

2010 Tiguan



Das Auto.



All around the world, it's

Did you know that a Volkswagen was named the 2009 World Car of the Year?^{*} Or that Volkswagen has ESP[®] standard on all 2010 vehicles? Or that we provide a Carefree Maintenance[™] Program^{**} on all our 2010 cars? Or that we were the first to make clean diesel available in all 50 states? Or that we have more autos with 25 highway mpg or better than any other brand?[†] And that we have more cars and SUVs named 2009 IIHS Top Safety Picks than Volvo?^{††} How about that right now, the VW forest is growing in Louisiana thanks to the Volkswagen Carbon Neutral Project—the first US carbon offsetting program initiated by a car manufacturer? There may be a lot you don't know about Volkswagen. In the pages to come, learn more about the SUV that's just the right size for just about anything—the Volkswagen Tiguan.



What will we do first, next?

what the people want.



SEL, Candy White, 18" New York Wheels

SE, Wild Cherry Metallic, 17" Los Angeles Wheels





The people want to play. But they want to play nice.

The Tiguan is the first Compact SUV from Volkswagen. Sporty, safe, and smart, it was named a 2009 IIHS Top Safety Pick,* and was selected as an Edmunds.com 2009 Consumers' Top RatedSM Vehicle.** This award-winning auto is designed with the belief that you only need as much SUV as you need. Just enough to get you and your stuff to the playground. Whether that playground is at the corner park, or Rocky Mountain National Park. Everything you need, nothing you don't.

Playing nice.
We learned that back
in kindergarten.



*"Top Safety Pick" based on 31mph side-impact crash test, 40mph frontal-offset crash test, 20mph rear-impact test, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. See vw.com for more information on safety features. **See Edmunds.com for more information on winners.





MOTION + MOTION + MOTION + MOTION = 4MOTION®

The Tiguan has optional 4MOTION to tame the toughest driving conditions. It's ready to spring into action and adjust during hazardous road conditions. That's because it constantly monitors the individual traction of each wheel and makes adjustments. If a tire has less traction, 4MOTION reduces power to the wheel. If a tire has more traction, 4MOTION sends over a little extra power. It's all-wheel drive technology that all-ways has your back.

The people want their car to know what they're thinking.

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





Getting there is more than half the fun.

Standard on the Tiguan SE and SEL is Volkswagen's touchscreen Premium VIII radio with 8 speakers, an in-dash, 6-disc CD changer (with MP3 and WMA compatibility), an SD Memory Card reader, and a generous dose of audio goodness. An AUX-in lets you plug in your favorite MP3 player.*

The joy of driving mingles with the joy of getting there, with Tiguan's optional state-of-the-art touchscreen navigation and entertainment system. The user-friendly unit combines a sophisticated radio with precise touchscreen navigation and an easy-to-read 6.5-inch monitor. Its 30GB hard drive stores map data and audio files that can be brought into the device via the optical drive or SD card slot. The optical drive is capable of playing back audio CD, DVD, and DVD audio formats. In concert with the available Media Device Interface (MDI) and auxiliary input, the system can interface with practically any MP3 or USB device. And to make sure you always know where you're going, front or back, the Tiguan has an available hatch-mounted rearview camera.



**You know where you've been.
The touchscreen navigation
knows where you're going.**





SEL, Sandstone, Stadt Leather

Also included are 6 introductory months of SIRIUS® Satellite Radio with 100% commercial-free music, plus the best in sports, news, talk, and entertainment, and 3 introductory months of SIRIUS Traffic,[™] delivering real-time traffic data into the optional navigation system.

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



SUV or racecar? Depends on who you ask.

Tiguan is outfitted with a 2.0L turbocharged direct injection engine that's found in our famously fast GTI. With 200hp and 207lbs-ft of torque, the Tiguan is the first ever Compact SUV that brings the feeling of a racecar.

Direct injection technology also makes the Tiguan ultra-efficient by aiding in fuel economy,* emissions control, and responsiveness, all at the same time. Pumping fuel directly into the combustion chamber equals less waste and less lag time. That means lower emissions, higher mpg (26 highway),* and more power. It's a win-win-win scenario.





