

2008 Jetta



Jetta



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The Jetta Report has a margin of error of about $\pm 0.03\%$. Give or take $\pm 0.03\%$.



The Jetta Report

No study has ever dared to probe deeper into the mind of the Jetta owner. The researchers behind the Jetta Report collected the values, behaviours, and attitudes of the Jetta owner and compared them to those of the rest of the population. And the results were shocking. Offering us not only a rare peek into the life of the Jetta owner, but also a revealing glimpse of the Canadian psyche.





VW Owners are 98% more likely to have a professional job in technology.

The available multifunction trip computer. It's a compass, a stereo system display, a fuel-consumption monitor, and it can even give a warning when you drive too fast (only if you want it to, it's not a nag). Oh, and it's all controlled from buttons on the steering wheel. Of course, all this probably doesn't impress most Jetta owners. But we can't all be 37% more likely to keep up with developments in technology.



Jetta Audio/Comfort

VW Owners are 25% more likely to view music as an important part of their lives. Well look at that, the Jetta has an available 10-speaker sound system, 6-disc CD changer, and satellite radio for those of you 84% more likely to prefer alternative music. In hindsight, it seems like common sense that Jetta owners claim music is an important part of their lives

VW Owners are 40% less likely to be divorced or separated. Relationships can be tricky, especially when temperatures rise, and neither partner can agree on the right amount of A/C to cool them off. That's why the Jetta has an available Dual Zone Climatronic™ cooling and heating system, which helps ensure that both the Jetta owner and his or her significant other are comfortable.



VW Owners are 70% more likely to listen to music in their leisure time.



2.0T Highline Shown

JettaCabin



Optional multi-position sunroof. Good thing VW Owners are 37% more likely to use sunblock.

Inside a Jetta there seems to be something for everyone. For the sun worshipers and amateur astronomers there's the optional multi-position sunroof. With the available programmable seat, people of all sizes can find their own favourite position behind the wheel (and if you can't pick only one perfect position that's ok, your seat can remember your 3 favourite settings). And for those who feel 0.5 cubic meters of trunk capacity is limiting, the split-rear folding seat provides the extra cargo space you need. Fold down 40, 60, or 100% of the backseat to fit the occasional drum kit, hockey stick, stack of lumber, mannequin, or surfboard. And if an adaptive rear seat doesn't convince you the Jetta has something for everyone, maybe the abundance of cup holders will. That's right, cup holders for everybody, even those sitting in the foldable backseat.



JettaPower



200 Turbo charged horses to satisfy that keen sense of adventure you're 25% more likely to have. Compact, powerful, and all that more aggressive because of it. Call it the Napoleon complex, but this lightweight engine can't resist proving itself at every opportunity. With 200 horsepower at its disposal, the 2.0T does just that, but with significantly reduced turbo lag. Leveraging its direct fuel injection, this bundle of power gives you all the pull you need, at both ends of the power band. Oh, and it does all of this as a 4-cylinder, so you get the power of a larger displacement engine in an engine that knows how to suck every last sip of acceleration out of a litre of fuel. Fuel efficient and powerful? It's like they can read your mind.

A balance of power and performance. There's nothing tame hidden inside the 20-valve heart of the standard Jetta engine. Every cubic centimeter of this 2.5L powerhouse exudes performance. And if you're a motor enthusiast interested in innovative design, take a close look at the cylinders' heads, because they trace their design heritage directly to those found on the Lamborghini Gallardo V10. Not too shabby a place to pick up some inspiration.

*10.6 L / 100 km City/7.0 L / 100 km Highway for 6-speed automatic 2008
Jetta 2.0T Government of Canada EnerGuide estimates. Your fuel consumption may vary.

Jetta Transmission DSG Tiptronic

65%

VW Owners are 65% more likely to drive faster than normal.



The available DSG® gearbox is a feat of engineering that marries the ease of an automatic with the thrill and control of a manual transmission...well, a manual transmission that allows you to shift between gears in a matter of hundredths of a second. You see, with the DSG gearbox, when you shift up or down through the gears there's never a pause in power. That's because the next gear is already applied but not yet "active" until you shift; making a trip up and down the gears fluid and virtually instantaneous. We don't have exact numbers on this, but it's a safe bet that DSG can make anyone who enjoys driving a lot more likely to smile.

