



The Carbon Neutral Project is a partnership with Carbonfund.org, designed to start addressing the issue of carbon emissions. With their help, we'll be making it easy for anyone who owns a Volkswagen to determine their vehicle's carbon output and take action towards offsetting it. So far, the VW community has planted over 300,000 trees and offset 419,343 tons of carbon. And that's just the beginning. Learn more at [vw.com](http://vw.com).



[vw.com](http://vw.com)

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The ideas in this book are new. The paper, however, is recycled. Please remember to recycle. The book. Not the ideas in it. Thanks.



## 2010 Touareg



WV10TSBUS  
6304

# All around the world, it's what the people want.

Did you know that a Volkswagen was named the 2009 World Car of the Year?\*

Or that Volkswagen has ESP® standard on all 2010 vehicles? Or that we provide a Carefree Maintenance™ Program\*\* on all our 2010 cars? Or that we were the first to make clean diesel available in all 50 states? Or that we have more autos with 25 highway mpg or better than any other brand?†

And that we have more cars and SUVs named 2009 IIHS Top Safety Picks than Volvo?‡ How about that right now, the VW forest is growing in Louisiana thanks to the Volkswagen Carbon Neutral Project—the first US carbon offsetting program initiated by a car manufacturer? There may be a lot you don't know about Volkswagen. Turn the page, and meet the remarkable Volkswagen Touareg.

What will we do first, next?



\*The 2009 Volkswagen Golf was awarded "2009 World Car of the Year" by World Car of the Year Awards. See [www.wcoty.com](http://www.wcoty.com) for details. \*\*The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance intervals for 3 years or 36,000 miles, whichever occurs first. Coverage is 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. †Based on MY09 highway EPA estimates for all car brands. Your mileage will vary. ‡Top Safety Pick® based on 31mph side-impact crash test, 40mph frontal-offset crash test, 20mph rear-impact test, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit [www.iihs.org](http://www.iihs.org). See [vw.com](http://vw.com) for more information on safety features.

VR6 FSI, Campanella White, 19" Terra Wheels

# The people want rally-bred, race-proven, and really comfortable.

The people want a gutsy auto that can take them to the far corners of the earth while leaving a smaller footprint. They want TDI. And that means a smart, powerful TurboDiesel that can go a whopping 660 miles on one tank.\* Or maybe they want a lean, mean petrol V6 with power to spare. And why not outfit this capable SUV with an available DVD player, GPS navigation, and supple European leather seating surfaces? After all, the people want the perfect combination of plush European comfort, intuitive safety systems, and go-anywhere goodness.

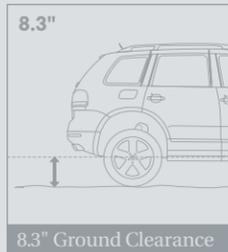


**We've won a lot of races with  
TDI engines. Not me personally  
of course, but I have friends.**

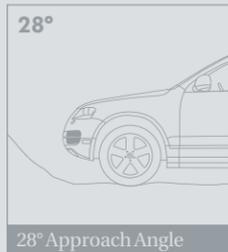


\*17 city/25 highway mpg (TDI, automatic) EPA estimates. Your mileage will vary. Estimated range based on 25mpg highway EPA estimate and a 26.4 gallon fuel tank.

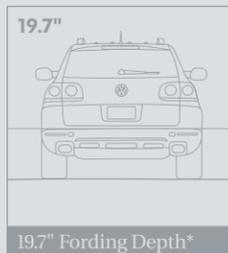




8.3" Ground Clearance



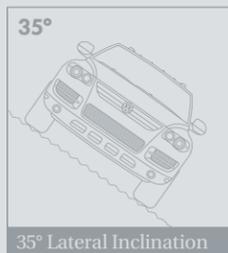
28° Approach Angle



19.7" Fording Depth\*



45° Climbing Capacity



35° Lateral Inclination

## German-engineered for the road less traveled.

Off-road German Technology (O.G.T.) is the sum of a host of different technologies to help you feel in control and stay in control, from a snowy supermarket parking lot, to the edge of the equator.