Above and beyond the above and beyond.

Tiguan is loaded with lots of features you know you want, and a few you'll want once you find out they exist. Like rear seats that not only fold down, but also slide forward or back to allow more rear cargo room or rear passenger leg room. Tiguan also has an adjustable cooling glovebox that keeps items cool, and 1-liter bottle holders in the front door pockets. Oh, and please don't let the Tiguan's small stature fool you. Every one comes with 2,200 pounds of towing capacity, and 56 cubic feet of cargo capacity with the rear seat folded. Now that's big for a Compact SUV.





Accessories and factory options.

Panoramic Sunroof

An optional 12.7 square foot double panoramic sunroof, the largest ever offered in its class. Great for cloud watching, stargazing, sunspotting, moonlighting...really anything that involves looking up.

Barracuda™ Bike Holder

Durable and rugged, the easy-to-use arm secures bicycles, securely. Base carrier bars can handle up to 3 Barracuda racks.

Ski/Snowboard Rack Deluxe

This easy-to-install rack holds 2 snowboards or 4 pairs of skis.

VW gear for VW gearheads: drivergear.vw.com



SEL, Reflex Silver Metallic, 19" Savannah Wheels



S Wheel-16" San Diego



SE Wheel-17" Los Angeles



SEL Wheel-18" New York



Accessory Wheel-19" Savannah

The people want safety standards to be standard.

Every Volkswagen comes standard with the 40 safety features that make up the Prevent and Preserve Safety System. The features work in harmony to both help you avoid a crash, and protect you if a crash is unavoidable. And we're constantly updating it, because when it comes to safety, there's always room for improvement.

Anti-lock Brake System (ABS)

Helps a driver maintain control during hard braking. ABS prevents wheel lockup by alternately increasing and decreasing hydraulic pressure in the brake lines.

Electronic Differential Lock (EDL)

Permits smooth, comfortable starts on road surfaces that do not have a uniform coefficient of grip. Wheels that have traction get more power in a less slip, more grip kind of way.

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.

Dual Front and Side Airbags^{*}

Can deploy within 5 hundredths of a second.

