



2014 Touareg



Das Auto.

# We put our best everything forward.

It's one thing to build an SUV that's truly capable, and it's a whole other thing to create one that's truly premium. But that is the idea behind Touareg—to do both amazingly well. So we took all our best comfort, performance, and entertainment features and put them all together into a luxurious, fully capable SUV. One that's

just as confident pulling up to a movie premiere as it is pulling up to a cabin, and that represents the best of all our engineering know-how. Because if your goal is to build an SUV that truly stands apart from the rest, you have to give it everything you've got. **That's the Power of German Engineering.**



V6 Sport shown in Canyon Gray Metallic



# Touareg, by the numbers.

1

INTERIOR

page 05



Feel free to make yourself comfortable. This interior has everything to make your personal space your very own.

2

CARGO

page 07



With 64 cubic feet of cargo space,\* you'll leave no luggage, skis, or boots behind.

3

PERFORMANCE

page 09



Three fuel-efficient yet exceptionally powerful engines will take this luxury SUV to a whole new place.\*\*

4

TDI® CLEAN DIESEL

page 11



This turbo diesel engine is engineered to go further on trips. And even further between trips to the fuel pump.

5

TECHNOLOGY

page 12



It's not just the bells and whistles, it's all our best technological features, all in one place.

6

SAFETY

page 15



The Touareg is loaded with safety features for all your safe travels, which is why it was named a 2013 IIHS Top Safety Pick.†

7

SPECS & ACCESSORIES

page 18



Colors. Trims. Wheels. All the things that make a Touareg your Touareg.

\*With rear seats folded down. \*\*See [www.fueleconomy.gov](http://www.fueleconomy.gov) for EPA estimates. Your mileage will vary and depends on several factors including your driving habits and vehicle condition. ††Top Safety Pick™ based on 31 mph side-impact crash test, 40 mph frontal-offset crash test, 20 mph rear-impact test, roof strength testing, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit [www.iihs.org](http://www.iihs.org). See [vw.com](http://vw.com) for more information on safety features.



- Dual-zone automatic climate control
- Heated rear seats\*
- Vienna leather seating surfaces\*
- Premium color multi-function trip computer
- Walnut or Vavona Wood trim\*
- Glovebox with cooling feature
- Heated steering wheel\*

# Room upgrade.

## INTERIOR

Stretch out in the Touareg and you'll know immediately it's on a whole different level. That starts with the available 12-way adjustable front seats, available in luxurious Vienna leather for a high-quality look and feel. And when paired with available rich wood trim and thoughtful touches throughout, it's one place you may never want to check out of.



V6 Executive shown in Saddle Brown leather

**01** **Panoramic sunroof.** With an available 12.7-sq.-ft. glass sunroof, the Touareg isn't just great to look at, it's great to look out of.

**02** **Sliding rear bench seat.** Coupled with adjustable backrests that slide to make more room, don't be surprised if your passengers ask you to take the scenic route.

**03** **Multi-function steering wheel.** A leather-wrapped steering wheel with intuitive controls makes for a great hands-on experience.

\*Feature available on select models.



V6 Sport shown in Night Blue Metallic

# 64

cubic feet  
of cargo space.\*

CARGO

This sports some real utility. As beautiful and refined as it is, let's not forget what the U in SUV stands for. Feel free to fill up all that space inside. Then fold down the 40/20/40-split rear seats for even more flexibility. Whether you're packing for a three-day weekend or a long road trip, we're sure you're going to put this Touareg to really good use.



64 cubic feet of cargo space\*

40/20/40-split folding seats

Remote power liftgate

Hands-free easy-open liftgate\*\*

Electric rear seat release in cargo area\*\*

\*With rear seats folded down. \*\*Feature available on select models.

# Decisions, decisions.

## PERFORMANCE

With Touareg, there are three performance-driven engines to choose from. So you'll have even more ways to get to more places. Especially with 4MOTION® all-wheel drive and an 8-speed automatic transmission along for the ride. The only thing you'll need to choose now is your destination.



