2013 Passat
Just what you unexpected.

You've probably never driven a Volkswagen like this Passat. Sure, there have been others before, but never one like our latest expression. Never one designed in Germany specifically for the U.S. market. And then built in a state-of-the-art plant in Chattanooga, Tennessee. Never one with such a premium feel and still within everyone's reach. And certainly never one that was named the 2012 Motor Trend Car of the Year. That's when you realize, you should never say never. That's the Power of German Engineering.
Design is all around us. It’s in everything we touch. Everywhere we look. You see it in our cars. And when you do, you realize good design doesn’t just make a car better. It makes life better. More enjoyable. And in the end, an indispensable part of our lives. Take a look around to get a better picture of what we’re doing. All by design, of course.
Your day is filled with a lot of activities. Good thing the Passat is filled with things that make it more comfortable. Whether you’re running an errand downtown or just driving to the beach, the Passat is right there with you. Step inside and you’ll find available soft leather to soothe you. An available sunroof to let the open sky in. And luxurious touches to make any drive even more tranquil. The only thing you’re not comfortable with? Getting out of the Passat.
Is there anyone happier than a Passat driver? We’d say the passengers come in a close second, third, fourth, and fifth. Starting with the best-in-class rear legroom—that’s over three feet for family, friends, and carpool buddies to quietly stretch out back there.* And to make it even more impressive, there’s a whole list of available premium features to keep that space inviting, refined, and oh so premium. Maybe you can be all things to all people.

- Best-in-class rear legroom*
- Leather seating surfaces with Dinamica inserts**
- Premium analog clock
- Autumn Nut Burl interior trim**
- Power tilting/sliding sunroof**
- Heated front seats**
- 8-way power front seats with driver’s seat memory**

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

Impresses both front and backseat drivers.
Features

• 15.9 cubic feet of trunk space
• Rear pass-through with console*
• 60/40-split folding rear seats
• Driver’s side glovebox
• Backseat armrest with storage*
• A cornucopia of cupholders

Don’t sweat the small, medium, or large stuff.

Let’s face it, we all have our share of stuff. And the Passat is the perfect vehicle to handle it without breaking a sweat. Pop open the trunk and take a look. It can fit two sets of golf clubs, picnic gear galore, or even a double side-by-side baby stroller. You’ll find the inside of the Passat just as accommodating. There’s space in the available backseat armrest where you can store your iPod or notebook. And even a hidden driver’s side compartment for your sunglasses or wallet. The Passat is one size that fits practically all.
Power is an amazing thing. Especially when you can share it with everybody. And when you’ve got three great engines to pick from, there’s more than enough to go around. Choose between the perfectly balanced 170-horsepower 2.5L, the 280-horsepower V6 for more oomph, or the 2.0L TDI Clean Diesel for maximum efficiency.* They all have that perfect precision that only comes from German engineering. And that can only mean one thing: You’re really going to enjoy driving it.

To make the V6 engine even more exhilarating, and to up the ante on some of the TDI models, we’ve coupled them with the DSG® transmission with Tiptronic® for imperceptibly fast gear changes and seamless acceleration. We’d actually understand if you didn’t want to share those with anybody else.

*2012 Passat 2.0L TDI Clean Diesel, manual transmission: 31 city/43 highway mpg EPA estimates. Your mileage will vary.
Don't you just love charts and graphs? We know we do. Our TDI Clean Diesel engine gets 43 highway miles per gallon and up to 795 miles on a single tank*—that's more than any other passenger car on the road. All without sacrificing one bit of turbocharged performance. You could call that better than the other five cars on this chart. We would call that a clean sweep.

There’s no doubt that the Passat is the result of sound engineering. In fact, you could say it’s all about the sound. The sounds it makes. The sounds it doesn’t make. The sound system. And of course, the sound feeling you get when you know you’ve made a good investment.

**2012 Passat 2.0L TDI Clean Diesel, manual transmission: 31 city/43 highway mpg EPA estimates. Your mileage will vary.** See back cover for important information on this feature.

Sound

Turn it up. We partnered with Fender® to make concert-quality sound available in your Passat and fill the cabin with the true emotion of live performance. Get ready to turn the volume on the road.

Solid example. You know solid construction when you hear it. That “thunk” the door makes when you shut it tells you everything you need to know about the way it’s engineered.

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At your convenience. With the available keyless access-equipped fob in your pocket, simply grab the door handle to unlock it. And once inside, simply press the ignition button to start the car. Don’t worry, we’ll still let you do the driving.

Quiet, please. Diesel engines are incredibly efficient*. And with VW advanced engineering, this also means a quiet ride. We all like the sound of that.

Sound investment. Every new Passat comes with a 3-year or 36,000-mile no-charge scheduled maintenance plan. We call it Carefree Maintenance. And one of the best things you’ve ever heard.

Please use responsibly. The new VW plant in Chattanooga, Tennessee, was built using sustainable and responsible environmental practices. And it’s the only LEED® Platinum-certified auto plant in the world right now. Talk about making a fresh start.

