



All around the world, it's

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 all our 2010 cars? Or that we were the first to make clean diesel 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. In the pages to come, you'll learn a bit more about a feat of German engineering that's also a work of art—the Volkswagen CC.



what the people want.



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.*









The people want a car with curves. And they want it to hug the curves.

One of the most curvaceous cars in the Volkswagen family also happens to be the fastest. While the designers were busy making the CC a supermodel among sedans, the engineers were busy maximizing its power and performance. Falling in love with the CC is easy. Just ask the owners at Edmunds.com, who selected the CC as a 2009 Consumers' Top RatedSM Vehicle.* Now, choosing a power plant to propel your CC, well that's a bit harder.

First, there's the 2.0L turbocharged 4-cylinder engine with 200hp, 207lbs-ft of torque, and direct fuel injection. Available with 6-speed manual or 6-speed automatic DSG® transmission with Tiptronic.®

The second option is the 3.6L VR6 Sport with 280hp and 265lbs-ft of torque. This drivetrain comes optional with Volkswagen 4MOTION® all-wheel drive. Either way, you'll also find this remarkable collection of engineering achievements on your CC.

Tiptronic Transmission features new-design paddle shifters integrated into the steering wheel for race-inspired shifting on VR6 models.

Four-Corner Independent Suspension to help hug the road, corner tightly, and fill your driving days with fun.

Uni-Body Construction and Laser Welding ensure greater body rigidity, which helps keep the body stiff and stable for peak performance at high speeds and in tight corners.

Electromechanical Power Steering system, designed to give the same steering feedback, regardless of speed. It also helps return the wheel to the center position after turning.













Someone clearly had a great time designing this car.

From the outside, the CC is eye-catching to say the least. One look at the interior, and it's clear to see the dynamic partnership between Volkswagen engineers and designers. Four individual sport seats, subtle ambient lighting, and optional 2-tone color design make for an unforgettably plush interior, while polished aluminum trim or optional Vavona wood trim punctuates the look perfectly. The heatable, 12-way power front seats are available with 3-position memory for the driver's seat. Also available:

Climatronic® dual-zone climate control lets front seat occupants control their own climate zones, optimizing comfort.

HomeLink® garage door opener integrated into the sunvisor. A programmable system of buttons that can be trained to operate multiple garage doors.

Panoramic tilt sunroof bathes the interior in light, and pops up to vent the cabin.

Leather-wrapped, 3-spoke, multi-function steering wheel introduces an entirely new design for the Tiptronic paddle shifters. This 12-button marvel controls nearly every aspect of the driver's life. Feedback is provided in the driver's information window via the instrument cluster display.

Trunk opens wide with the touch of a button and is fully lit. Rear seats also fold down for extended storage capability. Storage barriers in the trunk help keep loads in place.

Power rear sunshade keeps important passengers cool in the back seats.





The people want high design. And the pinnacle of German engineering.

The CC is the seamless fusion of design and engineering, with its head-turning curves and neck-wrenching Autobahn-tuned torque. The CC's low stealthy aerodynamic frame slices through the air with a drag coefficient lower than that of a speeding bullet, helping it hit an impressive 31mpg on the highway.* An artfully engineered C-pillar allows the roofline to stretch elegantly into the past, while putting air to work and helping keep the rear wheels firmly planted on the ground right here in the present. Looking for more engineered beauty in the CC? Peek at the frameless doors, the massive available panoramic tilt sunroof, the wide low ground-hugging stance, and just about anything else on this intelligent vehicle.



Anti-lock Brake System (ABS) with Brake Assist

Helps the CC come to a safe stop in most conditions, while brake assist increases braking force in emergency situations.

Automatic Dimming Rearview Mirror
Uses light-sensing technology to dim
the mirror, helping to prevent bright
lights from hampering nighttime driving.

Crash Response Features

Following airbag deployment, doors unlock, hazard lights turn on, and fuel pump is shut off to help ensure the safety of the crash scene.

