

The 2009 Volkswagen Family



Das Auto.

All around the world, it's

From Wolfsburg to the far reaches of the earth, Volkswagen has done one thing, and one thing only for over six decades: Give the people what they want. From exhilarating performance to comprehensive safety, our mission is to deliver authentic, precision German engineering to the people. More specifically, the people who refuse to compromise. They're the ones who've made Volkswagen the 3rd largest car maker in the world, and Europe's top selling auto.*

They're also the ones who inspire us to constantly evolve and add exciting new chapters to the Volkswagen story. Did you know that we've made ESP® standard on all 2009 vehicles? Or that we provide a Carefree Maintenance™ Program** on every 2009 model? Or that we were the first to make clean diesel vehicles available in all 50 states? How about that right now, the VW forest is growing in Mississippi thanks to the Volkswagen Carbon Neutral Project—the first U.S. carbon offsetting program initiated by a car manufacturer? There may be a lot you don't know about Volkswagen. Keep reading, and you'll learn how Volkswagen is bringing the people what they want with every car we build.

What will we do first, next?



what the people want.



Routan SEL Premium, Calla Lilly White, 17" Soho Wheels. Jetta SEL, Candy White, Ground Effects Kit, 18" Karthoum Wheels. Touareg V8 FSI, Campanella White, 19" Terra Wheels

The New Beetle and New Beetle Convertible.

An icon then and now.

No vehicle is more iconic or enduring than the Volkswagen Beetle. First brought to the people back in 1938, 'the little car that could' soon motored all over the world and became the longest-running and most-produced automobile of a single design. In America, the Beetle did everything from winning the Baja 500, to winning the hearts of Americans in every walk of life. This journey is far from over, as the New Beetle brings the fun and fashion of an iconic shape and combines it with the latest in German-tuned engineering and European styling. So hop in, buckle up, and take off. The world is waiting.

*EPA estimates only. Your mileage may vary.



- 2.5L, 5-cylinder DOHC gasoline engine
150 hp/170 lbs.-ft. of torque 20 city/29 highway
mpg (20 city/28 highway mpg for Convertible),
EPA estimates*
- 6-speed automatic with sport mode and Tiptronic®
- Unibody construction – reinforced safety cage
and smart design create a safe vehicle
- ESP – Electronic Stabilization Program
is standard on all New Beetles, and
all Volkswagens





- 2.5L 5-cylinder, 170 hp/177 lbs-ft. of torque
- 5-speed manual or 6-speed automatic with sport mode and Tiptronic®
- 21 city/29 highway mpg, EPA estimates*
- Crash-Optimized Front End — designed to deflect crash impact down and away from cabin
- Alphabet Brakes — ABS, EBD, HBA, and ESP to stop safely every time





The Rabbit.

Bred for the city.

You've got to be quick and cunning to make it in the city, and the Rabbit fires on all cylinders. Its nimbleness and stealthy size help get you out of gridlocked traffic, and into some pretty tight parking spaces. While its host of active and passive safety features are engineered to help get you out of tight spots. And the Rabbit's European handling and suspension give it the chutzpah and agility to steer clear of whatever the mean streets throw your way.

*Manual transmission: 21 city/29 highway mpg. EPA estimates only. Your mileage may vary.



Tornado Red, Sport Styling Body Kit, 17" Goal Wheels

The GTI and GLI.

The people want pre-tuned, pre-loaded and pre-cise.

The rubber-burning world of the sport compact sedan and hatch has come a long way over the last few years. People want speed, handling, and tune-ability. They also want European design and bang for their buck. At Volkswagen, we've been giving our autos more punch and power in the United States since 1983, when we introduced the concept of a sport compact with the original Mk I GTI. Still a collector's favorite, it is the inspiration for the Mk V GTI and its iconic twin, the GLI. Both feature an efficient,* Autobahn-proven, 2.0L turbocharged direct injection engine, German-tuned sport suspension and meticulously speedy Volkswagen DNA. Think of it as a competitive sibling rivalry, and you're the winner.



