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 says 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 all-new 2011 Touareg

Maybe you want a premium driving experience with top-of-the-line amenities. It could be that you’re in the market 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 redone 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.

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. Read on and you’ll discover something special about a Volkswagen. It’s really that simple.

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Comfort. You'd think that regulating temperature would be simple. But sometimes you’re too cold and your passenger is too warm. Or vice versa. Which is precisely why we include dual-zone climate control on every 2011 Touareg. And heated seats in the front and optionally in back. Because having it your way is easier than compromising.

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 backward 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.

Make yourself comfortable.
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.
Technology Stashed discreetly within the glove box, the all-new Touareg comes with a Media Device Interface (MDI) with iPod® cable that allows you to connect your iPod directly to the stereo system and easily navigate your playlists, albums, and genres all through the touchscreen interface. It’s like having hours of your favorite music right at your fingertips. Actually, it’s exactly like that.

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 late listening to music loaded on your iPod or on 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 with 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, tucked between the tach and the speedometer, to see how long you can go until your next fill up. It’ll even tell you the temperature outside, so you can make sure to grab your coat from the backseat on your way out.
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 insets 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, she (or he) 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.
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 stealth 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.

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.
German engineering. To the power of three.

Volkswagen. It's all about performance,但从 not at the expense of efficiency, the all-new Touareg TDI Clean Diesel engine should suit you well. ** And if you're looking for the power of a V8 engine with the fuel efficiency of a V6, then the 2011 Touareg with 3.6L VR6 engine is right for you. If your impression is that way for a reason. So you couldn't possibly be disappointed.

To the power of three.

When it comes to choosing the all-new Touareg model that's right for you, you have even more options to choose from. As for making a decision, we know it's tough. We made it that way for a reason. So you couldn't possibly be disappointed.

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You know when you have to swerve around something unexpectedly? Well, Electronic Stability Control (ESC) helps prevent oversteering or understeering during that maneuver by applying individual corrective forces to each of the wheels. And that helps you intuitively engage in proper counter-steering, thereby working with your all-new Touareg to correct the problem. As for the thing that made you swerve, here's to that happening only once in a blue moon.

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 during an accident, such as safety belts, airbags, anti-intrusion side impacts, safety cages, and crumple zones. Kind of like an all-star team that works together when you’re needed most to help keep you safe in the event of collision.

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. It determines that you’re entering a rollover, it deploys the Side Curtain Protection® airbags to help keep you safe.

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.

Safety Cage: Throughout all that sheet metal, every 2011 Touareg has a specially reinforced safety cage complete with anti-intrusion side beams and forged steel B-pillars. Surrounding the cage are crumple zones that help provide space and material to help cushion and absorb the impact while the cage helps insulate you. So even if you were to lose control, we’ve got you covered.

Crash-Optimized Front End: Improved sight into the front structure of your Touareg are impact-absorbing elements that allow for compensation during a collision. That means the energy from the impact is absorbed by the car, which helps minimize the amount of energy that reaches you.

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 headlights, lane assist, brakes, steering, and traction control. These features help you maintain control in a variety of situations and avoid or minimize collisions.

Laser Wring the sound 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 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: Braking fast is nice. But stopping fast is a must. So we included a brake disc wiping feature on the 2011 Touareg that helps keep the brake pads dry when it’s raining or wet outside, which helps optimize braking and reduce the distance required to stop completely. Which is particularly helpful in avoiding collisions.

Tire Pressure Monitoring System (TPMS): That’s enough to think about without having to remember to check your tires. As we added the TPMS to monitor inflation pressure and inform you of any loss in pressure right when it occurs. It may sound simple, but it can help you avoid a collision due to a flat tire or slow leak.
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. 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.
Next, it’s one thing to be building a brand-new manufacturing plant in the U.S. But it’s another thing to do it right. That’s why we’re developing our new facility according to the LEED Certification standards. Don’t just take our new building; observe the very best that green technology has to offer for the future. And for 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 product 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 smoother 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 relocating and restoring creeks to help manage storm runoff 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 tosses 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 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.

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