



2014 Tiguan



Das Auto.

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.



SEL shown in Night Blue Metallic



Tiguan, by the numbers.

1

PERFORMANCE

page 05



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

2

QUALITY

page 07



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

3

INTERIOR

page 09



Its cabin is airy yet incredibly solid. But that shouldn't come as a surprise, considering its German-engineered design.

4

CARGO

page 11



With split-folding and sliding second-row seats, you'll be amazed at what you can fit inside.

5

TECHNOLOGY

page 13



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.

6

SAFETY

page 15



There are so many active and passive safety features that help make Tiguan a 2013 IIHS Top Safety Pick,* it's obvious that this is one compact SUV that's big on safety.

7

SPECS & ACCESSORIES

page 19



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

*"Top Safety Pick" based on 31 mph side-impact crash test, 40 mph frontal-offset crash test, 20 mph rear-impact test, roof strength testing, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. See vw.com for more information on safety features.



SEL shown in Pepper Gray Metallic

01 2.0L turbocharged engine. Got places to go? This 200-hp turbocharged engine will get you there. And it lets you have some 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 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
- 4MOTION all-wheel drive*
- 6-speed automatic transmission with Tiptronic and Sport mode*
- Sport-tuned suspension*

200

horsepower engine.

PERFORMANCE

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.

*Feature available on select models.



A compact SUV that isn't afraid to go big.

QUALITY

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



R-Line shown in Deep Black Pearl

It's what's on the inside that counts.

INTERIOR

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 cooling feature. Both will help make getting to your next destination a breeze. You can count on it.

- 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*



SEL shown in Charcoal V-Tex leatherette

*Feature available on select models.



R-Line shown in Sandstone

56.1

cubic feet
of cargo space.*

CARGO

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.

- 40/20/40-split folding rear seats
- Sliding rear seats
- Adjustable front center armrest with storage
- Roof rails**



*With rear seats folded down. **Feature available on select models.



Proof that technology doesn't have to be so technical.

TECHNOLOGY

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.

- Media Device Interface (MDI) with iPod® cable*/**
- CD player with 8-speaker sound system
- Touchscreen sound system*
- Touchscreen navigation*
- SiriusXM® Satellite Radio with 3-month trial subscription*
- Multi-function trip computer
- Bluetooth® with audio streaming**



Keyless access with push-button start.* Forget remote entry. With available keyless access you don't even have to reach for your remote to lock, unlock, or even start your car. Just keep it in your pocket or purse and let your hands focus on more important things.



Rearview camera.* With the available rearview camera, you'll be able to stay ahead of things even when looking back. And you won't even have to twist your neck to do it.



Fender® Premium Audio System.* The available Fender Premium Audio System features nine speakers including a sub-woofer and 400 watts of power. So not only will you hear your music in a whole new way—you just might feel it, too.



