Midsized. Not downsized.

Have you noticed a lot of midsize sedans are downsizing? Smaller in overall size, less powerful engines, less interior cabin space. It seems the list of smaller keeps getting bigger. The Passat takes a different approach, providing more everywhere it can. Which is why it’s no surprise that it has best-in-class rear legroom. And more miles per tank than any midsize car. And some of the highest possible safety ratings. Drivers seem to like this whole “more” concept. And it looks like the critics do too. It’s no wonder that the Passat is one of the most-awarded midsize sedans in its class. So if you’re looking for a midsize sedan, get the one that goes big in every way. That’s the Power of German Engineering.

*Based on manufacturers’ published data comparing nonpremium midsize sedans.

**2014 Passat 2.0L TDI Clean Diesel, manual transmission. EPA-estimated 41 highway mpg/58 city mpg. EPA-estimated 24 highway mpg/38 city mpg. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition.
Passat, by the numbers.

1. QUALITY
   - The Passat has quality you can feel every time you interact with it. It's always nice having choice. That's why we give the Passat three unique engines. Pick your power.

2. PERFORMANCE
   - Wouldn't it be great to have power and fuel efficiency? We think so, which is why we created our TDI Clean Diesel engine.

3. TDI CLEAN DIESEL
   - With premium quality craftsmanship and best-in-class rear legroom**, you'll find few midsize sedans as accommodating as our own.

4. INTERIOR
   - Proof that you can be in touch and in tune with your car, especially when you're rocking out to the available Fender® Premium Audio System.

5. TECHNOLOGY
   - Many cars advertise how safe they are. The Passat backs it up with a 5-star overall Safety Rating from NHTSA† and a 2014 Top Safety Pick from the IIHS.††

6. SAFETY
   - You've got a lot of choices in the midsize sedan segment. Can you guess which one was the pick of automotive experts?

7. ACCOLADES
   - Just another solid reason the Passat makes sense. Specs and accessories make a Passat your Passat.

8. CAREFREE MAINTENANCE/ SPECS & ACCESSORIES
   - Proof that you can be in touch and in tune with your car, especially when you're rocking out to the available Fender® Premium Audio System.

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**Based on manufacturers' published data comparing nonpremium midsize sedans.
† Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA’s) New Car Assessment Program (www.safercar.gov).
†† “Top Safety Pick” rating based on a “Good” in the 31 mph side-impact crash test, 40 mph moderate overlap frontal crash test, 20 mph small overlap frontal crash test, and 14 mph passenger’s side roof crush test performed by the IIHS. For details, visit www.iihs.org. See vw.com for more information on safety features.
‡ The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance for two years or 24,000 miles, whichever occurs first, only on 2014 model year Passat models. The service intervals are based on the vehicle's specific maintenance needs. Service work and parts are covered at a dealership at no charge. The program does not cover wear and tear items such as tires, brake pads, brake rotors, and fuel filters. The program also does not cover any service work or parts after the warranty has expired. See dealer or vehicle maintenance program booklet for details, including scheduled service intervals.
It’s all coming together beautifully.

You know it when you see it. And feel it. And hear it. Because inside and out, the Passat is designed with quality you won’t typically find in this class. Things like our class-exclusive laser seam welding, which provides a higher build quality you can actually see. Or that solid thunk you hear every time you close a door. Or maybe it’s the premium quality materials everywhere you touch. Of course, if you’re not sure where to start, just drive the Passat. We’re sure it’ll all come together very quickly.

Quality

Forged-steel door hinge. Hear that solid door thunk? It’s proof that the sturdy construction you know and love is found throughout the whole car. Even in our door hinges.

Manufactured in a LEED® Platinum-certified plant in Chattanooga, Tennessee

Premium interior appointments

Laser seam welding

Laser with low-speed corner-illuminating feature*

Forged-steel door hinges. Note that solid door thunk! It’s proof of fine sturdy construction you know and love is found throughout the whole car. Even in our door hinges.

