2012 Eos
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 those just a bunch of good ideas. We call them Das Auto.®

The new Eos

Wouldn’t it be nice if you could get a convertible that you could enjoy all year round? Meet the new 2012 Eos. It has more than just an elegant new design; it’s like having two cars in one. Not only is it the world’s first automatic folding hardtop convertible with a power sunroof, but since it’s a hardtop, it’s also a coupe when the roof is up. Or should we say if the roof is up. Plus, it comes standard with a 2.0L turbocharged engine, a premium touchscreen sound system, Bluetooth® technology, and the option of heated leather seating surfaces. Did we mention it seats four? So if you’ve always wanted a coupe for your more practical side, and a convertible for your wild side, now you have both options. All in one gorgeous ride.

Let’s talk Volkswagen.

Das Auto

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Design. For three times the beauty, we thought we’d show you the new Eos in all three modes: convertible, coupe, and what we affectionately refer to as the butterfly shot. It takes just 25 seconds for the hardtop “butterfly” to disappear into the trunk. So you don’t even need patience to experience this car’s virtue.

We could tell you about the sleek new body lines or the option of genuine Burled Walnut wood interior trim. Or even the coupe styling with an aerodynamic windshield for maximum visibility and minimum wind resistance. But this is the Eos. And even though all of those things are very true, it’s all about the convertible. The world’s first automatic folding hardtop complete with power sunroof and heated rear glass window. That magical tractor beam of design and engineering that makes you turn your head every time you see one drive by. Just think, if you were driving an Eos, you’d have 360 degrees of visibility to spot all the other Eos drivers. And then quietly nod and smile.

How much sky would you like today?

Eos Executive, Eos Lux and Eos Komfort in Rising Blue
Design. It’s not every day that you have the chance to see the Eos from above. Which is why we took this opportunity to show it to you. Because there’s no better way to see the trendsetting sunroof than from a bird’s-eye view. And it’s a tilting, sliding, tinted, panoramic sunroof. That moonlights as a moonroof.

Now that you’ve experienced the new Eos from a full 360 degrees, you can see how we’ve made its gorgeous design even more beautiful. From its sleek, redesigned front lines to its sporty new back end, the new Eos is built to be fast and fun to drive. Plus, it has all kinds of little perks that make it feel so premium. Like heated washer nozzles to help prevent any kind of cold weather from clouding up your line of sight. And available Bi-Xenon ™ headlights with an elegant set of LED daytime running lights that add a bold new detail to the completely redesigned front end. And rear lights that use fiber optic and LED technology to illuminate instantly, draw less energy, and last significantly longer than traditional bulbs. We even added brand new foglights with a cornering feature to help illuminate your way when you put on your blinker or turn the wheel. We gave the new Eos all that because we know you’d like to be out on the open road enjoying the scenery for as long as you possibly can. And if you encounter any weather along the way, you’ll want all these features to help guide you through.

Beautiful design. Rain or shine.
Comfort. It might be hard to imagine, but we found 12 ways to adjust the front seat. And we put all that power into just three buttons that you can use to fine-tune everything to your comfort. In the Lux and Executive models, the passenger seat has 12-way power, too. Because it’s always fun to share the perks amongst friends.

When the top of your car folds into the trunk at the lift of a lever, it seems as though that might be all the air-conditioning you would need. But we realize that you like options. So we gave you a dual-zone Climatronic® climate control system that not only makes the air flow stronger when the top is open, it also saves your comfort settings and automatically converts before you even think about it. For those gorgeous, breezy nights when you just need to have the top down, we gave you heated front seats, with optional leather seating surfaces, to help keep you cozy as you drive. And just in case you have two friends who’d like to climb in back for the ride, we gave the Eos an optional electric easy-entry feature that allows you to move the front seats up to let them in and then return the seats to their original positions. All in one simple step.
Feel free to push its buttons.

The Eos was designed to make everything a lot more entertaining. That’s why it comes standard with an eight-speaker touchscreen sound system complete with crystal-clear HD Radio technology and a three-month trial subscription to SiriusXM Satellite Radio, an in-dash six-CD changer, and a Media Device Interface (MDI) with iPod® cable to seamlessly navigate playlists, albums, and more. And available keyless access with push-button start so you don’t even have to take your keys out of your pocket or purse before you drive away. If your phone rings while you’re on the road, the Eos has integrated Bluetooth with phonebook download and voice command. The leather-wrapped multi-function steering wheel lets you control the phone, the stereo, and the trip computer that tells you things like the outside temperature and how far you can go until you need to fill the gas tank. And just in case you forget where you’re going, we gave you the option of two navigation systems to help guide you to your destination. Plus, the top-of-the-line navigation system comes with a three-month trial subscription to Sirius Traffic™ as well as 30GB of storage and CD- and DVD-playing capabilities just in case you want to stop and relax along the way.
When it comes to achieving the wind-blown look, the Eos can certainly deliver. It comes standard with our award-winning 2.0L turbocharged engine and a six-speed DSG® automatic transmission with Tiptronic® and Sport mode. Which means you can experience the power of the turbo engine and savor six delightful gears as you build up speed, or you can push the gearshift into Tiptronic mode and cycle through imperceptibly fast gear changes as you turn your automatic into a manual and shift gears yourself. Or kick it into Sport mode and enjoy enhanced acceleration at the simple pump of the gas pedal. Whether you’re darting your way through the city or enjoying a ride down a winding, tree-lined road, we dare you not to crack a smile while driving. Double dare.

