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 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. That’s what we call Das Auto®.

The all-new 2011 Touareg

Maybe you want a premium driving experience with top-of-the-line amenities. It could be that you’re looking for a distinctive ride that sets you apart from the rest. Or perhaps you’re looking for a true SUV. Enter the all-new Touareg. Completely redesigned from the ground up, it combines the best of German engineering with the ultimate refinements, such as a state-of-the-art 3D navigation system and dual climate control, all within a sophisticated and assertive SUV design. With a range of powerful models, including the world’s first supercharged hybrid, a TDI® Clean Diesel, and a VR6, the Touareg is more than just an SUV; it’s the only SUV that’s designed to deliver a truly first-class ride, with the unique soul of a Volkswagen.
Make yourself comfortable.

If you’re wondering which features are available in the all-new Touareg, the answer is: every premium feature we offer. From the optional Vienna leather seating surfaces in Black Anthracite, Cornsilk Beige, or the brand-new Saddle Brown to the Burr Walnut wood interior accents, every detail has been fussied over. To make cold days more comfortable, we gave the hybrid model a heated steering wheel wrapped in leather and then made it power-adjustable so you can position it exactly where it fits you best. For those days when a little customization is in order, we also included rear reclining seats that slide forward and back so your passengers can stretch out, or you can put a little extra cargo in back. And when you climb in the cockpit, you and your front passenger can fine-tune the available 12-way power front seats exactly the way you like them, and then have the option of letting Touareg remember the settings for you. Automatically. So you can concentrate on the joys of driving a premium SUV and leave the rest to us.
Technology: Since it’s impossible to have eyes in the back of your head, we included a rearview camera built into the navigation system in the all-new Touareg. Which means the screen displays a real-time image of what’s behind you to help keep you from backing up into anything unexpected. Such as fire hydrants. And recycling bins. And the garage door.

The all-new Touareg comes with our top-of-the-line navigation system complete with 3D landmarks. So the world that you see ahead of you is replicated right in the full-color display in the dash, making it even easier to navigate your way to your next destination. In fact, turn-by-turn directions are also displayed in color in the trip computer, right in your line of sight behind the steering wheel, so you don’t have to take your eyes off the road to find your way.

On the all-new, supercharged hybrid Touareg, the navigation system also comes with an onscreen display of hybrid system information that allows you to monitor your energy usage, driving range, and battery percentage. So you can help maximize your power and minimize your trips to the gas station.

Real life. In real-time.
Safe and surround sound.

The second you feel the doors thunk solidly into place, you’ll know that the all-new Touareg was designed for sound. Thanks to the available 620-watt Dynaudio® sound system with 10 premium speakers and DSP® (Digital Signal Processing) technology, road noise will disappear as you speed off after a night listening to music loaded on your iPod® or the internal 60GB hard drive. Not to mention the more than 130 channels available on your SIRIUS® Satellite Radio, which comes with a three-month trial subscription. If the phone rings, the music will automatically pause as you answer the call using the built-in Bluetooth® voice command and phonebook download, which you can access right from the multi-function steering wheel. And if you get caught up in the music, just look down at the trip computer, stashed between the tach and the speedometer, to see how long you can go until your next fill up. It’s even tell you the temperature outside, so you can make sure to grab your coat from the backseat on your way out.
Intelligent by design.

When you own an SUV, you know that it’s designed to hold a lot. That’s probably one of the reasons you like it. So the fact that the all-new Touareg has rear seats that fold down in a 60/40 split should come as no surprise to you. But perhaps the fact that they fold down completely flat, and slide forward and back, is surprising. In a good way.

Whether you’re mesmerized by the available huge panoramic sunroof, or examining the inserts featuring the optional memory seating, push-button start, and the electric parking brake with Auto-Hold, you’re seeing how the all-new Touareg has been beautifully redesigned from the inside out. Let’s start with the sunroof. This gorgeous sky window lets in triple the amount of light of the average sunroof and extends the view into the back seats, making the ride more scenic for everyone.