Leather-wrapped steering wheel. The available leather-wrapped steering wheel feels good. It makes you feel in control. And it makes you want to drive. It’s quality you notice every time you take the wheel, or take a turn.
Having power is great. Getting to pick how you get that power is even better. Which is why we gave the Passat three unique powertrain options, including a class-exclusive TDI Clean Diesel engine, one of the most powerful V6 engines in its class, and a turbocharged engine that also happens to combine great performance and fuel efficiency. The Passat is also one of the only midsize sedans to offer a 6-speed DSG® automatic transmission with Tiptronic® for faster shifts and even the option to shift for yourself. So if you're looking for power, the Passat gives you that and something more. The power of choice.

*See www.fueleconomy.gov for EPA estimates. Your mileage may vary and depends on several factors, including your driving habits and vehicle condition.

More power to you.
2.0L TDI Clean Diesel engine. Engineered with the idea that less is more. The Passat TDI has lower CO₂ emissions compared to 93% of other vehicles.* So every getaway you make will be a cleaner one.

Extended play. You know that feeling on a trip when you don’t want it to end? We do too. This direct-injection engine was engineered to really go the distance—up to 43 highway mpg, or an astonishing 795 miles. ** Add in all that addictive torque and turbocharged power that the TDI is known for, and you may never stop driving. Because it’s always more fun finding your next destination than the nearest fuel pump.

TDI CLEAN DIESEL

795 miles per tank.*

Extended play. You know that feeling on a trip when you don’t want it to end? We do too. This direct-injection engine was engineered to really go the distance—up to 43 highway mpg, or an astonishing 795 miles. ** Add in all that addictive torque and turbocharged power that the TDI is known for, and you may never stop driving. Because it’s always more fun finding your next destination than the nearest fuel pump.

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2.0L TDI Clean Diesel engine.

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Going longer

<table>
<thead>
<tr>
<th>Miles Per Tank</th>
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<tbody>
<tr>
<td>Passat TDI</td>
</tr>
<tr>
<td>TDI CLEAN DIESEL</td>
</tr>
<tr>
<td>795</td>
</tr>
</tbody>
</table>

Longer-lasting fun

<table>
<thead>
<tr>
<th>Curvy Roads</th>
<th>Amazing Vistas</th>
<th>Undiscovered Treasures</th>
<th>Roadside Diners</th>
<th>Trips to the Fuel Pump</th>
</tr>
</thead>
<tbody>
<tr>
<td>41%</td>
<td>28%</td>
<td>17%</td>
<td>2%</td>
<td>9%</td>
</tr>
</tbody>
</table>

† Dramatization. Your fun may vary.
Room with a view.

Sit inside the Passat, and you’ll be treated to a roomy cabin that looks and feels unlike any other midsize sedan. That’s because it’s the only German-engineered sedan in its class. Look around, and you’ll see premium quality and craftsmanship on the dash and doors. You’ll notice thoughtful touches like the driver’s side glovebox. And it’s doubtful anyone could miss its rear seat, with best-in-class rear legroom.* Of course, if you really want a room upgrade, you can add available interior ambient lighting and a power sunroof. We think either can noticeably expand your views.

*Based on manufacturers’ published data comparing nonpremium midsize sedans. **Feature available on select models.

Leather-wrapped, multi-function steering wheel**

Paddle shifters**

Multi-function trip computer

Climate® dual-zone automatic climate control**

Driver’s and passenger’s side gloveboxes

Interior ambient lighting**

Power sliding sunroof**

Fender® Premium sound in Cornsilk Beige leather with Dinamica inserts

V6 SEL Premium shown in Cornsilk Beige leather with Dinamica inserts
Leather seating surfaces with Dinamica® inserts.
Eco-conscious thinking goes into everything we do, including our leather seating surfaces with Dinamica inserts. Each insert uses 20 recycled bottles per seat. So, you can sit easy knowing you’re doing your part just by sitting down.

Autumn Nut Burl interior trim.
Looking to spruce up the interior of your Passat? We can’t think of anything better to do it with than the available Autumn Nut Burl wood finish.