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

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

Auto Hold

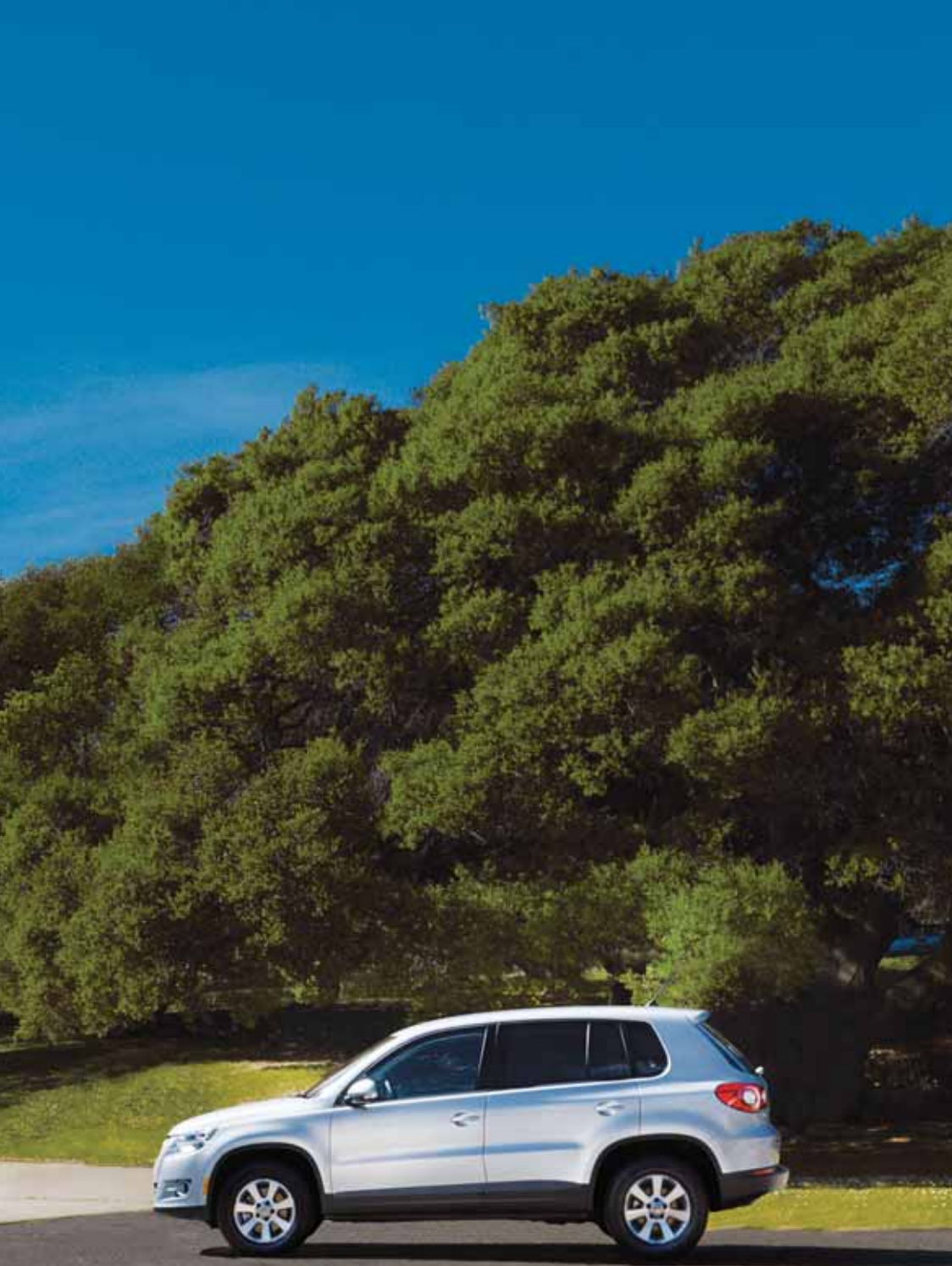
Automatically holds the car from rolling or creeping at stoplights, in stop-and-go traffic, or under many other driving situations.

Lower Anchors and Tethers for CHildren (LATCH)

A standardized child-safety seat system.



*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.



S, Reflex Silver Metallic, 16" San Diego Wheels

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





SE, Deep Black Metallic, 17" Los Angeles Wheels

Additional Tiguan features above and beyond the Prevent and Preserve Safety System.

Electromechanical Power Steering System

Tiguan has variable power steering, which means you'll get a consistent response, no matter how fast (or slowly) you're driving. It also helps bring the wheel back to center quickly on turns. Plus it doesn't use steering fluid, so it is a completely sustainable solution. Which makes it an environmentally responsible solution too.

LED Technology

The third brake light is illuminated using Light-Emitting Diodes that light up instantly and shine bright, to help keep your backside optimally visible and out of harm's way. Plus they use less power, for a significantly longer lifespan than traditional bulbs.

Bi-Xenon™ Headlights with AFS Technology

The optional Bi-Xenon™ headlights shine brighter than halogen or normal filament bulbs. Bi-Xenon™ headlights move with the steering wheel to provide better visibility through turns, regardless of speed. The powerful light beam is created by an arc of electricity inside the light bulb, filled with xenon gas, to give you superhuman vision and visibility in even the murkiest road conditions. So much for carrots.





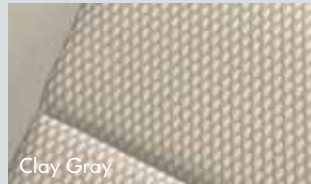


SEL, Sandstone, Stadt Leather

S-Metro Class



Charcoal



Clay Gray

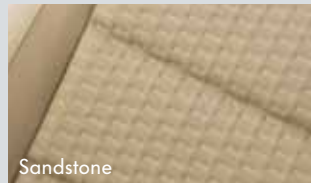
SE-Urban Class



Brown



Charcoal

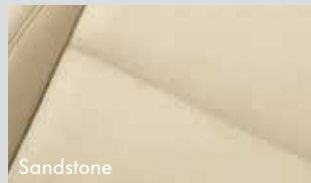


Sandstone

SE/SEL-Stadt Leather



Charcoal



Sandstone

The people want substance over style. But they still want style.