Electronic Parking Brake with Auto-Hold Simple to use, button technology applies brake easily, and holds the vehicle on steep inclines. Bi-Xenon™ Headlights with AFS Technology Available ultra-bright, highly focused lights which 'bend' around corners to safely illuminate the road.

Rearview Camera

Works with the navigation unit and an available camera hidden in the rear VW badge to display a video feed from the rear of the car, as well as backup paths, based on steering wheel position.



Tire Pressure Monitoring System (TPMS) Warns the driver when tire pressure is low, helping to avoid crashes and increase mileage. Additionally, Mobility Tires include Nailguard technology to create a self-sealing puncture resistance to road hazards.

Electronic Immobilizer
Part of the key fob technology, helping prevent theft.

Six Standard Airbags*
With 2 optional rear side airbags.

Park Distance Control

Available feature gives audible and visual warnings when close to other cars.

Lower Anchors and Tethers for CHildren (LATCH)
A standardized child-safety seat system.

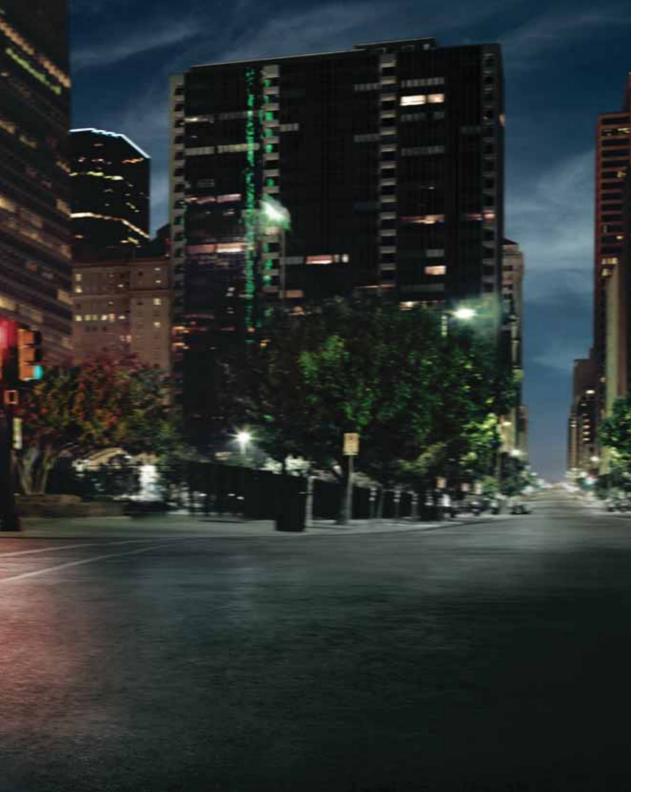
*Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.

Safe happens.

The CC came to life when designers and engineers worked synergistically and found the best of both worlds. In between these elegant lines and undeniable German engineering lies a backbone of pure safety. Volkswagen's Prevent and Preserve Safety System uses a network of 40 safety features to help you avoid crashes in the first place and helps keep you safer, should one occur.







Safety comes standard.

The National Highway Traffic Safety Administration mandates 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. Incidentally, ESP also stands for Extra-Sensory Perception. Coincidence?

I have a sense of humor about a lot of things. Safety isn't one of them.



The beautiful sound of German engineering.

Standard on every CC is Volkswagen's touchscreen Premium VIII radio with 8 speakers, an in-dash, 6-disc CD changer (with MP3 and WMA compatibility), an SD Memory Card reader, and a generous dose of German audio technology. An AUX-in jack lets you plug in your favorite MP3 player.*

The joy of driving mingles with the joy of getting there with CC's optional state-of-the-art touchscreen navigation and entertainment system. The user-friendly unit combines a sophisticated radio with precise touchscreen navigation and an easy-to-read 6.5-inch monitor. Its 30GB hard drive stores map data and audio files that can be brought into the device via the SD card slot. The optical drive is capable of playing back audio CD, video DVD, and CDs/DVDs with MP3 audio formats. In concert with the available Media Device Interface (MDI), the system can interface with practically any MP3 or USB device.* And to make sure you always know where you're going, front or back, the CC has an integrated rearview camera that appears on the navigation unit.

