Let’s talk Volkswagen.

**Das Auto**

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. Some would call these just a bunch of good ideas. We call them Das Auto.®

**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 2.0L TSI® engine, and loaded it with comforts like Bluetooth® and a premium touchscreen sound system. 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.
Did you know that the Eos is the world’s first hardtop convertible to have a power sunroof? That’s right, you’re looking at a trendsetter. And it’s a tilting, sliding, tinted, panoramic sunroof. That also moonlights as a moonroof. We could tell you about the sleek body lines, or the available genuine burled walnut wood interior trim. Or even about the coupe styling with an aerodynamic windshield for maximum visibility and minimum wind resistance. But this is the Eos. And even though all of those things are very true, it’s all about the convertible. The automatic folding hardtop complete with sunroof and heated rear glass window. The one that disappears into the trunk in just 25 seconds. That magical tractor beam of design and engineering that makes you turn your head every time you see one drive by. Just think, if you were driving an Eos, you’d have 360 degrees of visibility to spot all the other Eos drivers. And then quietly nod and smile.

How much sky would you like today?

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Comfort. It might be hard to imagine, but we found 12 different ways to adjust the driver’s seat. And we put all that power into just three buttons that you can use to fine-tune everything to your comfort. In the Lux model, the passenger seat has 12-way power, too. We thought it’d be more luxurious that way.

When the top of your car folds into the trunk at the touch of a button, it seems as though that might be all the air-conditioning you would need. But we realize that you like options. So we gave you a dual-zone Climatronic® climate control system that not only makes the air flow stronger when the top is open, it also saves your comfort settings for both convertible and coupe mode, and automatically adjusts before you even think about it. And for those gorgeous, breezy nights when you just need to have the top down, we gave you heated front seats, with optional leather seating surfaces, to keep you cozy as you drive.

Good design is instrumental. The Eos was designed to make everything a lot more fun. That’s why we gave it our new eight-speaker touchscreen sound system with a three-month trial subscription to over 130 channels of SIRIUS® Satellite Radio, in-dash six-CD changer, and MDI with iPod® cable to seamlessly navigate playlists, albums, and more. If your phone rings while you’re on the road, the Eos has integrated Bluetooth with phonebook download and voice command. The leather-wrapped multi-function steering wheel even lets you control the phone, the stereo, and the trip computer, which tells you things like the outside temperature and how far you can go until you need to fill the gas tank. And just in case you forget where you’re going, the optional navigation system will not only guide you to your destination, it also comes with a three-month trial subscription to SIRIUS Traffic,™ 30GB of storage, and CD and DVD playing capabilities so you can stop and relax along the way.

Technology. Meet the parallel parking solution. Now with the optional Park Distance Control (PDC) system, the moment you put the car in reverse, ultrasonic sensors in the front and rear bumpers automatically alert you when you’re too close to another car. Or mailbox. Or fire hydrant. You get the picture. It also includes a Trunk Lid Assistant that lets you know if you have enough room to open or close your convertible top.
Safety. There’s safe. And then there’s Volkswagen safe. Safe protects you from all kinds of life’s little (and big) surprises. Volkswagen safe means the Eos comes standard with a Rollover Protection System that automatically deploys hidden steel beams from behind the headrests to help keep you and your passengers safe in the event of a rollover. Safe is what every car should be. Volkswagen safe is what every car wishes it were.

Our success is no accident.

When you buy a Volkswagen like the Eos, you’re driving home more than just a car. You’re taking home total peace of mind. You don’t have to think about how its doors thunk solidly into place. Or how it has four airbag standing guard, including mounted side airbags that serve as head protection for both driver and passenger.* Or especially how the crash-optimized front end would help absorb energy on impact and protect you in the event of a collision. That’s because every Volkswagen is built to the highest standards. Volkswagen standards. Standards so high that we included Electronic Stability Control (ESC), Anti-lock Braking System (ABS), and Hydraulic Brake Assist (HBA) on every VW to help you stay safe in every situation. Because we believe that once you’ve achieved a certain level of excellence, there’s no going back. That’s why we call it a standard.

Quality. Before we put the sheet metal on your Eos, we put it through a treatment called hot wax flooding to fill any tiny spaces and remove moisture in the hardest to reach areas. The result of that process makes the frame so watertight that we’re able to offer a 12-year warranty against rust and corrosion. We call that one of the best warranties in the business. You’ll probably call it peace of mind.

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 your first three years of scheduled maintenance at no extra charge. If you’d like, stop by in the first 90 days, or 6,000 miles, for your courtesy vehicle check. Ask us any questions you might have while we give your Eos a basic checkup. On the house. After that, come by every year, or 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.

*Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and avoid interfering with airbag deployment. See owner’s manual for details. Some limitations apply. See dealer or vehicle maintenance program booklet for details.
Lux includes Comfort features, plus: 3.7L Sierra alloy wheels with all-season tires, genuine burled walnut interior trim, leather seating surfaces, self-adjusting mirror, 3D-way power-adjustable driver's seat with power lumbar support, 8-way manually adjustable passenger's seat with manual lumbar, "easy entry" access to rear seating (power driver and manual passenger), heated front seats and wiper nozzles, rain-sensing wipers, automatic headlights with Coming Home feature, 12-way power adjustable driver and passenger comfort seats, including 4-way power adjustable lumbar, powered "easy entry" access to rear seating for both front seats, rear seating for both front seats, heated front seats and washer nozzles, 18" Veracruz alloy wheels with all-season tires;

Package: Trim/Device Interface (MDI) with iPod® cable; Microtech Anthracite interior trim; V-Tex leatherette seating surfaces, 3D-way power-adjustable driver's seat with power lumbar support, 8-way manually adjustable passenger's seat with manual lumbar, "easy entry" access to rear seating for both front seats; self-adjusting mirrors, heated power folding side mirrors with self-adjusting driver's side, automatic headlight with Cornering feature.

-Package (available on Lux trim level only):

-2.0L, 200-hp TSI® engine; 17" Le Mans alloy wheels with all-season tires;

-standard, all as additional cost

-Optional, all as additional cost

-Not Available
The VW of today is completely different from the VW you might know. We have a wide range of models, including world-class sedans, SUVs, and a minivan, each one more stylish and refined than ever before. And 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.

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