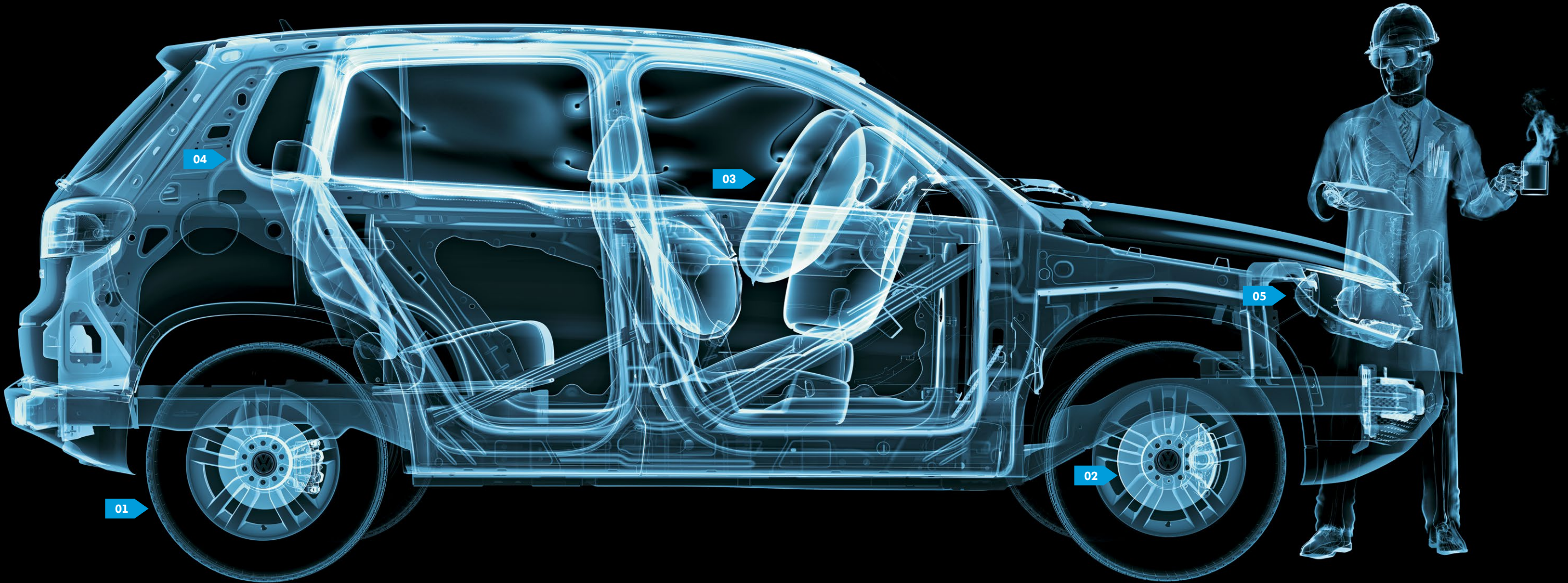
Volkswagen Car-Net,™* Staying in touch with your Volkswagen has never been so easy. Or this cool. With available VW Car-Net,† you can do things like unlock your doors, get help should you need it, and so much more. This looks like the start of a beautiful relationship.

*Feature available on select models. **Requires compatible devices. †VW Car-Net services provided by Verizon Telematics, Inc. (VZI). Available only on select 2014 Volkswagen 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. VW Car-Net services require vehicle cellular connectivity and availability of vehicle GPS signal. VW Car-Net includes services that may collect location information. See applicable Terms of Service available at vw.com/vcarnet for details.

Safety that's easily transparent.

SAFETY

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 an accident occurring in the first place. And should the unthinkable become unavoidable, we've implemented multiple passive safety systems to do our very best to help protect you and your passengers. This includes a body structure with a roof that can support over five times its own weight—stronger than any other vehicle in its class*. It's no wonder that eight 2013 Volkswagen models, including the Tiguan, were named 2013 Top Safety Picks by the Insurance Institute for Highway Safety.** That's a pretty clear endorsement.



Dramatization.†

01 **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.

02 **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.

03 **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.[‡]

04 **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.

05 **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.

*Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. Roof strength test vehicle not equipped with available sunroof. **Top Safety Pick based on 31 mph side-impact crash test, 40 mph frontal-offset crash test, 20 mph rear-impact test, roof strength testing, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. See vwc.com for more information on safety features. †This is a dramatization and does not depict what will happen in a collision. All airbags will not inflate in real-world crashes, and if multiple airbags do deploy, they will be in various stages of inflating/deflating and will never all be inflated at the same time. ††See www.fueleconomy.gov for EPA estimates. Your mileage will vary and depends on several factors including your driving habits and vehicle condition. ‡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. †††The Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. Not all collisions cause airbags to deploy or safety belt pretensioners to activate.

Our environment.

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



Your 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.

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**

Think Blue.®

*See www.fueleconomy.gov for EPA estimates. Your mileage will vary and depends on several factors including your driving habits and vehicle condition.
**2013 Jetta Hybrid, 7-speed DSG transmission: 48 highway/42 city/45 combined mpg EPA estimates. Your mileage will vary and depends on several factors including your driving habits and vehicle condition. Model year 2014 EPA estimates not available at time of printing.

Trims & Specs



Tiguan S

S

Includes 2.0L, 200-hp, TSI® engine; 6-speed manual transmission; 16" steel wheels; heated exterior mirrors; Climatic manual climate control; 8-speaker sound system with MP3- and WMA-compatible in-dash CD player, AM/FM radio, AUX-in for portable audio players; Bluetooth® with audio streaming*; cloth seating surfaces; 8-way manually adjustable driver's seat including adjustable lumbar support; 8-way manually adjustable passenger's seat including adjustable lumbar support; 40/20/40-split folding rear seat; rear seat with fore and aft sliding adjustment; foldable rear armrest with pass-through storage and 2 cupholders; leather-wrapped shift knob and multi-function steering wheel; multi-function trip computer; cruise control; Anthracite Metallic interior trim. Also available: S with Automatic; with 6-speed automatic transmission with Tiptronic® and Sport mode; 16" Portland alloy wheels.

