



Volkswagen Family | 2011



Let's talk Volkswagen.

A VW doesn't just start off as sheet metal and engine parts. It begins as an idea. A belief that getting the little things right is a big thing. A viewpoint that asks why dumb it down when you can smart it up. An attitude that says to make things perfect, you have to make them perfectly. It's our dedication to those philosophies that has evolved the Volkswagen brand into what you see today. We have a wide range of models, including world-class sedans, sporty hatchbacks, SUVs, and a minivan, each one more stylish and refined than ever before. Even though we've grown, rest assured that every VW still provides the exhilarating driving experience that has always been at the core of our reputation. Some things will never change.



SEL shown in Reflex Silver Metallic with 17" Goal Silver wheels



The all-new 2011 Jetta

We're told that in order to make something work for the majority, we have to compromise. But we figured we've never done that before, so why start now? Introducing the all-new 2011 Jetta. It's got a brand-new design that's sportier and more aggressive than ever before, along with comfort elements like more rear legroom and a trunk that accommodates almost anything. Not to mention its staggering array of sophisticated options, including keyless access and touchscreen navigation. And its impressive standard mileage of up to 34 highway mpg,** or 42 highway mpg† for our TDI Clean Diesel engine. We had the opportunity to make the all-new Jetta more like other sedans, but we decided to set a new, higher standard rather than simply accept the old, tired one. However, in the interest of compromise, we did keep one thing small: the price.

Available premium touchscreen sound or navigation system with Bluetooth®

Over 3 feet of rear legroom and 15.5 cubic feet of trunk space

Available keyless access with push-button start

Available with a TDI® Clean Diesel engine with fuel efficiency of up to 609* miles per tank

Exterior Colors



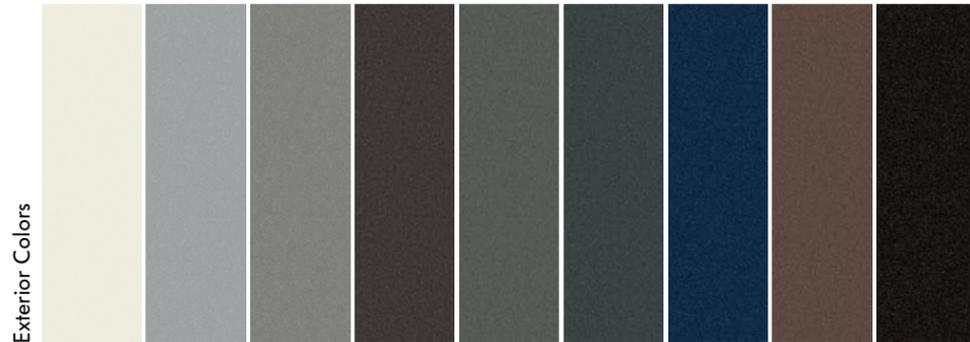
*Range based on 42 highway mpg EPA estimate and a 14.5-gallon tank. Your mileage will vary. **24 city/34 highway mpg (2011 2.0L manual transmission). †30 city/42 highway mpg (2011 2.0L TDI Clean Diesel, DSG® automatic). EPA estimates. Your mileage will vary.



VR6 Executive shown in Canyon Gray with 20" Pikes Peak wheels



- Choice of a VR6 FSI® or TDI Clean Diesel engine, or a 3.0L supercharged hybrid
- Premium large-screen navigation system with 3D landmarks
- 4MOTION® all-wheel-drive system with 7,700-lb. towing capacity*
- Bi-Xenon™ headlights with Adaptive Front-lighting System



Exterior Colors

The all-new 2011 Touareg

Maybe you want a premium driving experience with top-of-the-line amenities. It could be that you're in the market for a distinctive ride that sets you apart from the rest. Or perhaps you're looking for a true SUV. Enter the all-new Touareg. Completely redesigned from the ground up, it combines the best of German engineering with the ultimate refinements, such as a state-of-the-art 3D navigation system and dual climate control, all within a sophisticated and assertive SUV design. With a range of powerful models, including the world's first supercharged hybrid, a TDI Clean Diesel, and a V6, the Touareg is more than just an SUV. It's the only SUV that's designed to deliver a truly first-class ride, with the unique soul of a Volkswagen.

