

2008 Eos



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VW08ESBUS 5976



Contents

ON THE COVER
Candy White Eos hardtop
convertible. Design by
Volkswagen. Photograph
by Jason Leiva. Name by
Greek mythology.



6

Who is Eos?

Eos is the Greek Goddess of Dawn, who rode in on a rose-colored chariot drawn by white horses each morning to mark the new day. Read on to discover how this ancient goddess can guide you and your 200 horses to a calmer and more centered self.



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The sunroof is only 1/3 of the story.

To be honest, other cars do have a sunroof. And yes, some cars are convertibles. But this is the only one that has a roof, a sunroof and no roof. And because we know how important this is to your Eos experience, we took eight full pages to go through everything. But don't let this make you feel like you have to rush. Sit back and enjoy.



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Experience reflexology.

Every last detail in your Eos was designed to create harmony between mind, body and soul. Even things that you might not expect, like your steering wheel and gas pedal. But don't stress yourself trying to figure it all out—we've included a guide to Eos reflexology.

Departments

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Eos

Turbo Trim Standard Features

Technical

2.0 TFSI™ 200 horsepower, 207 lbs-ft torque,
inline 4-cylinder, 16-valve engine, turbocharged
with intercooler and direct fuel injection
6-speed manual transmission

Front Axle: Independent McPherson strut double
wishbone design, coil springs, telescopic
self-leveling shock absorbers and stabilizer bar

Rear Axle: Independent 4-link suspension with coil springs,
telescopic shock absorbers and stabilizer bar

4-wheel Anti-lock Braking System (ABS)
Electronic Stabilization Program (ESP)

with brake assist and disc wipers
Anti-slip regulation (ASR)

Electronic Differential Lock (EDL)
Brake-pad wear indicator

Electromechanical power steering
with speed variable assist

Anti-intrusion side door beams
Manual – 21/29 (city/highway)*

Automatic DSG – 21/30 (city/highway)*

Exterior

CSC (coupe-sunroof-convertible) power retractable
hardtop with integrated power sunroof

Panoramic tilt and sliding sunroof with tinted glass,
pinch protection and manual sunshade

Dual power heatable exterior mirrors with
integrated directional signals

16" "Adelaide" alloy wheels

215/55 R16 H all-season tires and space-saving spare
Wind Deflector, front, in windshield frame

Interior

Analog gauges: speedometer, tachometer,
vehicle temperature and fuel

Multi-function trip computer

Digital read-outs for odometer, trip odometer,
and clock illuminated warning lights

Radio frequency remote locking system

AM/FM Radio with single-disc in-dash CD player, MP3
format readable, eight speakers, AUX in

multimedia socket for external audio source

Driver and front passenger, front airbag
supplemental restraint system

Passenger Occupant Detection System (PODS)
Driver and front passenger, combined side-curtain

and side-thorax supplemental restraint system
Rollover Protection System, automatic,

behind rear head restraints
Lower anchors for child restraint

systems in rear seating positions
Center console

Cargo cover in trunk

Rear passenger ventilation for heat and A/C
Cruise control

Climatic single zone air conditioning
Digital compass

Windblocker (rear)

Warranty

New Vehicle Limited Warranty –

4-year/50,000 mile (whichever occurs first).

Wear and tear items and adjustments excluded after
initial 12 months/12,000 (whichever comes first).

Powertrain Limited Warranty – 5-year/60,000 mile
(whichever occurs first). Powertrain Limited Warranty.

Anti-corrosion – 12-year/unlimited distance limited
warranty against corrosion perforation.

Roadside Assistance

4-year/50,000 mile (whichever comes first), 24-hour,
provided by Cross Country Automatic Services, Inc.

