



GTI | 2011



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

The GTI

AUTOMOBILE Magazine named it "Automobile of the Year" for a record-breaking second time in history. CarandDriver.com called the GTI "a true icon among compact hatchbacks."* *U.S. News and World Report* ranked it #1 in upscale small cars.** It's tough outdoing yourself year after year. But when you're making an iconic, #1 ranked Automobile of the Year, it's worth all the effort. Because when the accolades start pouring in and our fan base continues to grow, it feels pretty darn good. So even if the awards went away and all we had to celebrate was the incredible popularity of the GTI, we wouldn't mind. After all, it's really the opinions of our fans that matter most. The rest is just icing on a really sporty, extra shiny, turbocharged cake.



GTI with Sunroof and Navigation shown in Candy White and Deep Black with 18" Black Karthoum wheels



GTI with Sunroof and Navigation shown in Deep Black with 18" Black Karthoum wheels



Performance. The award-winning 2.0L TSI® engine was designed with the highest torque-per-cylinder in its class. Which means it's tuned to have a broad, flat torque curve with a nice, wide power band. If you're not sure what that means, step on the gas when the light turns green. That'll tell you all you need to know.

Joy, meet ride.

Take the GTI out cruising through the neighborhood, jet down the freeway, or zip along a few off-the-beaten paths and one thing is for sure: you'll leave everyone else in your wake.* Its 200-hp turbo engine with 207 lbs/ft of torque, paired with either a six-speed manual or a six-speed automatic DSG® transmission with Tiptronic®, is designed for speed. Both options come equipped with a sport-tuned suspension, and the DSG transmission has super-sleek paddle shifters that transfer power between two mechanically actuated clutches and row through its sequential gear set, providing seamless acceleration and imperceptibly fast gear changes. That's kind of a mouthful, but you'll love every minute of it. And here's a neat trick to show off what your GTI can do. For the fastest and most precise way of getting from 0 to 60, simply put the DSG transmission in Sport mode, turn off the ESC (Electronic Stability Control), keep your left foot on the brake, and then press the gas pedal to the floor. Now take your foot off the brake. That's what we affectionately refer to as Launch Control. Just remember to turn the ESC back on once you blast off.

*Always obey local speed and traffic laws.



Design. Our world-renowned logo is perfect just the way it is. (At least we think so.) But that doesn't mean it can't work even harder. So instead of just being the badge on the back of the GTI, now it serves double duty as the handle to open the hatch. So don't worry, that classic hatch still opens wide to fit loads of stuff. It just looks a lot smarter while doing it.



Admirers, your secret is out.

There are two kinds of people: GTI fans and soon-to-be GTI fans. For a year now, GTI fans have been lighting up the fan boards with discussions of the new front honeycomb grille (that lets the air flow through to help cool the front brakes). Soon-to-be GTI fans are just noticing how nice it looks. Car enthusiasts around the world have always loved the bright red brake calipers that you can see through the signature 18-inch Detroit alloy wheels. And the dual exhaust tips that complement the rear of every GTI. Or, more specifically, complement it twice over. So whether you're already a fan or itching to become one, everyone agrees that the GTI is one hot hatch. From top to bottom, front to back. Hot.



GTI shown in Candy White



Design. When we designed the GTI, we paid meticulous attention to every detail. Down to the red stitching on the gearshift and steering wheel. And the racy red lines on the front grille. Not to mention the red accent lights that glow on the buttons of the dash and the multi-function steering wheel. They're all subtle yet elegant reminders that you're driving a true sports car.





Technology. Go ahead, grip the GTI-badged steering wheel. Marvel at its soft leather wrapping and flat-bottomed, race car design. Doesn't that feel nice? This sporty, multi-function steering wheel option comes with integrated controls for easy access to the entertainment system and to information such as average trip speed and miles to empty. It's your connection to the road, your car, and so much more.



The latest in cockpit technology.

The original hot hatch deserves the hottest technology. Like an available premium touchscreen sound system. And a Media Device Interface (MDI) with iPod® cable so you can easily navigate your playlists, albums, and songs all through the available touchscreen interface. Not to mention the available Dynaudio® stereo with eight high-end speakers you'll enjoy during your drive. It also comes with a three-month trial subscription to over 130 channels of SIRIUS® Satellite Radio, as if the AM/FM touchscreen stereo and in-dash six-CD changer didn't give you enough music to choose from. And don't forget Bluetooth® with voice command, phone book download, and music streaming capabilities. All of those optional features can be controlled by the available multi-function steering wheel, along with the onboard trip computer that can tell you everything from the temperature outside to the miles until your next fill up. And if you opt for the touchscreen navigation system, you'll always be able to find your way to wherever you're going and back home again. Just in case you want to get lost in the music, or the world, for a little while.



