



Routan | 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 Routan

Let's be real. People need minivans. Because minivans accommodate a life full of strollers, groceries, and sports gear. Not to mention kids. Which is why the Routan—with room for seven, up to 144 cubic feet of storage space, and third-row fold-flat seats—is such a smart purchase. As if that wasn't clever enough, add the available dual power sliding doors with power windows and an optional power liftgate in back for that extra boost of functionality. And for the ultimate seal of approval, the Routan was awarded 2010 "Most Appealing Minivan" by J.D. Power and Associates.* Flexible, appealing, and technologically savvy, with the unmistakable VW performance that's designed to bring out the kid in you. Because we don't think you should have to choose between want and need.



SEL Premium shown in Glacial Blue Metallic

*The Volkswagen Routan received the highest numerical score among minivans in the proprietary J.D. Power and Associates 2010 Automotive Performance, Execution and Layout Study™ Study based on responses from 82,095 new-vehicle owners, measuring 236 models and measuring opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2010. Your experiences may vary. Visit jdpower.com.



Comfort. Becoming a minivan owner is an important choice. Which is why we are pleased to announce that the Routan was awarded the 2010 “Most Appealing Minivan” by J.D. Power and Associates.* According to customer feedback, Routan owners purchased it for its gas mileage,** quality, reliability, comfort, and style. And they cited its driving experience, fuel economy, interior, and exterior as its key strengths. We couldn’t have said it better ourselves.

Popcorn not included.

Once everyone gets settled and comfortable in their seats with optional Vienna leather seating surfaces, let the games begin. Or the movies. Or one movie and one video game. With the optional JoyBox® DVD rear seat entertainment system, not only are there up to two screens to watch, but they can each play something different. And you can give separate wireless headphones to each child to keep the volume down and the entertainment up. Which comes in handy on longer car trips, because the kids can amuse themselves for the entire ride instead of asking, “Are we there yet?”

*The Volkswagen Routan received the highest numerical score among minivans in the proprietary J.D. Power and Associates 2010 Automotive Performance, Execution and Layout Study.™ Study based on responses from 82,095 new-vehicle owners, measuring 236 models and measuring opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2010. Your experiences may vary. Visit jdpower.com. **16 city/23 highway mpg (2010 3.6L V6 Routan automatic transmission) and 17 city/25 highway mpg (2010 4.0L V6 Routan automatic transmission). EPA estimates. Your mileage will vary.



SEL Premium shown in Sierra Stone leather



Comfort. Every Routan comes with in-floor storage, which means that right underfoot is a wealth of space just waiting for sports equipment, luggage, gardening tools, beach towels, or anything else you can think to bring along. Just remember where you stashed your stuff, or you might have to check in a lot of places before you find it.



Take a seat. Or seven.

One of the beautiful things about the Routan is how flexible it is. With removable, extra-comfortable, second-row captain's chairs and rear seats that have the option of folding flat at the touch of a button, it's almost as if the Routan thinks of your needs before you do. And it knows you'll be carrying lots of people and stuff, so the available dual power sliding doors with power windows and the optional remote-controlled power liftgate in back make getting in, and putting anything (or anyone) inside, a snap. Even the windows are in on the action with optional built-in window shades and driver-controlled rear vents that help keep everyone at a comfortable temperature. So no matter which event you're carpooling to, or vacation you're preparing for, or home improvement project you have in mind, the Routan has the storage, the space, and all of the imagination for whatever you can dream up.



SEL Premium shown in Sierra Stone leather



SEL Premium shown in Sierra Stone leather



Technology. The aptly named JoyBox entertainment system is packed with features, including a 30GB hard drive and a USB port, making it an excellent option to maximize your minivan. Load it up with music to listen to along the way, or movies and photos to watch while you're parked, and bring a little more joy to every ride.



Technically, it's a marvel.

