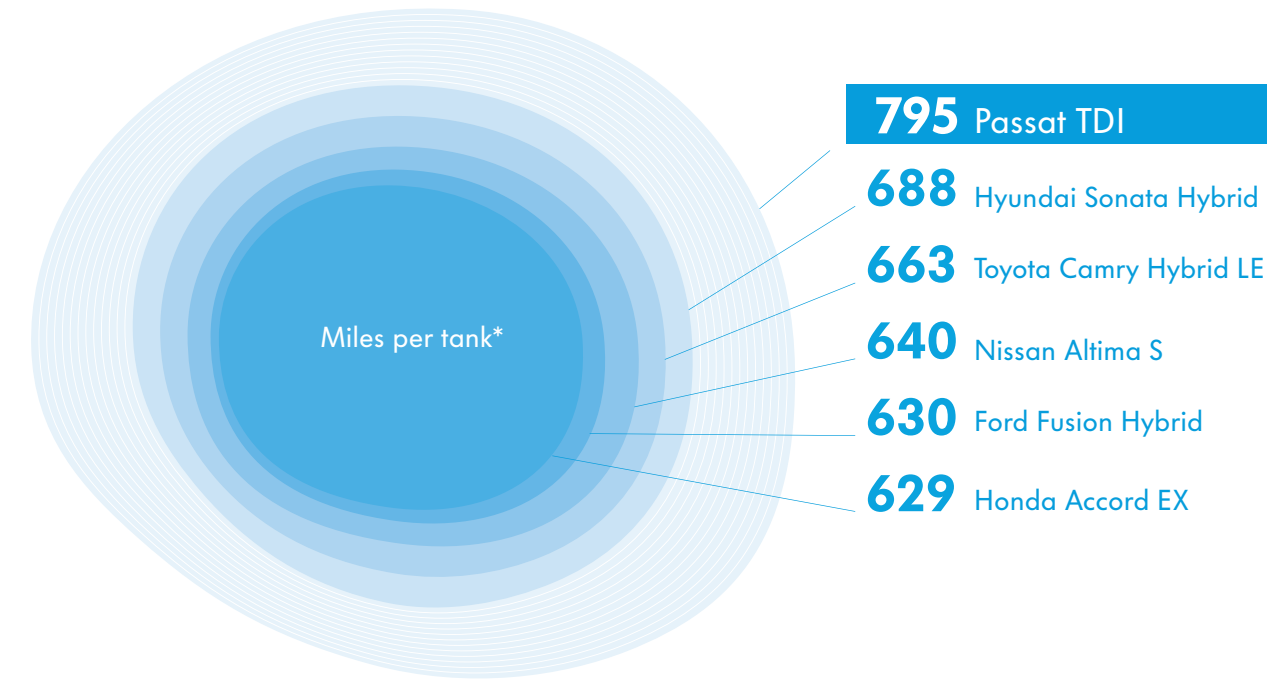
*Feature available on select models. **Requires compatible device.



2013 Eos

Something new under the sun.

Just when you thought you'd seen it all, here comes the Eos. It's the second generation of the world's only automatic folding hardtop convertible with a power sunroof. And it represents our best thinking and design to date. To top it off, it even seats four. So what does that give you? Essentially two cars in one. A stunning convertible and an equally breathtaking coupe. We'd call that a major coup for convertibles. And that's definitely not something you see every day.



Taking it further.

When you've had your fill of filling stations, hit the road in your TDI Clean Diesel Volkswagen. These engines achieve astonishing mileage and range—up to 43 highway mpg and 795 miles on a single tank* without sacrificing one bit of turbocharged performance. That's all thanks to the TDI technology that uses a direct injection system, and runs on ultra-low-sulfur diesel, helping reduce emissions by up to 90% compared to previous diesels. Far and away, it's our best diesel yet.

*Comparisons based on manufacturers' published data. 2012 Passat 2.0L TDI Clean Diesel, manual transmission: 31 city/43 highway mpg. Range based on 43 highway mpg EPA estimate and an 18.5-gallon tank. Your mileage will vary. 2012 2.4L Hyundai Sonata Hybrid, automatic transmission: 35 city/40 highway mpg. Range based on 40 highway mpg EPA estimate and a 17.2-gallon tank. 2012 2.5L Toyota Camry Hybrid, eCVT transmission: 43 city/39 highway mpg. Range based on 39 highway mpg EPA estimate and a 17-gallon tank. 2012 2.5L Nissan Altima, eCVT transmission: 23 city/32 highway mpg. Range based on 32 highway mpg EPA estimate and a 20-gallon tank. 2012 2.5L Ford Fusion Hybrid, eCVT transmission: 41 city/36 highway mpg. Range based on 36 highway mpg EPA estimate and a 17.5-gallon tank. 2012 2.4L Honda Accord, automatic transmission: 23 city/34 highway mpg. Range based on 34 highway mpg EPA estimate and an 18.5-gallon tank. All fuel values unless otherwise noted are EPA estimates. Your mileage will vary.