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Features

- Touchscreen navigation**
- Premium navigation with 4-year subscription to SiriusXM Traffic™ and SiriusXM Travel Link™ with 3-month trial subscription**
- 400-watt Fender Premium Audio System™
- Bluetooth® with audio streaming* 
- Media Device Interface (MDI) with iPod® cable**
- Touchscreen sound system**

Technology

Cutting edge has never been so smooth.

Everyone loves the latest technology. But what really makes it great is when it runs seamlessly, effortlessly, and downright fluidly. The Passat lets you make calls with a push of a button. Get turn-by-turn directions from an available navigation system. Even control the entertainment from your steering wheel. And not just any entertainment either. It’s an available Fender® Premium Audio System that takes what they brought to rock ‘n’ roll and brings it right to your four doors. Now you know why the word latest is always followed by the greatest.

*Requires compatible device. **Feature available on select models.
Safety

Surrounded by safety. In addition to airbags,* every Passat has a specially reinforced safety cage complete with anti-intrusion side beams and heat-formed B-pillars, designed to help protect you in the event of a collision. Surrounding that are crumple zones that provide space and material to help cushion and absorb the impact while the safety cage insulates you.

Intelligent Crash Response System (ICRS). After the airbags have deployed in the event of a collision, the ICRS automatically unlocks all doors, disables the fuel pump, and turns on the hazard lights.** That’s why we call it intelligent.

Electronic Stability Control (ESC). ESC helps prevent oversteer or understeer during an evasive maneuver by applying corrective forces to each of the wheels. In other words, it helps you maintain control when you need it most.

ABS and HBA. The Anti-lock Braking System (ABS) helps to keep the brakes from locking up during sudden stops and helps you retain control over the steering. In the event of a collision, Hydraulic Brake Assist (HBA) works with ABS to help ensure that you get the maximum braking power from the brake system.

The Tire Pressure Monitoring System (TPMS). The TPMS helps monitor tire pressure and alerts you when it is too low. Properly inflated tires greatly increase safety by helping create better stability, handling, and braking in almost all situations.

You know that German engineering you admire under the hood? It’s actually throughout the entire car. There are more than a dozen safety features specifically designed to help you prevent a collision. And even more to help protect you in the event of one. So no matter what happens, we’ll do our best to help keep you safe.

2012 IIHS Top Safety Pick. The Passat is one of the Insurance Institute for Highway Safety’s Top Safety Picks.† Actually, it’s one of nine 2012 Volkswagen models to get their top rating. That means all nine cars scored the highest rating in all four qualifying tests. That’s 36 instances of superior safety.

ABS are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and ... pretensioners to activate. Not all collisions cause airbags to deploy or safety belt pretensioners to activate. †“Top Safety Pick” is based on IIHS crash test results. Test performed by the Insurance Institute for Highway Safety. See www.iihs.org for details.

†See vw.com for more information on safety features.
No-charge scheduled Carefree Maintenance.*

Changing your oil, rotating your tires, topping off the windshield wiper fluid—do you remember to do all that stuff? Your car does. Right there in your instrument panel. Both it and your dealer will let you know when it’s time to schedule your appointment. And for three years, or 36,000 miles, we’ve got you covered. That’s why we call it carefree. Come by for a courtesy vehicle check within the first 90 days, or 6,000 miles, and ask us any questions you have while we give your Passat a basic checkup. Then, come by every year, or 10,000 miles, for your remaining scheduled maintenance checks. It’s that simple.

*The Volkswagen Carefree Maintenance Program covers the vehicle’s scheduled maintenance for three years or 36,000 miles, whichever comes first. Coverage is subject to the conditions of a limited warranty. Some limitations apply. See dealer or vehicle maintenance program booklet for details.

1,220,178 new things to learn

3 Years or 36,000 Miles of No-charge Scheduled Maintenance

The Volkswagen Carefree Maintenance Program is the only warranty program in the industry that covers scheduled maintenance for three years or 36,000 miles, whichever comes first. Your dealer will let you know when it’s time to schedule your appointment. It’s that simple. And for three years, or 36,000 miles, we’ve got you covered.
Includes all 2.5L SEL features, plus: 3.6L 300-hp V6 engine; 6-speed automatic transmission; multi-zone automatic climate control; heated front seats and windshield washer nozzles; foglights with low-speed corner-illuminating function; 6-speed automatic transmission with Tiptronic and Sport mode; leather seating surfaces with Dinamica® inserts; keyless access with push-button start;** Climatronic® dual-zone automatic climate control with passenger temperature control; stainless-steel chrome exhaust tips; 17” Sonoma alloy wheels; rearview camera.

**Requires compatible device. **See back cover for important information on this feature. †Airbags are supplemental to crash-protective structure. Do not place children under age of 12 in rear seats. ††Airbags and seat belts help protect the occupants. In case of an accident, they could contribute to severe or fatal injuries. Children 12 years and younger should be properly restrained in the rear seat of this vehicle. †‡Positioning the child restraint system in the center seating position, will enhance the effectiveness of the child restraint system. In the event of a collision, LATCH (Lower Anchors and Tethers for Children) child seat anchor points are designed to secure the child restraint system in the center seating position. The child restraint system must be attached to the lower anchors and N toll for maximum effectiveness. †††The Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. †‡‡Roadside Assistance provided by Cross Country Automotive Services.