Komfort Trim

Includes Turbo features, plus:

Exterior

Heated washer nozzles

Interior

Dual-zone Climatronic

12-way power driver's seat with easy entry function

Front heatable seats

Footwell ambient lighting

Lux Trim

Includes Komfort features, plus:

Technical

DSG® 6-speed Automatic Transmission with Tiptronic®

Exterior

Automatic headlights with "Coming Home" feature

Dual power-folding self-dimming exterior mirrors with
environmental lighting

Rain sensing wipers

Park distance control

17" "Sienna" alloy wheels

235/45 R17 H all-season tires with

space-saving spare

Interior

Premium VII w/in-dash 6-disc CD changer

SIRIUS™ Satellite Radio

Diversity antenna

Leather Comfort seats

Dual-zone Climatronic

12-way power front seats with easy entry function

Front heatable leather comfort seats

Self-dimming interior mirror

3-spoke, leather-wrapped, multi-function steering wheel

Walnut wood interior trim



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. Learn more at vw.com.

*Airbags are supplemental restraints only and will not deploy under all accident scenarios, always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age. **EPA Estimates. Your fuel consumption may vary.

continued on page 4

IN THIS ISSUE

The star of this brochure is Eos. Each page dedicated to exploring both its inner workings and outer effects. It's a world of simple German design and masterful German technology. Enjoy.



Eos

VR6 Trim
Includes Lux features, plus:

Technical

3.2L 250 horsepower; 235 lbs-ft torque, narrow angle 6-cylinder; 24-valve engine with direct fuel injection
DSG® 6-speed Automatic Transmission with Tiptronic®
Sport Suspension
Automatic DSG 19/26 (city/highway)**

Exterior

Chrome front grille surround with chrome-trimmed black louvers
18" "Chicago" alloy wheels
235/40 R18 H all-season tires with space-saving spare

Interior

Tiptronic™ control paddles on steering wheel
Front heatable leather sport seats
Brushed aluminum trim (replaces wood inserts)
Homelink™
Start Assist, winter mode

Available Options

Turbo

Front heatable seats
DSG® 6-speed Automatic Transmission with Tiptronic®
iPod Adapter

Komfort

17" "LeMans" alloy wheels
235/45 R17 H all-season tires
DSG® 6-speed Automatic Transmission with Tiptronic®
Premium VII stereo with 6-disc in-dash CD Changer with MP3 format capability, and SIRIUS™ Satellite Radio
iPod Adapter

Lux

Dynaudio® Premium Sound System
DVD Navigation system with iPod Adapter
iPod Adapter

VR6

Bi-xenon headlights w/AFS
Dynaudio® Premium Sound System
DVD Navigation system with iPod Adapter
iPod Adapter

Contributors

Autostylist Irene Penny

Meet the style in Autostyle, Irene Penny, aka, the Eos color expert. Irene cut her fashion teeth in the fashion capital of the world, Paris, where she quickly reached the highest levels of work within the industry before taking her knowledge to the streets by helping people pick their automotive power colors.



Autostylist Anne-Elise "Lulu" Hagen

Lifestyle expert and driving guru. Lifelong auto enthusiast and private yoga instructor since 2000, Lulu has taken her passion for a spiritual, centered lifestyle to the road. Her renowned methods revolve around calm driving techniques and moving straight ahead through positive energy.

Autostylist Johnny Hardesty

An automotive thoroughbred by every stretch of the imagination, Johnny Hardesty brings 10 years of production design to the table, or in this case, behind the wheel. Equipped with a sharp tongue, tasteful eye and lead foot for driving, Johnny brings a unique aesthetic to the interior section of Autostyling.

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Eos is the Goddess of the Dawn.

Written by Claire Sims

Photography by Scott Gilbert

Within these pages you'll get a sense of the power of Eos. Its power to nurture. To refresh. To bring balance. It's a vehicle of inspiration, all parts designed with your peace of mind in mind. But how can you understand the healing strength of warm winds on a hot summer's night from mere text on paper? Or grasp the internal peace that can be achieved as you

gaze into the heavens on a desolate stretch of highway with only the low hum of the engine as your companion through type? Yes, words can explain, but the Eos' ability to clear the mind and open the senses is something to be experienced. So just sit back and relax while you flip through these pages. But remember, this will only give you a sense of the power of Eos.

