



2012  
**Eos**



**Das Auto.**





**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 those just a bunch of good ideas. We call them Das Auto.®

### The new Eos

Wouldn't it be nice if you could get a convertible that you could enjoy all year round? Meet the new 2012 Eos. It has more than just an elegant new design; it's like having two cars in one. Not only is it the world's first automatic folding hardtop convertible with a power sunroof, but since it's a hardtop, it's also a coupe when the roof is up. Or should we say *if* the roof is up. Plus, it comes standard with a 2.0L turbocharged engine, a premium touchscreen sound system, Bluetooth® technology, and the option of heated leather seating surfaces. Did we mention it seats four? So if you've always wanted a coupe for your more practical side, and a convertible for your wild side, now you have both options. All in one gorgeous ride.



Eos Executive in Candy White





Eos Executive, Eos Lux and Eos Komfort in Rising Blue



**Design.** For three times the beauty, we thought we'd show you the new Eos in all three modes: convertible, coupe, and what we affectionately refer to as the butterfly shot. It takes just 25 seconds for the hardtop "butterfly" to disappear into the trunk. So you don't even need patience to experience this car's virtue.

## How much sky would you like today?

We could tell you about the sleek new body lines or the option of genuine Burled Walnut wood interior trim. Or even the coupe styling with an aerodynamic windshield for maximum visibility and minimum wind resistance. But this is the Eos. And even though all of those things are very true, it's all about the convertible. The world's first automatic folding hardtop complete with power sunroof and heated rear glass window. That magical tractor beam of design and engineering that makes you turn your head every time you see one drive by. Just think, if you were driving an Eos, you'd have 360 degrees of visibility to spot all the other Eos drivers. And then quietly nod and smile.





**Design.** It's not every day that you have the chance to see the Eos from above. Which is why we took this opportunity to show it to you. Because there's no better way to see that trendsetting sunroof than from a bird's-eye view. And it's a tilting, sliding, tinted, panoramic sunroof. That moonlights as a moonroof.

## Beautiful design. Rain or shine.

Now that you've experienced the new Eos from a full 360 degrees, you can see how we've made its gorgeous design even more beautiful. From its sleek, redesigned front lines to its sporty new back end, the new Eos is built to be fast and fun to drive. Plus, it has all kinds of little perks that make it feel oh so premium. Like heated washer nozzles to help prevent any kind of cold weather from clouding up your line of sight. And available Bi-Xenon™ headlights with an elegant set of LED daytime running lights that add a bold new detail to the completely redesigned front end. And rear lights that use fiber optic and LED technology to illuminate instantly, draw less energy, and last significantly longer than traditional bulbs. We even added brand-new foglights with a cornering feature to help illuminate your way when you put on your blinker or turn the wheel. We gave the new Eos all that because we know you'd like to be out on the open road enjoying the scenery for as long as you possibly can. And if you encounter any weather along the way, you'll want all these features to help guide you through.



Eos Lux in White Gold Metallic





Eos Executive in Cornsilk Beige Leather



Dual climate control



Heated front seats



12-way dual-power seats



**Comfort.** It might be hard to imagine, but we found 12 ways to adjust the front seat. And we put all that power into just three buttons that you can use to fine-tune everything to your comfort. In the Lux and Executive models, the passenger seat has 12-way power, too. Because it's always fun to share the perks amongst friends.

## The comforts of inside, out.

When the top of your car folds into the trunk at the lift of a lever, it seems as though that might be all the air-conditioning you would need. But we realize that you like options. So we gave you a dual-zone Climatronic® climate control system that not only makes the air flow stronger when the top is open, it also saves your comfort settings and automatically converts before you even think about it. For those gorgeous, breezy nights when you just need to have the top down, we gave you heated front seats, with optional leather seating surfaces, to help keep you cozy as you drive. And just in case you have two friends who'd like to climb in back for the ride, we gave the Eos an optional electric easy-entry feature that allows you to move the front seats up to let them in and then return the seats to their original positions. All in one simple step.





**Technology.** Meet the parallel parking solution. Now with the optional Park Distance Control (PDC) system, the moment you put the car into reverse, ultrasonic sensors in the rear bumper alert you when you get too close to another car. Or tree. Or fire hydrant. You get the picture. It also includes a Trunk Lid Assistant that lets you know if you have enough room behind you to open or close your convertible top.

## Feel free to push its buttons.

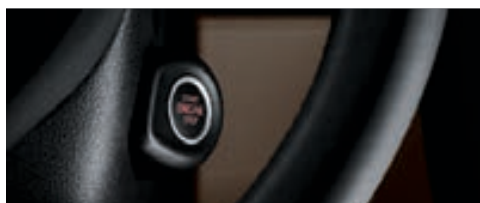
The Eos was designed to make everything a lot more entertaining. That's why it comes standard with an eight-speaker touchscreen sound system complete with crystal-clear HD Radio technology and a three-month trial subscription to Sirius® Satellite Radio, an in-dash six-CD changer, and a Media Device Interface (MDI) with iPod® cable to seamlessly navigate playlists, albums, and more. And available keyless access with push-button start so you don't even have to take your keys out of your pocket or purse before you drive away. If your phone rings while you're on the road, the Eos has integrated Bluetooth with phonebook download and voice command. The leather-wrapped multi-function steering wheel lets you control the phone, the stereo, and the trip computer that tells you things like the outside temperature and how far you can go until you need to fill the gas tank. And just in case you forget where you're going, we gave you the option of two navigation systems to help guide you to your destination. Plus, the top-of-the-line navigation system comes with a three-month trial subscription to Sirius Traffic™, as well as 30GB of storage and CD- and DVD-playing capabilities just in case you want to stop and relax along the way.