*EPA fuel economy estimates: 21 city/31 highway mpg (GTI and GLI); your fuel consumption may vary.



- 2.0L Turbocharged direct injection (FSI) gasoline engine, 200 hp/207 lbs.-ft. of torque
- 6-speed manual transmission, 21 city/31 highway mpg, EPA estimates
- 6-speed DSG transmission with Tiptronic® and paddle shifters, 21 city/29 highway mpg, EPA estimates
- HBA - Hydraulic Brake Assist – adds an additional ABS braking power in emergencies
- Bi-Xenon™ headlights



GTI, Black Magic Metallic, GTI Deep Black Metallic. Both cars have Ground Effects Kit, 18" Hufeisen Wheels

The Jetta and Jetta SportWagen.

The people want to fall in love on four wheels.

Just what makes the Jetta so popular all around the world? The reasons are vast and varying. Some say it's the superior German engineering. Others say it's about possessing the latest in safety technology with a standard Electronic Stabilization Program (ESP). Still others point out the availability of an optional turbo-diesel engine. Whatever your reason may be, the Jetta provides all the wonder and joy of German engineering at a price you can feel good about. It's the automotive equivalent of having your cake and eating it, too. Really fast, German-tuned cake.

*EPA estimates only. Your mileage may vary. **38 city/44 highway (automatic) real world fuel economy based on AMCI testing. ***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. †Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment program (www.safercar.gov).



SEL, Salsa Red, Ground Effects Kit, 17" Avignon Wheels



- 2.5L 5-cylinder engine, 170 hp/177 lbs.-ft. of torque
21 city/29 highway mpg. EPA estimates*
- 2.0L, optional TDI Clean Diesel engine, 140 hp/236 lbs.-ft. of
torque, 38 city/44 highway mpg real-world AMCI-certified**
- 6-speed automatic with sport mode and Tiptronic® (S and SE)
- 6-speed manual or 6-speed DSG automatic with Tiptronic®,
the fastest shifting transmission in the world.
- 6 standard airbags, with 2 additional rear airbags optional†***
- 5-star side impact rating†



The Eos.

The people at MotorWeek want the Eos.

Meet the Volkswagen Eos, the award-winning hardtop convertible, aptly named after the goddess of wind and dawn. In a world of expensive European drop-tops, Eos is the first hardtop convertible with a sunroof in its class. Maybe that's why Eos won 2007 *MotorWeek's* "Drivers' Choice Award" for Best Convertible. If that sounds like music to your ears — and feels like wind through your hair — then the Eos might just be right for you.



*EPA estimates only. Your mileage may vary.

Coupe



Sunroof



Convertible



- 2.0L Turbocharged direct injection (FSI) gasoline engine
200 hp/207 lbs-ft. of torque
- 6-speed manual transmission, 21 city/31 highway mpg. EPA estimates*
- 6-speed DSG transmission with Tiptronic® and paddle shifters
22 city/29 highway mpg. EPA estimates
- Rollover protection – in the event of a severe crash or rollover, a support-beam rollbar deploys from behind the rear seats to help protect all passengers
- PODS – Passenger Occupant Detection System – senses if seats are occupied, and deploys safety measures to help protect those individuals





- 2.0L Turbocharged direct injection (FSI) gasoline engine. 200 hp/207 lbs-ft. of torque
- 21 city/29 highway mpg. EPA estimates***
- 6-speed automatic with Tiptronic®
- 5-star front passenger side impact rating†
- Disc brake wiping system – quickly wipes brakes dry in wet weather to keep them working properly





The Passat and Passat Wagon.

The people want a car for everyone, but they want to be the only one to have it. Introducing the 2009 Volkswagen Passat, the car for the people who take special pride in being the only one on the block with German engineering, European styling, and “Best in Class” award* in 2007 and 2008 to match. Uniquely bred and spec'd in Germany's legendary Nürburgring, the Passat boasts features and engineering found in few other autos around the world. Low sticker price, high-end special features:** It's what the people want.