4XMOTION.<sup>®</sup> An advanced, all-wheel drive system with sensors that constantly detect slip at all 4 wheels, sending more power to the wheels that have traction, getting you out of any number of sticky situations. Now you can comfortably make tracks on any surface, home or abroad.



Walnut wood



\*Maximum fording depth 19.7 inches. Please see page 22 for important information on the Touareg's fording capabilities.



## Traveling music.

The joy of driving mingles with the joy of getting there with Touareg's optional state-of-the-art touchscreen navigation and entertainment system. The user-friendly unit combines a sophisticated radio with precise touchscreen navigation and an easy-to-read 6.5-inch monitor. A 30GB hard drive stores map data and audio files that can be brought into the device via the optical drive or SD card slot. The optical drive is capable of playing back audio CD, video DVD, and CDs/DVDs with MP3 audio formats.

In concert with the available Media Device Interface (MDI) and AUX-in, the system can interface with practically any MP3 or USB device.\* And to make sure you always know where you're going, front or back, the Touareg has an integrated rearview camera that appears on the optional navigation unit.

## In-flight entertainment.

Select the optional 600-watt, 10-speaker Dynaudio® stereo sound system. Boost the steering wheel volume control, and let the dual tweeters, quad midrange speakers, and 4 beefy woofers make the little hairs on the nape of your neck dance. Factor in the available 6-disc CD changer, and you'll run out of road before you run out of music. Also included are 6 introductory months of SIRIUS® Satellite Radio with 100% commercial-free music, plus the best in sports, news, talk, and entertainment, and 3 introductory months of SIRIUS Traffic™ delivering real-time traffic data into the optional navigation system.

Finally, you'll connect yourself completely via standard Bluetooth® Hands-Free calling with voice control, with cutting-edge features like phonebook import and touchscreen operation via the optional navigation system.



**Music and navigation  
from the stars. What do  
you expect? We do have more  
engineers than NASA.**



\*Requires optional cables.

## The people want to enjoy the great indoors.

No matter how ugly it gets outside, the interior of your Touareg will always be a haven of comfort, technology, and safety—an oasis of optional burled wood and supple leather, with beverage holders. Choose either leather seating surfaces, or glove-like, durable V-Tex leatherette upholstery and trim. Grip the “I have control of my universe” steering wheel, and set the controls for the heart of the sunset. Tweak the Climatronic® 2-zone climate control so everybody’s cool. Or warm. Feeling comfortable together is what Volkswagen is all about. There’s even standard 3-button HomeLink®, and theft-resistant Immobilizer III technology to help keep your Touareg just that—yours.

## The people want German innovation at their fingertips.

To say our engineers have thought of everything would be an understatement. For starters, there’s an available Keyless Access with push-start ignition that feels more sports car than sport ute. Simply carry the remote key somewhere on you, and your Touareg will unlock with the touch of the door handle. Not to mention, the innovative optional REST button, designed to recirculate engine heat when the engine is off for as long as 45 minutes. It helps keep your car warm and toasty inside when it’s cold and blowy outside, and the car doesn’t even have to be restarted.



Walnut wood



Pure Beige, Leather, Walnut wood

## From national parks to national parkways.

Volkswagen's impressive Off-road German Technology (O.G.T.) gives Touareg some impressive skills. It can traverse a 35° lateral incline, ascend a 45° incline, and its 4-wheel independent suspension makes this Touareg all-terrain handle more like a nimble German sports coupe. And when you're trekking through the peaks and valleys of life, it's always nice to have Hill Descent Assist, and Hill Rollback Assist on your side. Because you may never go into the wilderness, but it's nice to know you can still go wild.

**19.7" Forging Depth.\*** Other SUVs can dip their little pinkies in the water. But, with an impressive 19.7" forging depth, that flooded road you find on your way home won't keep you from getting home.

**Towing Capacity.** With the Touareg, you can tow up to 7,716lbs. Which means you can play with some big toys on the weekend.