*Optional towing package required.



VR6 4MOTION Executive shown in Island Gray Metallic



- Premium touchscreen sound system with Bluetooth and SIRIUS® Satellite Radio
- Choice of a 2.0L TSI® or 3.6L VR6 FSI engine
- Four-corner independent suspension with multi-link sport tuning
- Available Nappa leather seating surfaces and genuine Vavona wood interior trim

Exterior Colors



The CC

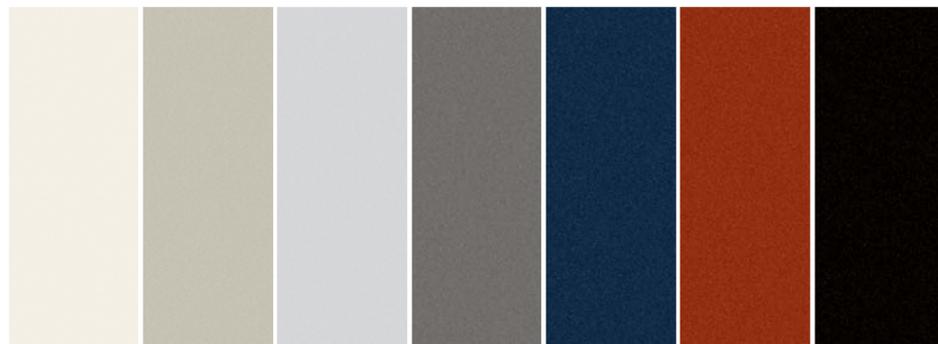
Words simply don't do justice to a car as striking as the CC. A picture does it so much better. But since you've managed to peel your eyes away for a moment, let us tell you something the picture won't. The CC comes standard with the award-winning 2.0L TSI engine. It was also named a "Top Recommended" vehicle for 2010 by Edmunds.com. And it has not two, but four gorgeous bucket seats to slip into. Because the CC isn't about cramming people in for a weekend road trip. It's about taking three really good friends on the ride of their lives.



SEL shown in Reflex Silver Metallic

- Optional 4MOTION all-wheel-drive system with 2,200-lb. towing capacity*
- 2.0L TSI engine with 200 hp and 207 lbs/ft of torque
- Available premium touchscreen sound system with Bluetooth and SIRIUS Satellite Radio
- 56.1 cubic feet of cargo space with rear seats folded and optional panoramic sunroof

Exterior Colors



The Tiguan

If you crave the comfort and space of an SUV and the power of a turbocharged, sport-tuned engine, the Tiguan compact SUV is right in your wheelhouse. And it comes standard with our award-winning 200-hp turbocharged engine. That's right, standard. No other compact SUV can say that. So try a few downtown city streets, open the available panoramic sunroof and twist along a mountain switchback, then negotiate the slalom of a supermarket parking lot just for good measure. There's a reason the Tiguan was named after the tiger and the iguana. It's quick and nimble, just like its namesakes. The big difference is that it lives in the city. Most of the time.

*Optional towing package required.



SEL Premium shown in Nocturne Black

- Awarded 2010 "Most Appealing Minivan" by J.D. Power and Associates
- Available JoyBox™ rear seat entertainment system with optional dual screen DVD
- Available remote start feature and rearview camera
- Flexible configuration with fold-flat rear seats and up to 144 cubic feet of storage space