Race cars have them, exotic sports cars have them, and according to recent studies, so do many Jetta owners. They're little paddles mounted to the sides of the steering wheel, and they give the driver the option of tapping through the gears without removing his hands from the wheel.

Every Jetta with an automatic transmission comes with Tiptronic®. With Tiptronic, you can fully take advantage of the 6-speed automatic. And Tiptronic offers a very appealing optional feature. You can either drive in "regular" mode, sport mode or you can opt to select your own gears and drive it like a manual. Although the effects of Tiptronic on Jetta owners have not been thoroughly studied, we've got a hunch that Tiptronic increases not only driving performance, but pinball scores as well.



VW Owners are 29% more likely to own a manual transmission car. That is until they give DSG a try.



VW Owners are 14% more likely to be very happy with life as it is.



5 star Side Crash front and rear passenger*

VW Owners are 14% more likely to be very happy with life as it is. Which is probably why they choose to own a car designed to protect one thing, the lives of those inside. The Jetta performance in this test earned the praise of IIHS president, Dr. Adrian Lund. He called the Jetta, "An exemplary performer." He's not the type to laud praise like that willy-nilly. You have to do something impressive, like become the first car to earn a perfect score in their demanding side-impact testing.

Every Volkswagen comes standard with the 45 safety features** that make up the Prevent and Preserve Safety System. The features work together to both help you avoid an accident and protect you if an accident is unavoidable. And we are constantly updating it because when it comes to your safety, there's always room for improvement. vw.com/safehappens.

Dual front and front side airbags.*** Deploy within a tenth of a second.

Optimized front head restraints. Help minimize whiplash injuries from rear-end collisions.

LATCH. Lower Anchors and Tethers for Children. A standardized child safety seat system.

Side Curtain Protection^{†††}. Airbags deploy down the roofline from the A-pillar to the C-pillar to help reduce head and upper torso injury in the event of side impact.

Automatic locking feature. Locks automatically engage at 13 km/h. And unlock automatically should the airbags deploy.

Pinch-protection on power windows. A closing window reverses if there's any obstruction.

Steering wheel. Deformable/collapsible on impact.

Front seat safety belt pre-tensioners with load limiters. In a severe front-impact, the pre-tensioners activate, reeling in excess safety belt slack.

Safety cell construction and anti-intrusion side door beams. Driver and passengers travel inside a rigid cage of reinforced laser-welded galvanized steel.

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

Crash-optimized front end. Designed to help divert impact energy away from cab passengers.

Alphabet brakes. ABS + EBD + HBA = enhanced control.

ESP^{††} and EDL. Complex traction-control system helps prevent over or understeer.

Roadside Assistance. 4-year, unlimited mileage, 24-hour protection offered through Professional Dispatch Group. Peace of mind when you're out on the lonely road.

*Government star ratings are part of NHTSA's New Car Assessment Program (www.safercar.gov). **Excludes City Golf and City Jetta models. ***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. †Optional. ††Optional on 2.5L model. Standard on 2.0T model.

Jetta Alphabet Brakes



The brakes of the Jetta are loaded with technology designed to help protect both the people in the car and those in front of it. And that's not just to impress those VW Owners who are 32% more likely to belong to a human rights organization.

Of the many insights discovered while probing the mind of the Jetta owner was the fact that VW Owners are 37% more likely to keep up with developments in technology. Like ABS (Anti-lock Braking System), ESP (Electronic Stabilization Programme) with EDL (Electronic Differential Lock), EBA (Engine Braking Assist), ASR (Anti-Slip Regulation Traction Control), HBA (Hydraulic Brake Assist), and EBD (Electronic Brake Pressure Distribution).

Unlike most other sedans, the Jetta has an electro-mechanical power assisted steering system, which besides improving handling, helps the environment by eliminating the need for hydraulic fluid. That should impress those of you 30% more likely to recycle.

Jetta Lights

Available High Intensity Gas-discharge Xenon headlamps. State-of-the-art headlamps with scratch and chip resistant polycarbonate lenses aren't worth much if they're misaligned. That's why these optional headlamps automatically level themselves, adjusting their aim to help keep precise beams of light focused where a Jetta owner needs it, on the road ahead. Or perhaps they added that nifty auto-leveling feature because VW Owners are 31% more likely to love buying new gadgets. But that might be a stretch.

