





What makes a Volkswagen a Volkswagen. See those little icons over there? They represent the big ideas that every Volkswagen must live up to in order to earn the VW badge. No matter how large or small, all models are a combination of these essential ideas. Find an icon and you'll discover something special about a Volkswagen. It's really that simple.

Let's talk Volkswagen.

Das Auto

A VW doesn't just start off as sheet metal and engine parts. It begins as an idea. A belief that getting the little things right is a big thing. A viewpoint that asks why dumb it down when you can smart it up. An attitude that says to make things perfect, you have to make them perfectly. Some would call these just a bunch of good ideas. We call them Das Auto.®

The CC

Words simply don't do justice to a car as striking as the CC. A picture does it so much better. But since you've managed to peel your eyes away for a moment, let us tell you something the picture won't. The CC comes standard with the award-winning 2.0L TSI® engine. It was also named a "Top Recommended" vehicle for 2010 by Edmunds.com. And it has not two, but four gorgeous bucket seats for you and three lucky passengers to slip into. So go ahead, take a look inside and see what else the CC has to offer.



VR6 4MOTION Executive shown in Deep Black Metallic with 18" Thunder wheels



Design. To Volkswagen designers, sculpting a car as beautiful as the CC is reward enough. But apparently the judges didn't agree. Because they gave it three international design awards in its very first year. Okay, we admit it. That feels pretty good too.

It's what's on the outside that counts.

Designing a brand-new car is a tall order. Not only does it have to be beautiful, but it also needs to be robust enough to triumph over everyday use if it's going to wear the VW badge. That's why everywhere you look, there are graceful lines and thoughtful details. We made the CC gorgeous so you'd covet it before you ever sat inside. And we added each and every feature so you would never want to give up the keys, even to the valet. Because we thought that a car we affectionately refer to as the Comfort Coupe (thanks to its luxurious interior and gently sloping roof) should live up to both its names.



VR6 4MOTION Executive shown in Reflex Silver Metallic



Design. Everyone knows that details add up. And since the goal of the CC was to fuse exceptional design with uncompromised engineering, every detail was not only thought about, it was also fussed over. A lot. And we think you'll appreciate it.

If you want to make something big, start small.

A. Rain-Sensing Windshield Wipers

Like a little mind reader, an invisible sensor in the windshield detects how much water is obstructing your vision and the wipers adjust their speed automatically.

B. Power Glass Panoramic Tilt Sunroof

Blur the lines between outside and in with the available panoramic tilt sunroof. It makes the great outdoors the ultimate addition to your ride.

C. Pinch Protection on Power Windows

If there's a set of unsuspecting fingers still feeling the breeze when the windows are closing, we help protect every single digit by including pinch protection on all power windows.

D. Frameless Doors

Because the doors on the CC have no window frame, the windows automatically adjust to make the doors easier to open, then seal upon closing to help reduce road noise and keep the road aerodynamics balanced.

E. Diversity Antenna

Some might call it overkill, we just call it smart. We put two radio antennas on your CC so the one with the stronger signal for any given channel rules the roost. That way you have the best reception possible, bar none.

F. Bi-Xenon™ Headlights with AFS

Brighter than halogen or regular filament bulbs, these special optional headlights with the Adaptive Front-lighting System turn up to 15 degrees around corners, effectively seeing into the future.

G. Hydraulic Brake Assist (HBA)

Starting fast is nice. Stopping fast is a must. HBA recognizes how quickly the brakes are pressed and automatically kicks in the Anti-lock Braking System for maximum deceleration when needed.

H. Exterior Signal Mirrors

The CC has side mirrors with blinkers built right in. So every time you turn your signal on, everyone will know your next move.

I. Four-Corner Independent Suspension

Thanks to the sport-tuned multi-link suspension, and four wheels designed to individually respond and correct for any disturbances, your CC will give you mile after mile of firm, race-inspired handling.

