2012 Passat

Das Auto.
German engineering isn’t just about creating a faster car. Or a tighter ride. Or even the most fuel-efficient engine. We’re not merely designing the sleekest silhouette. Or the roomiest cargo space. Or the most breathtaking sunroof. And even though we place safety at the top of our list, we’re not in this solely to get recognition for our success. Or to break records. Or to add extra safety features just to be safe. At Volkswagen, we’re about all of these things happening together, beautifully and precisely, to create a car that’s actually fun to drive. Because we’re not just making any car, we’re making your car. That’s the power of German engineering.
We see your sedan. And raise you a Volkswagen.

German car companies spare no expense in designing their cars. And they expect you to spare no expense when buying them. Well, most of them do. Volkswagen, on the other hand, lets you do something wonderfully exhilarating: have your German engineering and afford it too.

Introducing the all-new 2012 Volkswagen Passat. With its brand-new design that’s sleeker and roomier than ever before, and your choice of three sporty engines—including the TDI® Clean Diesel with an industry-leading range of up to 795 miles and 43 highway mpg*—the all-new Passat is everything you’ve been looking for in a midsize sedan, with one significant difference. Everyone will covet your purchase. So prepare yourself for all the attention.

The all-new Passat

*2012 2.0L TDI Clean Diesel, manual transmission: 31 city/43 highway mpg EPA estimate. Range based on 43 highway mpg EPA estimate and an 18.5-gallon fuel tank. Your mileage will vary.
2.5L 170-hp engine, 592 miles/tank*
2.0L TDI Clean Diesel, 795 miles/tank*
3.6L 280-hp engine, 518 miles/tank*

If you’d like to strike a sporty balance between efficiency and power, then the 2.5L 170-hp engine is right for you.

TDI Clean Diesel. If your travels take you far from home, then the efficiency of a turbo diesel engine should suit you well, especially at a whopping 795 miles per tank and 43 highway mpg.*

3.6L V6. If you’re looking for the power and oomph of a V6, then the 3.6L 280-hp engine will make a lasting impression.

Street smart. Autobahn worthy.

If you’re looking for the exhilarating driving experience you’ve come to expect from a Volkswagen, the Passat delivers it in three different engines—the 2.5L, 2.0L TDI Clean Diesel, and the 3.6L V6. Couple the TDI on the 3.6L engine with a DSG® transmission with Tiptronic® and enjoy seamless acceleration and imperceptibly fast gear changes. Add some stylish new rims, and you just got yourself a really nice ride.

Let the Passat TDI Clean Diesel set you free from the filling station. It achieves an astonishing 43 highway mpg and travels 795 miles* on a single tank without sacrificing one bit of turbocharged performance. That's all thanks to TDI technology that uses a direct injection system and runs on ultra-low-sulfur diesel, helping reduce sooty emissions by up to 90% compared to previous diesel engines. You can even choose the available DSG automatic transmission with Tiptronic to take that turbo engine to a whole new level.

### Mileage

|                | TDI 2.0L | Competition
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### Range

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### 90% fewer sooty emissions than previous diesel engines

### 95% less sulfur content in the ultra-low-sulfur diesel fuel

#### Competitive range comparison

|                | TDI 2.0L | Competition
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*Comparisons based on manufacturers’ published data. 2012 Passat 2.0L TDI Clean Diesel, manual transmission: 31 city/43 highway mpg. Range based on 43 highway mpg EPA estimate and an 18.5-gallon tank. Your mileage will vary. 2011 2.4L Hyundai Sonata Hybrid, automatic transmission: 35 city/40 highway mpg. Range based on 40 highway mpg EPA estimate and a 17.2-gallon tank. 2011 2.5L Nissan Altima Hybrid eCVT transmission: 33 city/33 highway mpg. Range based on 33 highway mpg EPA estimate and a 20-gallon tank. 2011 2.5L Ford Fusion Hybrid, eCVT transmission: 41 city/36 highway mpg. Range based on 36 highway mpg EPA estimate and a 17.5-gallon tank. 2011 2.4L Honda Accord, automatic transmission: 23 city/34 highway mpg. Range based on 34 highway mpg EPA estimate and an 18.5-gallon tank. 2011 2.4L Toyota Camry Hybrid, eCVT transmission: 31 city/35 highway mpg. Range based on 35 highway mpg EPA estimate and a 17.2-gallon tank. All fuel economy values unless otherwise noted are EPA estimates. Your mileage will vary.
Audio

On the available touchscreen stereo you’ve got an in-dash six-CD changer, AM/FM radio with crystal-clear HD Radio™ technology, and an SD card reader, all playing tunes through eight speakers. Plus, all of that music, entertainment, and more can be easily navigated using the intuitive touchscreen interface right in the dash of your Passat.