Of course, the Touareg can go, go, go off-road. But equally important is its stopping power. Its advanced braking system is eerily intuitive when it comes to stopping, especially sensing a sudden halt on loose gravel, dirt, or packed snow. When you step on the brakes, they're designed to stop by creating a pile of debris in front of the tires. This serves as a natural chock, and helps you stop. Simple, right?



VR6 FSI, Campanella White, 19" Terra Wheels



VR6 FSI, Cranberry Metallic



## The joy of diesel, the power of petrol.

Imagine a vehicle that can handle the rigors of the 130+mph speedways of Germany. Needless to say, it would have to be European in every detail—with a refined interior. Now imagine making it as sure-footed as a goat on just about any surface. That's Touareg.

And finally, imagine your choice of 2 stunning powerplants. First, the new Touareg TDI Clean Diesel. It offers fuel efficiency,\*\* power, performance, and a \$1,150 tax credit† from Uncle Sam because it qualifies as an alternative motor vehicle. The TDI engine is cleaner than conventional diesels, emitting as much as 95% less soot as well as a reduction in oxides of nitrogen and sulfur. Your second (or your first—who's to say?) choice is the efficient 3.6L VR6 FSI, offering fuel straight injection, and 6 stout torque-producing cylinders. Here, you're faced with a choice where you simply can't go wrong.

\*Maximum fording depth 19.7 inches. Please see page 22 for important information on the Touareg's fording capabilities.  
\*\*17 city/25 highway (TDI, auto) EPA estimates. Your mileage will vary. †Tax credit submitted under Notice 2006-9 and Internal Revenue Code, Section 30B relative to the Volkswagen Touareg TDI, Model Year 2010. Available to taxpayers who purchase a qualified vehicle on or before December 31, 2010. Leased vehicles will not be eligible for the credit. Only a limited number of full tax credits are available. Please consult a tax professional for more information or go to [www.irs.gov](http://www.irs.gov)



## Accessories and factory options.

Where the rubber meets the asphalt is where you can have some fun with your choice of 17" Makalu Alloy Wheels, 18" Karthoum, 19" Terra, 19" Namib, or 20" Mountain Alloy Wheels.

Load up for the weekend with a Basic Roof Rack and a wide assortment of attachments to conquer land, water, sky, and any other elements that may come along: Ski and Snowboard Rack, Kayak Holder, Surfboard Holder, Barracuda™ Bike Holder, or Fork Mount Bike Holder.

Hitch your wagon to a star or boat, as the case may be, with a factory Trailer Hitch and the slope-friendly Trailer Hitch Ski-Rack Attachment.

Up on the roof, you can add the Aluminum Luggage Platform or Soft Luggage Carrier.

VW gear for VW gearheads: [drivergear.vw.com](http://drivergear.vw.com)



VR6 Wheel-17" Makalu



Accessory Wheel-19" Terra



Accessory Wheel-18" Karthoum



Accessory Wheel-19" Namib

# Safe happens.

The people want safety standards to be standard. It's just that simple. So we packed an advanced, inter-working team of 40 safety features that make up the Prevent and Preserve Safety System. From its unibody safety cage construction, fully galvanized sheet metal and stabilizer bars, to a complete array of airbags\*—at Volkswagen, safety is a way of life. Which makes sense, since it helps save lives.

## Side Curtain Protection®\*

Deploys down the roof line from the A-pillar to the C-pillar, to help reduce head and upper torso injury in the event of side impact.

## Anti-Slip Regulation (ASR) and Engine Braking Control (EBC)

Help improve handling and prevent compression-induced skidding in slippery conditions.

## Rollover Sensor System

Should a rollover occur, this system will activate the side curtain airbags.\*

## Lower Anchors and Tethers for CHILDREN (LATCH)

A standardized child-safety seat system that helps protect the little people.

## Electronic Stabilization Program (ESP)

The National Highway Traffic Safety Administration mandates that electronic stability control be included on all vehicles by 2012. So we figured we'd get a head start by making ESP (Electronic Stabilization Program) standard on every 2010 Volkswagen. It helps the driver stay the intended course by detecting slick and slippery road conditions, and kicking in corrective forces. ESP is most effective when the driver is taking evasive action during sudden maneuvers, like when avoiding a crash. Incidentally, ESP also stands for Extra-Sensory Perception. Coincidence?



