Das Auto

A VW doesn’t just start off as sheet metal and engine parts. It begins as an idea. A belief that getting the little things right is a big thing. 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. Some would call these just a bunch of good ideas. We call them Das Auto.*

The GTI

AUTOMOBILE Magazine named it “Automobile of the Year” for a record-breaking second time in history. CarandDriver.com called the GTI “a true icon among compact hatchbacks.”* U.S. News and World Report ranked it #1 in upscale small cars.** It’s tough outdoing yourself year after year. But when you’re making an icon, #1 ranked Automobile of the Year, it’s worth all the effort. Because when the accolades start pouring in and our fan base continues to grow, it feels pretty darn good. So even if the awards went away and all we had to celebrate was the incredible popularity of the GTI, we wouldn’t mind. After all, it’s really the opinions of our fans that matter most. The rest is just icing on a really sporty, extra-shiny, turbocharged cake.

Let’s talk Volkswagen.

What makes a Volkswagen a Volkswagen. See those little icons over there? They represent the big ideas that every Volkswagen must live up to in order to wear the VW badge. No matter how large or small, all models are a combination of these essential ideas. Find one icon and you’ll discover something special about a Volkswagen. It’s really that simple.
Performance. The award-winning 2.0L TSI® engine was designed with the highest torque-per-cylinder in its class. Which means it’s tuned to have a broad, flat torque curve with a nice, wide power band. If you’re not sure what that means, step on the gas when the light turns green. That’ll tell you all you need to know.

Joy, meet ride.

Take the GTI out cruising through the neighborhood, jet down the freeway, or zip along a few off-the-beaten paths and one thing is for sure: you’ll leave everyone else in your wake. Its 200-hp turbo engine with 207 lbs/ft of torque, paired with either a six-speed manual or a six-speed automatic DSG® transmission with Tiptronic®, is designed for speed. Both options come equipped with a sport-tuned suspension, and the DSG transmission has super-sleek paddle shifters that transfer power between two mechanically actuated clutches and row through its sequential gear set, providing seamless acceleration and imperceptibly fast gear changes. That’s kind of a mouthful, but you’ll love every minute of it. And here’s a neat trick to show off what your GTI can do. For the fastest and most precise way of getting from 0 to 60, simply put the DSG transmission in Sport mode, turn off the ESC (Electronic Stability Control), keep your left foot on the brake, and then press the gas pedal to the floor. Now take your foot off the brake. That’s what we affectionately refer to as Launch Control. Just remember to turn the ESC back on once you blast off.

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Joy, meet ride.
There are two kinds of people: GTI fans and soon-to-be GTI fans. For a year now, GTI fans have been lighting up the fan boards with discussions of the new front honeycomb grille (that lets the air flow through to help cool the front brakes). Soon-to-be GTI fans are just noticing how nice it looks. Car enthusiasts around the world have always loved the bright red brake calipers that you can see through the signature 18-inch Detroit alloy wheels. And the dual exhaust tips that complement the rear of every GTI. Or, more specifically, complement it twice over. So whether you're already a fan or itching to become one, everyone agrees that the GTI is one hot hatch. From top to bottom, front to back. Hot.

Admirers, your secret is out.
Design. When we designed the GTI, we paid meticulous attention to every detail. Down to the red stitching on the gearshift and steering wheel. And the racy red lines on the front grille. Not to mention the red accent lights that glow at the bottom of the dash and the multi-functional steering wheel. They’re all subtle yet elegant reminders that you’re driving a true sports car.
Technology. Go ahead, grip the GTI-badged steering wheel. Marvel at its soft leather wrapping and flat-bottomed, race car design. Doesn’t that feel nice? This sporty, multi-function steering wheel option comes with integrated controls for easy access to the entertainment system and to information such as average trip speed and miles to empty. It’s your connection to the road, your car, and so much more.

The latest in cockpit technology.

The original hot hatch deserves the hottest technology. Like an available premium touchscreen sound system. And a Media Device Interface (MDI) with iPod® cable so you can easily navigate your playlists, albums, and songs all through the available touchscreen interface. Not to mention the available Dynaudio® stereo with eight high-end speakers you’ll enjoy during your drive. It also comes with a three-month trial subscription to over 130 channels of SIRIUS® Satellite Radio, as if the AM/FM touchscreen stereo and in-dash six-CD changer didn’t give you enough music to choose from. And don’t forget Bluetooth® with voice command, phone book download, and music streaming capabilities. All of those optional features can be controlled by the available multi-function steering wheel, along with the onboard trip computer that can tell you everything from the temperature outside to the miles until your next fill up. And if you opt for the touchscreen navigation system, you’ll always be able to find your way to wherever you’re going and back home again. Just in case you want to get lost in the music, or the world, for a little while.