V6 SEL

Includes all TDI SE features, plus: power tilting/sliding sunroof; 6-speed automatic DSG transmission with Tiptronic and Sport mode; Fender Premium Audio System; comfort sport seats; heated windshield washer nozzles; rearview camera.

Ventilating front seats; rear heated seats; leather seating surfaces with Dinamica® inserts; keyless access with push-button start;** Climatronic® dual-zone automatic climate control; RNS 510 navigation system with 6.5” color touchscreen in center console and 3G/HD live traffic, SiriusXM Traffic™ with 4-year subscription; SiriusXM Travel Link™; power sunroof; Rearcenter armrest, foldable with storage compartment; Rearview camera; Fender Premium Audio System; halogen foglights with low-speed corner-illuminating function; heated exterior mirrors with memory; keyless access with push-button start;** RNS 315 navigation system with 6.5” color touchscreen in center console.

TDI SEL

Includes all 2.5L SEL features, plus: 18” Bristol alloy wheels; rearview camera; RNS 315 navigation system with 6.5” color touchscreen in center console and 3G/HD live traffic, SiriusXM Traffic™ with 4-year subscription; SiriusXM Travel Link™; power tilt/telescopic steering wheel; heated front seats and windshield washer nozzles; foglights with low-speed corner-illuminating function.

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V6 V6

Includes 2.5L SEL features, plus 3.6L 300-hp V6 engine; 6-speed automatic transmission; multi-zone automatic climate control; heated front seats and windshield washer nozzles; foglights with low-speed corner-illuminating function; 6-speed automatic transmission with Tiptronic and Sport mode; leather multi-functional steering wheel with paddle shifters for DSG; 3-G 3G/HD live traffic, SiriusXM Traffic™ with 4-year subscription; SiriusXM Travel Link™; power sunroof; Rearcenter armrest, foldable with storage compartment; Rearview camera; Fender Premium Audio System; halogen foglights with low-speed corner-illuminating function; heated exterior mirrors with memory; keyless access with push-button start;** RNS 510 navigation system with 6.5” color touchscreen in center console.

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TDI SE

Includes all 2.5L SEL features, plus: TDI 170-hp 4-cylinder diesel engine; 6-speed automatic transmission; heated front seats and windshield washer nozzles; 17” Sonoma alloy wheels; rearview camera; Fender Premium Audio System; heated exterior mirrors with memory; keyless access with push-button start;** RNS 315 navigation system with 6.5” color touchscreen in center console and 3G/HD live traffic, SiriusXM Traffic™ with 4-year subscription; SiriusXM Travel Link™; power tilt/telescopic steering wheel; heated front seats and windshield washer nozzles; foglights with low-speed corner-illuminating function; heated exterior mirrors with memory; keyless access with push-button start;** RNS 315 navigation system with 6.5” color touchscreen in center console and 3G/HD live traffic, SiriusXM Traffic™ with 4-year subscription; SiriusXM Travel Link™; power tilting/sliding sunroof; Rearcenter armrest, foldable with storage compartment; Rearview camera; Fender Premium Audio System; halogen foglights with low-speed corner-illuminating function; heated exterior mirrors with memory; keyless access with push-button start;** RNS 315 navigation system with 6.5” color touchscreen in center console.

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Wheels

- Standard
- 2.0L SE and TDI SE 17”
- 2.0L SEL 17”
- TDI SE with Sunroof and Navigation and V6 SE 18”
- 18” Sparkline
- Luggage Mat
- Side Window Deflectors
- Rear Lip Spoiler
- Sunroof Air Deflector
- Pedal Caps

Accessories
drivergeovw.com

- MoosyMat™
- Moodmat™
- VW Bluetooth Cable (Not included)

Exterior

- Candy White
- Reflex Silver Metallic
- Glacier Blue Metallic
- Platinum Grey Metallic
- Opaque Red Metallic
- Tungsten Silver Metallic
- Night Blue Metallic
- Black

Interior

- Cloth
- V-Tex Leatherette
- Leather with Dinamica Inserts

- Moosrock Gray
- Stone Black
- Corksilk Beige
- Moosrock Gray
- Stone Black
- Corksilk Beige
- Moosrock Gray
- Stone Black

Note: Not all combinations of exterior paint and interior seating surfaces are available.
2013 Volkswagen Family

Think Blue is the Volkswagen way to drive progress by creating and producing cars that are more efficient, eco-conscious, and fun to drive. The Volkswagen line features a variety of BlueMotion technologies—from TDI engines to precision fuel injection—designed to make our vehicles as blue as possible. Which is likely to make other car companies green with envy. Learn how we think beyond green at vw.com/thinkblue.