Exterior Colors



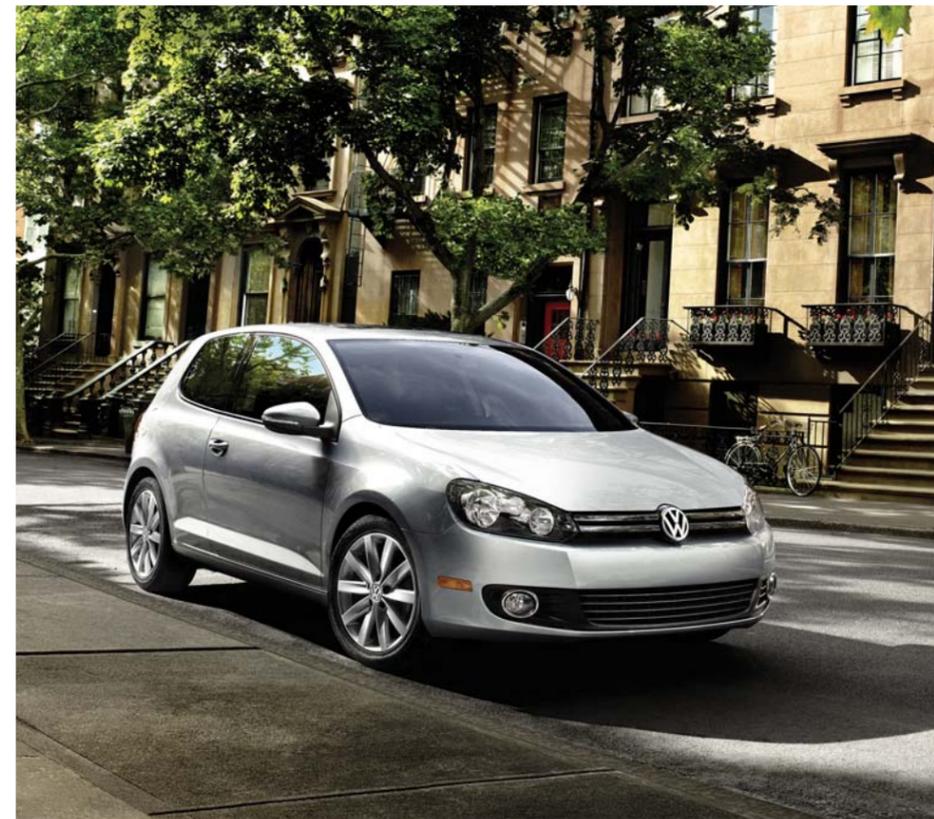
The Routan

Let's be real. People need minivans. Because minivans accommodate a life full of strollers, groceries, and sports gear. Not to mention kids. Which is why the Routan—with room for seven, up to 144 cubic feet of storage space, and third-row fold-flat seats—is such a smart purchase. As if that wasn't clever enough, add the available dual power-sliding doors with power windows and an optional power liftgate in back for that extra boost of functionality. And, for the ultimate seal of approval, the Routan was awarded 2010 "Most Appealing Minivan" by J.D. Power and Associates and given a five-star front and side crash-test rating from the National Highway Traffic Safety Administration.* Flexible, appealing, and safe, with the unmistakable VW performance that's designed to bring out the kid in you. Because we don't think you should have to choose between want and need.

*Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). 2010 model tested with standard side airbags.



TDI 4-door shown in Blue Graphite Metallic



The Golf

It's no small feat for the Golf TDI Clean Diesel to be named a 2010 "Top 10 Green Car" by Kelley Blue Book's kbb.com.[†] Especially when it was announced at the New York International Auto Show that the Golf was awarded "World Car of the Year"^{***} in 2009. The thing is, what matters most is that customers around the world have been making the Golf one of the most popular compact cars for 36 years.[‡] And they've kept the Golf TDI in ultra-high demand every year it's been on the market. Don't get us wrong, all those awards are incredibly important and very flattering. But the awards panelists only have the privilege of driving the Golf during the judging process. When you own one, you get to drive it for years. So in the end, the fact that our customers keep coming back for more year after year is what keeps us innovating. Those awards, well, they're just more proof that we're doing something right.