GTI with Sunroof and Navigation shown in Interlagos cloth



GTI shown in Interlagos cloth



Comfort. That little sports car you're looking at has a secret. Not only does it fit four full-sized adults in its comfy bucket seats, but it also makes room for all the other stuff in your life. Just open the hatch and behold the cargo space. So you can carry teammates, equipment, and just about anything else you can imagine.



There's no place like home.

When there's this much to love about the GTI, you just might want to move in. For good. Picture, if you will, the famous Interlagos plaid. The optional Titan Black leather seating surfaces, if you want to update the classic. The gentle hug from the bolstered eight-way sport seats as you accelerate. The quiet hum that you hear when the turbo kicks in. The race-inspired pedals with rubber grips to help keep you in control. The leather-wrapped steering wheel with sleek red stitching. The eight-speaker sound system that plays whatever you're in the mood for. The white and red interior lighting that glows when the sun sets. The available power glass sunroof that you can open when the sun rises again. A day in the life of a GTI owner is a comfortable one. So by all means, make yourself at home.



GTI with Sunroof and Navigation shown in Candy White



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 GTI 4-door five stars (the highest rating possible) for side-impact crash safety. Safe is what every car should be. Volkswagen safe is what every car wishes it were. When you have a car with this much power, it's nice to know you're in good hands.

Our success is no accident.

When you buy a Volkswagen like the GTI, 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 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 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) New Car Assessment Program (www.safercar.gov). 2010 4-door 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.



GTI shown in Candy White



GTI Autobahn shown in Carbon Steel Gray



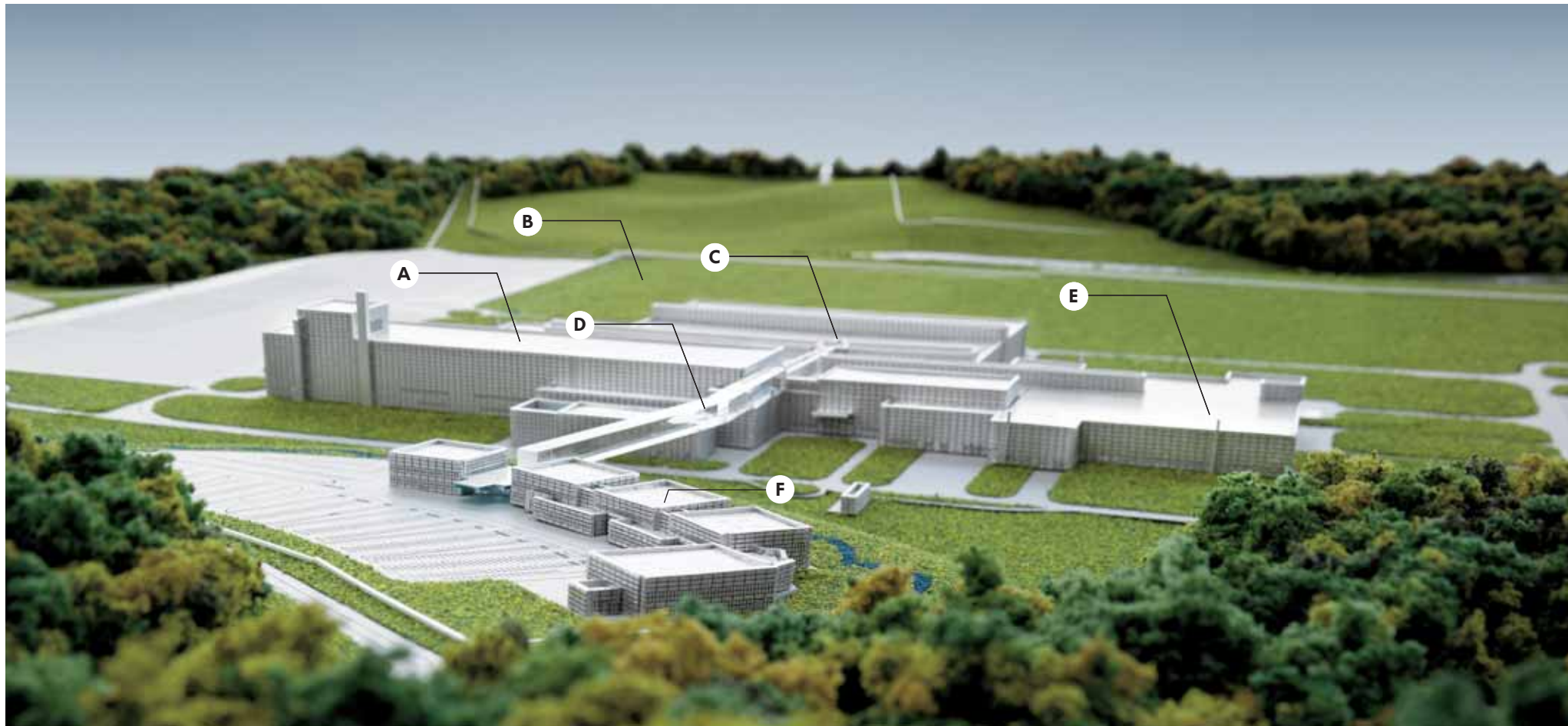
Quality. Laser seam welding. Sure, it sounds cool. But what does it mean? Well, it's kind of like the difference between a jacket with buttons and one with a zipper. The buttons keep the jacket on, but they still leave spaces in between. Whereas a zipper seals the deal, leaves no spaces, and therefore 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 GTI 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.