Blows your hair back even with the top up.

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When you buy a Volkswagen like the Eos, 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 four airbags standing guard, including mounted side airbags that serve as head protection for both driver and passenger.* Or especially how the crash-optimized front end would help absorb energy on impact and 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 Electronic Stability Control (ESC), Anti-lock Braking System (ABS), and Hydraulic Braking Assist (HBA) 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.

Safely. There’s safe. And then there’s Volkswagen safe. Safe protects you from all kinds of life’s little (and big) surprises. Volkswagen safe means the Eos comes standard with an Automatic Rollover Support System that automatically deploys hidden steel beams from behind the rear head restraints to help keep you and your passengers safe in the event of a rollover. Safe is what every car should be. Volkswagen safe is what every car wishes it were.

Our success is no accident.

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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. 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 Eos a basic checkup. On the house. After that, come by every year, or 10,000 miles, for your remaining free 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.

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-conscious and modern plant in the VW portfolio, it’s also an investment in our collective future. So here’s to building positive momentum. Together.

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. 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 Eos a basic checkup. On the house. After that, come by every year, or 10,000 miles, for your remaining free 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.

First, let’s talk about the frame. Before we put the sheet metal on your Eos, we put it through a treatment called hot wax flooding to fill any tiny spaces and remove moisture in the hardest-to-reach areas. The result of this process makes the frame so watertight that we’re able to offer a 12-year warranty against rust and corrosion perforation. We call that one of the best warranties in the business. So, it’s probably worth a peace of mind.

Quality. Before we put the sheet metal on your Eos, we put it through a treatment called hot wax flooding to fill any tiny spaces and remove moisture in the hardest-to-reach areas. The result of this process makes the frame so watertight that we’re able to offer a 12-year warranty against rust and corrosion perforation. We call that one of the best warranties in the business. So, it’s probably worth a peace of mind.

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 Leadership in Energy and Environmental Design (LEED) Certification standards that are recognized worldwide. 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.

*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.
Lux includes Comfort features, plus: 17" Fortress alloy wheels with all-season tires, keyless access with push-button start, genuine Burlwood or aluminum Black Peak interior trim (Black Peak trim on red interior models), weather sealing, rearview mirror, RNS 315 navigation system with 7" color touchscreen and SD memory card reader, 32-way power-adjustable front passenger’s seat with power lumbar support, powered easy access entry to rear seating for both front seats, rain-sensing wipers, heated power-folding side mirrors with self-dimming driver side, automatic headlights with Corner-illuminating feature, Park Distance Control with rear proximity sensors.

Executive includes Lux features, plus: 18" Kansas alloy wheels with all-season tires; sport suspension; RNS 510 navigation system with 6.5" color touchscreen in center console, Sirius Traffic™ with three-month trial subscription and SD memory card reader, 400-watt amplifier and DSP (Digital Signal Processor) technology, 6-speed DSG® automatic transmission with Tiptronic® and Sport mode, adaptive cruise control, autonomous emergency braking, lane change assist, blind-spot assist, parking assist, and pedestrian detection. Included also are: Climatronic® dual-zone automatic climate control with pollen filter, Power Easy-entry front seats, Power-folding, heated side mirrors with integrated turn signals and memory, panic button for central locking, and selectable access valet key feature, radio station display, personalizing function, average trip fuel consumption, current fuel consumption, miles to empty, radio station display, and Daytime Running Lights (DRL). Included also are: Climatronic® dual-zone automatic climate control with pollen filter, Power Easy-entry front seats, Power-folding, heated side mirrors with integrated turn signals and memory, panic button for central locking, and selectable access valet key feature, radio station display, personalizing function, average trip fuel consumption, current fuel consumption, miles to empty, radio station display, and Daytime Running Lights (DRL).

Exterior

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<th>Candy White Cornsilk Beige</th>
<th>Reflex Silver Reflex Silver Metallic</th>
<th>Indian Grey Metallic Black Peak</th>
<th>Horizon Blue</th>
<th>High-Byte White</th>
<th>Salisbury White</th>
<th>Black Oak Brown</th>
<th>Black</th>
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Interior

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<tr>
<th>V-Tex Leatherette</th>
<th>Leather</th>
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Standard/Accessory Wheels

| Standard | 17" Michigan | Standard | 17" Fortress | Standard | 16" Executive | 
|---|---|---|---|---|

V-Tex Leatherette

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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.