J. Alloy Wheels

No matter which of the alloy wheels you're sporting, each one is designed to compliment your CC. Take, for example, the 18" Polished Interlagos wheels pictured here. Their gently twisting helicopter design is sure to turn heads as you drive.





VR6 4MOTION Executive shown in Reflex Silver Metallic



Performance. The CC takes a very pretty picture. So pretty that you might overlook a few of its details. Like the award-winning 2.0L TSI turbocharged engine. You know, the one that hums along and gives you that turbo punch that you can't help but love. Well, that comes standard in the CC. Along with a whole bunch of other amazing features. You wouldn't want to love the CC on looks alone, would you?

Turbo. Gift with purchase.

The CC starts with a turbocharged engine. That's right, it's standard. This 4-cylinder engine has 200 hp and is paired with either a 6-speed manual or a 6-speed DSG[®] automatic transmission with Tiptronic[®]. The engine is also equipped with FSI[®] that offers a fuel savings of up to 25 percent in comparison to conventional injection engines.* If you're craving more power, we suggest one of the fastest and most powerful Volkswagen engines available: the 3.6L VR6 with 280 hp and 265 lbs/ft of torque. When paired with 4MOTION[®] all-wheel drive and sport-tuned suspension with super-sleek paddle shifters, the VR6 turns the gas pedal into a gift that keeps on giving. And giving. And giving.

*EPA estimates. Your mileage will vary.



Lux Limited shown in Cornsilk Beige Two-Tone V-TEX leatherette



Technology. Did you see that? Not the badge, the tiny camera underneath it. Even though you'll be too busy driving to actually see it, that optional rearview camera will probably become one of your favorite features. Mostly because it'll help keep you from backing up into anything unexpected. Which was the whole point of showing it to you in the first place.



So much technology. So few buttons.

That's right, the state-of-the-art touchscreen entertainment system is incredibly easy to use. The Bluetooth® with voice command and phonebook download doesn't take an advanced degree to understand. The 12-way power front seats need just three buttons to fine-tune everything to your comfort. The multi-function steering wheel, onboard computer, cruise control, and available Dynaudio® stereo with ten high-end speakers are all right there in front of you. And the stereo even comes with a three-month trial subscription to SIRIUS® Satellite Radio with over 130 channels, including 100% commercial-free music plus sports, news, talk, and entertainment. So if you're feeling cold but your passenger is too warm, no big deal. The available Climatronic® climate control can handle two climate zones. Or if you're prone to getting lost, don't worry. Simply program your home address into the optional touchscreen navigation system and you'll always find your way home. Plus, you'll be able to avoid traffic thanks to the three-month trial subscription to SIRIUS Traffic.™ Relax. We made all the technology in the CC easy for a reason. So you'll enjoy using it.



Lux shown in Cornsilk Beige Two-Tone V-TEX leatherette



Comfort. We could simply tell you all about the gorgeous bucket seats. Or the available supple Nappa leather. Let's not forget the optional genuine Vavona wood interior trim. Perhaps we should also point out the nifty cupholders in the backseat. How about the 60/40-split seat that connects the trunk to the cabin for those extra large items? In the interest of comfort, we should probably mention them all. Hope you don't mind.



This car has a secret.

But we don't think you'll realize it at first. Because the secret lies in what isn't there as opposed to what is. In a moment of inspiration, we removed that hard seat-like spot in the back between the two window seats. The spot that no one actually wants to sit in. And then we split that precious space between two gorgeous bucket seats, giving them extra elbow room. And leg room. Because the CC isn't about cramming people in for a weekend road trip. It's about taking three really good friends on the ride of their lives.



VR6 4MOTION Executive shown in Reflex Silver Metallic



VR6 4MOTION Executive shown in Reflex Silver Metallic



Safety. There's safe. And then there's Volkswagen safe. Safe protects you from all kinds of life's little (and big) surprises. Volkswagen safe wins awards from the National Highway Traffic Safety Administration (NHTSA), which gave the 2010 CC five stars (the highest rating possible) for driver's side crash-test safety.* Safe is what every car should be. Volkswagen safe is what every car wishes it were. When it comes to safety, picking the car that wins awards is always a safe bet.