Best-in-class rear legroom.
People always talk about wanting some extra elbow room. We thought you could use some additional legroom as well.

V-Tex leatherette seating surfaces**
Leather seating surfaces with Dinamica inserts**
8-way power front seats with memory for driver’s seat**
Heated front seats**
Remote start feature**

*Based on manufacturers’ published data comparing nonpremium midsize sedans. **Feature available on select models.
Load more loads. We know you’re busy. And you’ve got lots to do. Which usually means you’ve got lots of stuff too. No problem. The Passat was designed to take you, your friends, and all of your stuff wherever you want to go. With a cavernous 15.9 cubic feet of trunk space combined with a 60/40-split folding rear seat, you can fit things you never thought possible. Like that home improvement project from your local furniture store. Or that shiny new toy from the electronics store. Or all your gear and luggage for your next big trip. Whatever you decide you want to take, you can load an impressive amount of stuff into the Passat. Loads more.
When we decided we wanted to put a rockin’ sound system into the Passat, we thought “Why not go to the company that really knows rock?” So we partnered with the legendary Fender music company. You know, the one that makes all the guitars, amps, and speakers you see at shows. And we had them design a system just for Volkswagen. So now when you want to hear your music in concert sound, you don’t have to go to a concert to do it. Just your driveway.

**Never miss a beat.**

Whether it’s your favorite tune or staying in touch with your favorite friend, you’ll never miss a thing with all of the technologies available on the Passat. Things like Bluetooth® with audio streaming let you play your music wirelessly through the stereo system and make calls on the go.** A choice of two touchscreen navigation systems puts you in touch with your next adventure. And the available 400-watt Fender Premium Audio System has crystal-clear sound, proving it can hold more than a few beats on its own.

<table>
<thead>
<tr>
<th>Technology Features</th>
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</thead>
<tbody>
<tr>
<td><strong>Keyless access with push-button start</strong>†</td>
</tr>
<tr>
<td><strong>Rearview camera</strong>†</td>
</tr>
<tr>
<td><strong>Bluetooth with audio streaming</strong>†</td>
</tr>
<tr>
<td><strong>Volkswagen Car-Net™ connected car features</strong>††</td>
</tr>
<tr>
<td><strong>RNS 315 navigation system</strong>*</td>
</tr>
<tr>
<td><strong>RNS 510 premium navigation system</strong>*</td>
</tr>
<tr>
<td><strong>Fender Premium Audio System</strong>*</td>
</tr>
<tr>
<td><strong>Media Device Interface (MDI) with iPod® cable</strong>**</td>
</tr>
</tbody>
</table>

*Feature available on select models. **Requires compatible device. †See page 27 for important information on this feature. ††VW Car-Net services provided by Verizon Telematics, Inc. Available only on select models. Automatic Crash Notification may be enabled for up to six months without activating a trial or paid subscription; Manual Emergency Call feature and all other VW Car-Net features require trial or paid subscription, and availability of vehicle GPS signal. VW Car-Net includes services that may collect location information. See applicable Terms of Service and Privacy Policy available at vw.com/carnet for details. Always pay careful attention to the road, and do not drive while distracted.
The right connections are everything.

TECHNOLOGY

There’s no doubt you’ll bond with your new Volkswagen. With Volkswagen Car-Net™ you’ll be even more connected. It provides a seamless link between your car and your smartphone™ or computer. So you can do things like get restaurant locations, remotely unlock your car doors, receive alerts from your car, and even get assistance from a live operator while on the road. It’s safe to say you’ll be pretty well connected.