*2007 and 2008 Kiplinger's Finance "Best in Class" Passat Wagon 2.0T. **Passat offers a brake disc wipe feature, an electronic parking brake with auto hold, and a push start key fob system. ***EPA estimates only. Your mileage may vary. †Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment program (www.safercar.gov).



Cobalt Blue Metallic, 17" Akiros Wheels

The all-new CC.

Designed to stir souls. Engineered to stop hearts.

Introducing the CC, the curvaceous, all-new sedan from Volkswagen. Designed with emotional curves and mathematical genius, this innovative new vehicle breaks down the barriers between you and a truly exceptional German sedan. The CC inspires with beautiful curves, VIP treatment for four passengers, and available 280hp of performance to back it all up. Its sleek shape boasts one of the lowest drag coefficients in its class. Less than that of a speeding bullet. Which simply means it slips through the air and glides past gas pumps.

*EPA estimates only. Your mileage may vary.

Available Winter 2008



3.6 4MOTION Reflex Silver Metallic, Polished Dual Exhaust Tips, 18" Daytona Wheels



- 2.0L Turbocharged direct injection (FSI) gasoline engine. 200 hp/207 lbs-ft. of torque, 19 city/29 highway mpg. EPA estimates*
- 6-speed automatic with sport mode and Tiptronic®
- 3.6L VR6 gasoline engine. 280 hp/265 lbs-ft. of torque, 18 city/27 highway mpg. EPA estimates
- Automatic dimming rear-view mirror, uses light sensors to dim the mirrors, preventing bright lights from hampering nighttime driving
- Backup camera – works in conjunction with the optional navigation/entertainment unit and camera hidden under the rear VW badge to display a video feed from the rear of the car





- 2.0L Turbocharged direct injection (FSI) gasoline engine, 200 hp/207 lbs-ft. of torque
- 6-speed manual transmission, 19 city/26 highway mpg. EPA estimates**
- 6-speed automatic transmission with Tiptronic,[®] 18 city/24 highway mpg. EPA estimates
- Prevent and Preserve Safety System™ with 45 safety-minded features
- LATCH – Lower Anchors and Tethers for CHildren. A standardized child-safety seat system.





The all-new Tiguan.

The people want to play. But they want to play nice.

The Tiguan is the first Compact SUV from Volkswagen. It also was named Europe's SUV of the Year by *Auto Bild*.^{*} It's designed with the belief that you only need as much SUV as you need. Just enough to get you and your stuff to the playground. Whether that playground is at the corner park, or Rocky Mountain National Park. Everything you need, and nothing you don't.

*Auto 1 Trophy in the category of Off-Roaders and SUV. **EPA estimates only. Your mileage may vary.



The Touareg 2.

The people want more brains with their brawn.

They want gutsy Baja 500 capability. And they want it with an available smart new DVD player, GPS navigation, and supple European leather seating surfaces. The people want to feel like they're racing the Dakar Rally when they're making a pit stop at the Skokie minimart. They want the perfect combination of plush European comfort, intuitive safety systems, and 4-wheeling muscle.

Professional driver, do not attempt with your vehicle. May cause damage to wheels, tires or suspension and can result in personal injury to vehicle occupants. *EPA estimates only. Your mileage may vary.





- 3.6L VR6 FSI. 280 hp/265 lbs.-ft. of torque, 14 city/19 highway mpg, EPA estimates*
- 4.2L V8 FSI. 350 hp/324 lbs.-ft. of torque, 12 city/17 highway mpg, EPA estimates
- Electronic Differential Lock (EDL) – a safety feature that gets the Touareg quickly out of trouble
- Engine Braking Assistance (EBA) – uses torque from the running engine to slow down the Touareg on steep descents



The all-new Routan.