Fender™ Premium Audio system
Touchscreen audio system
SiriusXM Satellite Radio with three-month trial subscription

You always have a front row seat.

It’s like sitting center stage at your favorite show. Or in the front row. Even the “cheap seats” get the goods. That’s because we partnered with Fender to bring you concert-quality sound in your Passat. The available Fender Premium Audio system is designed to fill the cabin with sound that evokes the raw emotion of a live performance. Its 400-watt amp, subwoofer, and eight speakers make any genre of music sound better than ever. So sit back and enjoy the marriage of German engineering and the brand that’s known for starting the rock ‘n’ roll revolution. And feel free to play it loud and proud.

Fender™ Premium Audio system
Touchscreen audio system
SiriusXM Satellite Radio with three-month trial subscription

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*Feature available on select models.

V6 SEL Premium shown in Cornsilk Beige Leather with Dinamica® inserts.
You’ll spend so much time marveling at the spacious interior with best-in-class rear legroom* that you might forget to look up. So we gave you an available sliding, tilting, power sunroof to add a little bit of blue-sky thinking to your day.

The minute you step inside the all-new Passat, you’ll feel its unexpected charm. From the available leatherette or leather seating surfaces with Dinamica inserts, to the premium analog clock, to the available Autumn Nut Burl interior trim, every aspect of the interior is designed to impress.

Driven from the inside out.

*Most rear legroom in the midsize class based on manufacturers’ published data.
That available armrest in the backseat is much more than just a dividing line. It’s got two cupholders built into it. And space for an iPod,® notebook, or sandwich. The SEL model also has a passageway into the trunk, for covertly putting away a jacket or purse without letting anyone outside see where it’s hidden.

The all-new Passat comes with a secret compartment. It’s called the driver’s side glovebox, and it’s on the left underneath the switch for the headlights. Use it to stash your glasses, or a notebook, or change for parking meters. Or something super secret. We won’t tell a soul.

Life size.

Stuff. We all have it. And we all need somewhere to put it. That’s where the enormous trunk on the Passat comes in. You can put two sets of golf clubs back there. Or a gourmet picnic and all your picnic gear. Or a giant diaper bag and the double stroller that fits both kids side by side. So no matter which stage you’re in, or which stages you’re alternating between, the Passat will make room for you and all your stuff too.

Cargo

Rear pass-through with console* 52.9 cubic feet of trunk space 60/40 split folding rear seats

*Feature available on select models.

2.5L SE shown in Opera Red Metallic
It appeals to all your senses. Including your common sense.

There’s nothing wrong with having a practical side. Especially when it comes with an indulgent side too. Let’s start with best-in-class rear legroom* and dual-zone automatic climate control. How about available keyless access with push-button start and a multi-function steering wheel? But you never thought you’d have available 8-way power heated front seats with driver’s seat memory and leather seating surfaces with Dinamica inserts. We know there’s nothing nicer than driving a premium sedan you didn’t have to pay a premium for. Especially when there’s a whole lot of German engineering purring underneath the totally redesigned hood so you can cruise the streets in style.

The days of sliding the front seats up are over. That’s more than three feet of best-in-class rear legroom** pictured right there. That’s enough room for a professional basketball player to be comfortable. Of course, you have to meet one first before you can offer him a ride.

The days of sliding the front seats up are over. That’s more than three feet of best-in-class rear legroom** pictured right there. That’s enough room for a professional basketball player to be comfortable. Of course, you have to meet one first before you can offer him a ride.

*Most rear legroom in the midsize class based on manufacturers’ published data. **Feature available on select models.

Comfort
Throughout this book, you’ve probably been admiring the assertive new front end of the Passat. And gazing longingly at the sleek lines gracing the doors and tracing the sides. We know you’ve checked out its bold, aerodynamic trunk and strong, pointed taillights. You even may have pictured yourself driving one, and all the looks you’ll get on the road. We just wanted you to know that we support you from the bottom of our German-engineering-loving hearts.

Earn even more respect on the road.