Options

4MOTION® all-wheel-drive system. Trailer hitch.

Tiguan SE

SE

Includes all S with Automatic features, plus: 17" Philadelphia alloy wheels; heated washer nozzles; privacy glass; Volkswagen Car-Net™ connected car features**; Media Device Interface (MDI)* with iPod® cable; V-Tex leatherette seating surfaces; 8-way manual front seats including adjustable lumbar support, with partial-power driver's seat; heated front seats.

SE with Appearance

Includes all SE features, plus: 18" New York alloy wheels; halogen reflector lens foglights; low-speed corner-illuminating feature; silver roof rails; chrome window surrounds and protective side moldings; rearview camera; Premium VIII touchscreen sound system, built-in MP3- and WMA-compatible 6-disc CD changer, SD memory card reader, AUX-in for portable audio players and SiriusXM® Satellite Radio with 3-month trial subscription; partial-power front seats including adjustable lumbar support; keyless access with push-button start.

Options

4MOTION all-wheel-drive system. Trailer hitch.

Tiguan SEL

SEL

Includes all SE with Appearance features, plus: power tilting/sliding panoramic sunroof; Climatronic® dual-zone automatic climate control; RNS 315 navigation system with 5" color touchscreen and SD memory card reader; Fender® Premium Audio System.

Options

4MOTION all-wheel-drive system. Trailer hitch.

Tiguan R-Line

R-Line

Includes all SEL features, plus: 19" Mallory alloy wheels; sport suspension; R-Line side skirts and rear spoiler; extended wheel arches; Bi-Xenon high-intensity headlights with LED Daytime Running Lights (DRL) and Adaptive Front-lighting System (AFS); automatic headlights with Coming/Leaving Home feature; automatic rain-sensing wipers; folding exterior mirrors with memory and passenger's side reverse auto-adjust; LED license plate lighting; 12-way power seats including adjustable lumbar support, driver's side memory, and leather seating surfaces; R-Line leather-wrapped multi-function steering wheel with paddle shifters; R-Line badging, aluminum door sill plates; stainless steel footrest and pedal covers; self-dimming interior rearview mirror; ambient floor-mounted lighting; black headliner; Silver Metallic door accents.

Options

4MOTION all-wheel-drive system. Trailer hitch.

Design	S	SE	SEL	R-Line
Privacy glass	–	●	●	●
Halogen headlights with clear, lightweight, chip-resistant polycarbonate lenses and Daytime Running Lights (DRL)	●	●	●	–
Bi-Xenon high-intensity headlights with LED Daytime Running Lights (DRL) and Adaptive Front-lighting System (AFS)	–	–	–	●
Automatic headlights with Coming/Leaving Home feature	–	–	–	●
Halogen reflector lens foglights	–	AP	●	●
Low-speed corner-illuminating feature	–	AP	●	●
Power-operated, heated side mirrors with integrated turn signals	●	●	●	–
Folding exterior mirrors with memory and passenger's side reverse auto-adjust	–	–	–	●
Chrome applications to exterior side window frames	–	AP	●	●
R-Line side skirts and rear spoiler	–	–	–	●
R-Line badging, aluminum door sill plates, stainless steel pedal covers, and black headliner	–	–	–	●
Silver roof rails	–	AP	●	●
Power-sliding panoramic sunroof (12.7 sq. ft.)	–	–	●	●
16" alloy wheels	O	–	–	–
17" alloy wheels	–	●	–	–
18" alloy wheels	–	AP	●	–
19" alloy wheels	–	–	–	●
Heated front windshield washer nozzles	–	●	●	●
Rain-sensing windshield wipers	–	–	–	●