Our success is no accident.

When you buy a Volkswagen like the CC, you're driving home more than just a car. You're taking home total peace of mind. You don't even have to think about how its doors thunk solidly into place. Or how it has six airbags standing guard.** Or especially how the crash-optimized front end would help absorb energy on impact and help protect you in the event of a collision. That's because every Volkswagen is built to the highest standards. Volkswagen standards. Standards so high that we included ESC (Electronic Stability Control), ABS (Anti-lock Braking System), and HBA (Hydraulic Brake Assist) on every VW model to help you stay safe in every situation. Because we believe that once you've achieved a certain level of excellence, there's no going back. That's why we call it a standard.

*Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). 2010 model tested with standard side airbags. **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.



Quality. Laser seam welding. Sure, it sounds cool. But what does it mean? Well, it's kind of like the difference between a jacket with buttons and one with a zipper. The buttons keep the jacket on, but they still leave spaces in between. Whereas a zipper seals the deal, leaves no spaces, and therefore creates a much stronger bond. When it comes to increased control, stability, and safety in every situation, thanks to laser seam welding, we've got the situation all zipped up.



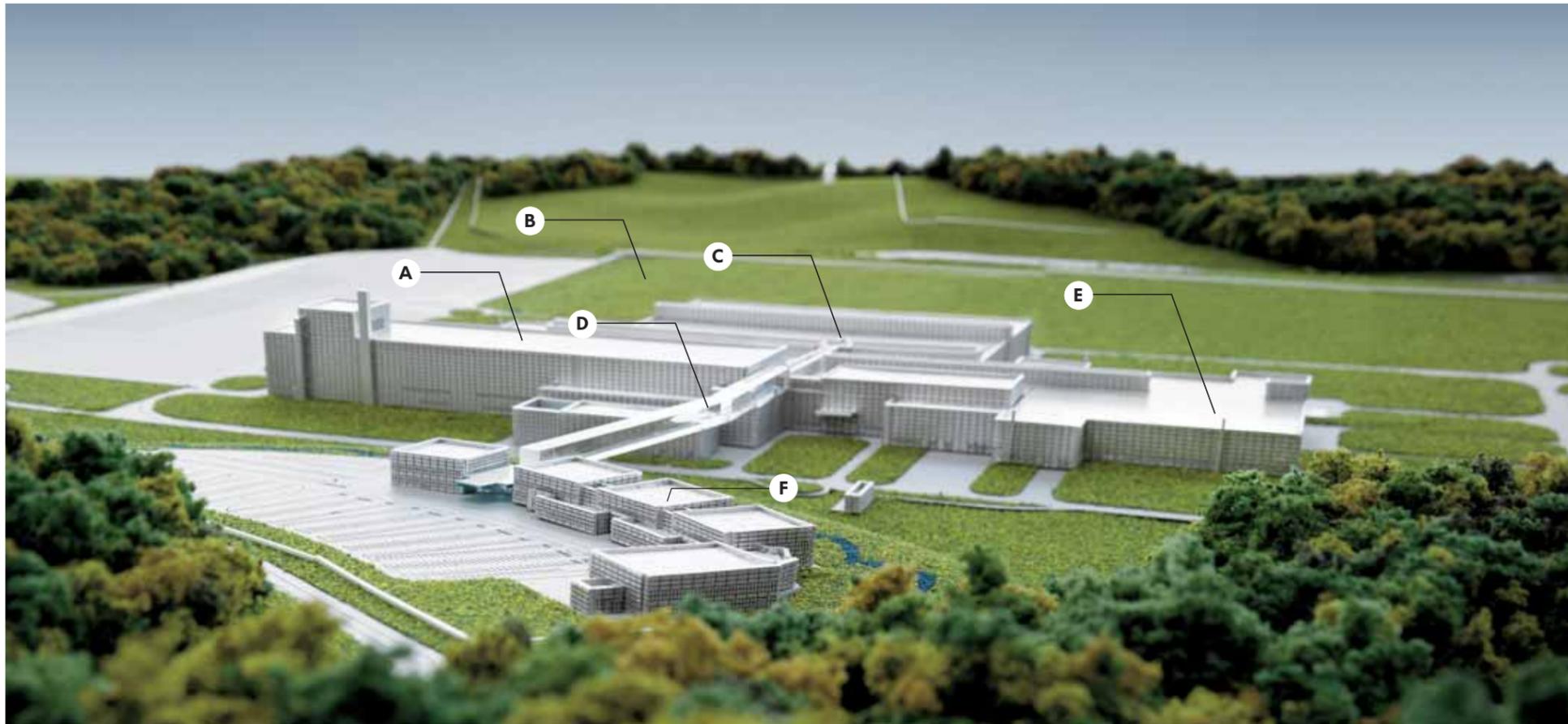
Buy one, get three.