Everything about the Routan is designed to make your life easier. For example, the optional UConnect® Bluetooth® system lets you answer and make calls by using voice commands. You speak. It dials. Which is particularly useful when you have the road, and the kids, to keep an eye on. And when you need a little help figuring out where you're going, the available touchscreen navigation system can help you map your route around the country or around the corner. Plus, the top-of-the-line navigation system comes with an optional one-year trial subscription to Sirius® Satellite Radio, and Sirius Travel™ so you'll have access to over 130 channels of music and entertainment in addition to fuel prices, local and national weather, and more. If you want to surf the Web while you're on the road, add the optional Wi-Fi™ router to your Routan and go wireless with your laptop, game device, or smartphone. Before you leave for any adventure, the available remote start system is handy in extremely hot and cold weather to help warm up the engine and make the interior more hospitable before you climb inside. And once you arrive at your destination, the available rearview camera gives you a real-time view of what's behind you, to help prevent you from bumping into another car when you park. All of which adds up to simplifying just about every situation.



Design. Americans like cupholders. A lot. So we've given you 13 cupholders conveniently located throughout the Routan to stash coffee cups, soda cans, sippy cups, baby bottles, or any other beverage container that you desire. So for as long as you drive your Routan, and as long as you remember to bring your drinks, it is unlikely that you will ever go thirsty again.

It's big on design.

From the available black or silver roof rails up top to the 17-inch Soho alloy wheels down below, the Routan was designed to make your family happy. Consider the sunroof. While the kids are watching movies, you can open the available sunroof to let in the breeze and see a little more blue sky. In case you want to check in on them, take a peek in the conversation mirror to catch a glimpse or have a chat with anyone sitting in the back. If you've got a lot of stuff to bring along, add the trailer hitch and tow up to 3,600 lbs.,* so the interior remains open and comfy for the entire ride. And once you're on the road, you can revel in the little things, like the optional blinkers built into the side mirrors to help alert others to your next move and the available dual power sliding doors that help make getting in and out a breeze during those inevitable pit stops along the way.

*Optional towing package required. See owner's manual for details.



SEL Premium shown in Deep Claret Metallic



SEL Premium shown in Nocturne Black Metallic



Performance. The Routan has a novel placement for its gearshift. It also includes a six-speed automatic transmission, something not ordinarily found in its class. And that gives you uncommonly smooth shifting. You might even call it effortless. Some people may simply see those things as atypical, but they actually make the Routan rather remarkable.

From the carpool to the fast lane.

You've probably heard terms like "Euro-tuned suspension" and never given them much thought. Or maybe that's precisely why you're checking out the Routan. Whatever your motivation, you're in for a treat. Because the Routan may look like a van with all those comforts inside, but it handles like a VW. Which means that its optimized steering system puts you at the helm of a powerful machine, featuring a 3.6L V6 engine with 283 hp and 260 lbs/ft of torque. And it also means that carpool duty just got a lot more fun. Because you're not just driving a minivan, you're driving a Volkswagen.



SEL Premium shown in Mercury Silver Metallic



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 includes a driver's side knee airbag and first-row seat-mounted thorax side airbags on every Routan.* Safe is what every car should be. Volkswagen safe is what every car wishes it were. Here's to knowing it's safe, but never having to find out how safe.

Our success is no accident.

When you buy a Volkswagen Routan, you're driving home more than just a minivan. You're taking home total peace of mind. You don't have to think about how it has front and Side Curtain Protection® airbags standing guard*. Or how the crash-optimized front end would 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 Electronic Stability Control (ESC), Anti-lock Braking System (ABS), and Hydraulic Brake Assist (HBA) to help you stay safe in virtually 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. Get behind the wheel of the only minivan with a Euro-tuned suspension. Experience the gentle hug from the bolstered seats as you accelerate. Feel the supple optional Vienna leather seating surfaces that surround you. And admire the VW fit and finish that we're known for. From the most dominant features to the tiniest of details, every Routan is built for quality. Because otherwise we wouldn't call it a Volkswagen.