Introducing the only minivan in America with German engineering. The people want the body of a minivan, with the heart and soul of a German-tuned Volkswagen. They want sleek European design on the outside, and dynamic sporty European engineering underneath. They want German-inspired performance for their inner child, and all-wheel ABS brakes and traction control for their actual children. That's why we've created the Volkswagen Routan, the only German-tuned minivan in America. It's what the people want.



*EPA estimates only. Your mileage may vary.



- 3.8L V6 gasoline engine. 197 hp/230 lbs-ft. of torque, 16 city/23 highway mpg. EPA estimates*
- 4.0L V6 gasoline engine. 251 hp/259 lbs-ft. of torque, 17 city/25 highway mpg. EPA estimates
- 6-speed automatic with manual shift mode
- ESP Electronic Stabilization Program with brake assist
- Optional rear backup camera





Dramatization, as all bags do not deploy as shown. *Go to IIHS.org 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.

Alphabet Brakes

ABS, EBD, HBA, and EDL all are designed to help keep you and your loved ones A-OK.

LATCH

Lower Anchors and Tethers for CHildren. A standardized child-safety seat system.

Dual Front and Side Airbags**

Deploy almost instantly in the event of an accident. The sensors and layout of the bags help protect passengers no matter where they're sitting.

Side Curtain Protection***

From the front seats to back, side curtain airbags deploy to help reduce head and upper torso injury in the event of side impact.

Electronic Brake Pressure Distribution

Senses exactly how you are braking, then applies just the right amount of braking power to each axle as needed. During very hard braking, this system helps keep the vehicle under control.

Park Distance Control System

Notifies you when you're too close to another parked car with audible beeps.

Electromechanical Power Steering System

Variable power steering means you'll get a consistent response no matter how fast (or slow) you're driving. It also helps bring the wheel back to center quickly on turns. Plus it doesn't use steering fluid so it is a completely sustainable solution. Which makes it an environmentally responsible solution, too.

LED Technology

The rear brake lights are all illuminated using Light Emitting Diodes that light up instantly and shine brighter, to help keep the rear of the vehicle optimally visible and out of harm's way. Bulbs also use less power and have a 59% longer life span than traditional bulbs.

Bi-Xenon™ Headlamp System

Optional Bi-Xenon headlamp system shines brighter than halogen or normal filament bulbs. Bi-Xenon headlights move with the steering wheel to provide better visibility through turns, regardless of speed. The powerful light beam is created by an arc of electricity inside the light bulb filled with xenon gas, to give visibility in even the murkiest road conditions.

Safe happens.

The people want safety standards to come standard. That's why we developed the Prevent and Preserve Safety System™ – a comprehensive network of features that work in harmony to help you avoid an accident, and help protect you if one is unavoidable. It's one of the reasons why the Volkswagen Jetta, Jetta SportWagen, Passat, Passat Wagon, Eos, Rabbit and Tiguan were all named Top Safety Picks for 2008 by the Insurance Institute for Highway Safety.* And we're always improving upon it. Because when it comes to safety, our work is never done. Visit vw.com/safehappens to learn more.

The people want their car to know what they're thinking.

The National Highway Traffic Safety Administration has mandated that electronic stability control be included on all vehicles by 2012. So we figured we'd get a head start by making ESP (Electronic Stabilization Program) standard on every 2009 VW. It helps the driver stay the intended course by detecting slick and slippery road conditions, and kicking in corrective forces. ESP is most effective when the driver is taking evasive action during sudden maneuvers, like when avoiding a crash. ESP also stands for Extra Sensory Perception. Coincidence?

I have a sense of humor about a lot of things. Safety isn't one of them.





The people want big zips on the road. And small sips on the fuel.