We're firm believers that it's what's on the inside that counts. And that sentiment extends beyond what's under the hood. Inside the cabin of the Tiguan, you'll find high-quality materials and minimal use of plastic, including premium trims and chrome finishings. In the oh-so-important realm of seating, you'll find durable cloth seats, upgraded cloth seats, or buttery leather seating surfaces. In addition, Tiguan is the first Compact SUV to option a 12.7 square foot double panoramic sunroof, the largest ever offered in its class.

Exterior colors



Candy White



Deep Black Metallic



White Gold Metallic



Wild Cherry Metallic



Reflex Silver Metallic



Alpine Gray Metallic



Sapphire Blue Metallic



Standard Features

S

Includes: 2.0L, 200hp, TSI engine; 16" San Diego alloy wheels with all-season tires; Climatic manual air conditioning; Cloth seating with aluminum interior trim; Manual 8-way adjustable driver's seat with lumbar support; 8-way adjustable passenger's seat with lumbar and fold flat function; Split-folding 60/40 rear seat, reclining with fore and aft sliding adjustment; Foldable rear armrest with pass-through storage and 2 cupholders; (3) 12V power outlets; 8-speaker sound system with MP3 compatible, in-dash CD player and center-console AUX-in; Cruise control; 6-speed manual transmission; Electronic Stabilization Program (ESP); Anti-lock Braking System (ABS) with front and rear disc brakes; Anti-Slip Regulation (ASR); Tire Pressure Monitoring System (TPMS).

SE

Includes all S features, plus: 17" Los Angeles alloy wheels with all-season tires; Halogen reflector lens fog lights; Silver roof rack; Chrome window surrounds; Privacy glass; Upgraded cloth seating; Comfort 8-way partial-power driver's seat; Cold-weather package (heatable seats and washer nozzles); Leather-wrapped shift knob and multi-function steering wheel; Big Roof Storage System; Touchscreen Premium VIII radio system with 8 speakers, built-in MP3 and WMA compatible 6-disc CD changer and SD Memory Card reader, AUX-in for portable audio players, and 6-month SIRIUS Satellite Radio trial service; Bluetooth; 6-speed automatic with Tiptronic.®

SEL

Includes all SE features, plus: 18" New York alloy wheels with all-season tires; Bi-Xenon™ headlights with AFS; Dynaudio® Premium sound system; Leather seating surfaces; 12-way full power driver's seat with 4-way lumbar support and 3-position memory; Climatronic® dual-zone automatic climate control; Automatic rain-sensing wipers; Self-dimming rearview mirror; Adjustable ambient floor-mounted lighting; Automatic headlamps with Coming Home feature.

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



Specification overview

S SE SEL

Exterior

| | | | | |
|-----------------|---|---|---|---|
| Body | Fully galvanized sheet metal | S | S | S |
| Glass | Tinted glass | - | S | S |
| Lights | Halogen headlamps with clear, lightweight, chip-resistant polycarbonate lenses and Daytime Running Lights (DRL) | S | S | S |
| | Adaptive Front-lighting System (AFS), directionally adjustable lighting automatically responds to driver input, included with Bi-Xenon™ high intensity gas discharge headlamps and Daytime Running Lights (DRL) | - | - | S |
| | Halogen reflector lens fog lights, integrated into front bumper | - | S | S |
| Mirrors | Power exterior mirrors, heatable with integrated turn signals | S | S | - |
| | Driver and passenger side power exterior mirrors, power folding and heatable with integrated turn signals | - | - | S |
| Moldings/Panels | Chrome applications to exterior side window frames | - | S | S |
| Roof | Roof rack (Silver) | - | S | S |
| | Power sliding panoramic sunroof (12.7 sq. ft.) | - | O | O |
| Wheels | Tire Pressure Monitoring System (TPMS) | S | S | S |
| | 16" alloy wheels with anti-theft wheel locks | S | - | - |
| | 17" alloy wheels with anti-theft wheel locks | O | S | - |
| | 18" alloy wheels with anti-theft wheel locks | - | O | S |
| Wipers/Washers | Windshield wipers, variable intermittent, including rear wiper | S | S | S |
| | Heated windshield washer nozzles, front | - | S | S |
| | Rain-sensing windshield wipers | - | - | S |