The instant you unlock the doors on your Passat, it will light up to welcome you, inside and out. That’s a simple and elegant feature we call automatic vehicle illumination. It’s part safety, part design, part comfort, and all Volkswagen.

The days of locking your keys in the car are over thanks to available keyless access with push-button start. With your keys in your pocket or purse, your door will automatically unlock as you grip the door handle. Once inside, a simple press of the start button starts the car for your next adventure.

Before you leave for any adventure, the available remote start feature ensures your car is ready, in extremely hot or cold weather, to help warm up the engine and make the interior more hospitable before you climb inside.
Active safety. The all-new Passat comes standard with active safety features, such as headlights, turn signals, wipers, brakes, steering, and traction control elements like ABS and ESC to help you prevent a collision.

Passive safety. In the event of a crash, the 2012 Passat has passive safety features to help protect and keep you safe, such as safety belts, airbags, steel-reinforced seating, a safety cage, crumple zones, and the Intelligent Crash Response System. It’s safe to say we’ve got you covered.

German engineering may be best known for its performance, but all that thought and precision goes into the development of our safety features too. Every feature in our comprehensive safety system is designed to work together with other complimentary features just when you need them the most. Which is to say, every time you climb into your all-new 2012 Passat.

Active

ESC

Electronic Stability Control
In case you have to swerve around something unexpectedly, ESC helps adjust for oversteer or understeer by applying corrective forces to individual wheels.

ICRS

Intelligent Crash Response System
In the event of a collision, the ICRS unlocks the doors, shuts off the fuel pump, and turns on the hazard lights. That’s why we call it intelligent.

Passive

6 standard airbags*

If the intensity of the impact pushes your foot against the pedals too forcefully, the foot pedals break away to help prevent injury. Beneath all that sheet metal, every Passat has a specially reinforced safety cage complete with integrated side beams out of the pedestrian path. In the event of a collision, the ICRS unlocks the doors, shuts off the fuel pump, and turns on the hazard lights. That’s why we call it intelligent.

Passenger-side airbags

- AIRbags
- Electronic Stability Control
- Active-Rolling Resistance Tires
- Impact Absorbing Elements
- Pressure Sensors for Side Airbags
- Safety Cage
- Crash-Optimized Front End
- Crash-Optimized Pedals
- Crash Preparation System
- Anti-Slip Regulation (ASR)
- Anti-lock Braking System (ABS)
- Hydraulic Brake Assist (HBA)
- Tire Pressure Monitoring System (TPMS)

**This is an illustration and does not depict what will happen in a crash. All airbags will not inflate in real-world crashes, and if multiple airbags do deploy, they will be in various stages of inflating/deflating and will never all be inflated at the same time. 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. **The Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. Not all collisions cause airbags to deploy or safety belt pretensioners to activate.

* Safety cage

** Crash-optimized front end

- Crash-optimized front end

- Impact Absorbing Elements
- Pressure Sensors for Side Airbags

- Safety Cage

- Crash Preparation System

- Anti-Slip Regulation (ASR)

- Anti-lock Braking System (ABS)

- Hydraulic Brake Assist (HBA)

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Environmentally sensitive, smarter paint process

Monsoon water test

In order to increase the quality of paint on your new Passat, 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 almost 20 percent.

Monsoon testing. Every Passat undergoes a six-minute “monsoon” water test to check for any leaks. Drenching the car in such a deluge of water helps to ensure that each new Passat will withstand virtually anything that nature rains down upon it.

What makes a Volkswagen a Volkswagen.

Volkswagen does something that no other car company can do. We give you the best of German engineering without the German-engineered price. It’s simple, really. A Volkswagen 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. Little things like laser seam welding to give our cars stability and strength. Or hot wax flooding to fill any tiny spaces in the chassis and remove moisture in the hardest-to-reach areas. Or class-leading features like the most rear legroom.* We don’t just do those things because we can; we do them because it’s the right way to make a car. And it’s the only way to make a Volkswagen.

*Most rear legroom in the midsize class based on manufacturers’ published data.
Yes, you read that right. When you buy any new Volkswagen, 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, or 6,000 miles, for your courtesy vehicle check. Ask us any questions you might have while we give your Passat a basic checkup. On the house. Then come by every year, or 10,000 miles, for your remaining scheduled maintenance checks. It’s really that simple. So relax and enjoy years of carefree miles 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, if I keep that new-car feeling for many years to come, if only everything in life could be this carefree.

