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 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 icon, #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.

Performance
Design
Technology
Safety
Quality

What makes a Volkswagen a Volkswagen. See those little icons over there? They represent the big ideas that every Volkswagen must live up to in order to earn the VW badge. No matter how large or small, all models are a combination of these essential ideas. Find one icon and you’ll discover something special about a Volkswagen. It’s really that simple.
Performance. The award-winning 2.0L TSI® engine was designed with the highest torque-per-cylinder in its class. Which means it’s tuned to have a broad, flat torque curve with a nice, wide power band. If you’re not sure what that means, step on the gas when the light turns green. That’ll tell you all you need to know.

Joy, meet ride.

Take the GTI out cruising through the neighborhood, jet down the freeway, or zip along a few off-the-beaten paths and one thing is for sure: you’ll leave everyone else in your wake! Its 200-hp turbo engine with 207 lbs/ft of torque, paired with either a six-speed manual or a six-speed automatic DSG® transmission with Tiptronic®, is designed for speed. Both options come equipped with a sport-tuned suspension, and the DSG transmission has super-slick paddle shifters that transfer power between two mechanically actuated clutches and row through its sequential gear set, providing seamless acceleration and imperceptibly fast gear changes. That’s kind of a mouthful, but you’ll love every minute of it. And here’s a neat trick to show off what your GTI can do. For the fastest and most precise way of getting from 0 to 60, simply put the DSG transmission in Sport mode, turn off the ESC (Electronic Stability Control), keep your left foot on the brake, and then press the gas pedal to the floor. Now take your foot off the brake. That’s what we affectionately refer to as Launch Control. Just remember to turn the ESC back on once you blast off.

*Always obey local speed and traffic laws.
There are two kinds of people: GTI fans and soon-to-be GTI fans. For a year now, GTI fans have been lighting up the fan boards with discussions of the new front honeycomb grille (that lets the air flow through to help cool the front brakes). Soon-to-be GTI fans are just noticing how nice it looks. Car enthusiasts around the world have always loved the bright red brake calipers that you can see through the signature 18-inch Detroit alloy wheels. And the dual exhaust tips that complement the rear of every GTI. Or, more specifically, complement it twice over. So whether you’re already a fan or itching to become one, everyone agrees that the GTI is one hot hatch. From top to bottom, front to back. Hot.

Admirers, your secret is out.
Design. When we designed the GTI, we paid meticulous attention to every detail. Down to the red stitching on the gearshift and steering wheel. And the racy red lines on the front grille. Not to mention the red accent lights that glow on the bottom of the dash and the multi-function steering wheel. They’re all subtle yet elegant reminders that you’re driving a true sports car.
Technology. Go ahead, grip the GTI-badged steering wheel. Marvel at its soft leather wrapping and flat-bottomed, race car design. Doesn’t that feel nice? This sporty, multi-function steering wheel option comes with integrated controls for easy access to the entertainment system and to information such as average trip speed and miles to empty. It’s your connection to the road, your car, and so much more.

The latest in cockpit technology.

The original hot hatch deserves the hottest technology. Like an available premium touchscreen sound system. And a Media Device Interface (MDI) with iPod® cable so you can easily navigate your playlists, albums, and songs all through the available touchscreen interface. Not to mention the available Dynaudio® stereo with eight high-end speakers you’ll enjoy during your drive. It also comes with a three-month trial subscription to over 130 channels of SIRIUS® Satellite Radio, as if the AM/FM touchscreen stereo and in-dash six-CD changer didn’t give you enough music to choose from. And don’t forget Bluetooth® with voice command, phone book download, and music streaming capabilities. All of those optional features can be controlled by the available multi-function steering wheel, along with the onboard trip computer that can tell 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. Just in case you want to get lost in the music, or the world, for a little while.

GTI with Sunroof and Navigation shown in Interlagos cloth.
GTI shown in Interlagos cloth

There’s no place like home.

When there’s this much to love about the GTI, you just might want to move in. For good. Picture, if you will, the famous Interlagos plaid. The optional Titan Black leather seating surfaces, if you want to update the classic. The gentle hug from the bolstered eight-way sport seats as you accelerate. The quiet hum that you hear when the turbo kicks in. The race-inspired pedals with rubber grips to help keep you in control. The leather-wrapped steering wheel with sleek red stitching. The eight-speaker sound system that plays whatever you’re in the mood for. The white and red interior lighting that glows when the sun sets. The available power glass sunroof that you can open when the sun rises again. A day in the life of a GTI owner is a comfortable one. So by all means, make yourself at home.

