2014 Tiguan
Some SUVs have all the fun.

The Tiguan isn’t like most other compact SUVs. It’s got style. And versatility. And the premium quality you’ve come to expect in a Volkswagen. But most importantly, it’s fun to drive. It’s the only German-engineered SUV in its class, after all. Look under the hood and you’ll find a standard 200-hp turbocharged engine—the same one found in our legendary GTI. Want to go off the beaten path? The available and capable 4MOTION® all-wheel drive will take you places that most cars can’t go. And because we know how active you are, we gave the Tiguan flexible cargo and seating for just about any adventure. Then we loaded it with premium features to keep you entertained along the way. Because getting there can be half the fun—and sometimes, even more so. That’s the Power of German Engineering.

*Based on manufacturers’ published data comparing nonpremium compact SUVs.
With split-folding and sliding second-row seats, you'll be amazed at what you can fit inside. Its cabin is airy yet incredibly solid. But that shouldn't come as a surprise, considering its German-engineered design.

No-charge scheduled maintenance. * Just another solid reason the Tiguan makes sense.

Colors. Trims. Wheels. They're the things that make a Tiguan your Tiguan.

The Tiguan has premium features everywhere you look. And even in places you can't see.

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Step inside the Tiguan and step on the gas. You'll get to experience an SUV with the soul of a sports car.

There are so many active and passive safety features it’s obvious that this is one compact SUV that’s big on safety.

With technologies like available touchscreen navigation that are simple and easy to use, you’ll be amazed at how technology can feel so second nature.

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No-charge scheduled maintenance.* Just another solid reason the Tiguan makes sense.
01 2.0L turbocharged engine. Get places to go? This powerful turbocharged engine will get you there. And it lets you have fun along the way.

02 6-speed automatic transmission with Tiptronic® and Sport mode®. Shift your perceptions on how an SUV should drive with this available transmission, which can shift automatically or lets you shift for yourself.

03 4MOTION all-wheel drive*. Available 4MOTION all-wheel drive is standard, providing extra grip on any road surface. So now you can really go the road less traveled.

Available 4MOTION puts power down to all four wheels as needed, providing extra grip on any road surface. So now you can really go the road less traveled.

200-hp turbocharged engine.

The soul of a sports car, just with a better view. This isn’t your typical SUV. In fact, we took the turbocharged heart and soul of our iconic, sporty GTI and put it in the Tiguan. So it doesn’t just get you from point A to point B, it also gets your blood pumping from your head to your feet. Combine that with an available sport-tuned suspension, available 4MOTION all-wheel drive, and a commanding seating position, and you’ll get to experience performance you won’t find in most SUVs. Or cars, for that matter.
A compact SUV that isn’t afraid to go big.

The Tiguan may be a compact SUV in size, but it’s big on quality, with features like available Bi-Xenon headlights with an Adaptive Front-lighting System. Not only do these headlights shine brighter, but they can also turn with the steering wheel, helping you see better at night. Or available 19-inch alloy wheels that can really turn heads. And if you’re still looking for more, simply look up. The available 12.7-square-foot panoramic sunroof is a window of opportunity when it comes to new things to see. Including how a compact SUV can be big in many ways.

Bi-Xenon headlights with Adaptive Front-lighting System (AFS)*
Foglights with corner-illuminating feature*
12.7-square-foot panoramic sunroof*
Power-operated, heated side mirrors with integrated turn signals
Leather-wrapped, multi-function steering wheel
It’s what’s on the inside that counts.

While other compact SUVs focus primarily on utility, the Tiguan also focuses on your premium sensibilities. That’s because it has solid German engineering throughout its cabin, providing a substantial feel everywhere you touch and high-quality materials everywhere you look. It’s why we put in thoughtful touches like an available dual-zone automatic climate control system and a glovebox with a cooling feature. Both will help make getting to your next destination a breeze. You can count on it.

**INTERIOR**

- 12-way power-adjustable front seats*
- Dual-zone automatic climate control*
- Heated front seats*
- Ambient floor lighting*
- V-Tex leatherette seating surfaces*
- Leather seating surfaces*
- Keyless access with push-button start*

*Feature available on select models.

SEL shown in Charcoal V-Tex leatherette
56.1 cubic feet of cargo space.

It’ll bend over backward for all your stuff. And forward too. While most SUVs have rear seats that can fold flat, the front passenger seat of the Tiguan has an available fold-flat function as well, expanding your ability to carry more items. Rear seats with a 40/20/40-split folding design give you more choice of how you can carry your passengers and your cargo. And with rear seats that can slide closer to the front seats for easier access, you won’t ever have to bend over backward to reach something in the back.

**R-Line shown in Sandstone.**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tr>
<td>Cargo capacity</td>
<td>56.1 cubic feet of cargo space.</td>
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<td>Rear seats</td>
<td>40/20/40-split folding rear seats</td>
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<td>Sliding rear seats</td>
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<tr>
<td>Adjustable front center armrest with storage</td>
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<td>Roof rails**</td>
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Proof that technology doesn’t have to be so technical.