Buy one, get three.

No-charge scheduled Carefree Maintenance

3 Years
36,000 Miles

*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.
Bluetooth® with voice command
Not only does Bluetooth let you answer the phone wirelessly, it also lets you make calls wirelessly using the voice command feature. Once your Bluetooth-compatible phone is synched with your Passat, it automatically uploads your phonebook. All you do is push a button, say a name, and Bluetooth does the rest for you.

Automatic headlights
At the end of the day, or when you go into a tunnel, that’s when automatic headlights come in handy. They can sense the drop in daylight and respond to light your way—automatically. And when things light up, or you exit the tunnel, they turn off again too.

Dual-zone automatic climate control
You’ll find that regulating temperature would be simple. But sometimes you’re too cold and your passenger’s too warm. Or vice versa. Which is precisely why we include dual climate control on every Passat. Because comfort is personal. So we let you personalize your comfort in almost every way.

Auxiliary-input
Remember the days of using a cassette adapter to listen to music through your car stereo? Neither do we. Thanks to the AUX-in on your Passat, you can connect your iPod® or other portable music player directly to your stereo. No more clicks or hisses from the cassette, just beautiful music. Okay, maybe we do remember.

Automatic vehicle illumination
The instant you unlock the doors on your Passat, it will light up to welcome you, inside and out. That’s a simple and elegant feature we call automatic vehicle illumination. It’s part safety, part design, part comfort, and all Volkswagen.

Multi-function steering wheel
Go ahead, grip the multi-function steering wheel. Marvel at its comfortable and functional design. Doesn’t that feel nice? This steering wheel comes with integrated controls for easy access to the entertainment and Bluetooth systems. It’s your connection to the road, your car, and so much more.

Power sunroof
For the sun worshipers and amateur astronomers out there, and everyone in between, the Passat has an available power sunroof. It tilts. It slides. It’s got pinch protection. And it’s tinted so you don’t get heated when the sun comes out to play.

Heated leather seats
To add a little more luxury to your drive, choose the heated leather seating surfaces with Dinamica inserts. The inserts will help temper the heat when the weather is warm, and the heated seats will keep you extra comfortable when it turns cold.

Memory seating
When you climb in the cockpit, you can fine-tune the available 8-way power front seats exactly the way you like them and then have the all-new Passat remember the settings for you. Automatically. And that works for up to three drivers.

Remote start
It may seem like an unusual feature, but the available remote start system really comes in handy in extremely hot and cold weather. Imagine being able to warm up the engine and cool or heat the interior before you climb inside. Suddenly it all becomes clear.

Keyless access with push-button start
The days of locking your keys in the car are over thanks to keyless access with push-button start. With your keys in your pocket or purse, your door will automatically unlock as you reach the door handle. Then, when you’re inside, a simple press of the start button lets you go. The ignition as you are done off on your next adventure.

Premium touchscreen navigation
If you opt for the touchscreen navigation system with the three-month trial subscription to SiriusXM Traffic,™ 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.

Features
Did you know that the all-new Passat has the most premium features standard in its class? When you consider the price, and the sleek new look, that turns into a pretty stellar deal.

Standard

Available

Top on having the most premium features standard in the midsize sedan category? Passat has a variety of premium features that you can add to sweeten the deal even more.
2.5L S
Includes all 2.5L SE features, plus: 5-speed manual transmission, 4-spoke, multi-function steering wheel, keyless access with push-button start, 6-speaker sound system with MP3- and WMA-compatible in-dash CD player, homeLink®, 6-speed automatic transmission, rear viewscreen, 16" alloy wheels, foglights with low-speed corner-illuminating feature.

2.5L SE
Includes all 2.5L SE features, plus: 6-speed automatic transmission, 5-speed manual transmission standard (with 2.5L SE w/ Sunroof), 16" alloy wheels, rear viewscreen, 3-spool, leather-wrapped, multi-function steering wheel, height-adjustable with telescopic steering column, power windows, power locks, climate control, multi-zone electronic climate control with pollen filter, heated exterior mirrors with memory, rear view camera, memory seats, keyless access with push-button start, RNS 315 navigation system with 5" color touchscreen in center console and 30GB hard drive, 6-speaker sound system with MP3- and WMA-compatible in-dash CD changer, SD memory card reader, and SiriusXM Satellite Radio with three-month trial subscription, Fender™ Premium Audio system, 30GB hard drive, SD memory card reader, and SiriusXM Satellite Radio with three-month trial subscription.