Bluetooth with voice command



MDI with iPod cable



Keyless access with push-button start



Dynaudio® premium sound system



Eos Executive in Black Oak Brown





Eos Executive in Salsa Red



Bi-Xenon headlights



**Performance.** Wondering what a sport-tuned suspension means? Well, it sits lower and corners tighter. And that makes every turn, every open freeway, and every winding road just a little bit sweeter. For you and three other lucky friends you take along for the ride.



6-speed DSG automatic transmission



2.0 TSI® turbo

## Blows your hair back even with the top up.

When it comes to achieving the wind-blown look, the Eos can certainly deliver. It comes standard with our award-winning 2.0L turbocharged engine and a six-speed DSG® automatic transmission with Tiptronic® and Sport mode. Which means you can experience the power of the turbo engine and savor six delightful gears as you build up speed, or you can push the gearshift into Tiptronic mode and cycle through imperceptibly fast gear changes as you turn your automatic into a manual and shift gears yourself. Or kick it into Sport mode and enjoy enhanced acceleration at the simple pump of the gas pedal. Whether you're darting your way through the city or enjoying a ride down a winding, tree-lined road, we dare you not to crack a smile while driving. Double dare.





**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 means the Eos comes standard with an Automatic Rollover Support System that automatically deploys hidden steel beams from behind the rear head restraints to help keep you and your passengers safe in the event of a rollover. Safe is what every car should be. Volkswagen safe is what every car wishes it were.

# Our success is no accident.

When you buy a Volkswagen like the Eos, you're driving home more than just a car. You're taking home total peace of mind. You don't have to think about how its doors thunk solidly into place. Or how it has four airbags standing guard, including mounted side airbags that serve as head protection for both driver and passenger.\* Or especially how the crash-optimized front end would help absorb energy on impact and 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 Electronic Stability Control (ESC), Anti-lock Braking System (ABS), and Hydraulic Braking Assist (HBA) 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.

\*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.** Before we put the sheet metal on your Eos, we put it through a treatment called hot wax flooding to fill any tiny spaces and remove moisture in the hardest-to-reach areas. The result of that process makes the frame so watertight that we're able to offer a 12-year warranty against rust and corrosion perforation. We call that one of the best warranties in the business. You'll probably call it peace of mind.

## 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.<sup>TM\*</sup> That's the 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 Eos a basic checkup. On the house. After that, come by every year, or 10,000 miles, for your remaining free 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.



## 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-conscious and modern plant in the VW portfolio, it's also an investment in our collective future. So here's to building positive momentum. Together.



**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 Leadership in Energy and Environmental Design (LEED) Certification standards that are recognized worldwide. 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.



Trim

**Komfort** Includes: 2.0L, 200-hp TSI® engine; 17" Michigan alloy wheels with all-season tires; power retracting hardtop roof; power panoramic sunroof (tilting/sliding with manual sunshade); Climatronic® dual-zone automatic climate control; Touchscreen Premium VIII radio with 8 speakers, MP3- and WMA-compatible in-dash 6-disc CD changer, AUX-in for portable audio players, and Sirius® Satellite Radio with three-month trial subscription; Media Device Interface (MDI) with iPod® cable; Matte Chromium interior trim; V-Text leatherette seating surfaces; 12-way power adjustable driver's seat with power lumbar support; 8-way manually adjustable passenger's seat with manual lumbar; easy entry access to rear seating (power driver and manual passenger); heated front seats and washer nozzles; non-folding pass-through rear seats with lockable storage; front foglights with corner-illuminating feature; leather-wrapped multi-function steering wheel, shift knob and brake handle; Electronic Stability Control (ESC); Anti-lock Braking System (ABS); Anti-Slip Regulation (ASR); Electronic Differential Locking (EDL); Tire Pressure Monitoring System (TPMS).

Exterior



Interior



Not all combinations of exterior paint and interior seating surfaces are available.

**Lux** Includes Komfort features, plus: 17" Fontana alloy wheels with all-season tires; keyless access with push-button start; genuine Burled Walnut or aluminum Black Peak interior trim (Black Peak trim only on red interior models); leather seating surfaces; self-dimming rearview mirror; RNS 315 navigation system with 5" color touchscreen and SD memory card reader; 12-way power-adjustable front passenger's seat with power lumbar; powered easy entry access to rear seating for both front seats; rain-sensing wipers; heated power-folding side mirrors with self-dimming driver's side; automatic headlights with Coming Home feature; Park Distance Control with rear proximity sensors.

**Executive** Includes Lux features, plus: 18" Kansas alloy wheels with all-season tires; sport suspension; RNS 510 navigation system with 6.5" color touchscreen in center console, Sirius Traffic™ with three-month trial subscription and 30GB hard disk; Dynaudio® premium sound system.

Standard/Accessory Wheels





GTI



CC



Tiguan



Golf



Jetta



Routan



New Eos



Jetta SportWagen



Touareg



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.**



**That's Das Auto.**

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