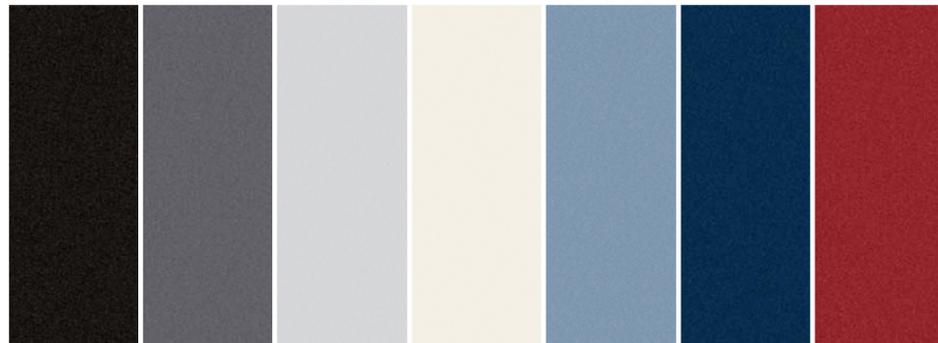
Available premium touchscreen sound system, MDI with iPod® cable, and Bluetooth

Flexible hatchback design with up to 46.1 cubic feet of cargo space

Available with a TDI Clean Diesel engine with fuel efficiency of up to 609 miles per tank*

Insurance Institute for Highway Safety (IIHS) 2010 Top Safety Pick for the 4-door Golf**

Exterior Colors

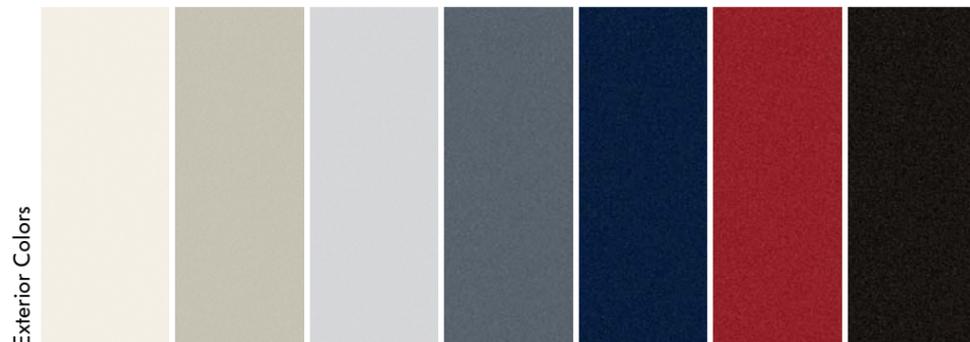


*30 city/42 highway mpg (2011 Golf 2.0L TDI Clean Diesel, automatic transmission); Range based on 42 highway mpg estimate and a 14.5-gallon tank. EPA estimates. Your fuel consumption will vary. **Top Safety Pick[™] based on 31 mph side-impact crash test, 40 mph frontal offset crash test, 20 mph rear-impact test, roof strength test, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details visit www.iihs.org. For more information about the 2010 Top 10 Green Cars from Kelley Blue Book's kbb.com, visit kbb.com/GreenCars2010. †Kelley Blue Book[®] is a registered trademark of Kelley Blue Book Co., Inc. ‡World Car Awards, April 2009. §More than 25 million Golf models were sold between 1974 and 2007.



TDI shown in Candy White

- Flexible wagon design with up to 66.9 cubic feet of cargo space with rear seats folded
- Available premium touchscreen sound or navigation system with Bluetooth
- Available with a TDI Clean Diesel engine with fuel efficiency of up to 609 miles per tank*
- Available Media Device Interface (MDI) with iPod cable



Exterior Colors



The Jetta SportWagen

You're not ready to give up the sport, but you need the wagon. That's one reason we put sport and wagen right in the name. That's right, wagen with an e. It's the perfect blend of sporty hatchback and spacious sedan. It's got our distinctive new front-end design, and it fits everything in your life while looking stylish all at the same time. Plus, it comes with a 2.5L in-line 5-cylinder engine, or a TDI Clean Diesel engine that sips gas at the wallet-friendly rate of 42 highway miles per gallon** So no matter which of its many features attract you to it, the Jetta SportWagen has earned its stellar reputation for a reason. Actually, for a whole lot of them.