3-in-1 roof

What's your
pleasure?



The Eos is the world's first hardtop convertible with a sunroof. That means no matter what state your mind is in, the Eos can match it. And with the push of a button, it takes only 25 seconds. Decide between ❶ getting cozy and snug, tucked beneath the hardtop ❷ being showered by glistening afternoon light pouring through the sunroof or ❸ taking a top-down pleasure cruise. Each has its own effect. The choice is yours.

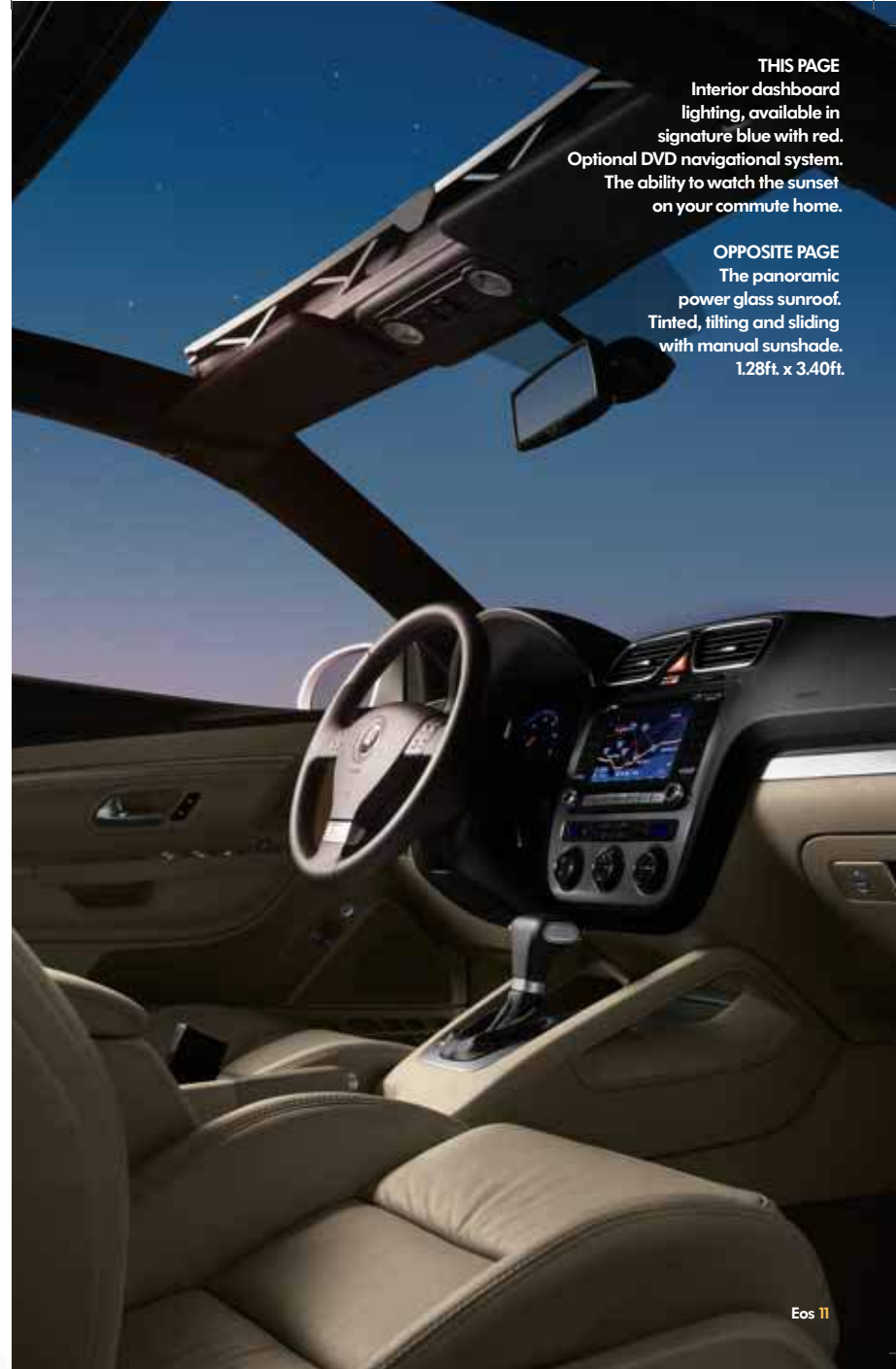
Putting the top down opens the 'heart chakra' to the universe."