Comfort. That little sports car you’re looking at has a secret. Not only does it fit four full-sized adults in its comfy bucket seats, but it also makes room for all the other stuff in your life. Just open the hatch and behold the cargo space. If you can carry teammates, equipment, and just about anything else you can imagine.

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GTI with Sunroof and Navigation shown in Candy White
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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 wins awards from the National Highway Traffic Safety Administration (NHTSA) which gave the 2010 GTI 4-door five stars (the highest rating possible) for side-impact crash safety. Safe is what every car should be. Volkswagen safe is what every car wishes it were. When you have a car with this much power, it’s nice to know you’re in good hands.

Our success is no accident.

When you buy a Volkswagen like the GTI, you’re driving home more than just a car. You’re taking home total piece of mind. You don’t have to think about how its doors thunk solidly into place. Or how it has six airbags standing guard. Or especially how the crash-optimized front end would help absorb energy on impact and help 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 ESC (Electronic Stability Control), ABS (Anti-lock Braking System), and HBA (Hydraulic Brake Assist) 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.

*Government star ratings are part of the National Highway Traffic Safety Administration’s (NHTSA) New Car Assessment Program (www.safercar.gov). 2010 4-door model tested with standard side airbags. **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.
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 GTI a basic checkup. On the house. After that, come back 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.
Next, it’s one thing to be building a brand-new manufacturing plant in the U.S. But it’s another thing to be doing it right. That’s why we’re developing our new facility according to the LEED Certification standards. Doesn’t a pristine new building deserve the very best that green technology has to offer? Of course. And so do all the people who live in the community.

At home in America.

To help us ensure the highest-quality production for our cars, our employees help program each state-of-the-art robot to perform its specific task so the robots can assist during the production and assembly process.

- **A. Smarter Paint:** In order to increase the quality of paint on your new VW, we combined the primer and basecoat into a single thick coat to remove one step of the process. Not only does this create a better finish, it also helps reduce CO₂ emissions by almost 20 percent.

- **B. Recycled Land:** Our state-of-the-art, eco-friendly manufacturing facility stands on land that is ideal for environmental renewal. As we build, we’re relocating and restoring creeks to help manage storm runoff and we’re replanting any trees that have been cut down.

- **C. Monsoon Testing:** Every new VW built in the Chattanooga facility undergoes a “monsoon” water test to check for any leaks. Drenching the car in such a deluge of water helps us ensure that each new VW will withstand anything that nature rains down upon it.

- **D. Community Bridge:** Not only is the bridge that connects the Volkswagen Academy to the main production facility visually stunning, it was also designed by a group of architecture students from Auburn University, won our design competition. The competition was part of the $5.28 million investment we’re making in schools and universities in the surrounding community.

- **E. Precision Manufacturing:** When we build the sheet metal for our cars, we stamp it so precisely that the typical gap between metal sheets is between 3 and 4 mm. Then we use our special chalk test to find any imperfections that can’t be seen by the naked eye.

- **F. Volkswagen Academy:** In order to enable our employees to meet our high quality standards, we partnered with the state of Tennessee to build the Volkswagen Academy. We then hired the best team of trainers to ensure that we have the most talented group of plant technicians anywhere.

From its advanced laser seam welding process that gives our cars stability and strength, to the six-minute monsoon water test to check for any sign of leaks, the brand-new Chattanooga, TN, manufacturing plant is state of the art. And those are just a couple of the benefits of starting from scratch. When you build something from the ground up, you can control every element of the process—from the building materials, to the quality of the people working on every step of development, to the world-class cars that emerge at the end of the line. It also gives us the opportunity to expand our network to include local suppliers, making sure to let them know about our standards so they can deliver the high-quality product we require. The way we look at it, this is not only the most eco-friendly and modern plant in the VW portfolio, it’s also an investment in our collective future. So here’s to building positive momentum. Together.
GTI with Sunroof and Navigation Includes GTI with Sunroof features, plus: RNS 315 navigation system with 5" color touchscreen in center console, Bi-Xenon ™ high-intensity headlights with Adaptive Front-lighting System (AFS), power tilt/sliding sunroof,
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.

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