When it comes to making your life easier, once you’ve adjusted your seat exactly the way you like it, use the memory seating function and your 2011 Touareg will remember your settings automatically, and individually, by synchronizing with your key. So if there’s another driver, the (he or) she can have her settings saved too. Once you’re ready to go, the keyless access with push-button start feature lets you leave your keys in your pocket or purse, so you never have to fish for them before you drive away. And the electric parking brake can help prevent the vehicle from rolling backward when starting from a stop, and can automatically release when you accelerate, making something smart even smarter. All at the touch of a button.

Intelligent by design.
You’ve already seen the signature front end with its gorgeous chrome grille right on the cover. Those assertive front headlights, the crisp, aerodynamic lines that take the classic shape one step forward—that’s all VW, and yet it’s still fresh and new. But we also wanted to show you the other end of the all-new Touareg, because there’s a lot more to see. Take a look at those stealthy exhaust tips perfectly integrated into the design like that. You might have missed them if it wasn’t for their unusual triangular shape that makes them so distinct. Now take a peek at the rear liftgate. Thanks to the smart little key in that picture up there, you can open and close the gate with a press of the button. So loading your latest find into the trunk just got a whole lot easier. And once you’re ready to get on your way, the brand-new optional 20-inch Pikes Peak alloy wheels, with their update on the classic five-spoke design, will be sure to get you there in style.

Design. Those Bi-Xenon™ headlights must know they’re amazing or they wouldn’t stare so confidently, would they? The small footlights set the stage for the Xenon lights that emit a brighter light than traditional headlights. And that doesn’t hold a candle to how they make the all-new Touareg look, well, all new.

You’re already seen the signature front end with its gorgeous chrome grille right on the cover. Those assertive front headlights, the crisp, aerodynamic lines that take the classic shape one step forward—that’s all VW, and yet it’s still fresh and new. But we also wanted to show you the other end of the all-new Touareg, because there’s a lot more to see. Take a look at those stealthy exhaust tips perfectly integrated into the design like that. You might have missed them if it wasn’t for their unusual triangular shape that makes them so distinct. Now take a peek at the rear liftgate. Thanks to the smart little key in that picture up there, you can open and close the gate with a press of the button. So loading your latest find into the trunk just got a whole lot easier. And once you’re ready to get on your way, the brand-new optional 20-inch Pikes Peak alloy wheels, with their update on the classic five-spoke design, will be sure to get you there in style.

Outer beauty.

You’ve already seen the signature front end with its gorgeous chrome grille right on the cover. Those assertive front headlights, the crisp, aerodynamic lines that take the classic shape one step forward—that’s all VW, and yet it’s still fresh and new. But we also wanted to show you the other end of the all-new Touareg, because there’s a lot more to see. Take a look at those stealthy exhaust tips perfectly integrated into the design like that. You might have missed them if it wasn’t for their unusual triangular shape that makes them so distinct. Now take a peek at the rear liftgate. Thanks to the smart little key in that picture up there, you can open and close the gate with a press of the button. So loading your latest find into the trunk just got a whole lot easier. And once you’re ready to get on your way, the brand-new optional 20-inch Pikes Peak alloy wheels, with their update on the classic five-spoke design, will be sure to get you there in style.
When it comes to choosing the all-new Touareg model that's right for you, the real question is this: How do you like your power? If you prefer the quiet sound of the VR6 FSI® engine, then the gasoline model is right for you. If your tastes are a little more sophisticated, you'll love the speed automatic transmission. Otherwise, you can choose the 3.0L supercharged hybrid powertrain, combining the power of a V8 engine with the fuel efficiency of a V6, then the 2011 Touareg with the world's first 3.0L supercharged hybrid powertrain will make a lasting impression. No matter which one you choose, all three models are built with the same German engineering. To the power of three.