Yes, you read that right. When you buy any new VW, you get three years or 36,000 miles of no-charge scheduled Carefree Maintenance.* That's your first three years of scheduled maintenance at no extra charge. If you'd like, stop by in the first 90 days, or 6,000 miles, for your courtesy vehicle check. Ask us any questions you might have while we give your CC a basic checkup. On the house. After that, 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.

*The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance for three years or 36,000 miles, whichever comes first. Coverage during the term of the new vehicle limited warranty at no additional charge. Some limitations apply. See dealer or vehicle maintenance program booklet for details.



Lux Plus shown in Reflex Silver Metallic



A. Smarter Paint

In order to increase the quality of paint on your new VW, 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.

B. Recycled Land

Our state-of-the-art, eco-friendly manufacturing facility stands on land that is ideal for environmental renewal. As we build, we're relocating and restoring creeks to help manage storm runoff and we're replanting any trees that have been cut down.

C. Monsoon Testing

Every new VW built in the Chattanooga facility 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 VW will withstand anything that nature rains down upon it.

D. Community Bridge

Not only is the bridge that connects the Volkswagen Academy to the main production facility visually stunning, it was also designed by a group of architecture students from Auburn University who won our design competition. This competition was part of the \$5.28 million investment we're making in schools and universities in the surrounding community.

E. Precision Manufacturing

When we build the sheet metal for our cars, we stamp it so precisely that the typical gap between metal sheets is between 3 and 4 mm. Then we use our special chalk test to find any imperfections that can't be seen by the naked eye.

F. Volkswagen Academy

In order to enable our employees to meet our high quality standards, we partnered with the state of Tennessee to build the Volkswagen Academy. We then hired the best team of trainers to ensure that we have the most talented group of plant technicians anywhere.



To help us ensure the highest-quality production for our cars, our employees help program each state-of-the-art robot to perform its specific task so the robots can assist during the production and assembly process.



Next. It's one thing to be building a brand-new manufacturing plant in the U.S. But it's another thing to be doing it right. That's why we're developing our new facility according to the LEED Certification standards. Doesn't a pristine new building deserve the very best that green technology has to offer? Of course. And so do all the people who live in the community.

At home in America.

From its advanced laser seam welding process that gives our cars stability and strength, to the six-minute monsoon water test to check for any sign of leaks, the brand-new Chattanooga, TN, manufacturing plant is state of the art. And those are just a couple of the benefits of starting from scratch. When you build something from the ground up, you can control every element of the process—from the building materials, to the quality of the people working on every step of development, to the world-class cars that emerge at the end of the line. It also gives us the opportunity to expand our network to include local suppliers, making sure to let them know about our standards so they can deliver the high-quality product we require. The way we look at it, this is not only the most eco-friendly and modern plant in the VW portfolio, it's also an investment in our collective future. So here's to building positive momentum. Together.