GTI with Sunroof and Navigation shown in Interlagos cloth
When there’s this much to love about the GTI, you just might want to move in.
For good. Patience, if you will; the famous Interlagos plaid. The optional Titan Black leather seating surfaces, if you want to update the classic. The gentle hug from the bolstered eight-way sport seats as you accelerate. The quiet hum that you hear when the turbo kicks in. The race-inspired pedals with rubber grips to help keep you in control. The leather-wrapped steering wheel with sleek red stitching. The eight-speaker sound system that plays whatever you’re in the mood for. The white and red interior lighting that glows when the sun sets. The available power glass sunroof that you can open when the sun rises again. A day in the life of a GTI owner is a comfortable one. So by all means, make yourself at home.

Comfort. That little sports car you’re looking at has a secret. Not only does it fit four full-sized adults in its comfy bucket seats, but it also makes room for all the other stuff in your life. Just open the hatch and behold the cargo space. To you, it can carry teammates, equipment, and just about anything else you can imagine.

There’s no place like home.
GTI with Sunroof and Navigation shown in Candy White
GTI shown in Candy White

Safety. There’s safe. And then there’s Volkswagen safe. Safe protects you from all kinds of life’s little (and big!) surprises. Volkswagen safe wins awards from the National Highway Traffic Safety Administration (NHTSA), which gave the 2010 GTI 4-door five stars (the highest rating possible) for side-impact crash safety. Safe is what every car should be. Volkswagen safe is what every car wishes it were. When you have a car with this much power, it’s nice to know you’re in good hands.

Our success is no accident.

When you buy a Volkswagen like the GTI, you’re driving home more than just a car. You’re taking home total peace of mind. You don’t have to think about how its doors thunk solidly into place. Or how it has six airbags standing guard.** Or especially how the crash-optimized front end would help absorb energy on impact and help protect you in the event of a collision. That’s because every Volkswagen is built to the highest standards. Volkswagen standards. Standards so high that we included ESC (Electronic Stability Control), ABS (Anti-lock Braking System), and HBA (Hydraulic Brake Assist) on every VW to help you stay safe in every situation. Because we believe that once you’ve achieved a certain level of excellence, there’s no going back. That’s why we call it a standard.
Quality. 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, stability, and safety in every situation, thanks to laser seam welding, we’ve got the situation all zipped up.

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 your first three years of scheduled maintenance at no extra charge. If you’d like, stop by in the first 90 days, or 6,000 miles, for your courtesy vehicle check. Ask us any questions you might have while we give your GTI 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 it’s there for. Keeping it like new, well, 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.
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. Doesn’t a pristine new building deserve the very best that green technology has to offer? Of course. And so do all 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.

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 better finish, it also helps reduce CO2 emissions by about 20 percent.

B. Recycled Land
Our environmentally-friendly, eco-friendly manufacturing facility stands on land that is ideal for environmental renewal. As we build, we’re reclaiming and restoring creeks to help manage storm runoff and we’re planting 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 each new VW will withstand anything that nature rains down upon it.

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 over a design competition. The 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.

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GTi with Sunroof and Navigation include GTi with Sunroof features, plus: RNS 315 navigation system with 5" color touchscreen in center console, Bi-Xenon high-intensity headlights with Adaptive Front Lighting System (AFL). GTi with Sunroof includes GTi features, plus: touchscreen Premium VIII sound system; keyless access with push-button start.

**Specs**

- **Exterior**
  - Candy White
  - Deep Black Metallic
  - Carbon Steel Grey Metallic
  - United Grey Metallic
  - Shadow Blue
  - Torrante Red

- **Interior**
  - Light Night
  - Gris Perla
  - Beige
  - Black

- **Accessories**
  - Driver Assistance Package
  - Driver Assistance Plus Package
  - Comfort and Sound Package
  - Cold Weather Package
  - Technology Package
  - Comfort and Sound Package (with navigation)
  - Driver Assistance Package (with navigation)
  - Driver Assistance Plus Package (with navigation)
  - Technology Package (with navigation)

**Technical**
- 2.0L TSI (200 hp) engine
- Anti-theft alarm system for doors, hood, trunk and radio with audible and visual alarm
- Bi-Xenon high-intensity headlights with Adaptive Front Lighting System (AFL)
- Front passenger side thorax airbag supplemental restraint system
- Front and rear disc brakes, Anti-lock Braking System (ABS), Electronic Brake-pressure Distribution (EBD), and Hydraulic Brake Assist (HBA)
- Electronic Stability Control (ESC)
- Intellivision® color combi-instrument display with Highline combi-instrument display
- Panoramic Sunroof
- Power mirrors with heated side mirrors, turn signals, and power windows
- Power tilting/sliding sunroof
- Push-button start
- Trip computer with Highline combi-instrument display
- Tire Pressure Monitoring System