When it comes to towing, the 2011 Touareg has the power to get you and your stuff anywhere you need to go. Whether you've got a camper, a trailer, or a small airplane in tow, the Touareg is designed with the ability to tow up to 7,700 lbs. * So when your travels take you a little farther from home, then the efficiency and oomph of the TDI Clean Diesel engine should suit you well. ** And if you're looking for the best compromise between economy and performance, then the 3.6L VR6 is one of our most powerful engines, and it has an available towing package to boot. Spring suspension, the VR6 turns the gas pedal into a gift to the ground, and the VR6 FSI engine delivers impressive performance. And if you're interested in zero emissions, then the Volkswagen diesel cars are the way to go. So you can coast without using fuel. Which is what the Volkswagen engineers call “sailing,” and what the planet calls “clean air.”

Because the TDI engine also gets up to 728 miles on just one tank of clean diesel.†† Range based on 28 highway mpg EPA estimate and a 26-gallon tank. Your mileage will vary.

† No matter which one you choose, all three models are built wide enough to give you the legroom you need to make the most of your drive.

* Optional towing package required.

The future is bright.

You might not notice it at first, but the Bi-Xenon™ headlights are using the Adaptive Front-lighting System (AFS) to turn up to 15 degrees around that corner, effectively seeing into the future. And the 4MOTION all-wheel-drive system is engaged and working together with the all-weather tires to keep the Touareg firmly on the road. From this perspective, it's hard to tell how bumpy the road actually is, but you probably wouldn't notice it much inside the Touareg either, thanks to the four-corner independent suspension. And just in case something were to dart out onto the road, ESC would help you correct for your sudden attempt to avoid it. So even if the weather is less than perfect, and the corner you're driving around is blind, and the terrain is bumpy, your all-new Touareg is prepared.

The future is bright.
Passive Safety: The all-new Touareg is designed with a comprehensive system of passive safety features that help protect you in the event of an accident, such as safety belts, airbags, crumple zones, and a reinforced safety cage. Kind of like an all-star team that works together when you’re needed most to help keep you safe in the event of an accident.

Active and passive safety. Just to be safe.

Rollover Sensor System: The all-new Touareg is equipped with a system that monitors the vehicle’s turning angle and speed, which can help detect a possible rollover situation. If it determines that you’re entering a rollover, it deploys the Intelligent Crash Response System automatically to help protect you.

Crash-Optimized Front End: Integrated right into the front structure of the car, which helps minimize the amount of energy absorbed by the car during a collision. That means the energy from the impact of your Touareg are impact-absorbing elements that allow for increased control, visibility, and safety in an emergency situation. It’s also easier to avoid collisions.

Safety Cage: Integrated into the front structure of the car, the safety cage helps provide space and material to help cushion and absorb the impact while the cage helps insulate you. So even if you’re involved in a collision, you’re protected.

Airbags to help reduce the risk of injury.

Intelligent Crash Response System: After the airbags have been deployed, the Intelligent Crash Response System automatically unlocks all doors, disconnects the battery from the starter, disables the fuel pump, and turns on the hazard and interior lights. That’s why we call it Intelligent Crash Response System.

Automatic Braking System (ABS): Actually serves two purposes, when it comes to safety. Not only does it help keep the brakes from locking up during sudden stops, it also helps you retain control over the steering during an emergency braking situation. So you can still maneuver the car as you attempt to avoid whatever is in your way.

Brake Disc Wiping: Stealing fast is nice. But stopping fast is a must. So we included a brake disc wiping feature on the all-new Touareg that helps keep the brake pads dry when it’s raining or wet outside, which helps optimize braking and reduces the distance required to stop completely. Which is particularly helpful in avoiding collisions.

Tire Pressure Monitoring System (TPMS): So you haven’t been in a collision or situations where there’s been an impact. TPMS is designed to monitor inflated tire pressure and inform you of any loss of inflation pressure. It may sound simple, but it can help you avoid a collision due to a flat tire or low tire.