Interior

| | | | | |
|--------------------|--|---|---|---|
| Air Conditioning | Climatic manual single-zone climate control with pollen filter | S | S | - |
| | Climatronic dual-zone electronic climate control with pollen filter | - | - | S |
| Alarm/Anti-Theft | Anti-theft vehicle alarm system for doors, hood, trunk, radio; Starter interrupt, with Autolock function and audible and visual activation | S | S | S |
| | Immobilizer III theft-deterrent system | S | S | S |
| Audio | CD player system, in-dash, MP3 compatible with AUX-in, AM/FM radio, and 8 speakers | S | - | - |
| | SIRIUS Satellite Radio with introductory 6-month service | - | S | S |
| | Touchscreen Premium VIII radio with MP3 compatible, in-dash, 6-disc CD changer, AUX-in for external audio source, and 8 speakers | - | S | S |
| | Dynaudio Premium sound system with 10 high-end speakers (4 tweeters, 2 midrange, 4 woofers); Amplifier delivers 600 watts and includes DSP (Digital Sound Processor) technology | - | - | S |
| | Media Device Interface with iPod® cable | - | O | O |
| | Bluetooth Hands-Free calling with voice control | - | S | S |
| Cruise Control | Cruise control | S | S | S |
| Defroster | Electric rear window defroster and electric side mirror defroster/defogger | S | S | S |
| Hatch/Cargo Area | Cargo area carpeted, trunk cover with 4 tie-down hooks in cargo area | S | S | S |
| Instrument Cluster | Speedometer, tachometer, odometer, trip odometer, fuel gauge, temperature gauge, oil gauge, gear indicator, clock, and outside temperature | S | S | S |
| | Multi-function trip computer featuring compass, trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, miles to empty, radio station display, and personalizing function | - | S | S |
| Keys | 2 radio-frequency remote transmitter key fobs with lock, unlock, rear trunk release, and panic button for central locking with selectable access valet key feature | S | S | S |
| Lighter/Outlets | (3) 12V power outlets: 1 in front center console, 1 in center console for rear seating positions, and 1 in cargo area | S | S | S |
| Lighting | Dual front reading lights, illuminated glovebox, and luggage compartment lighting | S | S | S |
| Locks | Automatic locking feature, doors lock when vehicle reaches 8mph; Doors unlock automatically upon airbag deployment | S | S | S |
| Mirrors | Dual driver and front passenger visor vanity mirrors, illuminated with covers | S | S | S |
| | Self-dimming rearview mirror, with "on/off" switch | - | - | S |
| Restraint Systems | Driver and front passenger front and side thorax airbag supplemental restraint system* | S | S | S |
| | Side Curtain Protection head airbags, front and rear* | S | S | S |
| | Rear side thorax airbag supplemental restraint system* | O | O | O |