Specs

Exterior	Sport	Lux	4MOTION
Fully galvanized sheet metal	●	●	●
Tinted glass	●	●	●
Halogen headlights with clear, lightweight, chip-resistant polycarbonate lenses and Daytime Running Lights (DRL)	●	L, LP	–
Bi-Xenon high-intensity headlights with DRL and Adaptive Front-lighting System (AFS), directionally adjustable	–	LL	●
Halogen reflector lens foglights, integrated into front bumper	–	●	●
Power-operated side mirrors with integrated turn signals	●	LP	–
Power-operated, heated side mirrors, with memory and integrated turn signals	–	–	●
Power tinted glass panoramic sunroof with tilt function	–	–	●
Park Distance Control (PDC) system, with front and rear proximity sensors	–	–	●
Tire Pressure Monitoring System (TPMS)	●	●	●
17" alloy wheels with anti-theft wheel locks	●	–	–
18" alloy wheels with anti-theft wheel locks	–	●	●
Rain-sensing windshield wipers	●	●	●
Heated windshield washer nozzles	–	●	●

Interior	Sport	Lux	4MOTION
Climatic manual single-zone climate control with pollen filter	●	–	–
Climatronic dual-zone electronic climate control with pollen filter	–	●	●
Anti-theft vehicle alarm system for doors, hood, trunk, radio; starter interrupt, with autolock function and with audible and visual activation	●	●	●
Immobilizer III theft-deterrent system	●	●	●
Touchscreen Premium VIII sound system with MP3- and WMA-compatible in-dash 6-disc CD changer, SD memory card reader, and 8 speakers	●	–	–
RNS 315 navigation system with 5" color touchscreen in center console, SIRIUS Satellite Radio with 3-month trial subscription, and SD memory card reader	–	L	–
RNS 510 navigation system with 6.5" color touchscreen in center console, SIRIUS Satellite Radio and SIRIUS Traffic with 3-month trial subscriptions, SD memory card reader, 30GB hard disk, and rearview camera	–	LP, LL	●
SIRIUS Satellite Radio 3-month trial subscription	●	●	●
Dynaudio premium sound system, with 10 high-end speakers (4 tweeters, 2 midrange, 4 woofers); 600-watt amplifier and DSP (Digital Sound Processor) technology	–	–	●
AUX-in for portable audio player	●	●	●
Media Device Interface with iPod cable	●	●	●
Bluetooth hands-free calling system	●	●	●
Cruise control	●	●	●
Electric rear window defroster	●	●	●
Speedometer, tachometer, odometer, trip odometer, fuel gauge, coolant temperature, clock, outside temperature	●	●	●
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	●	●	●
2 radio-frequency remote transmitter key fobs with lock, unlock, rear trunk release, panic button for central locking, and selectable access valet key feature	●	●	●
Three 12V power outlets: 1 in front center console, 1 in center console for rear seating positions, and 1 in cargo area	●	●	●
Interior ambient lighting, dual front and dual rear reading lights, illuminated glovebox, luggage compartment lighting	●	●	●
Automatic locking feature (doors lock when vehicle reaches 8 mph, unlock automatically upon airbag deployment)	●	●	●
Driver and front passenger visor vanity mirrors, illuminated and with covers	●	●	●
Self-dimming rearview mirror with on/off switch	●	●	●
Metallic-look matte chrome interior trim	●	–	–
Full brushed aluminum interior trim	–	L	–
Genuine Vavona wood interior trim	–	LP, LL	●
Driver and passenger front and side thorax airbag supplemental restraint system*	●	●	●
Side Curtain Protection® head airbags, front and rear*	●	●	●
Rear side thorax airbag supplemental restraint system*	○	○	○
3-point safety belts for all 4 seating positions; belt-force limiters for all 4 seats and belt tensioners for front seats	●	●	●

● Standard, at no additional cost ○ Optional, additional cost L (Lux) LP (Lux Plus) LL (Lux Limited) – 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. **Roadside Assistance provided by Cross Country Automotive Services.