*Range based on 42 highway mpg EPA estimate and a 14.5-gallon tank. Your mileage will vary. **30 city/42 highway mpg (2011 2.0L TDI Clean Diesel, DSG automatic). EPA estimates. Your mileage will vary.



GTI with Sunroof and Navigation shown in United Gray Metallic

- 2.0L TSI engine with 200 hp and 207 lbs/ft of torque
- Sport-tuned suspension with optional DSG transmission and super-sleek paddle shifters
- Available premium touchscreen sound system, MDI with iPod cable, and Bluetooth
- Signature red accents and Interlagos plaid or optional Titan Black leather seating surfaces

Exterior Colors



The GTI

AUTOMOBILE Magazine named it “Automobile of the Year” for a record-breaking second time in history. CarandDriver.com called the GTI “a true icon among compact hatchbacks.”* *U.S. News and World Report* ranked it #1 in upscale small cars.** It’s tough outdoing yourself year after year. But when you’re making an iconic, #1 ranked Automobile of the Year, it’s worth all the effort. Because when the accolades start pouring in and our fan base continues to grow, it feels pretty darn good. So even if the awards went away and all we had to celebrate was the incredible popularity of the GTI, we wouldn’t mind. After all, it’s really the opinions of our fans that matter most. The rest is just icing on a really sporty, extra shiny, turbocharged cake.

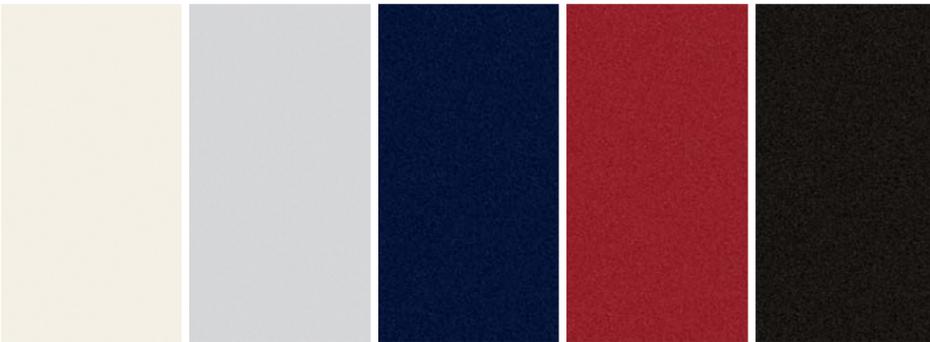
*CarandDriver.com, March 2009. **As of spring 2010, U.S. News & World Report’s car rankings at usnews.com/cars.



Lux shown in Black

- Automatic folding hardtop complete with power sunroof and heated rear glass window
- Hardtop disappears into the trunk in just 25 seconds
- Premium touchscreen sound system, MDI with iPod cable, and Bluetooth
- 12-way power-adjustable heated seats and optional leather seating

Exterior Colors



The Eos

You've been wanting to own a convertible for long enough. Well, it's time. Say hello to the Volkswagen Eos. Finally there's a convertible that's all about fun and still has enough practical features for those inevitable moments when responsibility wins. That's why we made the Eos the world's first power-folding hardtop with a glass sunroof: hardtop for your sensible side, sunroof so you can always see the sky. We also gave it our award-winning TSI engine and loaded it with comforts like Bluetooth, a premium touchscreen sound system, and heated seats. So even when life says you have to be a responsible adult, you can still enjoy every moment of it. And then put the top down and drive off into the sunset. Or in this case, the sunshine.



Technology



Comfort



Smart. Made simple.