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.

Trim

GTI Includes: 2.0L, 200-hp TSI® engine; 18" Detroit alloy wheels with all-season performance tires; 4-corner independent sport suspension; Cross Differential System (XDS); Climatic manual climate control; Interlagos cloth sport seats; leather-wrapped steering wheel, shift knob and brake handle; Bluetooth®; 8-speaker sound system with MP3- and WMA-compatible in-dash CD player, AM/FM radio, AUX-in for portable audio players, SIRIUS® Satellite Radio with 3-month trial subscription; adjustable center armrest with integrated storage box; multi-function trip computer with Highline combi-instrument display; heated front seats, side mirrors and washer nozzles; 2 power outlets (1 front, 1 trunk); Electronic Stability Control (ESC); Anti-lock Braking System (ABS) with front and rear disc brakes; Anti-Slip Regulation (ASR); Tire Pressure Monitoring System (TPMS).

GTI with Sunroof Includes GTI features, plus: touchscreen Premium VIII sound system with 8 speakers, built-in MP3- and WMA-compatible 6-disc CD changer and SD memory card reader; leather-wrapped multi-function steering wheel; power tilting/sliding sunroof.

GTI with Sunroof and Navigation Includes GTI with Sunroof features, plus: RNS 315 navigation system with 5" color touchscreen in center console; Bi-Xenon™ high-intensity headlights with Adaptive Front-lighting System (AFS).

GTI Autobahn Includes GTI with Sunroof and Navigation features, plus: leather top sport seats; Dynaudio® premium sound system; keyless access with push-button start.