Safe & Secure
Receive automatic agent assistance in the event of an accident
Call for help in an emergency™ or if you need Roadside Assistance
Can help law enforcement locate your stolen vehicle using GPS

Remote Vehicle Access
 Easily unlock your vehicle’s doors
Find your vehicle on a map in case you forget where you parked™
Send destinations to your in-car navigation system
View the status of your vehicle doors, hood, trunk, and more
Sound the horn and flash the lights in an unsafe situation
Get assistance from a live agent at the push of the “i-Button”™

Family Guardian
Set speed parameters and receive alerts when they’re exceeded™
Set boundary limits and receive alerts when they’re crossed

Diagnostics & Maintenance
Schedule a dealer visit
Search for a dealer and send the address to your vehicle
Get assistance from a live agent at the push of the “i-Button”™

TECHNOLOGY

It provides a seamless link between your car and your smartphone™ or computer. So you can do things like get restaurant locations, remotely unlock your car doors, receive alerts from your car, and even get assistance from a live operator while on the road. It’s safe to say you’ll be pretty well connected.

Who
Need assistance but not sure who to call? We’ve got that one covered with live agents.

What
What’s going on with your car? Now you can find out without even lifting the hood.

Where
Can’t remember where you parked? That’s OK, VW Car-Net has a pretty good memory.
Safety that's easily transparent. Beneath that attractive Passat exterior, you'll find even more attractive features designed to help keep you safe. Numerous active safety features help reduce the likelihood of a collision occurring in the first place. And should the unthinkable become unavoidable, we've implemented multiple passive safety systems to help protect you and your passengers. It's no wonder that the 2014 Passat received a Top Safety Pick rating from the Insurance Institute for Highway Safety (applies to Passat models built after October 2012), and a 5-star Overall Safety Rating from the National Highway Traffic Safety Administration – its highest rating possible. That's a pretty clear endorsement.

Safety cage. Front and rear crumple zones help absorb crash energy, while a rigid safety cage helps deflect it away from the occupant compartment. Heat-formed steel B-pillars and anti-intrusion side beams prove the Passat not only has your back, but your sides as well.

Adaptive airbags. For enhanced protection, the front airbags can tailor their operation based on crash severity and even the weight of the occupants. And pressure sensors within the doors help accelerate the side airbags’ response time in side impacts. All to help provide an extra cushion of safety.

Intelligent Crash Response System (ICRS). In the event of a collision that activates the vehicle's airbags, the ICRS will automatically disable the fuel pump, unlock all the doors, and turn on the hazard lights. It's how your Volkswagen looks out for you when you need it most.

Tire Pressure Monitoring System (TPMS). The TPMS lets you know when the pressure of one of your tires is low, helping improve overall safety, tire life, handling, and even fuel economy. Good reasons why the Passat tirelessly monitors your tire pressure.

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We don’t like to brag. Thankfully, with the Passat, we don’t have to. We let the car speak for itself. Or in this case, the many automotive experts and third parties who have awarded the Passat as their top midsize sedan. And most fuel-efficient.* And one of the highest rated in safety. Even the plant that makes the Passat received recognition as the only automotive manufacturing facility in the world to receive LEED® Platinum certification for environmentally sound building practices. OK, maybe we’ll brag just a little. But drive a Passat, and you’ll understand why it’s so hard to be modest about owning one.

*“Highest Ranked Vehicle Appeal among Midsize Cars, Two Years in a Row.”** by J.D. Power

† From 2013 10 Best Family Cars from Kelley Blue Book’s www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.

†† Government star ratings are part of the National Highway Traffic Safety Administration’s (NHTSA’s) New Car Assessment Program (www.safercar.gov).

‡ “Top Safety Pick” rating based on a “Good” in the 31 mph side-impact crash test, 40 mph moderate overlap frontal crash test, roof strength testing, and Good or Acceptable in the 40 mph small overlap frontal crash test performed by the IIHS. For details, visit www.iihs.org. See vw.com for more information on safety features.

TDI SEL Premium shown in Tungsten Silver Metallic

In all modesty.
Not paying for scheduled maintenance feels pretty good.

There are so many perks to owning a Volkswagen. But we thought you could use one more. That’s why 2014 Volkswagen models include no-charge scheduled Carefree Maintenance for 2 years or 24,000 miles, whichever occurs first!* Things like scheduled oil changes, tire rotations, and more are covered—all at no additional cost to you. So now you can feel good knowing that the car you’ve always wanted is also the one that makes the most sense.