TDI SE
Includes all 2.5L SE features, plus: 6-speed automatic transmission, 3.6L V6 Specifications

Performance

2.0L TDI

2.5L S

2.5L SE

2.5L V6

V6 SE

V6 SEL Premium

Inclusion: All TDI SE features, plus TDI SE with Sunroof and Navigation

Inclusion: All V6 SE features, plus: 2.0L TDI Clean Diesel engine; 140-hp; 160 lbs/ft of torque; 2.5L, 186-hp TDI Clean Diesel engine; 240 lbs/ft of torque; 3.6L, 24-valve, DOHC, narrow-angle V6 with FSI® direct injection; 280 hp, 258 lbs/ft of torque.

2.0L TDI

Includes all 2.0L TDI features, plus: 6-speed automatic transmission, rear viewscreen, 16" alloy wheels, AUX-in for portable audio player, also available: S with Appearance armrest storage, illuminated vanity mirrors.

2.0L TDI Clean Diesel

Includes all 2.0L TDI features, plus: 2.0L TDI Clean Diesel engine; 140-hp; 160 lbs/ft of torque; 2.5L, 186-hp TDI Clean Diesel engine; 240 lbs/ft of torque; 3.6L, 24-valve, DOHC, narrow-angle V6 with FSI® direct injection; 280 hp, 258 lbs/ft of torque.

3.6L V6

Includes all V6 SE features, plus: 3.6L V6 Specifications

Inclusion: All TDI SE features, plus TDI SE with Sunroof and Navigation

Includes all V6 SE features, plus: RNS 315 navigation system with 5" color touchscreen in center console and 30GB hard drive, 6-speed automatic transmission, rear viewscreen, 16" alloy wheels, foglights with low-speed corner-illuminating feature.

3.6L V6 Specifications

Performance

2.0L TDI

Includes all 2.0L TDI features, plus: 5-speed manual transmission, 4-spoke, multi-function steering wheel, keyless access with push-button start, 6-speaker sound system with MP3- and WMA-compatible in-dash CD player, homeLink®, 6-speed automatic transmission, rear viewscreen, 16" alloy wheels, foglights with low-speed corner-illuminating feature.

2.5L S

Includes all 2.5L SE features, plus: 5-speed manual transmission, 4-spoke, multi-function steering wheel, keyless access with push-button start, 6-speaker sound system with MP3- and WMA-compatible in-dash CD player, homeLink®, 6-speed automatic transmission, rear viewscreen, 16" alloy wheels, foglights with low-speed corner-illuminating feature.

2.5L SE

Includes all 2.5L SE features, plus: 5-speed manual transmission, 4-spoke, multi-function steering wheel, keyless access with push-button start, 6-speaker sound system with MP3- and WMA-compatible in-dash CD player, homeLink®, 6-speed automatic transmission, rear viewscreen, 16" alloy wheels, foglights with low-speed corner-illuminating feature.

2.5L V6

Includes all 2.5L SE features, plus: 5-speed manual transmission, 4-spoke, multi-function steering wheel, keyless access with push-button start, 6-speaker sound system with MP3- and WMA-compatible in-dash CD player, homeLink®, 6-speed automatic transmission, rear viewscreen, 16" alloy wheels, foglights with low-speed corner-illuminating feature.

V6 SE

Includes all V6 SE features, plus: RNS 315 navigation system with 5" color touchscreen in center console and 30GB hard drive, 6-speed automatic transmission, rear viewscreen, 16" alloy wheels, foglights with low-speed corner-illuminating feature.

V6 SEL Premium

Includes all V6 SE features, plus V6 SEL Premium

Includes V6 SE features, plus: leather seating surfaces; homeLink®, 3-spoke, multi-function steering wheel, height-adjustable with telescopic steering column, power windows, power locks, climate control, multi-zone electronic climate control with pollen filter, heated exterior mirrors with memory, rear view camera, memory seats, keyless access with push-button start, RNS 510 navigation system with 5" color touchscreen in center console and 30GB hard drive, 6-speaker sound system with MP3- and WMA-compatible in-dash CD changer, SD memory card reader, and SiriusXM Satellite Radio with three-month trial subscription, Fender™ Premium Audio system, 30GB hard drive, SD memory card reader, and SiriusXM Satellite Radio with three-month trial subscription.