Also included are 6 introductory months of SIRIUS® Satellite Radio with 100% commercial-free music, plus the best in sports, news, talk, and entertainment, and 3 introductory months of SIRIUS Traffic, $^{\text{\tiny M}}$ delivering real-time traffic data into the optional navigation system.

And you'll connect yourself with your mobile technology via the Bluetooth® Hands-Free Calling with voice control. The CC provides the feature of phonebook import and touchscreen operation via the optional navigation system.













The people want just a bit more.

What do you add to the car that has everything? Here's what:

 $Touch screen \ Navigation \ System \ with \ 30 GB \ hard \ drive \ and \ rearview \ camera.$

Dynaudio® Premium Sound System with 10 high-end speakers (4 tweeters, 2 midrange, 4 woofers) plus 600-watt amp, and Digital Sound Processor technology.

Wheels. Four Autobahn-tested styles available, depending on trim kit.

MDI with iPod® cable lets you plug and play your iPod into the touchscreen Premium VIII radio. Seamlessly navigate via iPod playlists, albums, song titles, and more.

VW gear for VW gearheads: drivergear.vw.com



















V-Tex





Leather





The design is impeccable. The choice is unbearable.

Choices abound for the interior of your new German auto. Choose the rugged V-Tex leatherette seating surfaces (available on Sport packages) for comfort and durability, or the leather sport seating surfaces for pure indulgence. Color options are Cornsilk Beige Two-Tone and Black.



Standard Features

Sport

Includes: 2.0L, 200hp, TSI engine; 17" Phoenix alloy wheels with all-season tires; Chrome grille slats; Halogen reflector lens fog lights; Climatic manual air conditioning; Leatherwrapped, multi-function steering wheel; Heatable 12-way power front seats with 4-way power lumbar; Touchscreen Premium VIII radio system with 8 speakers, built-in MP3 and WMA compatible, 6-disc CD changer and SD Memory Card reader, AUX-in for portable audio players, and 6-month free SIRIUS Satellite Radio trial service; Bluetooth; Automatic headlights with Coming Home feature; Automatic rain-sensing wipers; Self-dimming rearview mirror; V-Tex leatherette seating with Matte Chrome interior trim; Foldable rear armrest with pass-through storage and 2 cupholders; 6-speed manual transmission; Electronic Stabilization Program (ESP); Anti-lock Brake System (ABS) with front and rear disc brakes; Anti-Slip Regulation (ASR); Tire Pressure Monitoring System (TPMS).

Luxury

Includes Sport features, plus: 17" Spa alloy wheels with all-season tires; Climatronic dual-zone automatic climate control; Power panoramic sunroof with tilt function; Leather seating surfaces; 3-position memory for driver; Heated exterior mirrors with memory; Full Brushed Aluminum interior trim; Heated windshield washer nozzles; Park Distance Control system with front and rear proximity sensors; Sunvisors with HomeLink integrated garage door opener; 6-speed DSG automatic with Tiptronic.