Your Volkswagen just wouldn't be complete without the latest in cockpit technology. That's why we offer a premium touchscreen sound system with in-dash six-CD changer, a Media Device Interface (MDI) with iPod cable for easy navigation through your music, and a three-month trial subscription to SIRIUS Satellite Radio with access to over 130 channels. And don't forget Bluetooth that's available with voice command, phone book download, and music-streaming capabilities. Most models also come with the option of a multi-function steering wheel to control the sound system and the trip computer, which tells you everything from the temperature outside to the miles until your next fill up. And if you opt for the touchscreen navigation system, you'll always be able to find your way to wherever you're going and back home again. The all-new Touareg also comes with our most premium feature: 3D touchscreen navigation. So now you can see every turn-by-turn direction laid out in a three-dimensional cityscape in the navigation screen, just in case you wanted to get lost in the music and let the navigation guide you home.



The great indoors.

No matter how much time you spend in your Volkswagen, it should feel like home. Take the all-new Jetta, for example. Not only does it have more rear legroom than any of its competitors, but it also has more than many larger sedans. Which means it can accommodate even your tall friends and family in style. When it comes to climate control, every model has the option of heated front seats, and some even feature dual climate control. But only the all-new Touareg has the option of reclining, heated rear seats to give your passengers an extra boost of comfort when they need it most. Most models have the option of a sunroof, even the Eos, but only the Tiguan, Jetta SportWagen, and Touareg have available panoramic sunroofs to make room for a little blue sky thinking. So whether you're fine-tuning your optional power front seat, increasing your cargo space by folding down the rear 60/40-split seats, or enjoying the supple Nappa leather available on many of our models, every Volkswagen was designed with comfort in mind.





Safety

Active and passive safety. Just to be safe.

You might not realize it, but there are two types of safety features on your Volkswagen: active and passive. Active safety features are the things that help you prevent a collision, such as headlights, turn signals, mirrors, brakes, steering, and traction control. Passive safety features are what help protect you during an accident, such as safety belts, airbags,* steel-reinforced seating, safety cages, and crumple zones. At Volkswagen, we created a comprehensive safety system composed of a variety of active and passive safety features that work together when they're needed most. Because we want you to feel confident that when you buy a Volkswagen, you're driving home more than just a car. You're taking home total peace of mind.



Exterior signal mirrors. Every Volkswagen has available side mirrors with blinkers built right in. So every time you turn your signal on, you're alerting everyone to your intended next move, which can help avoid collisions.



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.

Safety. Beneath all that sheet metal, every Volkswagen has a specially reinforced safety cage complete with anti-intrusion side beams designed to help protect you in the event of a collision. The Eos also features a Rollover Protection System that automatically deploys hidden steel beams from behind the headrests to help keep you safe in the event of a rollover. Surrounding the cage are crumple zones that provide space and material to help cushion and absorb the impact while the cage insulates you. So even if you never see them coming, we've got you covered.



LATCH (Lower Anchors and Tethers for Children). Approved by the federal government, LATCH is not only the standard child seat attachment system, but it's standard in all Volkswagen models as well. It allows you to add LATCH-compatible child seats to your VW using built-in anchors that make it easier to install your child seats securely. So whether you already have children, or they're still in your future, your VW is prepared for them.

*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.



Nobody wants to think about what happens in the event of a collision. Except for our safety engineers. They made sure that your VW has airbags standing guard. They also designed the crash-optimized front end to help absorb energy on impact. And they included Electronic Stability Control (ESC), which works in conjunction with Anti-lock Braking System (ABS), Anti-Slip Regulation (ASR), Engine Braking Assist (EBA), and Electronic Differential Lock (EDL) to help you maintain control and avoid collisions. All of those features, and more, mean that you can rest assured that we've thought about safety from every angle. So you don't have to.



Telescopic steering wheel. Using the tilt function to properly adjust the steering wheel places the airbag in a more optimized position. Plus, the steering column is designed to collapse on impact, so the airbag has room to create a cushion between you and the dash.



Golf TDI shown in Candy White, Touareg TDI shown in Campanella White, and Jetta TDI and Jetta SportWagen TDI shown in Candy White



Next. That TDI badge may look small, but under the hood is some really big technology. So whether you prefer the comfort of the all-new Jetta or world-renowned Golf, the roominess of the Jetta SportWagen, or the premium driving experience of the Touareg, all four models come with the option of a TDI Clean Diesel engine for exceptional performance and serious fuel economy.*

The shape of things to come.