Interior

| | | | | |
|---------------------------|--|---|---|---|
| Restraint Systems (Cont.) | 3-point safety belts for all seating positions, includes safety belt pre-tensioners for driver, front passenger, and rear outboard seating positions | S | S | S |
| | LATCH (Lower Anchors and Tethers for CHildren) child seat lower anchorage points and top tethers, rear outboard seating positions | S | S | S |
| Seating, Front | 8-way manual driver's seat with adjustable lumbar support | S | - | - |
| | 8-way manual passenger seat with adjustable lumbar support and fold-flat function | S | - | - |
| | Comfort 8-way partial power driver's seat with adjustable lumbar support and rear seat pockets (2-way power recline; 6-way manual) | - | S | - |
| | Comfort 8-way manual passenger seat with adjustable lumbar support, fold-flat function, and rear seat pockets | - | S | S |
| | 12-way power adjustable driver's seat; Memory function for driver's seat and exterior mirrors | - | - | S |
| | Heatable front seats | - | S | S |
| Seating, Rear | 60/40 split folding rear seat, 1-touch fold-flat feature, slide adjustment, and recline function | S | S | S |
| Special Features | Navigation & Entertainment System "RNS-510" with 6.5" color touchscreen in center console. Includes 3-month trial SIRIUS Traffic & 6-month trial SIRIUS Satellite Radio. Built-in SD card slot allows for transferring pre-stored destinations & music from PC onto the built-in 30GB hard disk. Generic AUX-in jack for media players and optional iPod interface "MDI" | - | O | O |
| | Trailer hitch preparation (wiring, bumper, and cross bar with mounting plate) | O | O | O |
| Steering Wheel | 3-spoke steering wheel, height-adjustable and telescoping steering column | S | - | - |
| | Leather multi-function steering wheel (audio); Leather shift knob | - | S | S |
| Storage | Front center armrest with dual cupholders and single storage compartment; Rear cupholders in armrest | S | S | S |
| | Glovebox, lockable and illuminated upon opening, with adjustable cooling feature | S | S | S |
| Upholstery | Metro cloth | S | - | - |
| | Urban cloth | - | S | - |
| | Stadt leather seating surfaces | - | O | S |
| Windows | Power windows with pinch protection; Front windows with automatic 1-touch feature, operable from driver's side only | S | S | S |

Technical

| | | | | |
|----------------------|---|-----------------------------|---|---|
| All-Wheel Drive | 4MOTION all-wheel drive system | - | O | O |
| Brakes | Power-assisted front vented disc brakes (312 mm X 25 mm), rear solid disc brakes (286 mm X 12 mm) | S | S | S |
| Engine | 2.0L TSI, 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and direct fuel injection (FSI), 200hp, 207lbs-ft of torque | S | S | S |
| Steering | Electromechanical power steering with variable assistance and active return | S | S | S |
| Suspension | Independent suspension with front MacPherson struts and rear fully independent 4-link suspension | S | S | S |
| Towing | 2,200lbs maximum weight | S | S | S |
| Traction Control | Anti-lock Brake System (ABS) and Anti-Slip Regulation (ASR) with Electronic Brake-pressure Distribution (EBD) | S | S | S |
| | Electronic Differential Lock (EDL) | S | S | S |
| | Electronic Stabilization Program (ESP) with brake assist and disc wipe feature | S | S | S |
| Transmission | 6-speed manual | S | - | - |
| | 6-speed automatic with Tiptronic, sport mode, and Dynamic Shift Program (DSP) | O | S | S |
| Roadside Assistance† | 3-year/36,000-mile (whichever occurs first) | | | |
| Dimensions | Wheelbase | 102.5 inches (2,604 mm) | | |
| | Front Track | 61.8 inches (1,570 mm) | | |
| | Rear Track | 61.9 inches (1,571 mm) | | |
| | Trunk Capacity | 23.8 feet³ (673 liters *) | | |
| | Trunk Capacity with Folded Down Backrest (Maximum) | 56.1 feet³ (1,589 liters *) | | |
| | Length | 174.3 inches (4,427 mm) | | |
| | Width | 71.2 inches (1,809 mm) | | |
| | Height | 66.3 inches (1,683 mm) | | |
| | Ground Clearance | 6.9 inches (175 mm) | | |

S Standard, at no additional charge O Option, at additional charge – Not Available

*Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. †Roadside Assistance provided by Cross Country Automotive Services.

The Volkswagen Carefree Maintenance Program.*



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

*The Volkswagen Carefree Maintenance Program covers the Tiguan's 10K, 20K, and 30K scheduled maintenance intervals for 3 years or 36,000 miles, whichever occurs first. Coverage is during the term of the new car limited warranty, at no additional charge. Some limitations apply. Does not include routine wear and tear on parts such as brakes, tires, wiper blades, light bulbs, etc. See dealer or vehicle maintenance program booklet for details.



SEL, Deep Black Metallic, 19" Savannah Wheels



Volkswagen
Carbon Neutral Project

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



vw.com

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



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