VR6 FSI, Campanella White, 19" Terra Wheels



# Safety just got safetyer.

Bi-Xenon™ Headlights with AFS Technology. Optional Bi-Xenon™ headlights move with the steering wheel to provide better visibility.

Dual Front and Side Front Airbags.\* Can deploy within 5 hundredths of a second.

Integrated Mirror Turn Signals let pedestrians, drivers and everyone else know exactly where you plan to go.



This is an illustration and does not depict what will happen in a crash. All bags will not inflate in real world accidents and if multiple bags do deploy, they will be in various stages of inflating/deflating, and will never all be inflated at the same time.



I have a sense of humor about lots of things. Safety isn't one of them.



\*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.

## Department of the interior.

Choose the optional Cricket seating package with supple double-stitched European leather seating surfaces. Or go with V-Text leatherette seats for a leather-glove feel and rhino hide durability. Color choices on leather and V-Text include Anthracite and Pure Beige. The Lux Limited edition comes standard with two-tone seats with St. Tropez inserts, and either Anthracite or Latte Macchiato interior appointments.

### V-Text



Pure Beige



Anthracite

### Leather



Pure Beige



Anthracite



St. Tropez/Anthracite



St. Tropez/Latte Macchiato



**“The lap of luxury.” Whose “lap”  
is that referring to?  
I’ve always wondered that.**



## Exterior colors



Campanella White



Black



Galapagos Gray Metallic



White Gold Metallic



Cranberry Metallic



Reflex Silver Metallic



Alaska Gray Metallic



Black Magic Metallic (Lux Limited Only)



Sapphire Blue Metallic (Lux Limited Only)

## Standard Features/Packages

### VR6 FSI

Includes: 3.6L, 280hp, VR6 FSI engine; 17" Makalu alloy wheels with all-season tires; Dual-zone Climatronic; V-Text leatherette seating; Walnut wood interior trim; Leather multi-function steering wheel; Premium VIAM/FM stereo with CD player and SIRIUS Satellite Radio; Bluetooth; 12-way power driver's seat with 8-way manual passenger seat; Heatable front seats and exterior mirrors; Heated washer nozzles; HomeLink; Power sunroof; Power liftgate; Front and rear floor mats; Park Distance Control (PDC); Silver roof rails; Privacy glass; Automatic headlights with Coming/Leaving Home feature; ABS Plus, ASR, and ESP traction control systems; Tire Pressure Monitoring System (TPMS); 4-corner independent comfort suspension.

### TDI

Includes: 3.0L, 225hp, V6 TDI engine; All VR6 FSI features.

### Luxury Package

Includes: 19" Terra alloy wheels; Cricket Leather seating surfaces; Comfort front seats; Vavona wood interior trim; 12-way power passenger seat; Center console wood trim with sliding armrest; Heatable steering wheel.

### Technology Package

Includes: Navigation and Entertainment System "RNS 510" with MDI and multi-function color display; Rearview camera; "Volkswagen Sound" 8 channel 11-speaker system; Bi-Xenon™ Headlights with AFS Technology; Keyless access and keyless start/stop.

### Premium Technology Package

Includes all Technology Package features, plus: Dynaudio Sound System.

### Lux Limited Package

Includes: 20" Mountain alloy wheels; Cricket Leather seating surfaces; St. Tropez/Latte Macchiato or St. Tropez/Anthracite seating surfaces; Sport style front and rear bumpers and sills; 12-way power front passenger seat; Heatable steering wheel; Sliding armrest; Interior trim, Poplar wood or Engine Spin; Chrome tailpipes and grille trim.

With over 130 channels, SIRIUS Satellite Radio brings you more of what you love. Get 69 channels of 100% commercial-free music, plus all your favorite sports, news, talk, and entertainment. Everything worth listening to is now on SIRIUS.