**Interior**
- Climate control system with climate zone controls, leather-trimmed shift lever and handbrake grip, leather-wrapped multi-function steering wheel
- Cup holder
- Lockable glovebox
- Heated front seats, side mirrors and washer nozzles
- Keyless access with push-button start
- Power outlets (1 front, 1 trunk)
- SIRIUS® Satellite Radio with reader
- Sport seats, color-matched and contrast-stitched, with sport seat backs and integrated headrests
- Textured black sport side skirt
- Touchscreen Premium VIII sound system; leather-wrapped multi-function steering wheel
- 8 speakers

**Exterior cont.**
- 6-speed DSG automatic transmission with Tiptronic® and Sport mode
- Accessory wheels: 18" Topas alloy wheels with anti-theft wheel locks and all-season performance tires
- Anti-theft alarm system for doors, hood, trunk and radio
- Driver and passenger side thorax airbag supplemental restraint system
- European-built, with MP3- and WMA-compatible 6-disc changer and SD memory card reader, leather-wrapped shift lever and gear shifter, power tilting/sliding sunroof
- Keyless access with push-button start

**Dimensions**
- **GTi**
  - 121.8 in (3,097 mm)
  - 67.0 in (1,702 mm)
  - 53.3 in (1,353 mm)
  - 56.3 in (1,429 mm)

- **GTi w/ Sunroof**
  - 125.1 in (3,180 mm)
  - 67.8 in (1,722 mm)
  - 55.0 in (1,397 mm)
  - 58.4 in (1,480 mm)

**Accessories**
- Cargo Organizer Blocks
- Kayak Holder
- MojoMat® Pedal Caps
- Front Lip Spoiler
- Rear Carrier Bars with Cargo Organizer Blocks
- Beach Carrier Bars with Side and Rearward Access

**Infotainment**
- AM/FM radio
- CD player
- Cruise control
- Driver information display
- Immobilizer III theft-deterrent system
- In-dash CD player
- Navigation system
- Radio station display
- Trip computer
- Touchscreen Premium VIII sound system
- Voice command

**Standard equipment**
- 7" color touchscreen in center console
- Bluetooth®; 8-speaker sound system with MP3- and WMA-compatible in-dash CD player
- Cruise control
- Daytime running lights
- Driver information display
- In-dash CD player
- Instrument cluster
- Keyless access with push-button start
- Power windows with pinch protection; front windows with automatic 1-touch feature
- Rear view camera
- Speedometer, tachometer, odometer, trip odometer, fuel gauge, coolant temperature, clock, outside temperature

**Options**
- 7-speed dual-clutch DSG automatic transmission with Tiptronic® and Manual Mode
- Apple CarPlay
- Bi-Xenon high-intensity headlights with Adaptive Front Lighting System (AFL)
- Driver assistance package
- Driver assistance plus package
- Dynamic cruise control
- Electronic Stability Control (ESC)
- Front parking assist with front distance assist
- Heated front seats, side mirrors and washer nozzles
- Power mirrors with integrated turn signals

**Service plans**
- 3-year/36,000-mile (whichever occurs first) New Vehicle Limited Warranty
- 5-year/60,000-mile (whichever occurs first) Powertrain Limited Warranty
- 12-year/unlimited mileage Limited Warranty Against Corrosion Perforation
- 5-year/60,000-mile (whichever occurs first) Powertrain Limited Warranty

**Optional equipment**
- All-season tires
- Autobahn package
- Driver assistance package
- Driver assistance package (with navigation)
- Driver assistance plus package
- Driver assistance plus package (with navigation)
- Dynamic cruise control
- Enhanced audio system
- Heated front seats
- Leather-trimmed shift lever and handbrake grip
- Power mirrors with heated side mirrors, turn signals, and power windows
- Power windows with pinch protection; front windows with automatic 1-touch feature
- Push-button start
- Voice command

**WARNING**
- Children in the rear should be seated rearward of the front outboard seat. Always use rear-facing child restraints for infants up to 1 year old and up to 20 pounds, or forward-facing child restraints appropriate for the child’s weight and height. Never use a rear-facing child restraint with a harness strap that is not sufficiently long. Always position the lower anchors appropriately.

**Note**
- Please refer to the disclaimer on the back cover for important information about performance tires. **Airbags are supplemental restraints only and will not deploy under all crash scenarios. Always use safety belts and appropriate safety restraints for all vehicle occupants.**
The VW of today is completely different from the VW you might know. We have a wide range of models, including world-class sedans, SUVs, and a minivan, each one more stylish and refined than ever before. And even though we've grown, rest assured that every VW still provides the exhilarating driving experience that has always been at the core of our reputation. Some things will never change.

Yes, that's recycled paper you're holding.

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