Active Safety: The all-new Touareg is designed with a comprehensive system of active safety features that can help you prevent a collision, such as Front Assist, Rain Assist, Lane Assist, Adaptive Cruise Control, and Parking Assist. These features help you maintain control in a variety of situations and avoid creeping collisions.

Laser Seam Welding: Sure, it sounds cool. But what does it mean? Well, it’s kind of like the difference between a jacket with buttons and one with a zipper. The buttons keep the jacket on, but they still leave spaces in between. Whereas a zipper seals the deal, leaves no spaces, and therefore creates a much stronger bond. When it comes to increased control, visibility, and safety in an emergency situation, thanks to laser seam welding, we’ve got the situation all zipped up.

Anti-lock Braking System (ABS): ABS actually serves two purposes when it comes to safety. Not only does it help keep the brakes from locking up during sudden stops, it also helps you retain control over the steering during an emergency braking situation. So you can still maneuver the car as you attempt to avoid whatever is in your way.

Brake Disc Wiping: Stealing fast is nice. But stopping fast is a must. So we included a brake disc wiping feature on the all-new Touareg that helps keep the brake pads dry when it’s raining or wet outside, which helps optimize braking and reduces the distance required to stop completely. Which is particularly helpful in avoiding collisions.

Tire Pressure Monitoring System (TPMS): So you haven’t been in a collision or situations where there’s been an impact. TPMS is designed to monitor inflated tire pressure and inform you of any loss of inflation pressure. It may sound simple, but it can help you avoid a collision due to a flat tire or low tire.

Laser Seam Welding: Sure, it sounds cool. But what does it mean? Well, it’s kind of like the difference between a jacket with buttons and one with a zipper. The buttons keep the jacket on, but they still leave spaces in between. Whereas a zipper seals the deal, leaves no spaces, and therefore creates a much stronger bond. When it comes to increased control, visibility, and safety in an emergency situation, thanks to laser seam welding, we’ve got the situation all zipped up.

Anti-lock Braking System (ABS): ABS actually serves two purposes when it comes to safety. Not only does it help keep the brakes from locking up during sudden stops, it also helps you retain control over the steering during an emergency braking situation. So you can still maneuver the car as you attempt to avoid whatever is in your way.

Brake Disc Wiping: Stealing fast is nice. But stopping fast is a must. So we included a brake disc wiping feature on the all-new Touareg that helps keep the brake pads dry when it’s raining or wet outside, which helps optimize braking and reduces the distance required to stop completely. Which is particularly helpful in avoiding collisions.

Tire Pressure Monitoring System (TPMS): So you haven’t been in a collision or situations where there’s been an impact. TPMS is designed to monitor inflated tire pressure and inform you of any loss of inflation pressure. It may sound simple, but it can help you avoid a collision due to a flat tire or low tire.
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 the first three years of scheduled maintenance at no extra charge. Stop by in the first 90 days for your courtesy vehicle check. Ask us any questions you might have while we give your all-new Touareg 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 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.

*The Volkswagen Carefree Maintenance Program covers the vehicle’s scheduled maintenance for three years or 36,000 miles, whichever comes first. Coverage during the term of the new vehicle limited warranty at no additional charge. Some limitations apply. See dealer or vehicle maintenance program booklet for details.
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. Don’t just take our building. We’ve done our part to make sure the eco-friendly building is also the very best that green technology has to offer. And that’s all of the people who live in the community.

At home in America.

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.

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 make our paint job easier, it also helps reduce CO2 emissions by about 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 recycling and restoring creeks to help manage storm water and we’re replanting any trees that have been cut down.

C. Monsoon Testing
Every new VW built in the Chattanooga facility undergoes a six-minute “monsoon” water test to check for any leaks. Drenching the car in such a deluge of water helps us ensure that every new VW will withstand anything that nature can dream up.