# Specification overview

VR6  
FSI TDI

VR6  
FSI TDI

## Exterior

Doors	Keyless access with keyless start/stop button	P	P
Lights	Halogen headlamps with clear, lightweight, chip-resistant polycarbonate lenses	S	S
	Adaptive Front-lighting System (AFS), directionally adjustable lighting automatically responds to driver input, included with Bi-Xenon™ high intensity gas discharge headlamps and Daytime Running Lights (DRL)	P	P
	Automatic headlights with Coming Home and Leaving Home feature	S	S
	Halogen projector lens fog lights, integrated into front bumper	S	S
Mirrors	Driver and passenger side exterior mirrors, heatable with integrated turn signals	S	S
	Integrated flood lights mounted underneath exterior mirrors aid in exiting and entering vehicle	S	S
Roof	Power glass sunroof	S	S
Special Features	Front and rear Park Distance Control	S	S
	Trailer hitch	O	O
	Power lift gate	S	S
	Lux Limited body kit, featuring sporty front and rear bumpers and side sills	P	P
Tires	255/60 R17 H, all-season tires (snow chain compatible)	S	S
	275/45 R19 108V, all-season tires (not snow chain compatible)	P	P
	275/40 R20 108V, all-season tires (not snow chain compatible)	P	P
	Tire Pressure Monitoring System (TPMS)	S	S
Wheels	17" alloy wheels with anti-theft wheel locks	S	S
	19" alloy wheels with anti-theft wheel locks	P	P
	20" alloy wheels with anti-theft wheel locks	P	P
Wipers/Washers	Rain-sensing windshield wipers	S	S

## Interior

Air Conditioning	Climatronic dual-zone electronic control with pollen filter	S	S
Alarm/Anti-Theft	Anti-theft vehicle alarm system for doors, hood, trunk, radio; Starter interrupt, with Autolock function and audible and visual activation	S	S
	Immobilizer III theft-deterrent system	S	S
Audio	Premium VIAM/FM stereo with single CD player, 10 speakers, and RDS	S	S
	Dynaudio Premium Sound System, with 10 speakers (4 tweeters, 2 midrange, 4 woofers). Amplifier delivers 600 watts and includes DSP (Digital Sound Processor) technology	P	P
	SIRIUS Satellite Radio with introductory 6-month service	S	S
	Media Device Interface with iPod cable	P	P
	Bluetooth Hands-Free calling with voice control	S	S
Hatch/Cargo Area	Fully carpeted lined luggage compartment	S	S
	Hatch lid closing assist	S	S
	Rear glass window with defrost	S	S
	Window opens independently of rear hatch	S	S
	4 tie-down hooks in cargo area	S	S
Instrument Cluster	Speedometer, tachometer, odometer, trip odometer, fuel gauge, vehicle temperature gauge, oil gauge, battery gauge, gear indicator, clock, outside temperature, audio functions, and warning lights	S	S
	Multi-function trip computer featuring compass, trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, miles to empty, radio station display, and personalizing function	S	S
	Multi-color display featuring multi-function trip computer and multi-function onboard computer	P	P
Keys	2 radio-frequency remote transmitter key fobs with lock, unlock, rear trunk release, panic button for central locking, and selectable access valet key feature	S	S
Lighter/Outlets	6 power outlets: 2 in front center console, 1 in center console for rear seating positions, and 3 in rear cargo area, (2) 12V and (1) 115V	S	S
Locks	Central power locking system with key operated closing feature for power glass sunroof, opening and closing feature for power windows, and selective unlocking at driver's door	S	S
	Automatic locking feature, doors lock when vehicle reaches 8mph; Doors unlock automatically upon airbag deployment	S	S