The people want a nice tax credit from the IRS. Jetta TDI Clean Diesels offer fuel efficiency, power, performance, and a \$1,300 tax credit* from Uncle Sam because they qualify as alternative motor vehicles. Or in other words, lean, mean, cleaner burning machines. The Volkswagen TDI engine is cleaner than conventional diesels, emitting 95% less soot as well as a reduction in oxides of nitrogen and sulfur. It's powerful, with the kind of low-end torque that racers and tuners demand. It's efficient, using a turbocharger and smart exhaust design to burn fuel more effectively. So much so, in fact, that Volkswagen was the first automaker to offer a clean diesel car that is certified in all 50 states. And best of all, it will help save you money with an out-of-this-world AMCI estimated mileage of 38 city/44 highway** (automatic) and over 600 miles on a single tank of fuel.***

There's even a Jetta SportWagen TDI Clean Diesel, with the same astonishing clean diesel technology, plus a whopping 66.9 cubic-feet of cargo room†.

T-D-I Love You.



*Tax credit submitted under Notice 2006-9 and Internal Revenue Code, Section 30B relative to the Volkswagen Jetta 2.0L TDI Sedan and SportWagen, Model Year 2009. Available to taxpayers who purchase a qualified vehicle on or before December 31, 2010. Leased vehicles will not be eligible for the credit. Only a limited number of full tax credits are available. Please consult a tax professional for more information or go to www.irs.gov. **29 city/40 highway (automatic) EPA estimates. 38 city/44 highway (automatic) real world fuel economy based on AMCI testing. Your mileage may vary. ***Based on highway mpg. †Measured with rear seats folded flat.



- 2.0L Turbocharged 4-cylinder with Common Rail direct injection
- 50 State approved Clean Diesel engine
- Manual transmission 30 city/41 highway mpg, EPA estimates



Four decades of peace, love and dirt-kicking, torque-heavy real world racing.

It all started with a scrappy little Beetle dune buggy that turned into a hero at the 1967 Mexican 1000. Since then, Volkswagen has left its mark from Dakar to Pikes Peak to the SCORE International Baja 500. Keep reading and you'll learn about our brand-new Jetta TDI Cup, a racing series featuring turbo diesel technology, 30 young racers, and a zero carbon footprint. Also in the garage is a SCORE International Off-Road Racing Trophy Truck built to compete in the Baja 1000. This creation is so advanced that the SCORE International officials had to create a new rules package for our hyper-efficient turbo diesel engine. Look around the apex of that next corner, it's the future of racing, and it's got a big Volkswagen logo on it.

The people want to race and they want the environment to win.

A groundbreaking new kind of auto racing is going on, made possible by the Jetta TDI Clean Diesel. The Jetta TDI Cup was created to show the full power of diesel, and to introduce the world to the first racing series designed to be green. Each Jetta TDI Cup race features 30 of the fastest racers in the U.S. between the ages of 16 and 26. This SCCA Pro Racing series pits drivers against one another in equally-prepped, race-tuned Jetta TDIs. And, they can compete in four bladder-busting races on a single tank of fuel. Go, green. Go.









SIRIUS Entertainment for your Volkswagen.

SIRIUS® Satellite Radio delivers over 130 channels, including 100% commercial-free music. Enjoy six introductory months* of everything from news to sports to classical to metal to hip hop to honky tonk. And if there's such thing as hip tonk or honky hop, you better believe you're getting that too, because SIRIUS has it all. And to help you steer clear of any obstacles in your way, you'll also get three months of SIRIUS Traffic service that streams real-time traffic data directly into your optional navigation system.

Radio from space?
Remarkable!



SIRIUS
SATELLITE RADIO

*One year introductory on Routan.



The car for the people. The accessories for the person.

Accessorize and personalize your Volkswagen just how you like it with an array of options.

Racks – Carry more with the basic roof rack setup. Add a bike, kayak, ski and cargo options to load up on any sport, hobby, or pastime.

Running Boards – These running boards have a sturdy skid-resistant stepping surface. So you can hit the boards running if you're trying to outrun the rain.

Dual Exhaust Tips – These let the other drivers at the stoplight know you're not to be trifled with.

Trailer Hitch – Hitch your wagon to a star or boat as the case may be, with factory Trailer Hitch and the slope-friendly Trailer Hitch Ski-Rack Attachment.