- Lulu



THIS PAGE
Interior dashboard
lighting, available in
signature blue with red.
Optional DVD navigational system.
The ability to watch the sunset
on your commute home.

OPPOSITE PAGE
The panoramic
power glass sunroof.
Tinted, tilting and sliding
with manual sunshade.
1.28ft. x 3.40ft.





25seconds
to open your lungs to crisp air
to open your lips to subtle flavors you can nearly taste
to open your eyelids
to glimmers of reflecting light
to open your ears to faint sounds you other wise might've missed
to open your nostrils to smells you never knew you'd remember
only 25 seconds to open your
Eos convertible to the world.



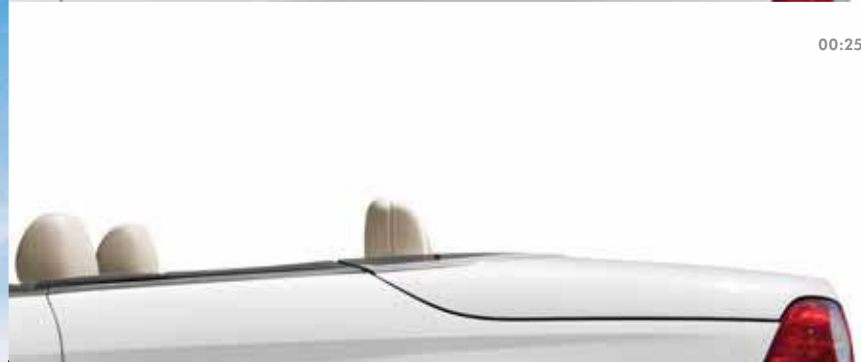
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00:25

“Deciding on your color without knowing if you’re a summer, fall or winter is like playing darts blindfolded.”

- Irene

What's in a color? Everything. That's because within color there is life. There is power. There is essence. Color helps us interpret our surroundings as much as anything else. Choosing your Eos color is something that will help express who you are as a human being. It's not something to be done on a whim. Take your time, get to know yourself. Listen to your inner voice. Find the color that goes best with your exterior as well as your interior.

These are the Eos colors. Each unique. Only one right for you. Why not start by trying them on in your mind?

Eismeer Blue: The shade of swimming pools and the color your tongue turns when you get the blue-raspberry gumball. **Thunder Blue:** The color of melting blueberries as the pancake

batter spreads in the frying pan—the star-filled sky as you lower the roof of your new Eos. **Black Uni:** The color of crisp, parallel grill lines seared into a fleshy steak—dancing piano keys—a desolate road without a single streetlight. **Island Gray:** The color of foggy mornings—drizzly afternoons—smeared newsprint on your fingertips—smoke rising from the crackling fire. **Silver Essence:** Like that lanky, tin cup with a little bit of chocolate milkshake dripping down the side—the wobbling handlebars of your first bike ride. **Paprika Red:** The hue of your mom's secret sauce—the crimson ring left halfway up your wineglass when the conversation lasts 'til 4am. **Candy White:** Like snow-covered sidewalks not yet marred by footprints—fresh paint on the porch swing that you can smell is still wet.