- 4MOTION all-wheel drive
- Servotronic® steering system
- 8-speed automatic transmission
- 7,700-pound towing capacity\*



**01 3.6L 280-hp engine**  
One of the most powerful Volkswagen engines you can have under the hood. That's not just saying a lot, it's doing a lot.



**02 3.0L, 240-hp TDI Clean Diesel engine\*\***  
If super-efficient is where you want to go, this 765-mile-per-tank engine will point you in the right direction.†

**TDI**



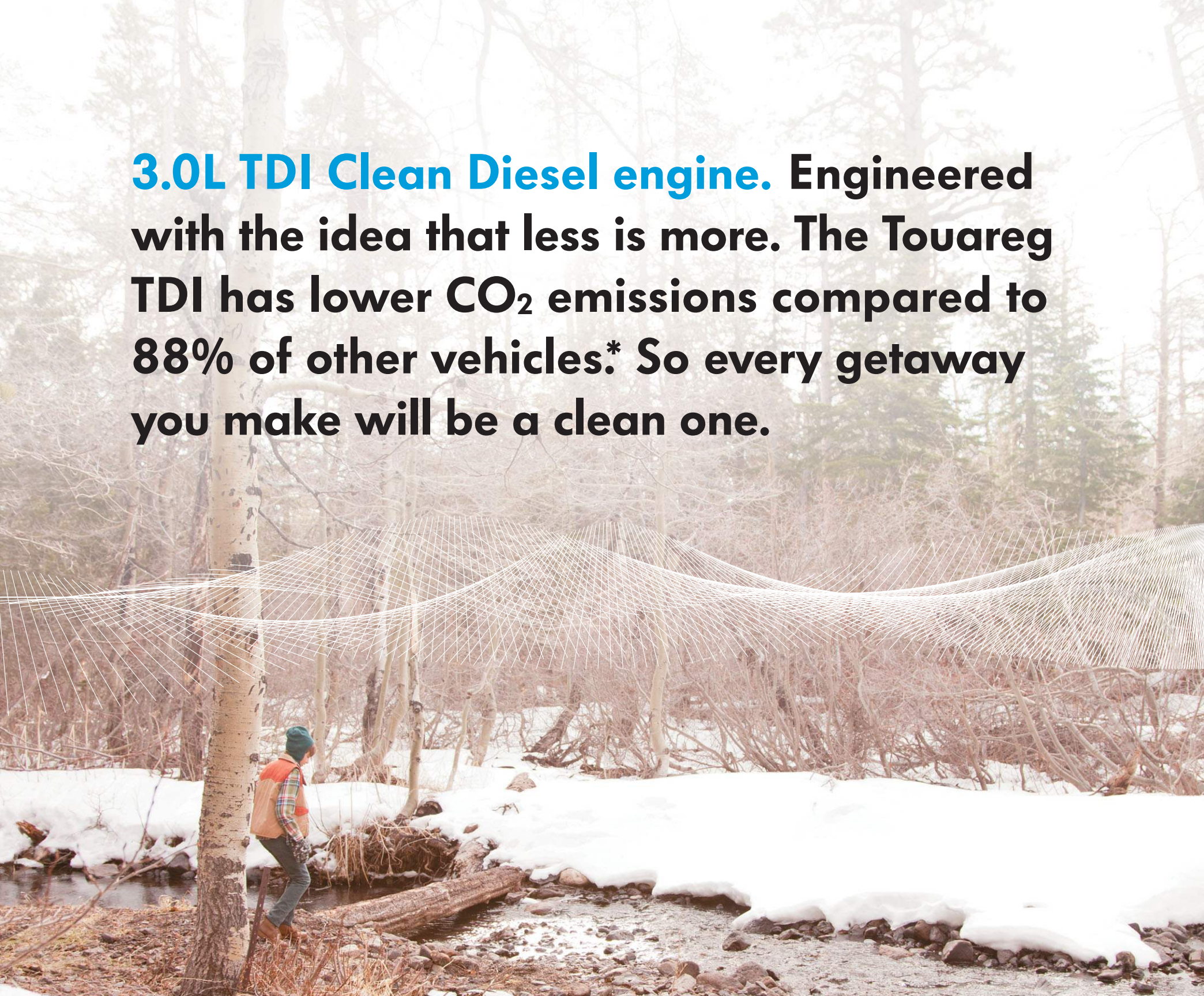
**03 3.0L, 380-hp supercharged hybrid\*\***  
With this precisely engineered hybrid engine, you'll spend less money on gas and more time in the fast lane.††