Interior cont.	Sport	Lux	4MOTION
LATCH (Lower Anchors and Tethers for CHildren) child seat anchor points	●	●	●
4-passenger sport seating	●	●	●
12-way power adjustable front seats with 4-way power lumbar support	●	●	●
12-way power adjustable front seats with 4-way power lumbar support and 3-position memory function for driver's seat and side mirrors	–	–	●
Heated front seats	●	●	●
3-spoke leather-wrapped multi-function steering wheel, height-adjustable with telescopic steering column	●	●	–
3-spoke leather-wrapped multi-function steering wheel with Tiptronic paddle shifters, height adjustable with telescoping steering column	–	–	●
Center front armrest with integrated storage box	●	●	●
Rear center console with storage compartment	●	●	●
4 cupholders, 2 front and 2 rear	●	●	●
Glovebox, lockable and illuminated upon opening, with adjustable cooling feature	●	●	●
Leather-wrapped shift knob	●	●	●
Fully upholstered luggage compartment	●	●	●
V-TEX leatherette seating surfaces	●	●	–
Leather seating surfaces	–	–	●
Power windows with pinch protection; front windows with automatic 1-touch feature, operable from driver's side only	●	●	●

Technical	Sport	Lux	4MOTION
2.0L TSI, 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and direct injection (FSI®); 200 hp, 207 lbs/ft of torque	●	●	–
3.6L, 24-valve, DOHC, narrow-angle V6 with FSI direct injection, 280 hp, 265 lbs/ft of torque	–	–	●
4MOTION all-wheel-drive system	–	–	●
Power-assisted, front vented disc brakes (312 mm); rear solid disc brakes (286 mm)	●	●	–
Power-assisted, front vented disc brakes (345 mm); rear solid disc brakes (310 mm)	–	–	●
Electric parking brake with button mounted in dash	●	●	●
Auto-Hold start-off assistance	●	●	●
Electromechanical power steering system with variable assistance and active return	●	●	●
Sport suspension with independent front MacPherson struts and rear fully independent 4-link suspension	●	●	●
Electronic Stability Control (ESC), Anti-Slip Regulation (ASR), Electronic Differential Lock (EDL), and Engine Braking Assist (EBA)	●	●	●
Anti-lock Braking System (ABS), Electronic Brake-pressure Distribution (EBD), and Hydraulic Brake Assist (HBA)	●	●	●
Brake disc wipe feature	●	●	●
Intelligent Crash Response System (ICRS)	●	●	●
6-speed manual transmission	●	–	–
6-speed DSG automatic transmission with Tiptronic and Sport mode	○	●	–
6-speed automatic transmission with Tiptronic and Sport mode	–	–	●
12-year/unlimited mileage Limited Warranty Against Corrosion Perforation	●	●	●
5-year/60,000-mile (whichever occurs first) Powertrain Limited Warranty	●	●	●
3-year/36,000-mile (whichever occurs first) New Vehicle Limited Warranty	●	●	●
3-year/36,000-mile (whichever occurs first) Roadside Assistance**	●	●	●

Dimensions	
Wheelbase	106.7 inches (2,710 mm)
Front track	61.2 inches (1,553 mm)
Rear track	61.3 inches (1,557 mm)
Length	188.9 inches (4,796 mm)
Width	73.1 inches (1,856 mm)
Height	56.0 inches (1,422 mm)
Ground clearance	4.6 inches (116 mm)

Accessories

drivergear.vw.com



Base Carrier Bars with Barracuda™ Bike Holder



MDI with iPod Cable (iPod is not included)



Base Carrier Bars with Kayak Holder



Heavy-Duty Trunk Liner with Cargo Organizer Blocks



Splash Guards



Rear Chrome Accent



Lip Spoiler



Base Carrier Bars



Pedal Caps

*iPod is a registered trademark of Apple, Inc. All rights reserved.