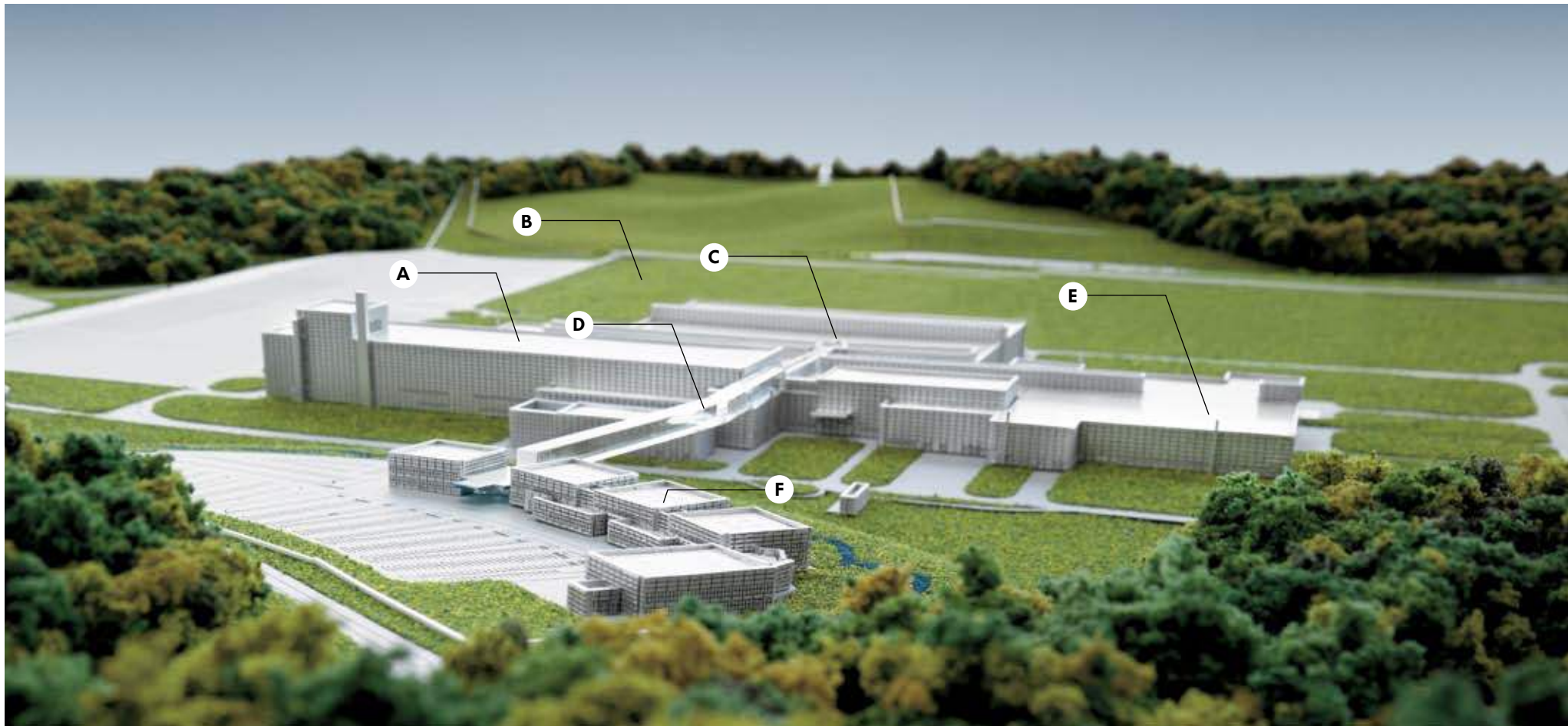
Buy one, get three.

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 the first three years of scheduled maintenance at no extra charge. Stop by in the first 90 days for your courtesy vehicle check. Ask us any questions you might have while we give your Routan a basic checkup. On the house. After that, come by every 6,000 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.



SEL Premium shown in Glacial Blue Metallic



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-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.

Trim

S Includes: 3.6L, 283-hp V6 engine; Euro-tuned suspension; 16" steel wheels with covers; 4-way manually adjustable driver and front passenger seats; sliding, removable second-row captain's chairs with folding backrests; third-row fold-in-floor, 60/40-split bench seat with folding headrests; second-row in-floor storage tubs; conversation mirror; 12V power outlet; multi-function leather-wrapped steering wheel and shift knob; 6-speaker sound system with AM/FM radio, MP3-compatible CD player and AUX-in; driver's side knee airbag;* first-row seat-mounted thorax side airbags; driver and front passenger airbags; Side Curtain Protection® head airbags* for all outward seating positions; Electronic Stability Control (ESC); Anti-lock Braking System (ABS); Tire Pressure Monitoring System (TPMS); selectable fuel optimization mode.