Eismeer Blue

Thunder Blue

*Limited availability

Black Uni

Island Gray

Silver Essence

Paprika Red

Candy White



Reflexology

Palm

Gripping the steering wheel tightly will stimulate the stomach. If you're doing it right you should feel butterflies around 2,500rpm.



Fingertips

Stimulating this part of your hand with the steering wheel is a great way to clear your sinuses. Which is fortunate because your Eos is about to fill them with fresh air at highway speeds.



Ball

You always knew there was a reason stepping on the gas got your blood pumping. Massaging this area is good for the ticker. So make sure you safely pass the car in front of you whenever possible. You know, for a healthy heart.

Inner Hand

The shifting from a manual transmission is a good source of pressure for this part of the hand, which stimulates the eyes, resulting in clearer vision. This is a plus in your Eos, which offers 360-degree views of, well, everything.





The Eos is
**Designed to
nurture**

The Eos is quite sophisticated. All of its computers and techie touches can help get you back to a more enlightened state. Available features like DVD navigation system, multi-function steering wheel and heated seats, for example. Every piece of computer circuitry working to help you feel more together.

DVD Navigation.

Only get lost when you want to.

Heated Seats.

Relax your muscles and your soul. And your backside.

Four Cup Holders.

What's a convertible without friends? We've got four cup holders to brew some sun tea in the summer or hold hot cocoa during the cooler months.

Multi-function Steering Wheel.

In addition to steering, this puppy lets you change the radio station, track your average speed and even see how long you can possibly go until you will run out of gas. And all from one spot, so you don't have to lift a finger. Well, maybe just one finger.

600

Watt Dynaudio®

This optional system sounds flawless whether the top is up or down. That's because it was designed specifically to adjust with your Eos. We started with an 8-channel digital amplifier and an antenna built into the trunk so that the radio signal stays clear. Then we added eight coordinated speakers—in the usual places and a few in some unusual spots. Add to this a 6-disc CD changer or iPod® adapter to create your own soundtrack and set the perfect mood.

Dual-zone Climatronic.™ It's the climate control you've always wanted. This available feature automatically adjusts the temperature inside the Eos depending whether the top is up or down. So stop worrying about the thermometer—you've got more important things not to think about.

A close-up photograph of a car's interior climate control system. The image shows two circular dials with 'ON/OFF' and 'DUAL' settings, a digital temperature display showing '72', and a rectangular air vent with horizontal slats. The text 'dual zone' is overlaid in large white letters.

dual zone

Prevent and Preserve Safety System

Every Volkswagen comes standard with the 47 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

Additional Eos features above and beyond the Prevent and Preserve Safety System:

PODS

The Passenger Occupant Detection System (PODS) is a standard feature for your front passengers. It can calculate timing on airbag deployment based on weight and belt tension.

Brake System

Sometimes life throws you a curve. And sometimes those curves just so happen to end up in the road when you least expect it. Every new Eos has antilock brakes, Hydraulic Brake Assist and Electronic Stabilization Program. All standard.

Steering

The Eos' electromechanical power steering and counter steering assist help keep you and the car centered in windy conditions and on heavily slanted roads.

Rollover

Eos' rollover protection system features fully electronic sensors that release two bars behind the backseat should your car roll over in convertible mode. Sure, it's not something we like to talk about, but the Eos was designed to help put you at ease, even in the most unlikely of events.

Airbags*

The Eos features four standard airbags, dual front airbags and dual front side airbags, which are newly developed to unfold horizontally and vertically to cover the entire length of the front side windows. We've got you covered because safe happens when you least expect it.

Bi-xenon Headlights

The Eos also has a feature to light the road ahead of you. Optional bi-xenon headlights with an Adaptive Front Lighting System move in the direction of the turn you're cornering. You'll always see what the road has in store.

*Airbags are supplemental restraints only and will not deploy under all accident scenarios; always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age.

