

2012 **Passat**



Das Auto.





## Better engineering for you.

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.

## The all-new Passat

### 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<sup>®</sup> 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.

\*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.



TDI SEL Premium shown in Reflex Silver Metallic and V6 SEL Premium shown in Platinum Gray Metallic with 18" Spokane wheels and Rear Lip Spoiler



2.5L S with Appearance Package shown in Night Blue Metallic

## Performance

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2.5L 170-hp engine, 32 hwy mpg and 592 miles/tank\*

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2.0L TDI Clean Diesel, 43 hwy mpg and 795 miles/tank\*

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3.6L 280-hp engine, 28 hwy mpg and 518 miles/tank\*

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### 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 or 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.



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**2.5L.** 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.

\*2012 2.5L, automatic transmission: 22 city/32 highway mpg, EPA estimates. Range based on 32 highway mpg EPA estimate and an 18.5-gallon fuel tank. 2012 TDI Clean Diesel, manual transmission: 31 city/43 highway mpg, EPA estimates. Range based on 43 highway mpg EPA estimate and an 18.5-gallon fuel tank. 2012 3.6L, automatic transmission: 20 city/28 highway mpg, EPA estimates. Range based on 28 highway mpg EPA estimate and an 18.5-gallon fuel tank. Your mileage will vary.

## TDI Clean Diesel

# 2.0L TDI Clean Diesel

T is for Turbo.

140 horsepower

236 lbs/ft of torque

### Mileage

43 highway miles per gallon\*

### Range

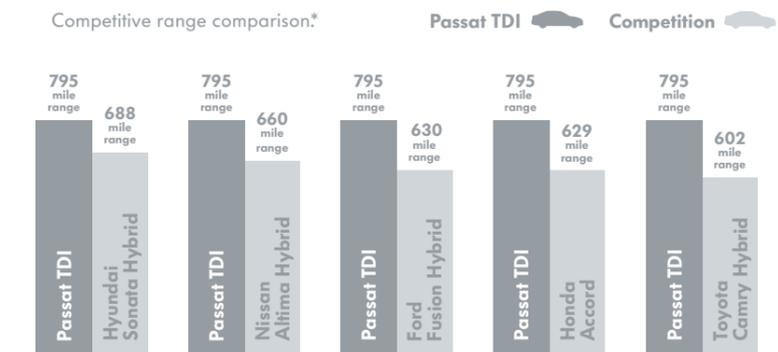
795 miles per tank\*

90% fewer sooty emissions than previous diesel engines

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

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 its 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.

### The low cost of high performance.



The TDI Clean Diesel engine was designed and engineered around one simple belief: driving is more fun than refueling. So besides the reduced emissions and torque-filled benefits you experience behind the wheel of the Passat TDI, it also saves you money at the pump.

\*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.



TDI SEL Premium shown in Tungsten Silver Metallic



V6 SEL Premium shown in Cornsilk Beige Leather with Dinamica® inserts

## Audio

### You always have a front row seat.

It's like sitting center stage at your favorite show. Or in the best box. 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.

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Fender™ Premium Audio system\*

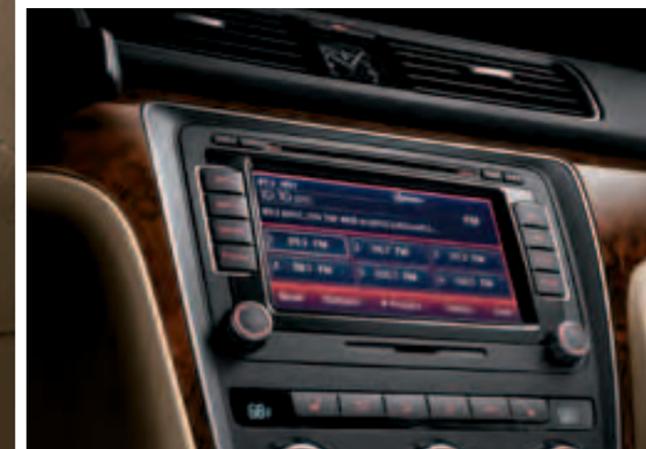
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Touchscreen audio system\*

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SiriusXM Satellite Radio with three-month trial subscription\*

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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.

\*Feature available on select models.



## Interior

### Driven from the inside out.

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.

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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.

\*Most rear legroom in the midsize class based on manufacturers' published data.



V6 SEL Premium shown in Cornsilk Beige Leather with Dinamica inserts

## Cargo

### 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.

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,<sup>®</sup> 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.

\*Feature available on select models.