SE Includes all S features, plus: 17" alloy wheels; power sliding doors; black roof rails with stowing cross-bars; color-matched side mirrors and door handles; alarm system; V-Tex leatherette seating surfaces; 8-way power driver's seat with power lumbar adjust; second- and third-row sun shades; universal garage door opener; audio controls on steering wheel; upgraded sound system with 6-disc DVD changer; trip computer; Bluetooth® technology.

SE with RSE Includes all SE features, plus: all-row JoyBox® DVD entertainment system with touchscreen interface, CD/DVD/MP3 compatibility, 30GB hard drive, second-row and third-row overhead 9" LCD screen, wireless headphones, remote control, Sirius® Satellite Radio with 1-year trial subscription, and USB port; self-dimming rearview mirror; rearview camera; power liftgate with floodlight.

SE with RSE and Navigation Includes all SE with RSE features, plus: integrated Garmin® touchscreen navigation system with hard drive information database, music and photo storage.

SEL Includes all SE features, plus: leather seating surfaces for all rows; 3-zone automatic climate control system; power adjustable pedals; heated first- and second-row seating; power-folding third-row seats; adjustable highline floor console with cupholders; power sunroof; power liftgate with floodlight; remote start; automatic headlights; touchscreen navigation system with hard drive information database, USB port, music and photo storage, and Sirius Satellite Radio and Sirius Traffic with 1-year trial subscription.

SEL with RSE and Navigation Includes all SEL with Navigation features, plus: all-row DVD entertainment system with touchscreen interface; CD/DVD/MP3 compatibility, 30GB hard drive, second- and third-row overhead 9" LCD screens, wireless headphones, remote control, Sirius Satellite Radio with 1-year trial subscription; rearview camera.

SEL Premium Includes all SEL with RSE and Navigation features, plus: HID headlights; chrome mirrors and door handles; bright-finish roof rack; self-dimming side mirrors; direct-read Tire Pressure Monitoring System (TPMS); power sunroof; Premium Driver Information Center with up-level instrument cluster; memory for driver's seat; 8-way power passenger's seat; power adjustable pedals with memory; rear parking sensors; 115V AC power outlet; premium 9-speaker sound system with 506-watt amplifier.

Wheels



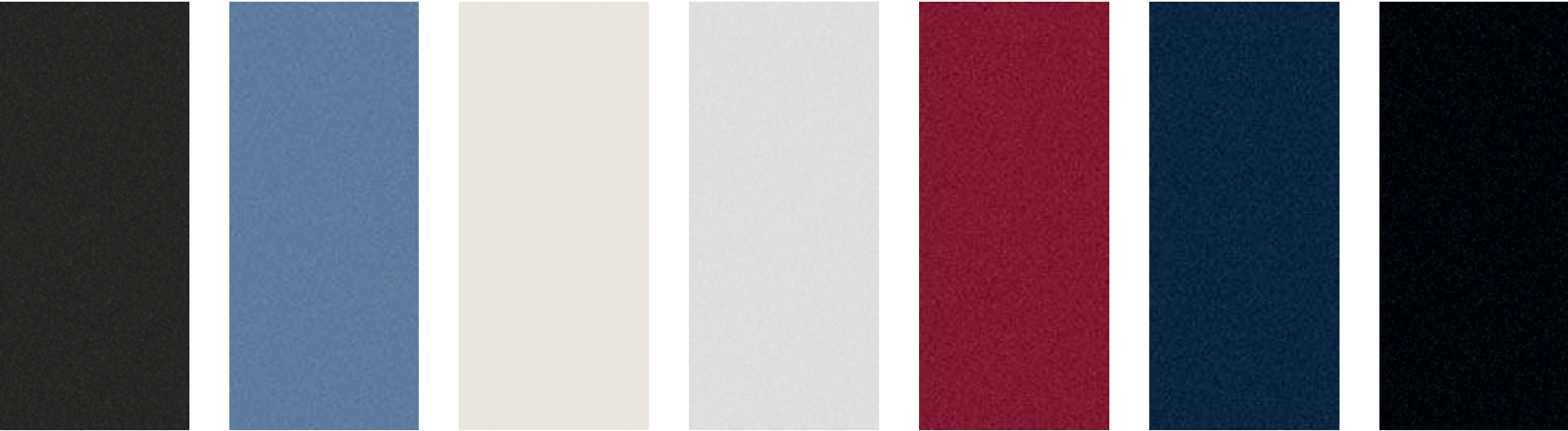
16" Thistle



17" Soho

Exterior

Twilight Gray Metallic	Glacial Blue Metallic	Calla Lily White	Mercury Silver Metallic	Deep Claret Metallic	Tanzanite Metallic	Nocturne Black Metallic
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Interior