Side-view mirrors. Although the Jetta Report has done much to analyze the mind of the Jetta owner, it is still impossible to know exactly what a Jetta owner might do next. That makes these side-view mirrors with integrated turn signals pretty darn handy. Especially for those of us sharing the road with those VW Owners who are 19% more likely to do things on the spur of the moment.

VW Owners are 57% more likely to go out at night.

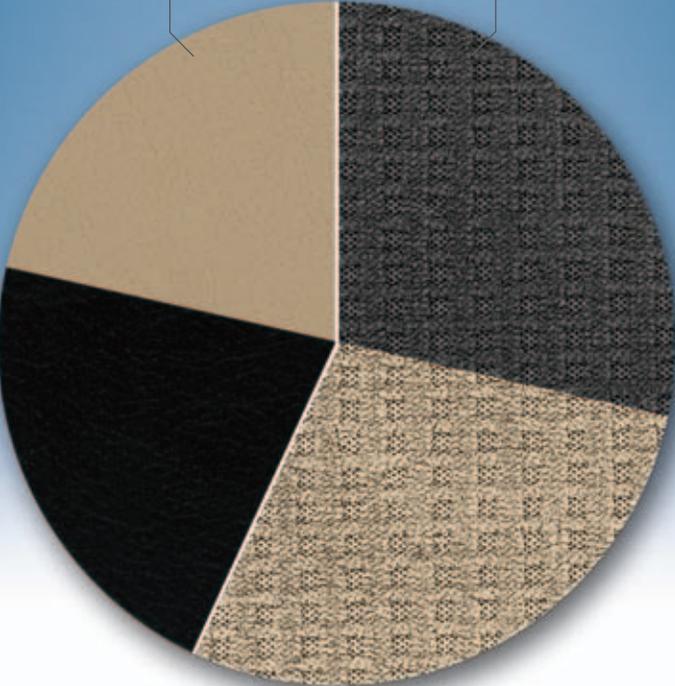


Jetta Upholstery

Just like the wide variety of views and perceptions found deep inside the interior of the mind of a Jetta owner, the Jetta itself can be found in an assortment of interior trims.

Leather
39% of previous Jetta drivers chose this

Velour
61% of previous Jetta drivers chose this



VW Owners are 20% more likely to pay extra for quality goods.



Jetta Colours



VW drivers are 23% more likely to visit a casino, We're betting you'll like this Black.

Spice Red Metallic because VW drivers are 18% more likely to cook for fun.

For VW drivers 154% more likely to hit the slopes and go snowboarding, Campanella White.

Since VW owners are 123% more likely to work in a scientific field, we suggest you examine Reflex Silver Metallic.

We don't have any figures, but we'll take a wild guess that VW owners like a blue that looks like VW blue. Laser Blue Pearl.

Since VW drivers are 39% more likely to watch suspenseful movies, they're obviously not afraid of Shadow Blue Metallic.

When you're 115% more likely to do yoga, it's nice to find a healthy balance between black and like with Platinum Grey Metallic.

Those VW drivers 36% more likely to exercise regularly will have a healthy appreciation for Wheat Beige Metallic.



VW Owners are 41% more likely to go camping.



If one thing is universal in our findings about Jetta owners, it's that every one of them expresses themselves a little bit differently. Fortunately, Volkswagen offers a wide array of accessories a Jetta owner can choose from, so their Jetta can become a more perfect reflection of themselves. Go to vwdrivergear.ca to get 100% of the possibilities of how to get your Jetta just right.



Not all accessory items are available in all markets.

Jetta Specifications



Keeping your Jetta happy

A Jetta requires the same things a person needs to be happy. Things like a sense of purpose, companionship, and occasional servicing by skilled technicians. But most of all, a Jetta enjoys pleasing its owner. Not unlike a dog or a well-trained porpoise. And if anything your Jetta does ever displeases you, it's nice to know our experienced technicians are here to make things right.

Basic limited warranty

Every Jetta comes with a bumper-to-bumper new vehicle limited warranty for 4 years or 80,000 kilometres, whichever comes first.

Powertrain limited warranty

The Volkswagen powertrain limited warranty provides 5 years or 100,000 kilometres of protection, whichever comes first.