Body Kits – Help your Volkswagen hug the ground with front and rear spoilers and side valances via the optional body kit.

Visit drivergear.vw.com



Exterior Model Colors



New Beetle
New Beetle Convertible



New Beetle
New Beetle Convertible
Rabbit



New Beetle
New Beetle Convertible



New Beetle
New Beetle Convertible
Jetta/Jetta SportWagen
GLI
Eos



New Beetle



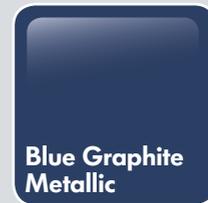
Jetta/Jetta SportWagen
Touareg 2
Eos



Jetta/Jetta SportWagen
GLI



Jetta/Jetta SportWagen
Passat/Passat Wagon
Eos Tiguan
Rabbit Touareg 2
CC



Jetta/Jetta SportWagen



Jetta/Jetta SportWagen
GLI



United Gray
Metallic



Pomegranate
Red



Opal Silver



Black Magic
Metallic



Eismeer Blue
Metallic

Rabbit
GTI

Routan

Eos

GTI

Eos



Deep Black
Metallic



Candy White



Wild Cherry



Tornado Red



Thunder Blue

GLI
CC
Passat/Passat Wagon

Jetta/Jetta SportWagen
New Beetle
New Beetle Convertible
Passat/Passat Wagon
Eos GTI/GLI
Rabbit Tiguan
CC

Tiguan

Rabbit
GTI

Eos



New Beetle Convertible, Gecko Green Metallic



If I had to choose a favorite color I'd pick... wait, lemme think.



Island Gray Metallic

Passat/Passat Wagon
CC



Light Brown Metallic

CC



Deep Black Pearl

Tiguan



Sapphire Blue

Tiguan



Alpine Gray

Tiguan



White Gold Metallic

Passat/Passat Wagon
CC
Tiguan
Touareg 2



Shadow Blue Metallic

CC



Iron Gray Metallic

CC



Cobalt Blue Metallic

Passat/Passat Wagon



Mocha Brown

CC



Calla Lilly
White

Routan



Campanella
White

Touareg 2



Galapagos
Gray

Touareg 2



Alaska Gray

Touareg 2



Nocturne
Black

Routan



Antigua Blue

Routan



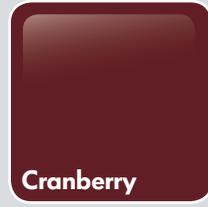
Mercury Silver

Routan



Blonde Maple

Routan



Cranberry

Touareg 2



Atlantis Blue

Routan



Introducing our Volkswagen Carefree Maintenance Program.*

Volkswagen is proud to provide three years of complimentary scheduled maintenance on all 2009 Volkswagen models. The program includes oil and filter changes, brake checks, fluid checks, tire rotation, and airbag checks, just to name a few.



*The Volkswagen Carefree Maintenance Program covers the vehicle's 10K, 20K and 30K scheduled maintenance intervals except for the Volkswagen Routan. The Routan Carefree Maintenance Program covers the vehicle's 6K, 12K, 18K, 24K, 30K and 36K scheduled maintenance intervals. Coverage is during the term of the new vehicle limited warranty, at no additional charge. The program covers 3 years or 36,000 miles, whichever comes first. See dealer or vehicle maintenance program booklet for details. Does not include routine wear and tear on parts such as brakes, tires, wiper blades, light bulbs, etc.



S, Reflex Silver Metallic, Ground Effects Kit, 18" Mugello Wheels



The Carbon Neutral Project is a partnership with Carbonfund.org, designed to start addressing the issue of carbon emissions. With their help, we're making it easy for anyone who owns a Volkswagen to determine their vehicle's carbon output and take action towards offsetting it. So far, the VW community has planted 278,496 trees and offset 413,609 tons of carbon. And that's just the beginning. Learn more at vw.com.



vw.com

The ideas in this book are new. The paper however is recycled. Please remember to recycle. The book. Not the ideas in it. Thanks.



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