Cloth	V-Tex Leatherette	Vienna Leather
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Aero Gray Texture Weave



Sierra Stone



Sierra Stone



Aero Gray



Aero Gray

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

Specs

Exterior	S	SE	SEL	SEL Premium
Manual liftgate with floodlight	●	●	–	–
Power liftgate with floodlight	–	○	●	●
Manually operated sliding side doors	●	–	–	–
Power-operated sliding side doors	–	●	●	●
Privacy glass	●	●	●	●
Power sunroof	–	–	●	●
Quad halogen headlights with Daytime Running Lights (DRL) and auto-off feature	●	●	●	–
Foglights	–	–	–	●
High Intensity Discharge (HID) headlights with Daytime Running Lights (DRL) and programmable auto on-off feature	–	–	–	●
Power, heated driver and passenger side mirrors, Matte Black	●	–	–	–
Power, heated driver and passenger side mirrors, body color	–	●	●	–
Power, heated driver and passenger side mirrors with memory feature and chrome finish	–	–	–	●
Remote start system	–	–	●	●
Rearview camera system with on-screen display	–	○	●	●
Towing preparation with automatic load-leveling rear suspension**	–	–	●	●
16" steel wheels with wheel covers and all-season tires	●	–	–	–
17" alloy wheels with all-season tires	–	●	●	●
Tire Pressure Monitoring System (TPMS) with low pressure indicator	●	●	●	–
Tire Pressure Monitoring System (TPMS) with individual tire pressure monitoring	–	–	–	●
Windshield wipers, variable intermittent, including rear wiper	●	●	●	●

Interior	S	SE	SEL	SEL Premium
3-zone manual air-conditioning (driver/passenger/rear)	●	●	–	–
3-zone automatic air-conditioning (driver/passenger/rear) with air filter	–	–	●	●
Immobilizer with alarm	–	●	●	●
Cruise control	●	●	●	●
Base instrument cluster with speedometer, tachometer, odometer, dual trip odometers, fuel gauge, coolant temperature gauge, and gear indicator	●	–	–	–
Highline® instrument cluster with speedometer, tachometer, odometer, dual trip odometers, fuel gauge, coolant temperature gauge, compass, temperature display, fuel range, trip timer, and gear indicator	–	●	●	–
Premium instrument cluster with speedometer, tachometer, odometer, dual trip odometers, fuel gauge, coolant temperature gauge, compass, temperature display, fuel range, trip timer, personal settings, audio setting, tire pressures, and gear indicator	–	–	–	●
12V auxiliary power outlet	●	●	●	●
115V auxiliary power outlet	–	–	–	●
Front passenger footwell lighting	●	●	●	●
Roof-mounted ambient nighttime lighting for center console illumination	●	●	●	●
Front console roof lighting for front passengers; single dome lamp for rear passengers	●	–	–	–
Airline-style LED reading/courtesy lamps for all 3 rows	–	●	●	●
Power door locks with remote-activated lock, unlock, rear hatch release, and panic buttons on key	●	●	●	●
6-speaker sound system	●	●	●	–
CD player, MP3-compatible; AUX-in; AM/FM radio	●	–	–	–
6-disc CD/DVD player, MP3-compatible; AUX-in; AM/FM radio; Bluetooth hands-free phone system	–	●	●	–
Dual 9" LCD video screens, remote control and wireless headphones; large touchscreen CD/DVD player (with dual DVD-playing capability), MP3-compatible; 30GB hard drive with USB input and music and photo storage; audio/video AUX-in	–	–	○	●
Touchscreen navigation system, with hard drive information database	–	○	●	●
Premium sound system with 9 speakers and 506-watt amplifier	–	–	–	●
Sirius Satellite Radio with 1-year trial subscription	–	○	●	●
Driver and front passenger advanced multi-stage front airbags; Side Curtain Protection head airbags*	●	●	●	●