Safe happens.
One thing that never goes out of style is safety. A car made for the mind, body and soul must also protect these very things.





your

performance

Meditation at 60mph. A car is only as good as the engine under its hood. And like any VW model, the Eos' engine compromises nothing in the name of true performance.

Ergonomically designed, the heart of the new Eos comes in the form of a fully outfitted, 2.0 TFSI™ 200HP Turbocharged engine. The engine purr will help reduce stress, heighten your senses and increase circulation into the adrenal glands.

The DSG® 6-speed automatic transmission with Tiptronic®.

The Eos wasn't meant for Sunday driving. Available paddle-shifters lets you shift up or down as you plow through winding roads or cruise straightaways.

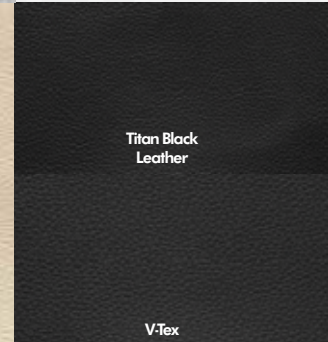
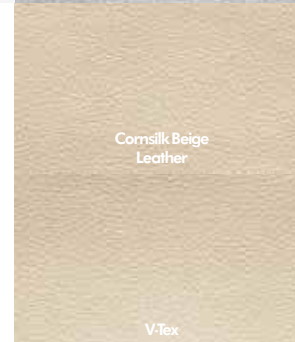
The invigorating Tiptronic® turns the automatic transmission into something that feels more like a manual. Use tiny fingertip movements to shift gears to create a toxic cleansing moment.



Leather vs. V-Text.

The interior of the Eos comes with a choice of leather or V-Text seating surfaces.

Both easy on the eyes. Both soft on the elbows and the backs of the knees. Designed to complement either interior trim in black, gray or beige. Be comfortable in either skin.



Choosing an interior
sets the mood for every drive
you'll be on. Don't end up
in a bad mood.

-Johnny



What's hot and what's not.

Road rage. Oversized cars. Sunburn. And definitely cutting people off. These things are out. But don't worry, we've filled this entire page with things that are in. And for even more things that are hot, go to vw.com. You're welcome.



Chicago Wheel
10 precision-engineered spokes for performance and elegance. (No baseball cards in these spokes, please.)

Eos 30



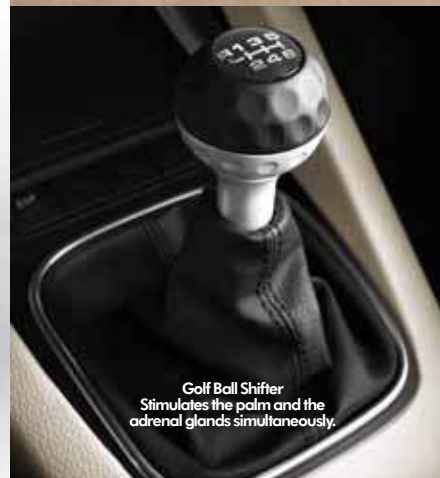
Wind Blocker
Manage your wind therapy. Want wind? No blocker. Want just a little? Use the standard blocker to reduce turbulence. Feel better?



Alloy Pedals
Cool in the eyes. Cool to the feet (if you are not wearing shoes).



Eos Sun Tea
Nothing refreshes like a top-down cruise with some freshly brewed sun tea by your side.



Golf Ball Shifter
Stimulates the palm and the adrenal glands simultaneously.



Chrome Accent Strip
The Eos was made to accommodate all kinds of aesthetic options, including a small chrome accent strip for the back. Many people like this small detail, you may be one of them.

We love great design. The type of designs that bring a quiet order to an aspect of your life. And, ideally, without you ever knowing it. The placement of a dial on a watch—the angle of the pockets in your favorite pair of jeans the distance between the buttons on a car dash. It just makes sense so you forget about it. And as much as we want you to know the amount of thought and effort that went into designing every micrometer of the Eos, we're sort of hoping you don't even notice.