Safety

You know that German engineering you admire under the hood? It's actually throughout the entire car. There are more than a dozen safety features specifically designed to help you prevent a collision. And even more to help protect you in the event of one. So no matter what happens, we'll do our best to help keep you safe.



IIHS Top Safety Pick. It's always an honor when a car receives the 2012 Insurance Institute for Highway Safety's Top Safety Pick.* But it's even more amazing when nine of your models get their top award. That means all nine cars scored the highest rating in all four qualifying tests in 2012. That's 36 instances of superior safety.

Intelligent Crash Response System (ICRS). After the airbags** have been deployed in a collision, the ICRS automatically unlocks all doors, disables the fuel pump, and turns on the hazard lights.† That's why we call it intelligent.

Tire Pressure Monitoring System (TPMS). The TPMS helps monitor tire pressure and alerts you when it is too low. Properly inflated tires greatly increase safety by helping create better stability, handling, and braking in almost all situations.

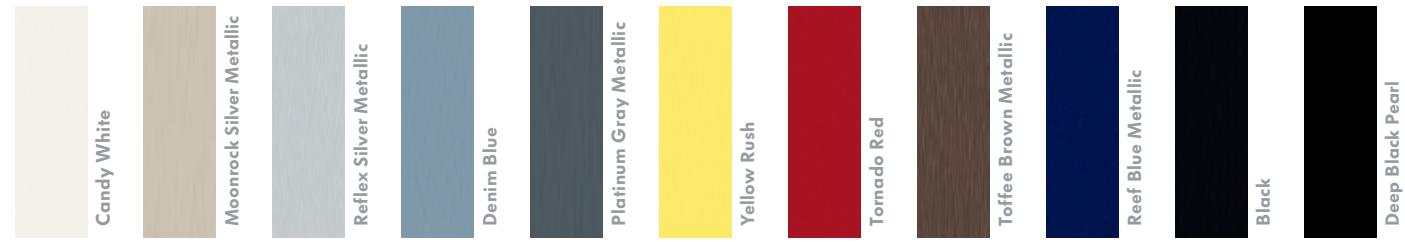
Surrounded by safety. In addition to airbags,** every VW has a specially reinforced safety cage, designed to help protect you in the event of a collision. Surrounding that are crumple zones, which provide space and material to help cushion and absorb the impact while the safety cage insulates you.

ABS and HBA. The Anti-lock Braking System (ABS) helps keep the brakes from locking up during sudden stops and helps you retain control over the steering during emergency braking. Hydraulic Brake Assist (HBA) works with ABS to help ensure that you get the maximum braking power from the brake system.

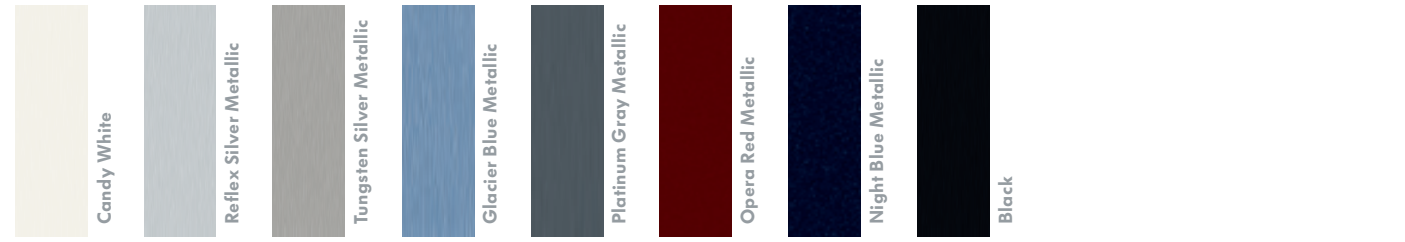
Electronic Stability Control (ESC). ESC helps prevent oversteer or understeer during an evasive maneuver by applying corrective forces to each of the wheels. In other words, it helps you maintain control when you need it most.

**Top Safety Pick™ based on 31 mph side-impact crash test, 40 mph frontal-offset crash test, 20 mph rear-impact test, roof strength testing, 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. **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 restraints systems appropriate for their size and age. †The Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. Not all collisions cause airbags to deploy or safety belt pretensioners to activate.