- Oil and filter changes
- Tire rotation
- Multi-point inspections
- Volkswagen Double Check**
- Dust and pollen filter replacement
- Fuel filter replacement (TDI models only)

*The Volkswagen Carefree Maintenance Program covers the vehicle’s scheduled maintenance for two years or 24,000 miles, whichever occurs first, only on 2014 models. This program does not apply to 2009-2013 models. Some limitations apply. The maintenance services listed are examples only. See dealer or vehicle maintenance program booklet for details, including scheduled service intervals. **Volkswagen Double Check is only available during the first 30 days of ownership. See dealer for details.
Building cars comes with responsibilities—not just to you, but to the environment. And this starts before our cars are even built, like at our LEED® Platinum-certified plant in Chattanooga. It follows our “Think Blue, Factory” philosophy by taking a holistic approach to our ecological activities. Our goal is to reduce the environmental impacts from the Volkswagen brand’s production operations by 25% per vehicle by 2018 by improving resource efficiency and reducing emissions. As you can see, this sort of thinking really does come second nature to us. Think beyond green. Think Blue.

Our commitment to the environment
Encouraging eco-conscious behavior
The first LEED Platinum auto plant
Partnering with other progressive thinkers like MoMA, the Surfrider Foundation, and PeopleForBikes

Our commitment to your driving enjoyment
Driving a fuel-efficient* vehicle shouldn’t mean sacrificing performance. There are just too many fun, curvy roads out there, which is why Volkswagen makes a variety of fun-to-drive engines, including a high-range TDI® Clean Diesel engine with enough grin-inducing torque to pin you back in your seat. Our TSI® engine uses direct injection to be both powerful and efficient, and our Jetta Hybrid sports a turbocharger under its hood, which is the first of its kind in its class. Who knows, this could account for all the happy VW drivers out there. Quite honestly, nothing would make us happier.

*See www.fueleconomy.gov for EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition.
**2014 Jetta Hybrid, 7-speed DSG transmission: 42 city/48 highway/45 combined mpg EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition.
2.0L TDI® Clean Diesel

2.0L 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and Variable Valve Timing (VVT) technology.*

Includes all 3.6L features, plus: 2.0L TDI® Clean Diesel engine, Clima...
Passat Accessories

- Side Window Deflectors
- Splash Guards
- Door Sill Protection
- Sunroof Wind Deflector
- Monster Mats®
- 18” Spokane Wheel

Standard Wheels

- Wolfsburg Edition 16” San Jose
- SE and TDI SE 17” Sonoma
- SE with Sunroof, SE with Sunroof and Navigation, SEL Premium, and V6 SE 18” Bristol
- Candy White
- Reflex Silver Metallic
- Opera Red Metallic
- Platinum Gray Metallic
- Black
- Tungsten Silver Metallic
- Night Blue Metallic

Interior

- Cloth
- V-Tex Leatherette
- Leather with Dinamica Inserts

- Monsoon Gray
- Titan Black
- Black/Beige
- Cornsilk Beige
- Moonrock Gray
- Titan Black
- Night Blue Metallic
- Black

To see more cool stuff for you and your Volkswagen, visit DriverGear.VW.com or see your Consultant.

Lower aspect ratio tires can aid performance and handling; however, in order to avoid tire, rim, or vehicle damage, it is recommended that you do not exceed the maximum tire pressure specified by Volkswagen. These tires may wear more quickly than other choices. These tires are covered by a limited warranty provided by Cover King. Please visit VWCarCovers.com for additional information.
Why VW. It's not a question. It's our philosophy behind why we think everyone deserves a better car. No matter where they are or where they're headed, people should have a quality car they can feel good about and enjoy for a long time. Today, we have ten different models to choose from—all engineered with this same belief. And it's why we have the most vehicles on the road with over 100,000 miles.* Because Why VW is all about making sure that the VW you have today will still be the one you love to love tomorrow.

10 models to choose from.

Why VW.