Exterior colors



Deep Black Metallic

















Specification overview

Exterior Interior Restraint Systems 3-point safety belts, for all 4 seating positions; Includes belt-force Body Fully galvanized sheet metal S S S (Cont.) limiters for all 4 seats, and belt tensioners for front seats Glass Tinted glass S S S LATCH (Lower Anchors and Tethers for CHildren) child seat anchor points S S Lights Halogen headlamps with clear, lightweight, chip-resistant polycarbonate Seatina 4-passenger sport seating lenses and Daytime Running Lights (DRL) Adaptive Front-lighting System (AFS), directionally adjustable lighting 12-way power adjustable front seats with 4-way power lumbar support automatically responds to driver input, included with Bi-Xenon™ high 12-way power adjustable front seats with 4-way power lumbar support intensity gas discharge headlamps and Daytime Running Lights (DRL) S S and 3-position memory function for driver's seat and exterior mirrors S S Halogen reflector lens fog lights, integrated into front bumper S Heatable front seats S Power exterior rearview mirrors with integrated turn signals Mirrors Navigation and Entertainment System "RNS-510" with 6.5" color touch screen Special Features Power exterior rearview mirrors, heatable with memory, in center console. Includes 3-month trial SIRIUS Traffic and 6-month trial and integrated turn signals SIRIUS Satellite Radio. Built-in SD card slot allows for transferring pre-stored destinations and music from PC onto the built-in 30GB hard disk, Generic Roof Panoramic power tinted glass sunroof with tilt function ς AUX-in jack for media players and optional iPod interface "MDI" 0 0 Park Distance Control (PDC) system, consists of front and rear Special Features 3-spoke leather-wrapped multi-function steering wheel, height adjustable Steering Wheel proximity sensors with telescopic steering column Wheels Tire Pressure Monitoring System (TPMS) 3-spoke leather-wrapped multi-function steering wheel with Tiptronic 17" alloy wheels with anti-theft wheel locks paddle shifters 18" alloy wheels with anti-theft wheel locks S Storage Center front armrest with integrated storage box S Wipers/Washers Rain-sensing windshield wipers ς ς S Rear center armrest, foldable with storage compartment S Heated windshield washer nozzles S 4 cupholders, 2 front and 2 rear Glovebox, lockable and illuminated upon opening, with adjustable Interior cooling feature Air Conditioning Climatic manual single-zone climate control with pollen filter Upholstery Leather-wrapped shift knob S Climatronic dual-zone electronic climate control with pollen filter Fully upholstered luggage compartment S S Alarm/Anti-Theft Anti-theft vehicle alarm system for doors, hood, trunk, radio; Starter interrupt, V-Tex leatherette seating surfaces with Autolock function and with audible and visual activation Leather seating surfaces Immobilizer III theft-deterrent system S Windows Power windows with pinch protection; Front windows with Touchscreen Premium VIII radio with MP3 and WMA compatible, in-dash, Audio automatic 1-touch feature, operable from driver's side only 6-disc CD changer, AUX-in for external audio source, and 8 speakers S S Technical SIRIUS Satellite Radio with introductory 6-month service S Dynaudio Premium Sound System, with 10 high-end speakers (4 tweeters, All-Wheel Drive 4MOTION all-wheel drive system 2 midrange, 4 woofers); Amplifier delivers 600 watts and includes DSP Brakes Power-assisted, front vented disc brakes (312 mm); Rear solid disc brakes (286 mm) (Digital Sound Processor) technology 0 Power-assisted, front vented disc brakes (345 mm); Rear solid disc brakes (310 mm) Media Device Interface with iPod cable 0 0 0 Electronic parking brake with button mounted in dash S Bluetooth Hands-Free Calling with voice control S Cruise Control Auto-hold start-off assistance on automatic transmission S Cruise control S S S 2.0LTSI, 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler Defroster Engine Electric rear window defroster S S and direct fuel injection (FSI), 200hp, 207lbs-ft of torque Speedometer, tachometer, odometer, trip odometer, fuel gauge, Instrument Cluster 3.6L, 24-valve, DOHC, narrow angle V6 with direct fuel injection (FSI), coolant temperature, clock, outside temperature S S 280hp, 265lbs-ft of torque Multi-function trip computer featuring compass, trip time, trip length, average Electromechanical power steering system with variable assistance Steering trip speed, average trip fuel consumption, current fuel consumption, miles to and active return empty, oil temperature, radio station display, and personalizing function Sport suspension with independent front MacPherson struts and rear fully Suspension Kevs 2 radio-frequency remote transmitter key fobs with lock, unlock, independent 4-link suspension rear trunk release, panic button for central locking, and Anti-lock Brake System (ABS) and Anti-Slip Regulation (ASR) selectable access valet key feature S Traction Control with Electronic Brake-pressure Distribution (EBD) Lighter/Outlets (3) 12V power outlets: 1 in front center console, 1 in center console for rear seating positions, and 1 in cargo area S S S Electronic Stabilization Program (ESP) with brake assist and disc wipe feature Liahtina Interior ambient lighting, dual front and dual rear reading lights, S S luggage compartment lighting Electronic Differential Lock (EDL) Automatic locking feature, doors lock when vehicle reaches 8mph; Locks Transmission 6-speed manual S S Doors unlock automatically upon airbag deployment 6-speed DSG automatic with Tiptronic Mirrors Driver's and front passenger visor vanity mirrors, illuminated with covers S 6-speed automatic with Tiptronic Self-dimming rearview mirror with on/off switch S S Dimensions Wheelbase 106.7 inches (2.710 mm) Ornamentation Metallic-look Matte Chrome interior trim Front Track 61.2 inches (1,553 mm) Full Brushed Aluminum interior trim Rear Track 61.3 inches (1.557 mm) Vavona wood interior trim Length 188.9 inches (4,796 mm) Driver's and passenger front and side thorax airbag supplemental Restraint Systems S Width 73.1 inches (1,856 mm) Side Curtain Protection® head airbags, front and rear* Height 56.0 inches (1.422 mm) S S S Rear side thorax airbag supplemental restraint system* 0 0 Ground Clearance 4.6 inches (116 mm)