**HYBRID**



Hybrid shown in Tungsten Silver Metallic

\*Optional towing package required. \*\*Feature available on select models. †2013 3.0L TDI Clean Diesel, automatic transmission: 20 city/29 highway mpg EPA estimates. Range based on 29 highway mpg EPA estimate and a 26-gallon fuel tank. Your mileage will vary and depends on several factors including your driving habits and vehicle condition. Model year 2014 estimates not available at time of printing. ††Always obey local speed and traffic laws. The Touareg Hybrid is available in the U.S. in very limited quantities and only at participating Volkswagen dealers.



**3.0L TDI Clean Diesel engine.** Engineered with the idea that less is more. The Touareg TDI has lower CO<sub>2</sub> emissions compared to 88% of other vehicles.\* So every getaway you make will be a clean one.

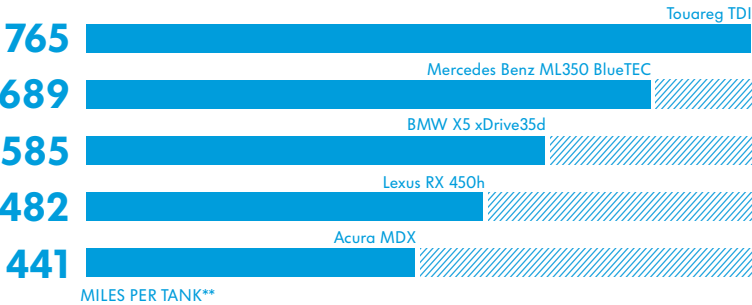
**765**  
miles per tank.\*\*

TDI CLEAN DIESEL

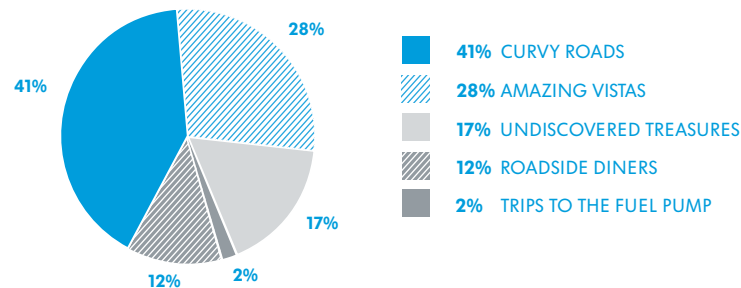
**Extended play.** You know that feeling on a trip when you don't want it to end? So do we. This direct-injection engine was engineered to really go the distance—an astonishing 765 miles on a single tank of fuel.\*\* Add in all the addictive torque and turbocharged power that the TDI is known for, and you may never stop driving. Because it's always more fun finding your next destination than the nearest fuel pump.



Going longer<sup>†</sup>



Longer-lasting fun



\*Based on 2013 Federal Emissions Guide for Department of Energy comparing grams per mile of Combined CO<sub>2</sub> emissions as shown on Federal Emissions label. \*\*2013 Touareg 3.0L TDI Clean Diesel, automatic transmission: 20 city/29 highway mpg. Range based on 29 highway mpg EPA estimate and a 26.4-gallon tank. Model year 2014 EPA estimates not available at time of publishing. †Comparisons based on manufacturers' published data. 2013 3.0L Mercedes Benz ML350 BlueTEC, automatic transmission: 20 city/28 highway mpg. Range based on 28 highway mpg EPA estimate and a 24.6-gallon tank. 2013 3.0L BMW X5 xDrive35d, automatic transmission: 19 city/26 highway mpg. Range based on 26 highway mpg EPA estimate and a 22.5-gallon tank. 2013 3.5L Lexus RX 450h, automatic transmission: 32 city/26 highway mpg. Range based on 26 highway mpg EPA estimate and a 17.2-gallon tank. 2013 3.7L Acura MDX, automatic transmission: 16 city/21 highway mpg. Range based on 21 highway mpg EPA estimate and a 21-gallon tank. Your mileage will vary and depends on several factors including your driving habits and vehicle condition.