Interior cont.	S	SE	SEL	SEL Premium
Driver's side knee airbags*	●	●	●	●
First-row seat-mounted thorax side airbags*	●	●	●	●
Safety belt pretensioners for driver and front passenger	●	●	●	●
LATCH (Lower Anchors and Tethers for CHildren) child seat anchor points	●	●	●	●
4-way manually adjustable driver and front passenger seats; removable 2nd-row captain's chairs with folding backrests; 3rd-row fold-in-floor, 60/40-split bench seat with tailgating position	●	–	–	–
8-way power driver's seat with adjustable lumbar support and 4-way manual front passenger's seat; 2nd-row reclining, fold-flat, removable captain's chairs; 3rd-row fold-in-floor, 60/40-split bench seat with tailgating position	–	●	●	–
8-way power front seats with adjustable lumbar support for driver, and with memory for driver's seat; 2nd-row reclining, fold-flat, removable captain's chairs; 3rd-row fold-in-floor, 60/40-split bench seat with tailgating position	–	–	–	●
Power 3rd-row bench seat with tailgating position	–	–	●	●
Heated driver and front passenger seats	–	●	–	–
Heated driver, front passenger, and 2nd-row seats	–	–	●	●
Power adjustable floor pedals	–	●	●	–
Power adjustable floor pedals with memory	–	–	–	●
Coat hooks, floor console with cupholders, dual gloveboxes, grocery bag/purse hooks, storage bins, cargo nets, and cupholders	●	●	●	●
2nd-row in-floor storage tubs	●	●	●	●
Overhead storage system	–	●	●	●
Highline floor console with adjustable storage and cupholders	–	–	●	●
High-density carpet with matching floor mats	●	●	●	●
Texture weave cloth seating surfaces	●	–	–	–
V-Tex leatherette seating surfaces	–	●	–	–
Vienna leather seating surfaces	–	–	●	●
Leather-wrapped steering wheel and shift knob	●	●	●	●
Power front and 2nd-row windows; power-vented rear quarter windows	●	●	●	●
2nd- and 3rd-row sunshades	–	●	●	●

Technical	S	SE	SEL	SEL Premium
3.6L engine; 283 hp, 260 lbs/ft of torque	●	●	●	●
Power-assisted front vented disc brakes, rear solid disc brakes	●	●	●	●
Optimized rack and pinion power-assisted steering system	●	●	●	●
European-tuned suspension	●	●	●	●
3,600 lbs towing capacity**	●	●	●	●
Anti-lock Braking System (ABS)	●	●	●	●
Electronic Stability Control (ESC) with brake assist	●	●	●	●
6-speed automatic transmission with manual shift mode	●	●	●	●
Volkswagen Carefree Maintenance™ Program†	●	●	●	●
3 years/unlimited mileage or 5 years/100,000 miles (whichever occurs first, depending on the location of the sheet metal on your model) 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	121.2 inches (3,078 mm)
Cargo volume with 2nd row removed and 3rd row folded	144.4 cu. ft. (4.1 cu. m)
Cargo volume with 3rd row folded (floor to ceiling)	83 cu. ft. (2.4 cu. m)
Length	202.5 inches (5,143 mm)
Width	76.9 inches (1,953 mm)
Height	68.9 inches (1,750 mm)

Accessories

drivergear.vw.com



Rear Seat Entertainment available with two monitors



Hitch Mount Rack Attachment for 2 or 4 Bikes+



Trailer Hitch Cover



AutoNet Mobile™ Wi-Fi Router



Base Carrier Bars with Canoe Carrier Attachment



Base Carrier Bars with Luggage Platform



MojoMats® available in dark gray and tan
Third-row mats also available



Monster Mats®
Third-row mats also available



Base Carrier Bars with Roof Box Carrier Attachment

*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 towing package required. See owner's manual for details. †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. ††Roadside Assistance provided by Cross Country Automotive Services.

*Requires optional trailer hitch.

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.



That's Das Auto.

vw.com

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