Sport Luxury Sport 4MOTION

Sport Luxury Sport 4MOTION

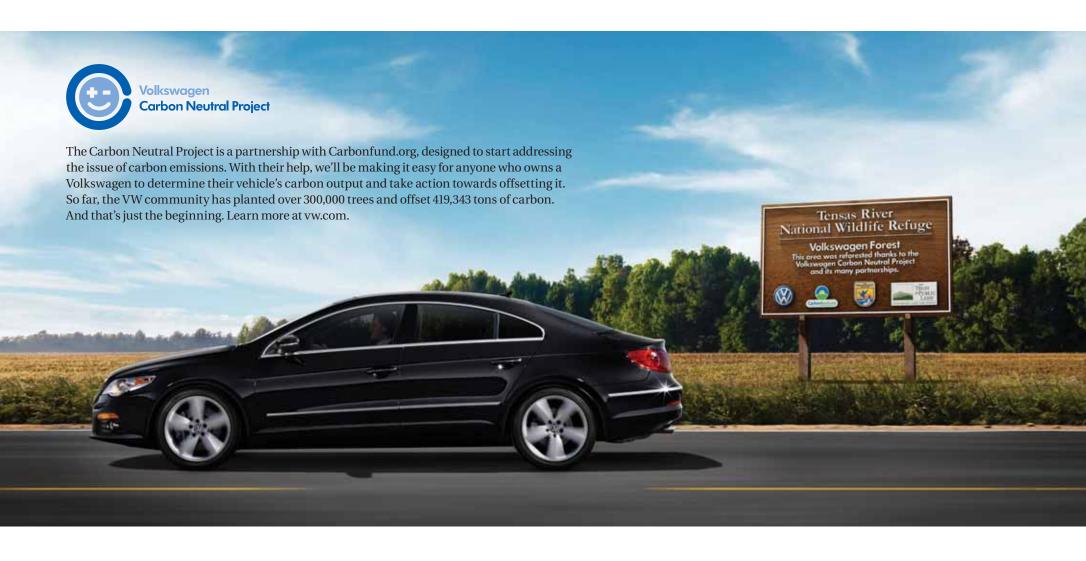
The Volkswagen Carefree Maintenance Program.*

Volkswagen is proud to offer 3 years or 36,000 miles of no-charge scheduled maintenance on the 2010 CC. The program includes oil and filter changes, brake checks, fluid checks, tire rotation, and airbag checks, just to name a few.



*The Volkswagen Carefree Maintenance Program covers the CC's 10K, 20K, and 30K 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. Does not include routine wear and tear on parts such as brakes, tires, wiper blades, light bulbs, etc. See dealer or vehicle maintenance program booklet for details.





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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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