- Area View 360° exterior camera system\*
- Bluetooth® technology with audio streaming\*\*
- Park Distance Control\*
- Dynaudio® premium sound system\*
- Touchscreen sound system
- Bi-Xenon headlights with LED Daytime Running Lights
- SiriusXM® Satellite Radio with 3-month trial subscription
- SiriusXM Traffic™ with 4-year subscription\*
- Keyless access with push-button start\*



# Come inside and play.

## TECHNOLOGY

It's the perfect time to cozy up to a little technology. Just take your seat in front of the available full-color navigation system that displays 3D landmarks and gives you turn-by-turn directions. Then warm up to the sounds of your favorite SiriusXM Satellite Radio station. Whoever said technology was cold never sat where you're sitting.



**01 Premium color display.** Everything you need to know, including available turn-by-turn navigation, is in glorious color. So you can see your dash in a completely new light.

**02 Touchscreen navigation with 3D landmarks.\*** Sometimes it just takes a little dimension to see things clearly. Which is why our available navigation features 3D landmarks—3D glasses not required.

\*Feature available on select models. \*\*Requires compatible device.

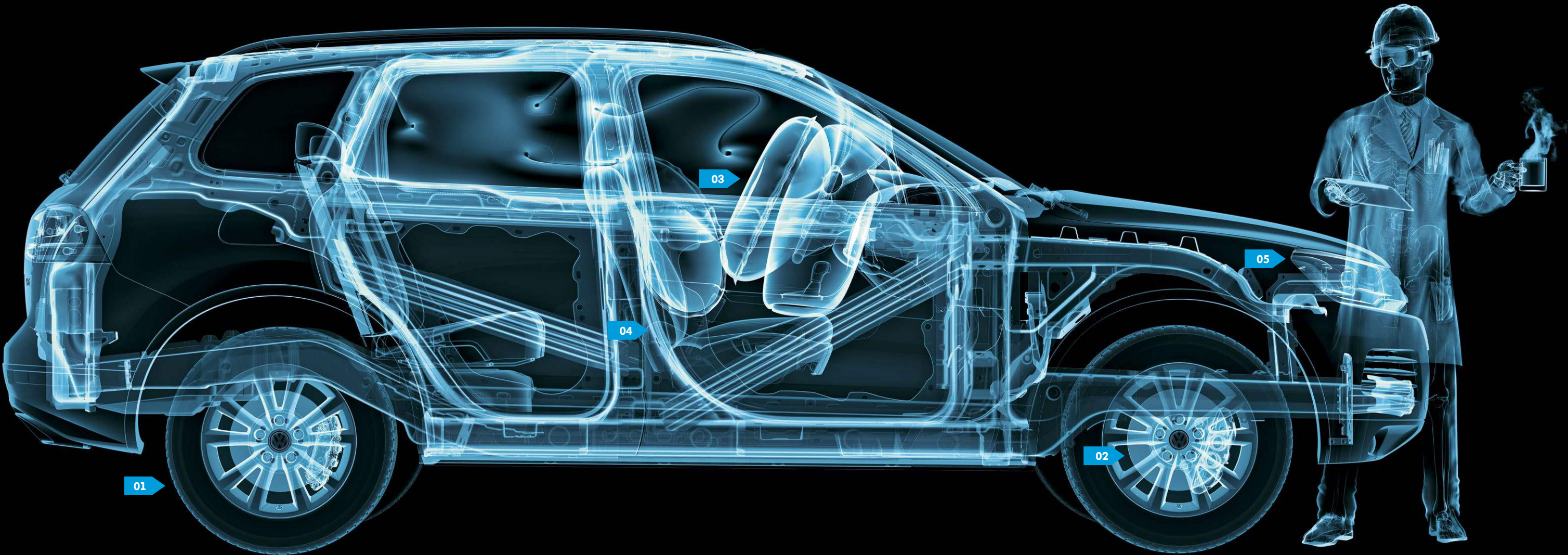


V6 Lux shown in Black Anthracite leather

# Safety that's easily transparent.

SAFETY

Beneath that attractive Touareg exterior, you'll find even more attractive features designed to help keep you safe. Numerous active safety features help reduce the likelihood of an accident occurring in the first place. And should the unthinkable become unavoidable, we've implemented multiple passive safety systems to do our very best to help protect you and your passengers. It's no wonder that eight 2013 Volkswagen models, including the Touareg, were named 2013 Top Safety Picks by the Insurance Institute for Highway Safety.\* That's a pretty clear endorsement.