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Rear pass-through with console\*

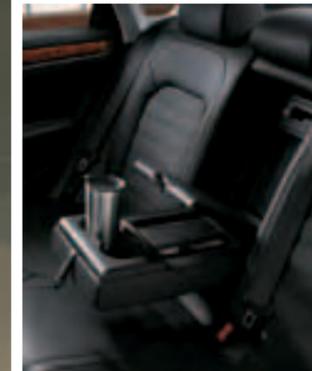
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15.9 cubic feet of trunk space

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60/40-split folding rear seats

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2.5L SE shown in Opera Red Metallic

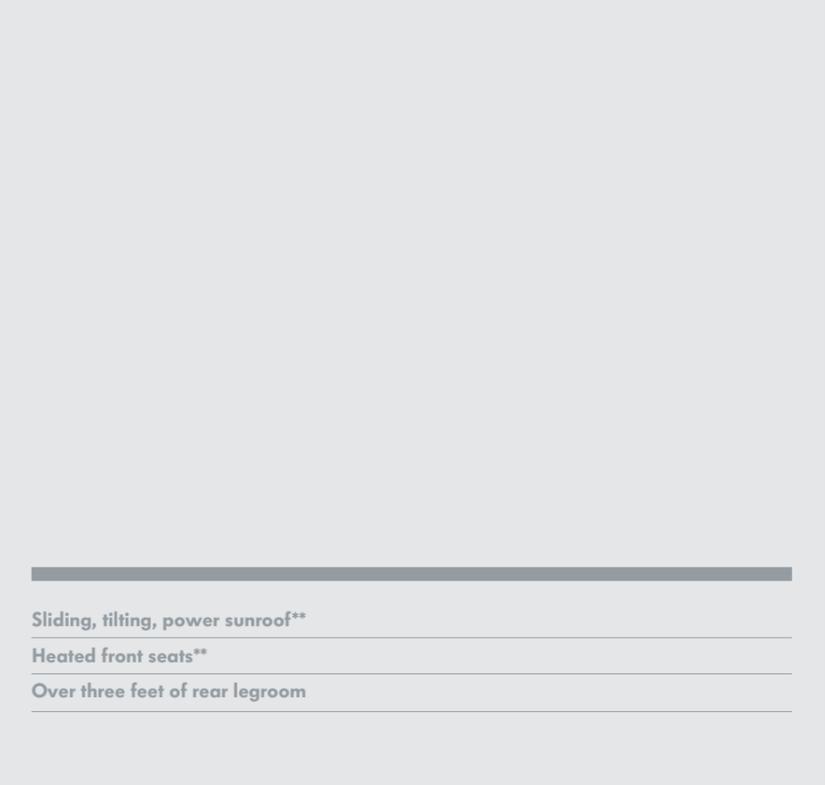
# Comfort

## 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? Bet 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.

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



TDI SEL Premium shown in Cornsilk Beige Leather with Dinamica inserts



V6 SEL Premium shown in Platinum Gray Metallic

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Completely redesigned from the ground up

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Automatic vehicle illumination

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18-inch alloy wheels\*

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## Earn even more respect on the road.

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.

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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 comes in handy in extremely hot and cold weather, to help warm up the engine and make the interior more hospitable before you climb inside.

\*Feature available on select models.

# Safety

## 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 complementary features just when you need them the most. Which is to say, every time you climb into your all-new 2012 Passat.

**Active safety.** The all-new Passat comes standard with active safety features, such as headlights, turn signals, mirrors, 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.\*\*

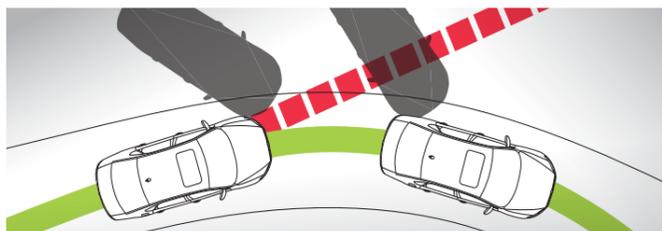
\*This is an illustration and does not depict what will happen in a crash. All airbags will not inflate in real-world crashes, and if multiple airbags do deploy, they will be in various stages of inflating/deflating and will never all be inflated at the same time. Airbags are supplemental restraints 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.

## Features

### ESC

#### Electronic Stability Control

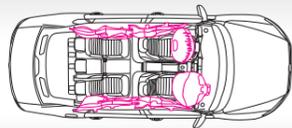
In case you have to swerve around something unexpectedly, ESC helps adjust for oversteer or understeer by applying corrective forces to individual wheels.



### 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.



## 6 standard airbags\*

## Active

#### Anti-Slip Regulation (ASR)

ASR helps prevent the wheels on your Passat from spinning when you accelerate by denying engine power in situations when it senses wheel slippage.

#### Anti-lock Braking System (ABS)

ABS helps keep the brakes from locking up during sudden stops and helps you retain control over the steering during emergency braking.

#### Hydraulic Brake Assist (HBA)

HBA works with ABS to help ensure that you get the maximum braking power from the brake system even if you don't press the brakes completely.