Limited warranty against corrosion perforation

A fully galvanized steel body means we can offer you a 12-year unlimited mileage limited warranty against corrosion perforation.

Roadside assistance

In addition to the warranty coverage, the Jetta has a 24-hour roadside assistance package for 4 years and unlimited mileage, provided by Professional Dispatch Group. Wherever you go, we got your back.

Exterior Specifications

2.5L 2.0T

Antenna	Roof-mounted amplified flexible black whip antenna	S	-
	Window-mounted diversity antenna	P	S
	Roof mounted Satellite Radio antenna	O	O
Bumpers	Body colour bumpers with textured black front and rear valance	S	S
	Body colour bumpers with matching front and rear valance	P	P
	Dual exhaust tips	S	S
Glass	Tinted glass	S	S
Grille	Chrome-front grille	S	S
Lights, Front/Rear	Dual-reflector halogen headlamps with clear, lightweight, chip resistant polycarbonate lenses	S	S
	Bi-Xenon high intensity gas-discharge head-lamps with auto-leveling, clear, lightweight, chip resistant polycarbonate lenses	-	O
	Daytime Running Lights (DRL). Upon start-up of vehicle, headlights engage with reduced power. Instrument panel lighting, parking lights and taillights remain off. To engage all lights with full power, the light switch must be turned to the on position.	S	S
	Headlights-on warning tone, upon opening of driver's door when ignition key is removed	S	S
Mirrors	Side turn signals integrated into side exterior mirrors	S	S
	Body colour mirror housings	S	S
	Driver and passenger side power exterior mirrors, heatable	S	S
Moldings/Panels	Driver and passenger side power exterior mirrors, heatable, with memory	-	P ²
	Chrome applications to exterior side window frames	P ¹	S
Paint	Metallic paint (no charge)	O	O
Roof	Power glass sunroof with tilt, slide, tinted glass, manual sunshade, pinch protection, and driver's door power lock operated convenience closing feature	O ¹ /P	O/P
Tires	205/55 R16 H, all season tires	S	-
	225/45 R17 H, all-season performance tires	-	S
	Steel spare wheel with all-season tire	S	S
Wheels	6.5J X 16" steel wheels, with full wheel cover	S	-
	6.5J X 16" alloy wheels	P	-
	7J X 17" alloy wheels	-	S

s = standard
o = optional
p¹ = available with Comfortline package
p² = available with Highline package

Exterior Specifications

2.5L 2.0T

Wipers/Washer	Two-speed windshield wipers with variable intermittent wipe feature	S	S
	Heatable windshield washer nozzles	P1	S

Interior Specifications

2.5L 2.0T

Air Conditioning	Manual single-zone climate control (Climatic), CFC-free	S	S
	Automatic dual-zone climate control (Climatronic™).		
	Driver and passenger side controls for automatic climate control system, CFC-free	-	P2
Alarm/Anti-Theft	Anti-theft vehicle alarm system for doors, hood, trunk lid, radio, and starter, with warning LED in door top sill and with audible and visual activation	S	S
	Immobilizer IV theft deterrent system	S	S
Armrest	Front centre armrest adjustable/folding with storage compartment	P1	S
Assist Handles	Silicone damped-return assist handles, 2 front & 2 rear	S	S
Cruise Control	Integrated on turn signal stalk	S	S
Defroster	Electric rear window defroster	S	S
Doors/Side Panels	Integrated armrests in front door panels	S	S
	Integrated armrests in rear door panels	S	S
	Molded door trim with cloth inserts	S	S
	Molded door trim with leatherette inserts	P2	P1
Floor Mats	Front and rear floor mats	P1	S
Instrument Cluster	Brake wear indicator	S	S
	Illumination of controls and gauges – blue, with red indicators	S	S
	Seatbelt reminder and fuel cap seal warning	S	S
	Speedometer, tachometer, odometer, trip odometer, coolant temperature gauge, fuel gauge, gear indicator (if equipped with optional automatic transmission), outside temperature, warning lights, digital clock.	S	S
	Multifunction trip computers: featuring trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, kilometres to empty, compass, radio station display, personalizing functions	P2	P2
Keys	Folding keys (2) with radio-frequency remote transmitter for central locking, eyelet	S	S
	Valet key	S	S
Lighting	Interior front centre dome light with time delay and two reading lights	S	S
	Luggage compartment light	S	S