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 who won our design competition. This 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.

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 thinner finish, it also helps reduce CO2 emissions by about 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 recycling and restoring creeks to help manage storm water and we’re replanting any trees that have been cut down.

C. Monsoon Testing
Every new VW built in the Chattanooga facility undergoes a six-minute “monsoon” water test to check for any leaks. Drenching the car in such a deluge of water helps us ensure that every new VW will withstand anything that nature can dream up.

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 who won our design competition. This 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.

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 thinner finish, it also helps reduce CO2 emissions by about 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 recycling and restoring creeks to help manage storm water and we’re replanting any trees that have been cut down.

C. Monsoon Testing
Every new VW built in the Chattanooga facility undergoes a six-minute “monsoon” water test to check for any leaks. Drenching the car in such a deluge of water helps us ensure that every new VW will withstand anything that nature can dream up.

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 who won our design competition. This 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.

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 thinner finish, it also helps reduce CO2 emissions by about 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 recycling and restoring creeks to help manage storm water and we’re replanting any trees that have been cut down.

C. Monsoon Testing
Every new VW built in the Chattanooga facility undergoes a six-minute “monsoon” water test to check for any leaks. Drenching the car in such a deluge of water helps us ensure that every new VW will withstand anything that nature can dream up.

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 who won our design competition. This 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.
Running Lights (DRL); Climatronic® dual-zone automatic climate control; leather-wrapped, headlights with Adaptive Front-lighting System (AFS), directionally adjustable; LED Daytime

console with metallic trim surrounds; Vienna leather seating surfaces; 12-way power driver's heated, power-adjustable side mirrors with memory; Burr Walnut interior trim and center rear cargo area.

Satellite Radio with 3-month trial subscription, Media Device Interface (MDI) with iPod®

60/40-split folding rear seat with fore and aft sliding adjustment and 3-stage adjustable trim surrounds; 8-way power, heated front seats; heated windshield washer nozzles; HD Radio receiver, SD memory card reader, AUX-in for portable audio players, SIRIUS®

console, 60GB hard disk, 3D landmarks, DVD player with advanced audio converting, engine; 4MOTION® all-wheel drive, 8-speed automatic transmission; 18" Tacora alloy wheels closing assist; HomeLink®; V-Tex leatherette seating surfaces; black high-gloss center console multi-function steering wheel; premium color multi-function instrument cluster display; four 12-way power adjustable front seats with 4-way power lumbar support; metal scuff plates on door sills; aluminum appearance pedals.

Optional: 19" Everest alloy wheels; panoramic power sunroof; 20" Pikes Peak

length 188.8 inches (4,795 mm)

Rear track 65.7 inches (1,670 mm)

Front track 64.9 inches (1,650 mm)

Differential Lock (EDL), and Engine Braking Assist (EBA)

Anti-lock Braking System (ABS), Electronic Brake-pressure Distribution LATCH (Lower Anchors and Tethers for CHildren) child seat anchor points

Side Curtain Protection® head airbags, front and rear*

Immobilizer theft-deterrent system

Anti-theft vehicle alarm system for doors, hood, trunk, radio; Tire Pressure Monitoring System (TPMS)

Bluetooth hands-free calling system

Premium color multi-function trip computer with compass, trip time, temperature, clock and outside temperature

Climatronic dual-zone electronic climate control with pollen filter

Double wishbone front and rear independent suspension

Servotronic steering system (power assisted)

Power-assisted, front vented disc brakes; rear solid disc brakes

Trailer hitch

Park Distance Control (PDC) system, with front and rear proximity sensors

– – –

Power-operated, heated side mirrors with memory and integrated

dynamic headlight range adjustment

Adaptive Front-lighting System (AFS), directionally adjustable, and

Bi-Xenon high-intensity headlights with LED Daytime Running Lights (DRL),