Dramatization.\*\*

**01 Tire Pressure Monitoring System (TPMS).** The TPMS lets you know when the pressure of one of your tires is low, which can help improve overall safety, tire life, handling, and fuel economy.<sup>†</sup> Good reasons why the Touareg tirelessly monitors your tire pressure.

**02 Seven active stability-enhancing systems.** The Touareg features seven active stability systems to help maintain control when accelerating, braking, and while cruising. And it can help enhance your sense of confidence on the road too.

**03 Adaptive airbags.** For enhanced protection, the front airbags can tailor their operation based on crash severity and even the weight of the occupants. And pressure sensors within the doors help accelerate the side airbags' response time in side impacts. All to help provide an extra cushion of safety.<sup>††</sup>

**04 Safety cage.** Front and rear crumple zones help absorb crash energy, while a rigid safety cage helps deflect it away from the occupant compartment. Hardened steel B-pillars and anti-intrusion side beams prove the Touareg not only has your back, but your sides as well.

**05 Intelligent Crash Response System (ICRS).** In the event of a collision that activates the vehicle's airbags,<sup>††</sup> the ICRS will automatically disable the fuel pump, unlock all the doors, and turn on the hazard lights.<sup>‡</sup> It's how your Volkswagen looks out for you when you need it most.

\*\*\*Top Safety Pick® based on 31 mph side-impact crash test, 40 mph frontal-offset crash test, 20 mph rear-impact test, roof strength testing, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit [www.iihs.org](http://www.iihs.org). See [vw.com](http://vw.com) for more information on safety features. \*\*This is a dramatization and does not depict what will happen in an accident. All bags will not inflate simultaneously in real-world accidents, and if multiple bags do deploy, they will be in various stages of inflating/deflating and will never all be inflated at the same time. Airbags are supplemental restraints 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. †See [www.fueleconomy.gov](http://www.fueleconomy.gov) for EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition. ††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. ‡The Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. Not all collisions cause airbags to deploy or safety belt pretensioners to activate.

# Our environment.

Building cars comes with responsibilities—not just to you, but to the environment. And this starts before our cars are even built, like at our LEED® Platinum-certified plant in Chattanooga. It follows our “Think Blue. Factory.” philosophy by taking a holistic approach to our ecological activities. Our goal is to reduce the environmental impacts from the Volkswagen brand’s production operations by 25% per vehicle by 2018 by improving resource efficiency and reducing emissions. As you can see, this sort of thinking really does come second nature to us. **Think beyond green. Think Blue.**

## Our commitment to the environment

- Encouraging eco-conscious behavior
- The first LEED Platinum auto plant
- Partnering with other progressive thinkers like MoMA, the Surfrider Foundation, and PeopleForBikes



# Your enjoyment.

Driving a fuel-efficient\* vehicle shouldn’t mean sacrificing performance. There are just too many fun, curvy roads out there, which is why Volkswagen makes a variety of fun-to-drive engines, including a high-range TDI Clean Diesel engine with enough grin-inducing torque to pin you back in your seat. Our TSI® engine uses direct injection to be both powerful and efficient, and our Jetta Hybrid sports a turbocharger under its hood, which is the first of its kind in its class. Who knows, this could account for all the happy VW drivers out there. Quite honestly, nothing would make us happier.