Technology	S	SE	SEL	R-Line
Volkswagen Car-Net connected car features**	–	●	●	●
8-speaker sound system with MP3- and WMA-compatible in-dash CD player and AM/FM radio	●	●	–	–
Premium VIII touchscreen sound system with HD Radio™ built-in MP3- and WMA-compatible 6-disc CD changer, and SD memory card reader	–	AP	–	–
RNS 315 navigation system with 5" color touchscreen and SD memory card reader	–	–	●	●
Fender Premium Audio System	–	–	●	●
Rearview camera	–	AP	●	●
SiriusXM® Satellite Radio with 3-month trial subscription	–	AP	●	●
AUX-in for portable audio players	●	●	●	●
Media Device Interface (MDI) with iPod cable*	–	●	●	●
Bluetooth with audio streaming*	●	●	●	●
Keyless access with push-button start	–	AP	●	●

Interior	S	SE	SEL	R-Line
Climatic single-zone climate control with pollen filter	●	●	–	–
Climatronic dual-zone automatic climate control with pollen filter	–	–	●	●
Carpeted cargo area; trunk cover with tie-down hooks in cargo area	●	●	●	●
Speedometer, tachometer, odometer, trip odometer, fuel gauge, temperature gauge, clock, and outside temperature	●	●	●	●
Driver and passenger visor vanity mirrors, illuminated and with covers	●	●	●	●
Self-dimming rearview mirror	–	–	–	●
Multi-function trip computer with trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, miles to empty, radio station display	●	●	●	●
2 remote key fobs with lock, unlock, rear hatch release, and panic button	●	●	●	●
12V power outlets: 1 in front console, 1 in rear console, and 1 in cargo area	●	●	●	●
Dual front reading lights, and luggage compartment lighting	●	●	●	●
8-way manual driver's seat including adjustable lumbar support	●	–	–	–
8-way manual passenger seat including adjustable lumbar support	●	–	–	–
8-way manual front seats with partial-power driver's seat	–	●	–	–
8-way partial-power front seats including adjustable lumbar support	–	AP	●	–
12-way power-adjustable front seats with driver-seat memory function	–	–	–	●

● Standard, at no additional cost
O Optional, additional cost
AP SE with Appearance
– Not available

Interior cont.	S	SE	SEL	R-Line
Heated front seats	–	●	●	●
40/20/40-split folding rear seat, slide adjustment, and adjustable backrest	●	●	●	●
Front center armrest with storage; 2 front cupholders, 2 cupholders in rear armrest	●	●	●	●
Lockable glovebox, illuminated upon opening, with adjustable cooling feature	●	●	●	●
Cloth seating surfaces	●	–	–	–
V-Tex leatherette seating surfaces	–	●	●	–
Leather seating surfaces	–	–	–	●
Leather-wrapped, multi-function steering wheel	●	●	●	●
R-Line leather-wrapped multi-function steering wheel with paddle shifters	–	–	–	●
Power windows	●	●	●	●

Performance	S	SE	SEL	R-Line
2.0L TSI, 16-valve, DOHC, in-line 4-cylinder turbocharged engine with direct injection technology; 200 hp, 207 lbs/ft of torque	●	●	●	●
4MOTION all-wheel-drive system	O	O	O	O
Electromechanical Power Steering system with variable assistance and active return	●	●	●	●
4-wheel independent suspension	●	●	●	●
Towing capacity – 2,200 lbs¹	●	●	●	●
Trailer hitch preparation	●	●	●	●
6-speed manual transmission	●	–	–	–
6-speed automatic transmission with Tiptronic and Sport mode	O	●	●	●

Safety	S	SE	SEL	R-Line
Anti-theft alarm system	●	●	●	●
Immobilizer theft-deterrent system	●	●	●	●
Driver and front passenger front and side thorax airbag supplemental restraint system††	●	●	●	●
Side Curtain Protection⁹ head airbags, front and rear††	●	●	●	●
3-point safety belts for all seating positions; safety belt pretensioners for driver, front passenger, and rear outboard seating positions	●	●	●	●
Electronic Stability Control (ESC), Anti-Slip Regulation (ASR), Electronic Differential Lock (EDL), and Engine Braking Assist (EBA)	●	●	●	●
Anti-lock Braking System (ABS), Electronic Brake-pressure Distribution (EBD), and Hydraulic Brake Assist (HBA)	●	●	●	●
Intelligent Crash Response System (ICRS)‡	●	●	●	●
Electric parking brake with brake disc drying feature	●	●	●	●
Tire Pressure Monitoring System (TPMS)	●	●	●	●