Interior Specifications

2.5L 2.0T

Locks	Automatic locking feature (doors lock automatically when vehicle reaches 13 km/h). Dealer can disable feature or program to unlock when ignition key is removed.		
	Doors unlock automatically upon airbag deployment.	S	S
	Child safety rear door locks	S	S
	Driver and passenger door mounted power lock/unlock switches for central locking system	S	S
	Remote central power locking system with selective unlocking	S	S
Mirrors, Interior	Driver and front passenger visor vanity mirrors, illuminated with cover	S	S
	Mirror control pad with joystick control	S	S
Power Outlets	3 Power outlets (SAE size) one front, one in centre console, one in trunk	P1	S
Radio/Audio	AM/FM radio sound system with single CD player, MP3 format readable, and 8 speakers	S	-
	Premium AM/FM radio sound system with in-dash 6-disc CD Changer, MP3 format readable, satellite radio compatible, 10 speakers, theft-deterrent warning light and coding system	P1	S
	Auxiliary input jack (located in glove box)	S	S
	Satellite Radio with SIRIUS™	O*	O*
Remote Releases	Remote releases for trunk and fuel filler door with valet lock out, located on driver's side door	S	S
Restraint Systems	Driver and front passenger front airbag supplemental restraint system	S	S
	Driver and front passenger side thorax airbag supplemental restraint system	S	S
	Side Curtain Protection®	O	O
	Rear passenger side thorax airbag supplemental restraint system	O	O
	Rear-impact optimized head restraints – front driver & passenger	S	S
	Emergency locking retractors for all seating positions	S	S
	Front seat safety belts pre-tensioners with load limiters	S	S
	Rear outboard seating safety belts pre-tensioners with load limiters	O**	O**
	Height adjustable front 3-point safety belts	S	S
	Rear 3-point safety belts, all 3 seating positions	S	S
	LATCH Lower Anchors and Tethers for Children.		
	Child seat lower attachment points and top tether rear outboard seating positions	S	S
	Child seat tether anchorage points	S	S

s = standard o = optional p1 = available with Comfortline package p2 = available with Highline package

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Interior Specifications

2.5L 2.0T

	Buckle switch (sensor that deploys airbag depending on safety belt use)	S	S
	Interlock feature – centre rear safety belts cannot be extended unless seat back is in fully locked position	S	S
Seating, Front	8-way manually adjustable height and reach front seats, manual recline with adjustable (height & angle) lockable head restraints	S	-
	8-way manually adjustable height and reach front seats, recline with adjustable (driver only) lockable head restraints	P ¹	S
	12-way power adjustable driver seat (including 4-way power adjustable lumbar support), and 3-position memory function	-	P ²
	Lumbar support for front seats, manually adjustable	S	S
	Heatable front seats	P ¹	S
Seating, Rear	Rear seat head restraints, height adjustable, all seating positions	S	S
	60/40 split folding rear seat	S	S
	60/40 split folding rear seat with centre armrest and pass-through	P ²	P ¹
Special Features	Side turn signal control stalk with lane change feature (one tap on the lever creates a three-blink sequence)	S	S
	Auxiliary input jack (located in glove box)	S	S
	Homelink®	-	P ²
Steering Wheel	3-spoke steering wheel	S	S
	3-spoke leather wrapped multi-function steering wheel, with audio controls	P ²	P ²
	Height adjustable and telescoping steering column	S	S
	Steering wheel deformable/collapsible upon impact	S	S
	Theft-deterrent steering column	S	S
Storage, Interior	2 front cupholders	S	S
	2 rear cupholders integrated into rear centre armrest	P ¹	P ¹
	Front door storage pockets	S	S
	Front seatback storage pockets	S	S
	Rear centre armrest storage	P	P
	Soft opening (silicone dampened) glovebox, lockable	S	S
	Storage compartment inside front centre armrest	P ¹	S
Sunvisor	Driver and passenger, with sliding feature	S	S
Trim (Details)	Molded shift knob	S	S
	Leather shift knob (manual transmission only)	P ¹	P ¹
	Leather handbrake grip	P ¹	P ¹
	Molded handbrake grip	S	S