Exterior



Interior



Standard Wheels



Accessory Wheels



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

Specs

Exterior	GTI	GTI w/ SR	GTI w/ SR & Nav	GTI Autobahn
Fully galvanized sheet metal	●	●	●	●
Crash-optimized front end	●	●	●	●
Black front grille with honeycomb mesh and red surround strip	●	●	●	●
Halogen headlights with clear, lightweight, chip-resistant polycarbonate lenses and Daytime Running Lights (DRL)	●	●	●	●
Bi-Xenon high-intensity headlights with DRL and Adaptive Front-lighting System (AFS), directionally adjustable	–	–	●	●
Power-operated, heated side mirrors with integrated turn signals	●	●	●	●
Textured black sport side skirt	●	●	●	●
Power tilting/sliding tinted sunroof	–	●	●	●
Rear spoiler above rear hatch	●	●	●	●
Tire Pressure Monitoring System	●	●	●	●
18" alloy wheels with anti-theft wheel locks and all-season performance tires*	●	●	●	●
Heated windshield washer nozzles	●	●	●	●
Interior	GTI	GTI w/ SR	GTI w/ SR & Nav	GTI Autobahn
Climatic manual single-zone climate control with pollen filter	●	●	●	●
Anti-theft alarm system for doors, hood, trunk and radio with audible and visual activation	●	●	●	●
Immobilizer III theft-deterrent system	●	●	●	●
8-speaker sound system with MP3- and WMA-compatible, in-dash CD player, and AM/FM radio	●	–	–	–
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	–	–	●	●
AUX-in for portable audio players	●	●	●	●
SIRIUS Satellite Radio with 3-month trial subscription	●	●	●	●
Bluetooth hands-free calling system	●	●	●	●
Media Device Interface (MDI) with iPod® cable	●	●	●	●
Cruise control	●	●	●	●
Speedometer, tachometer, odometer, trip odometer, fuel gauge, coolant temperature, clock, outside temperature	●	●	●	●
Multi-function trip computer with compass, trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, miles to empty, radio station display, 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	●	●	●	●
Two 12V power outlets, 1 in front center console and 1 in trunk	●	●	●	●
Automatic locking feature (doors lock when vehicle reaches 8 mph, unlock automatically upon airbag** deployment)	●	●	●	●
Child-safety rear door locks (4-door only)	●	●	●	●
Keyless access with push-button start	–	–	–	●
Driver and passenger visor vanity mirrors, illuminated and with covers	●	●	●	●
Brushed aluminum appearance footrest and pedal covers	●	●	●	●
Driver and passenger front and side thorax airbag supplemental restraint system**	●	●	●	●
Side Curtain Protection® head airbags, front and rear**	●	●	●	●
3-point safety belts for all seating positions, includes safety belt pretensioners for driver, front passenger, and rear outboard seating positions	●	●	●	●
LATCH (Lower Anchors and Tethers for CHildren) child seat anchor points	●	●	●	●
8-way manually adjustable sport seats, heated	●	●	●	–
8-way manually adjustable top sport seats, heated	–	–	–	●
60/40-split folding rear seat with center armrest and pass-through	●	●	●	●
1-touch lane change signal feature	●	●	●	●
Leather-wrapped, multi-function, sport steering wheel with shifter paddles (for DSG® automatic), and height-adjustable, telescopic steering column	–	●	●	●
2 front, 2 rear cupholders	●	●	●	●
Lockable glovebox	●	●	●	●
Leather-wrapped shift knob and handbrake grip	●	●	●	●
Interlagos cloth seating surfaces	●	●	●	–

- Standard, at no additional cost
- Optional, additional cost
- Not Available

Interior cont.	GTI	GTI w/ SR	GTI w/ SR & Nav	GTI Autobahn
Leather seating surfaces	–	–	–	●
Rear passenger ventilation for heat and A/C in center console	●	●	●	●
Power windows with pinch protection; front windows with automatic 1-touch feature, operable from driver's side only	●	●	●	●
Technical	GTI	GTI w/ SR	GTI w/ SR & Nav	GTI Autobahn
2.0L TSI, 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and FSI® direct fuel injection; 200 hp, 207 lbs/ft of torque	●	●	●	●
Red brake calipers on front vented disc brakes (312 mm) and rear solid disc brakes (286 mm)	●	●	●	●
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)	●	●	●	●
Intelligent Crash Response System (ICRS)	●	●	●	●
XDS (Cross Differential System)	●	●	●	●
6-speed manual transmission	●	●	●	●
6-speed DSG automatic transmission with Tiptronic® and Sport mode	○	○	○	○
Launch Control Program (for DSG transmission)	○	○	○	○
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	101.5 inches (2,578 mm)			
Cargo volume (2-door)	15.1 cu. ft. (0.4 cu. m)			
Cargo volume (4-door)	14.7 cu. ft. (0.4 cu. m)			
Length	165.8 inches (4,210 mm)			
Width	70 inches (1,779 mm)			
Height	57.8 inches (1,469 mm)			
Passenger volume	93.5 cu. ft. (2.7 cu. m)			
Accessories				



MojoMat®



Pedal Caps



Front Lip Spoiler



Heavy Duty Trunk Liner with Cargo Organizer Blocks



Base Carrier Bars with Kayak Holder



Base Carrier Bars with Ski and Snowboard Rack

*Please refer to the disclaimer on the back cover for important information about performance tires. **Airbags are supplemental restraints only and will not deploy under all crash scenarios. 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.

GTI



CC



Tiguan



Golf



All-new Jetta



Routan



Eos



Jetta SportWagen



All-new 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.

vw.com

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That's Das Auto.