#### Tire Pressure Monitoring System (TPMS)

The Passat comes with the TPMS to monitor tire pressure and inform you of any loss in pressure when it occurs.



TDI SEL Premium shown in Night Blue Metallic

## Passive

#### Crash-optimized pedals

If the intensity of the impact pushes your foot against the pedals too forcefully, the foot pedals break away to help prevent injury.

#### Safety cage

Beneath all that sheet metal, every Passat has a specially reinforced safety cage complete with anti-intrusion side beams and forged steel B-pillars.

#### Crash-optimized front end

Integrated right into the front structure of your Passat are impact-absorbing elements that help minimize the collision energy that reaches you.

#### Pressure sensors for side airbags

Pressure sensors within the doors help reduce precious reaction time by responding instantly to a breach in the outside door panels and triggering the side-curtain airbags.



## German Engineering

### What makes a Volkswagen a Volkswagen.

Environmentally sensitive, smarter paint process

Monsoon water test



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.

**Smarter paint.** 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 CO<sub>2</sub> 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 us ensure that each new Passat will withstand virtually anything that nature rains down upon it.

\*Most rear legroom in the midsize class based on manufacturers' published data.

2.5L SE shown in Black

## Carefree Maintenance<sup>®</sup>

### Buy one, get three.

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 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.



No-charge scheduled Carefree Maintenance

**3 or 36,000\***  
Years 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.



TDI SEL Premium shown in Tungsten Silver Metallic

## 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

### 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'll turn off again too.

### Dual-zone automatic climate control

You'd think 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.

## Available

### Power sunroof

For the sun worshippers 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 toasted 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 touch the door handle. Then, once you're inside, a simple press of the start button turns on the ignition so you can drive 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.



On top of 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.



# Wheels

## Standard



**S 16" Steel Wheels**



**S with Appearance Package 16" San Jose**



**2.5L SE and TDI SE 17" Sonoma**



**2.5L SEL 17" Salamanca**



**TDI SE with Sunroof and Navigation and V6 SE 18" Bristol**

# Accessories

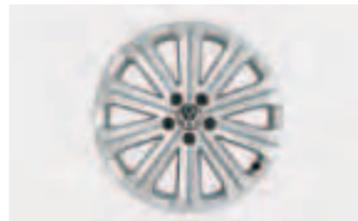
## drivergear.vw.com



MojoMat®



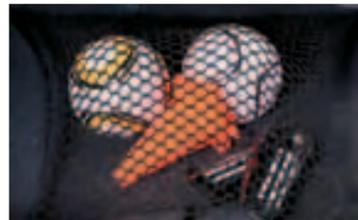
Monster Mat®



**18" Spokane**



MDI Adapter Cables (iPod is not included)



Luggage Net



Heavy Duty Trunk Liner with CarGo Blocks



Rear Lip Spoiler



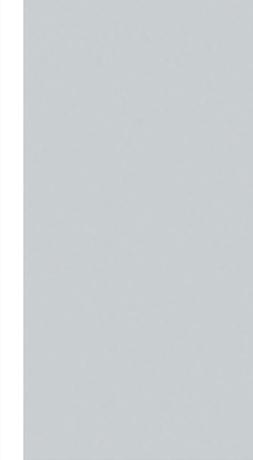
Pedal Caps

# Exterior

## Paint



**Candy White**  
Titan Black, Cornsilk Beige



**Reflex Silver Metallic**  
Titan Black, Moonrock Gray



**Tungsten Silver Metallic**  
Titan Black, Cornsilk Beige



**Platinum Gray Metallic**  
Titan Black, Moonrock Gray



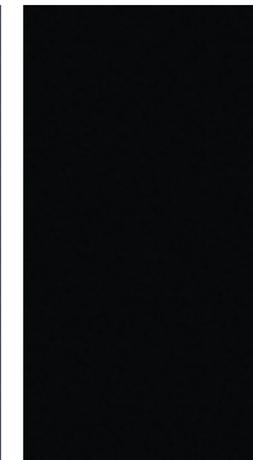
**Glacier Blue Metallic**  
Titan Black, Cornsilk Beige



**Opera Red Metallic**  
Titan Black, Cornsilk Beige



**Night Blue Metallic**  
Titan Black, Cornsilk Beige, Moonrock Gray



**Black**  
Titan Black, Cornsilk Beige

# Interior

## Leather with Dinamica inserts



Titan Black



Moonrock Gray



Cornsilk Beige

## V-Tex Leatherette



Titan Black



Moonrock Gray



Cornsilk Beige

## Cloth



Titan Black



Moonrock Gray



That's Das Auto.

## 2012 Volkswagen Family

All-new Beetle



All-new Passat



Tiguan



Jetta



Eos



Golf



Touareg



CC



GTI



Jetta SportWagen



Routan



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