It seems some car companies put in complicated technologies just for the sake of having more technology. We prefer to put in technologies you’ll actually use. Because every feature that goes into the Tiguan has a purpose. And we made everything as easy to use as possible. Available features like keyless access with push-button start, touchscreen navigation, and the 400-watt Fender Premium Audio System respond with a simple press of a button or turn of a knob. Easily, intuitively. And quickly. Try turning up the volume, and you’ll see—and hear—what we mean.
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
Remotely unlock your vehicle’s doors. Find your vehicle on a map in case you forget where you parked.** Set speed parameters and receive alerts when they’re exceeded. Set boundary limits and receive alerts when they’re crossed.††

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

Diagnostics & Maintenance
Get diagnostics in a monthly email. Get assistance from a live agent at the push of the “i-Button.”§

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.

† Requires compatible factory-installed navigation system.
‡ 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.
** Requires VW Car-Net services requires vehicle cellular connectivity. Manual Emergency Call feature requires a cellular data plan. Available at vw.com/carnet for details. Always pay careful attention to the road, and do not drive while distracted.
†† Roadside Assistance is provided by Allstate.
§ Refer to your vehicle’s warning and indicator lights for the most current diagnostic information. Always consult owner’s manual for maintenance guidelines.

TECHNOLOGY
Safety that’s easily transparent.

Beneath that attractive Tiguan 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. With everything that we put into the Tiguan, it should be clear our focus on safety is easy to see.

**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 Tiguan not only has your back, but your sides as well.

**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.

**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 airbag’s response time in side impacts. All to help provide an extra cushion of safety.

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

**Seven active stability-enhancing systems.**
The Tiguan features seven active stability systems to help maintain control when accelerating, braking, and while cruising. And it can help enhance your sense of confidence on the road too.

**Safety Cage.**
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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.
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

Think beyond green.
Think Blue.

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.

Our commitment to your driving enjoyment

TDI technology uses less fuel and provides more torque than comparable gas engines*
TSI engines use turbocharging and direct injection to be more powerful and efficient*
The 48 highway mpg Jetta Hybrid is the first turbocharged hybrid in its class**

Our environment.

Our enjoyment.
Trims & Specs

**Tiguan S**
Includes SLE, SE, SEL, and R-Line models. Optional equipment includes navigation, heated seats, and a panoramic sunroof.

**Tiguan SE**
Includes SE and SEL models. Optional equipment includes leather seats, navigation, and a panoramic sunroof.

**Tiguan R-Line**
Includes R-Line and SEL models. Optional equipment includes a sport suspension, adaptive cruise control, and a panoramic sunroof.

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Tiguan S
- 1.8L TSI, 16-valve, 170 hp, 184 lbs/ft of torque
- Front-wheel drive
- 6-speed automatic transmission with Tiptronic
- Standard, at no additional cost
- Optional, included cost
- MSRP with Appearance

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Tiguan SEL

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Tiguan R-Line

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**Interior**
- Dual-zone automatic climate control with pollen filter
- Heated front seats
- Power sliding sunroof
- Power moonroof
- Rear view camera
- Rearview camera
- Interior auxiliary reading lights
- Climate keeps you comfortable, even when the outside climate is extreme. The high capacity air conditioning and heating system adjusts to the outside temperature, maintaining the interior climate in all conditions. The powerful air conditioning system can keep you cool even on the hottest summer days. The high heat capacity can keep you warm even on the coldest winter nights. The powerful air conditioning system can keep you cool even on the hottest summer days. The high heat capacity can keep you warm even on the coldest winter nights.

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**Technology**
- Fender Premium Audio System
- RNS 315 navigation system with 5” color touchscreen and SD memory card reader
- 8-speaker premium sound system, CD changer, SD memory card reader, and SiriusXM Satellite Radio with 3-month trial subscription
- Bluetooth
- Wrapping, multi-function steering wheel
- Multi-function trip computer
- Fender Premium Audio System

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**Safety**
- Adaptive Front-lighting System
- Automatic headlights with Coming/Leaving Home feature
- High-intensity headlights with LED Daytime Running Lights
- Low-speed corner-illuminating feature
- Automatic Cornering Lights (ACL)

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**Design**
- Low-speed corner-illuminating feature
- Automatic headlights with Coming/Leaving Home feature
- High-intensity headlights with LED Daytime Running Lights
- Low-speed corner-illuminating feature
- Automatic Cornering Lights (ACL)

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**Performance**
- 1.8L TSI, 16-valve, 170 hp, 184 lbs/ft of torque
- Front-wheel drive
- 6-speed automatic transmission with Tiptronic

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**Options**
- Leather seating surfaces
- Partial-power driver’s seat
- Heated front seats
Pure White
White Gold Metallic*
Reflex Silver Metallic
Night Blue Metallic
Wild Cherry Metallic*
Pepper Gray Metallic
Deep Black Pearl
Charcoal
Sandstone
Charcoal
Sandstone

CLOTH
V-TEX LEATHERETTE
LEATHER

Interior

Charcoal
Charcoal
Sandsheet
Charcoal
Sandsheet

7 exterior paint choices.

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

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*Average mileage based on Wolfram Alpha data (www.wolframalpha.com). Vehicles on the road based on Polk global registrations of 2001 models and older in 48 countries, as of September 2012.