More than 30 years ago, we helped start a revolution by bringing the uniquely efficient diesel engine to the passenger car. Never ones to rest on our laurels, we've continued to innovate over the years and create even more economical and sporty diesel engines for a variety of our most popular models. Today, our TDI Clean Diesel engines run on ultra-low-sulfur diesel with 95 percent less sulfur content than previous diesel fuel. Not only does that help reduce sooty emissions by almost 90 percent, it also allows you to achieve up to 42 mpg highway, or travel more than 600 miles on one tank, with all of the power and performance you'd expect from German engineering. The way we see it, innovating is what we do. The fact that it helps you and the planet is yet another reason that we can feel good about working this hard to get ahead. As for the future, we're just doing our part to help make sure it looks bright. Because we'd like to continue innovating for many years to come.

*Jetta TDI 30 city/42 highway mpg (2011 2.0L TDI Clean Diesel, DSG automatic transmission). EPA estimates. Your mileage will vary. Golf TDI 30 city/42 highway mpg (2011 2.0L TDI Clean Diesel, DSG automatic transmission). EPA estimates. Your mileage will vary. Jetta SportWagen 30 city/42 highway mpg (2011 2.0L TDI Clean Diesel, DSG automatic transmission). EPA estimates. Your mileage will vary. Range based on 42 highway mpg EPA estimate and a 14.5-gallon tank. Your mileage will vary. Touareg TDI 19 city/28 highway mpg (2011 3.0L TDI Clean Diesel, automatic transmission). EPA estimates. Your mileage will vary. Range based on 28 highway mpg EPA estimate and a 26-gallon tank. Your mileage will vary.



Rear Spoiler



Chrome Exhaust Tips



You can tell these tailored mats will fit your VW because they have the special snaplock feature to attach them securely to the floor.



Pedal Caps



Tow Ball & Mount*



Splash Guards



19" Sagitta Wheels



 **Accessories.** Did you know that you can get customized mats for your car? That's right, whether you want plush comfort or all-weather material, you can get custom-fit floor mats for whatever VW you drive.

Try this on for size.

From how it looks on the outside to what you put under your feet, your VW can be easily customized just the way you like it. Take the rear spoiler, for example. It's not actually necessary to keep you on the ground, but that spoiler will definitely add a sleek touch to the top of your Golf. If you'd like to add a cool design element to your Eos, add sport pedal caps as a shiny reminder that you're driving a car that's built for enjoyment. And since you never know when a rainy day is coming, add splash guards to your CC to keep your rear wheels from kicking up any mud onto its beautifully designed trunk. Speaking of wheels, if you feel like getting new rims for your car, every VW has wheel options to choose from. So even if you love the ones it came with, there's always room for another set in your collection.**

*Requires optional trailer hitch. **Visit drivergear.vw.com for details.



Buy one, get three.

Yes, you read that right. When you buy any new VW, you get three years or 36,000 miles of no-charge scheduled Carefree Maintenance.* That's the first three years of scheduled maintenance at no extra charge. Stop by in the first 90 days for your courtesy vehicle check, and feel free to ask us any questions you might have while we give your VW a basic checkup. On the house. Then, depending on your model, stop by every 5,000 to 10,000 miles for your remaining scheduled maintenance checks. It's really that simple. So relax and enjoy every carefree mile in your new VW. That's what it's there for. Keeping it like new, well, that's what we're here for. And because it's a Volkswagen, it'll keep that new car feeling for many years to come. If only everything in life could be this carefree.

*The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance for three years or 36,000 miles, whichever comes first. Coverage during the term of the new vehicle limited warranty at no additional charge. Some limitations apply. See dealer or vehicle maintenance program booklet for details.



That's Das Auto.

Yes, that's recycled paper you're holding.



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