## Our commitment to your driving enjoyment

- TDI technology uses less fuel and provides more torque than comparable gas engines\*
- TSI engines use turbocharging and direct injection to be more powerful and efficient\*
- The 48 highway mpg Jetta Hybrid is the first turbocharged hybrid in its class\*\*

Think Blue.®

\*See [www.fueleconomy.gov](http://www.fueleconomy.gov) for EPA estimates. Your mileage will vary and depends on several factors including your driving habits and vehicle condition.  
\*\*2013 Jetta Hybrid, 7-speed DSG transmission: 48 highway/42 city/45 combined mpg EPA estimates. Your mileage will vary and depends on several factors including your driving habits and vehicle condition. Model year 2014 EPA estimates not available at time of printing.



Touareg  
Accessories



Rear Hatch Spoiler



Tow and Ball Mount



Surfboard Holder Attachment



Side Window Deflectors



Monster Mat®



Rear Hatch and Side Window Sun Blinds



Luggage Net



Heavy Duty Trunk Liner with CarGo Blocks



Splash Guards



17" Sima Wheel



19" Diorit Wheel



21" Dolomit Wheel

To see more cool stuff for you and your Volkswagen, visit [DriverGear.VW.com](http://DriverGear.VW.com) or see your Consultant.

Standard  
Wheels



Sport 18" Karakum



Lux 19" Everest



R-Line 20" Mallory

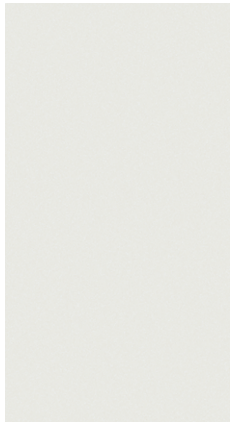


Executive 20" Pikes Peak



Hybrid 19" Girona

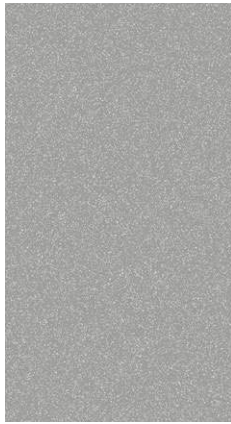
8 exterior  
paint  
choices.



Pure White



Cool Silver Metallic



Tungsten Silver Metallic  
Hybrid only



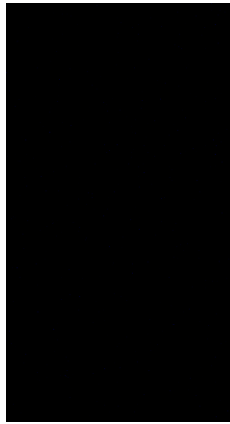
Canyon Gray Metallic



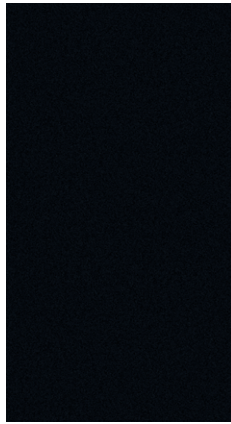
Flint Gray Metallic



Toffee Brown Metallic



Night Blue Metallic

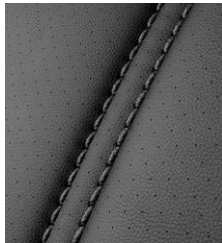


Black

Interior

V-TEX LEATHERETTE

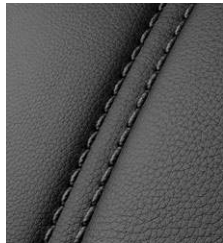
VIENNA LEATHER



Black Anthracite



Cornsilk Beige



Black Anthracite



Cornsilk Beige



Saddle Brown

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



Das Auto.



Beetle



Passat



Golf



GTI



Jetta



CC



Eos



Tiguan



Jetta SportWagen



Touareg

# 10 models to choose from.

## VOLKSWAGEN FAMILY

**Why VW.** It's not a question. It's our philosophy behind why we think everyone deserves a better car. No matter where they are or where they're headed, people should have a quality car they can feel good about and enjoy for a long time. Today, we have ten different models

to choose from—all engineered with this same belief. And it's why we have the most vehicles on the road with over 100,000 miles.\* Because Why VW is all about making sure that the VW you have today will still be the one you love to love tomorrow.