Trim

Sport Includes: 2.0L, 200-hp, TSI® engine; 17" Phoenix alloy wheels with all-season tires; 4-corner independent sport suspension; Climatic manual climate control; leather-wrapped, multi-function steering wheel; heated 12-way power front seats with 4-way power lumbar; touchscreen Premium VIII sound system with 8 speakers, MP3- and WMA-compatible 6-disc CD changer, SD memory card reader, AUX-in for portable audio players, and SIRIUS® Satellite Radio with 3-month trial subscription; Bluetooth®; Media Device Interface (MDI) with iPod® cable; automatic headlights with Coming Home feature and low-speed corner-illuminating feature; automatic rain-sensing wipers; self-dimming rearview mirror; V-Tex leatherette seating surfaces; matte chrome interior trim; foldable rear armrest with pass-through storage and 2 cupholders; 6-speed manual transmission; Electronic Stability Control (ESC); Anti-lock Braking System (ABS) with front and rear disc brakes; Anti-Slip Regulation (ASR); Tire Pressure Monitoring System (TPMS).

Lux Includes Sport features, plus: 18" Daytona alloy wheels; Climatronic® dual-zone automatic climate control; halogen reflector lens foglights; full brushed aluminum interior trim; RNS 315 navigation system with 5" color touchscreen in console, heated windshield washer nozzles; 6-speed DSG® automatic transmission with Tiptronic® and Sport mode.

Lux Plus Includes Lux features, plus: ambient interior lighting; sun visors with integrated HomeLink® garage door opener; panoramic tilt sunroof; genuine Vavona wood interior trim; RNS 510 navigation system with 6.5" color touchscreen in center console, 30GB hard disk, rearview camera, and SIRIUS Satellite Radio and SIRIUS Traffic™ with 3-month trial subscriptions.

Lux Limited Includes Lux Plus features, plus: 18" Interlagos alloy wheels with all-season tires; Bi-Xenon™ high-intensity headlights with Adaptive Front-lighting System (AFS), directionally adjustable.

VR6 4MOTION® Executive Includes Lux Limited features, plus: 3.6L, 280-hp, VR6 engine; 4MOTION all-wheel drive; 18" Polished Interlagos alloy wheels with all-season tires; Tiptronic paddle shifters on leather-wrapped multi-function steering wheel; leather seating surfaces; front seats with active climate control; Park Distance Control with front and rear proximity sensors; Dynaudio® Premium Sound System; premium multi-function display; power rear sunshade; headlight washer system.

Standard Wheels



Sport – 17" Phoenix



Lux, Lux Plus – 18" Daytona



Lux Limited – 18" Interlagos



VR6 4MOTION Executive – 18" Polished Interlagos

Accessory Wheels



18" Thunder



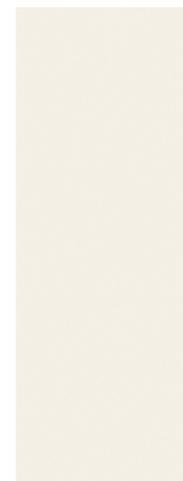
19" Sagitta



19" Motorsport

Exterior

Candy White



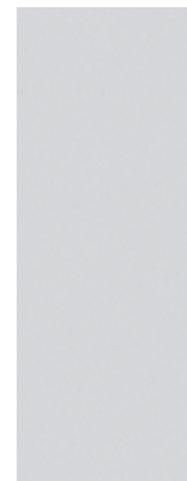
White Gold Metallic



Iron Gray Metallic



Reflex Silver Metallic



Light Brown Metallic



Island Gray Metallic



Shadow Blue Metallic



Deep Black Metallic



Interior

V-Tex Leatherette



Black

Leather



Black



Corn silk Beige Two-Tone



The VW of today is completely different from the VW you might know. We have a wide range of models, including world-class sedans, SUVs, and a minivan, each one more stylish and refined than ever before. And even though we've grown, rest assured that every VW still provides the exhilarating driving experience that has always been at the core of our reputation. Some things will never change.

Yes, that's recycled paper you're holding.

vw.com

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That's Das Auto.