Quality	S	SE	SEL	R-Line
12-year/unlimited mileage Limited Warranty Against Corrosion Perforation**	●	●	●	●
5-year/60,000-mile (whichever occurs first) Powertrain Limited Warranty**	●	●	●	●
3-year/36,000-mile (whichever occurs first) New Vehicle Limited Warranty**	●	●	●	●
3-year/36,000-mile (whichever occurs first) Roadside Assistance‡	●	●	●	●

Dimensions	
Wheelbase	102.5 inches (2,604 mm)
Front track	61.8 inches (1,570 mm)
Rear track	61.9 inches (1,571 mm)
Length	174.5 inches (4,427 mm)
Width	71.2 inches (1,809 mm)
Height	66.3 inches (1,683 mm)
Ground clearance	6.9 inches (175 mm)
Cargo capacity	23.8 cu. ft. (0.673 cu. m)
Cargo capacity with rear seats folded down	56.1 cu. ft. (1,589 cu. m)

*Requires compatible device. **VW Car-Net services provided by Verizon Telematics, Inc. (VZT). Available only on select 2014 Volkswagen 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. VW Car-Net services require vehicle cellular connectivity and availability of vehicle GPS signal. VW Car-Net includes services that may collect location information. See applicable Terms of Service available at vw.com/carnet for details. †Optional towing package required. See owner's manual for details. ††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. ‡The Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. Not all collisions cause airbags to deploy or safety belt pretensioners to activate. ‡See dealer or warranty booklet for details; some restrictions apply. §Roadside Assistance provided by Signature Motor Club, Inc., and Signature Motor Club of California, Inc.

Tiguan
Accessories



Rear Hatch Spoiler



Splash Guards



Locking Wheel Bolts



Monster Mat®



Base Carrier Bars with Kayak
Holder Attachment



Door Sill Protection



Chrome Mirror Caps



Aluminum Side Steps



Tow and Ball Mount



16" Sima Wheel



18" Davenport Wheel



19" Savannah Wheel

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

Standard
Wheels



S with Automatic T6" Portland



SE 17" Philadelphia

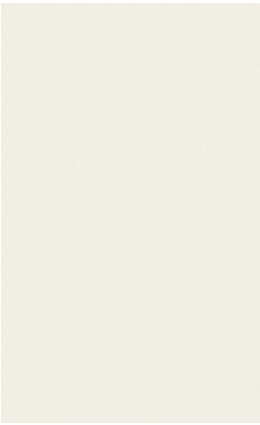


SE with Appearance and SEL 18" New York



R-Line 19" Mallory

7 exterior
paint
choices.



Candy White



Reflex Silver Metallic



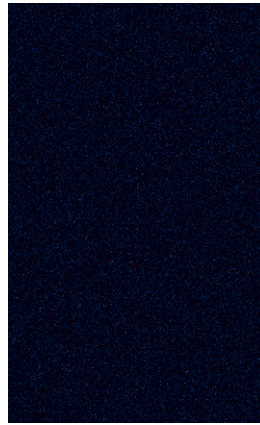
Pepper Gray Metallic



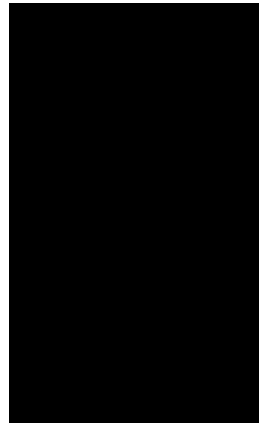
Wild Cherry Metallic*



White Gold Metallic*



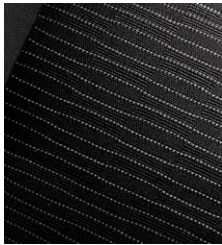
Night Blue Metallic



Deep Black Pearl

Interior

CLOTH



Charcoal

V-TEX LEATHERETTE



Charcoal



Sandstone

LEATHER



Charcoal



Sandstone

Not all combinations of exterior paint and interior seating surfaces are available. *Not available on R-Line.



Das Auto.



Beetle



Passat



Golf



GTI



Jetta



CC



Eos



Tiguan



Jetta SportWagen



Touareg

10 models to choose from.

VOLKSWAGEN FAMILY

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.

vw.com

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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.