Interior Specifications

2.5L 2.0T

	"Microtech" interior applications	S	S
	Chrome button for parking brake lever	S	S
	Chrome interior door handles	S	S
Trunk/Cargo Area	Trunk escape handle – emergency internal release mechanism to unlatch trunk lid. Fluorescent reflector for location	S	S
	Fully carpeted/lined luggage compartment	S	S
	Grip on inside of trunk lid to assist closing	S	S
	Loading edge protection, plastic	S	S
Upholstery	Velour seat fabric	S	S
	Leather seating surfaces	P ²	P ¹
Ventilation System	Air vents in instrument panel	S	S
	Rear passenger ventilation for heat and A/C in centre console	S	S
	Pollen filter	S	S
Windows	Power windows with pinch protection and automatic one-touch feature, operable from driver's side only	S	S

Technical Specifications

2.5L 2.0T

Battery	Hard shell battery box protection	S	S
Body Panels	Crash optimized front end	S	S
Brakes	ABS (Anti-lock Braking System)	S	S
	Power assisted front vented disc brakes, rear solid disc brakes	S	S
	EBD - Electronic Brake-pressure Distribution	S	S
	HBA - Hydraulic Brake Assistant	S	S
Emissions	ULEV 2 Emissions Concept	S	S
Engine	2.5L 170 horsepower, 177 lb-ft torque, 5 cylinder, in-line, dual overhead cam, 4 valves per cylinder	S	-
	2.0T FSI® 200 horsepower, 207 lb-ft torque, 4 cylinder, in-line, 4 valves per cylinder, turbocharged	-	S
Side Protection	Anti-intrusion side door beams	S	S
Steering	Electro-mechanical variable assist power rack-and-pinion steering	S	S
Suspension	Independent front McPherson struts with stabilizer bar	S	S
	Rear fully independent four-link suspension with coil springs, telescopic shock absorbers and stabilizer bar	S	S
	Sport suspension	-	S
Traction Control	ASR – Anti-Slip Regulation	S	S

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Technical Specifications

2.5L 2.0T

Traction Control	EDL – Electronic Differential Lock	S	S
	EBA – Engine Braking Assist prevents compression-induced skidding in slippery conditions	S	S
	Electronic Stabilization Programme (ESP)	O	S
Transmission	5-speed manual transmission	S	-
	6-speed manual transmission	-	S
	6-speed automatic transmission with Tiptronic® and Sport mode	O	-
	6-speed automatic Direct Shift Gearbox DSG with Tiptronic® and Sport mode	-	O
	Cable shift mechanism – manual transmission only	S	S
	Clutch starter interlock for manual transmission. Vehicle will not start if clutch is not depressed	S	S
	Hydraulic clutch for manual transmission	S	S

Warranty

2.5L 2.0T

Anti-Corrosion	12-year/unlimited distance Limited Warranty against Corrosion Perforation	S	S
Powertrain Warranty	5-year/100,000 km (whichever occurs first) Powertrain Limited Warranty	S	S
Vehicle Warranty	4-year/80,000 km (whichever occurs first) New Vehicle Limited Warranty. Wear & tear items and adjustments excluded after initial 12 month/20,000 kilometres (whichever occurs first)	S	S

Roadside Assistance

2.5L 2.0T

Roadside Assistance	4-year/unlimited mileage, 24-hour provided by Professional Dispatch Group	S	S
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* Only available as stand alone option with certain packages

** In combination with the rear passenger side thorax airbag supplemental restraint system option



The ideas in this brochure are new, the paper however is recycled.



A brief note about the misuse of the Jetta Report.

The purpose of the Jetta Report is to provide insight into both the Jetta owner, and the car driving population at large. We are aware some members of society might view these findings as an opportunity to stereotype Jetta owners as well-educated, athletic people, who appreciate music and safety features. But those generalizations are not 100% accurate. And we strongly urge against using the statistics contained in the Jetta Report to make broad, sweeping judgments about all Jetta owners. Remember, each Jetta owner is an individual, with a unique point of view on matters such as snowboarding or sunscreen. It's important for us to understand that judging a person by the car they drive isn't only wrong. It's stupid.

Source: Simmons Market Research Bureau, Inc. Spring 2005 NCS Adult Full Year Survey.



Everybody in.