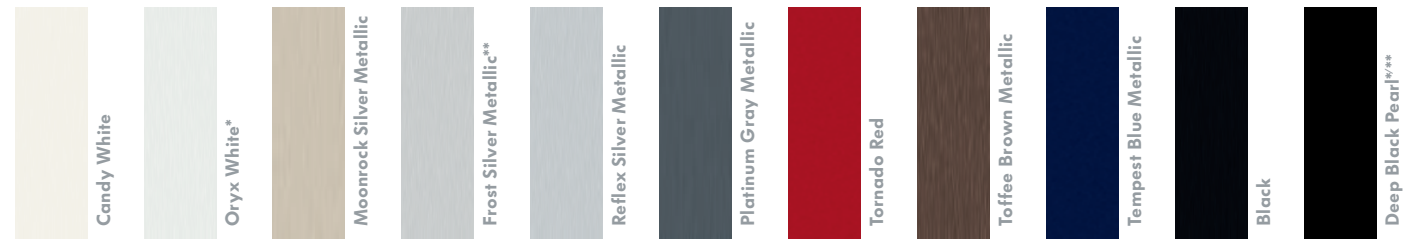
Beetle



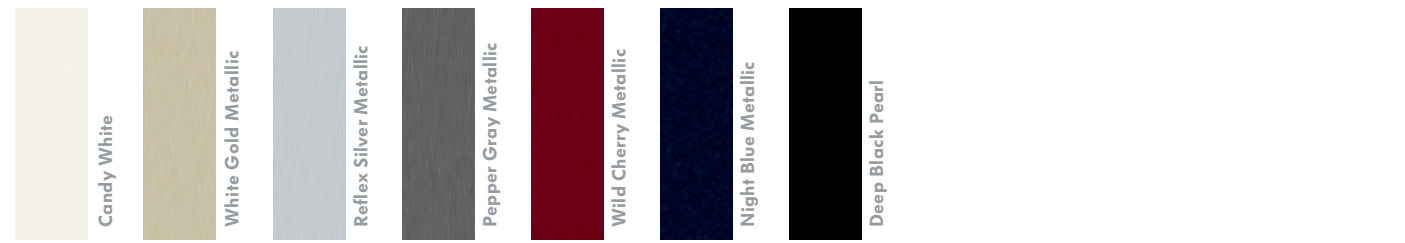
Passat



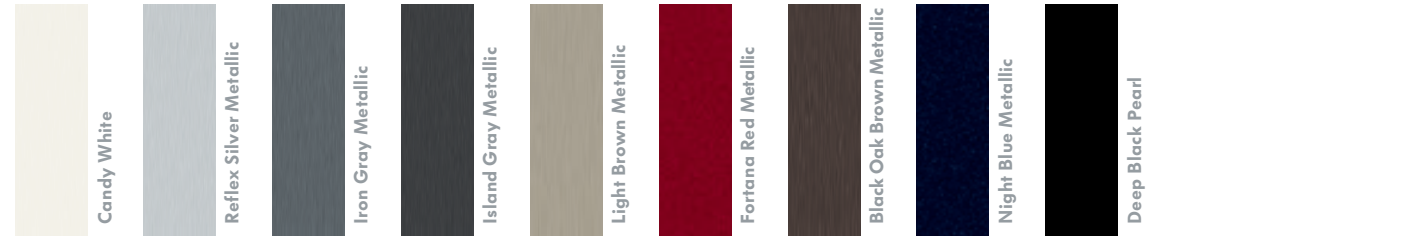
Jetta



Tiguan

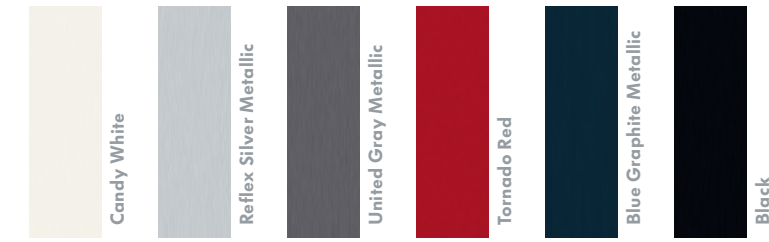


CC

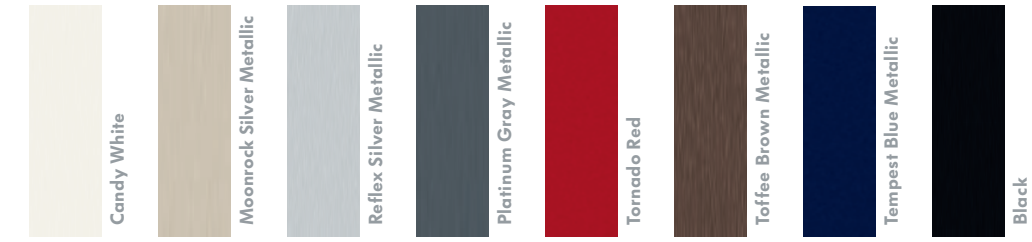


*Exclusive to Jetta Hybrid
**Exclusive to Jetta GLI

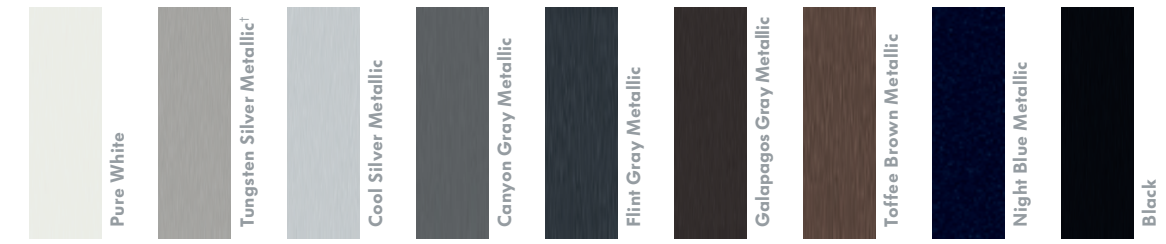
Golf



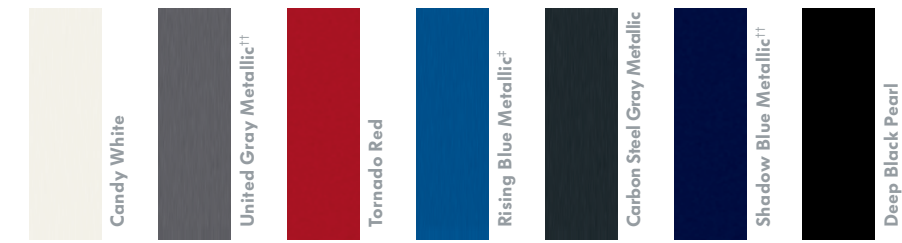
Jetta SportWagen



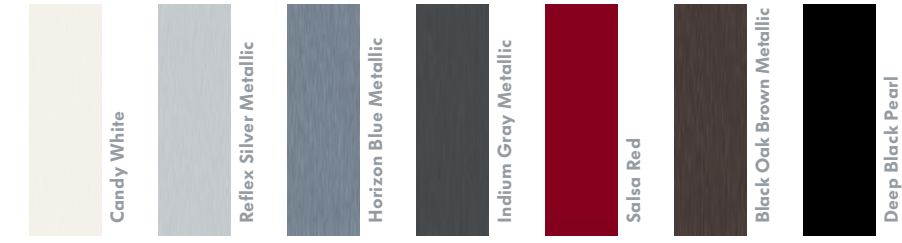
Touareg



GTI & Golf R



Eos



†Exclusive to Touareg Hybrid
††Exclusive to GTI
‡Exclusive to Golf R





Yours. Truly.

There's no doubt owning a Volkswagen has its benefits. But making it your very own is truly rewarding. Every VW can be easily customized in many different ways. Make your Passat look even sportier with a rear spoiler. Attach a roof rack to your Tiguan to have your bikes, skis, or surfboards join in the fun. Or add special graphics to your Beetle for that fresh, just-off-the-racetrack look. Simply choose the VW you want, and put your own personal stamp on it.



Accessories



Das Auto.



Three years or 22,412 footprints in the sand.

Changing your oil, rotating your tires, topping off the windshield wiper fluid—do you remember to do all that stuff? Your car does. Right there in your instrument panel. Both it and your dealer will let you know when it's time to schedule your appointment. And for three years, or 36,000 miles, we've got you covered. That's why we call it carefree. Come by for a courtesy vehicle check within the first 90 days, or 6,000 miles, and ask us any questions you have while we give your VW a basic checkup. Then, come by every year, or 10,000 miles, for your remaining scheduled maintenance checks. It's that simple.

Think Blue.®

Think Blue is the Volkswagen way to drive progress by creating and producing cars that are more efficient,* eco-conscious, and fun to drive. The Volkswagen line features a variety of BlueMotion® technologies—from TDI engines to precision fuel injection—designed to make our vehicles as blue as possible. Which is likely to make other car companies green with envy. Learn how we think beyond green at vw.com/thinkblue.

vw.com



**Volkswagen
Carefree Maintenance®**

3 Years or 36,000 Miles of No-Charge Scheduled Maintenance.

Whichever occurs first. Some restrictions. See dealer or program for details.

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*See www.fueleconomy.gov for EPA estimates. Your mileage will vary.