## Interior

Ornamentation	Genuine Walnut wood interior trim	S	S
	Genuine Vavona wood interior trim	P	P
	Genuine Poplar wood interior trim	P	P
	Engine Spin interior trim	P	P
Restraint Systems	Side Curtain Protection head airbags, front and rear*	S	S
	Driver's side 2-stage airbag supplemental restraint system*	S	S
	3-point safety belts, all 5 seating positions. Height-adjustable for driver, front passenger, and rear outboard seating positions	S	S
	Safety belt pre-tensioners for driver, front passenger, and rear outboard seating positions	S	S
	LATCH (Lower Anchors and Tethers for Children) child seat anchor points	S	S
Seating, Front	12-way power adjustable driver's seat, 8-way manual adjustable front passenger seat	S	S
	12-way power adjustable driver's and front passenger seats	P	P
Seating, Rear	60/40 split folding rear seat, with fold flat feature	S	S
Special Features	Navigation and Entertainment System "RNS-510" with 6.5" color touchscreen in center console. Includes 3-month trial SIRIUS Traffic and 6-month trial SIRIUS Satellite Radio. Built-in SD card slot allows for transferring pre-stored destinations and music from PC onto the built-in 30GB hard disk. AUX-in jack for media players and optional iPod interface "MDI"	P	P
	HomeLink integrated into headliner above center console	S	S
	Intelligent crash response system	S	S
Steering Wheel	4-spoke leather wrapped multi-function steering wheel, with cruise control, audio functions, and multi-function onboard computer functions	S	S
	Heatable steering wheel	P	P
Upholstery	V-Tex leatherette seating surfaces	S	S
	Cricket leather seating surfaces	P	P
Windows	Power windows with pinch protection; Front windows with automatic 1-touch feature, operable with driver's side only	S	S

## Technical

All-Wheel Drive	4XMOTION permanent all-wheel drive system with low range gear and adaptive torque distribution	S	S
	Power-assisted front vented disc brakes (330 mm X32 mm), rear vented disc brakes (330 mm X28 mm)	S	S
Engine	3.6L, 24-valve, DOHC, VR6 with direct fuel injection (FSI), 280hp, 265lbs-ft of torque	S	-
	3.0L, 24-valve, V6 TDI engine, 225hp, 406lbs-ft of torque	-	S
Locking Differential	Center locking differential	S	S
Steering	Power-assisted rack and pinion steering	S	S
Suspension	Double wishbone front and 4-link rear independent suspension	S	S
Traction Control	Rollover sensor system	S	S
	Anti-Slip Regulation (ASR)	S	S
	Electronic Differential Lock (EDL)	S	S
	Engine Braking Control (EBC)	S	S
	Electronic Brake-pressure Distribution (EBD)	S	S
	Electronic Stabilization Program (ESP)	S	S
	Hill Descent Assist (HDA)	S	S
	Hill Climb Assist (HCA), engages only in low range gear	S	S
Transmission	6-speed automatic transmission with Tiptronic, Dynamic Shift Program (DSP), sport mode, and low range gear	S	S
Dimensions	Wheelbase	112.4 inches (2,855 mm)	
	Trunk Capacity	31 feet³ (0.9 m³)	
	Cargo Volume with Rear Seat Folded	71 feet³ (2 m³)	
	Length	187.2 inches (4,754 mm)	
	Width	75.9 inches (1,928 mm)	
	Height	68 inches (1,726 mm)	
	Ground Clearance	8.3 inches (212 mm)	

# The Volkswagen Carefree Maintenance Program.\*

Volkswagen is proud to offer 3 years or 36,000 miles of no-charge scheduled maintenance on the 2010 Touareg. The program includes oil and filter changes, brake checks, fluid checks, tire rotation, and airbag checks, just to name a few.

Maximum fording depth is 19.7 inches. Professional driver, please do not attempt. NEVER enter water that has a current or where you do not know the depth. \*The Volkswagen Carefree Maintenance Program covers the Touareg's 10K, 20K, and 30K scheduled maintenance intervals for 3 years or 36,000 miles, whichever occurs first. The Touareg TDI Carefree Maintenance Program also covers the vehicle's 5K, 15K, 25K, and 35K AdBlue™ refills. Coverage is during the term of the new vehicle limited warranty, at no additional charge. Some limitations apply. Does not include routine wear and tear on parts such as brakes, tires, wiper blades, light bulbs, etc. See dealer or vehicle maintenance program booklet for details.



S Standard, at no additional charge   O Option, at additional charge   P Part of option package, at additional package charge   – Not Available

\*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.

VR6 FSI, Campanella White