

2010 GTI



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, you'll learn about the Volkswagen with an impressive pedigree and equally impressive performance—the all-new 2010 GTI.

What will we do first, next?



*The 2009 Volkswagen Golf was awarded "2009 World Car of the Year" by World Car of the Year Awards. See www.wcoty.com for details. **The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance intervals for 3 years or 36,000 miles, whichever occurs first. Coverage is 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. †Based on MY09 highway EPA estimates for all car brands. Your mileage will vary. ††"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.

what the people want.





2-Door, Candy White, 18" Detroit Wheels

The people want pre-tuned, pre-loaded, and pre-cise.

The rubber-burning world of the sport compact hatch has come a long way over the last few years. People want speed, handling, and big-time performance. They want European design. What they don't want is a ride that chugs gasoline.* At Volkswagen, we've been giving our autos more punch and power in the US since 1983, when we introduced the concept of a sport compact with the original GTI MkI. Still a collector's favorite, it is the inspiration for the all-new 2010 GTI MkVI. The GTI sports aggressive new bodywork and a German bonanza of interior upgrades. It also features an efficient,* Autobahn-proven, 2.0L, turbocharged direct injection engine, German-tuned sport suspension, and meticulously speedy Volkswagen DNA. It's the latest in a long line of very fast cars.**

Is it efficiently fast or fastly efficient?
Try wrapping your head around that one.



**The experience continues. Get more
of the all-new 2010 GTI on your phone.**

Download the free application from your
phone at getscanlife.com and scan the tag
on the left, or text GTI1 to [vwcars \(892277\)](tel:892277)!

*21 city/31 highway mpg (2.0L manual). EPA estimates. Your mileage will vary.
**Always obey local speed and traffic laws. Standard data rates may apply.



Out-of-this-world performance, right out of the box.

The pounding heart of the 2010 GTI is a 2.0L, 200hp, turbocharged 4-cylinder engine with FSI direct fuel injection and 207lbs-ft of torque. The FSI system pressurizes fuel and releases it precisely into the combustion chamber for more power and fuel efficiency.* Putting all that German power to the pavement is the responsibility of the 6-speed manual transmission or the 6-speed DSG® with Tiptronic.® Inspired by Formula One™ racing, the DSG transmission uses 2 computer-controlled clutches to bounce from gear to gear, and lets you shift in 1/10 of a second. New for this year is the exciting XDS (Cross Differential System). It helps compensate for increased wheel spin on the interior wheels and helps improve traction while turning quickly. Wrap all that speedy goodness in uni-body construction with laser seam welding, and the thrill ride is set to begin. The GTI also boasts a high-performance, fully independent sport suspension, utilizing MacPherson struts with lower wishbones up front, and an electromechanical steering system. So whether you go with standard all-season performance tires or optional performance tires,** you're set to launch from the starting line.

*21 city/31 highway mpg (2.0L manual). EPA estimates. Your mileage will vary. **Please refer to the disclaimer on the back cover for important information about performance tires.







The people want it to be called a cockpit, not a cabin.

A single glance at the cockpit and you'll discover the new dark trim, sport pedals, and GTI's famous Interlagos plaid seating. Settle in for a ride and you'll discover this is the quietest GTI ever, even with your foot planted on the floor. You'll also discover you're held snug top to bottom by 8-way bolstered sport seats. And when the darkness of night descends, you'll bathe in Volkswagen's white cockpit lighting that sets the mood for what's to come. But that's just the beginning. You'll also find features like power door locks, an alarm/anti-theft system, and power windows with pinch control. And once you're strapped in, the ultimate in control comes from the multi-function, GTI-badged sport steering wheel, engineered with integrated controls for the entertainment system and easy access to driver information like current mileage, miles to empty, and more.

**Looks fast. Feels fast.
Drives fast. Are you
seeing a theme here?***



*Always obey local speed and traffic laws.

The people want to get where they're going, fast.

Standard on the GTI is Volkswagen's touchscreen Premium VIII radio with 8 speakers, an in-dash, 6-disc CD changer (with MP3 and WMA compatibility), a Media Device Interface (MDI) with iPod® cable, and a generous dose of audio love. An AUX-in jack lets you plug in anything from your favorite MP3 player to an electric guitar.*

The joy of driving mingles with the joy of getting there with GTI'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 an integrated SD card slot. The optical drive is capable of playing back most CD, DVD, and DVD audio formats.

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 optional Bluetooth® Hands-Free Calling system via a 3-button remote.

**"State-of-the-art."
That's a state
I wanna live in.**



SIRIUS
SATELLITE RADIO





4-Door, Carbon Steel Gray, 18" Detroit Wheels



The people want room to play.

The German-engineered GTI brings convenience and cargo space to the performance arena. And it brings your things wherever you go. Just fold down the split seats, open the wide door hatch, and behold the room. In fact, the 2-door throws down with a whopping 15.1 cubic feet of cargo space while the 4-door brings 14.7 cubic feet, making room for teammates, equipment, and just about anything else you can imagine.

VW. Official sponsor of MLS. Check it out at vw.com/soccer

We're not just a sponsor. We're fans.
Download the free application from your phone at getscanlife.com and scan the tag on the right, or text GTI2 to vwcars (892277) for the latest in Volkswagen-sponsored D.C. United highlights.*

*Standard data rates may apply.



The hatchback is, um, back.



Safe happens.

Every GTI comes standard with 40 safety features we call the Prevent and Preserve Safety System. The features work in harmony to both help you avoid a crash, and help protect you if a crash is unavoidable. And, we are constantly updating it, because when it comes to safety, every little thing is a huge thing.

The people want their car to read their mind.

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 a crash.

**There is no such thing
as being too safe.
That's what I say.**



Safety just got safer.

**Anti-Slip Regulation (ASR)
and Engine Braking Control (EBC)**
Help prevent wheel slip and compression-induced skidding.

Electronic Differential Lock (EDL)
Wheels that have traction get more power in a less slip, more grip kind of way.

Crash-Optimized Front End
Designed to sacrifice the front of the vehicle in the event of a serious crash. The engine bay and structure of the car crumple in a predetermined way to help keep the integrity of the cabin intact.

*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.

Dual Front and Front Side Airbags*

Can deploy within 5 hundredths of a second.

Side Curtain Protection®*

If activated, 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 a crash.

Safety Belt Pre-Tensioners

In the event of a crash, the safety belts are automatically tightened in a fraction of a second.

Safety Cell Construction and Anti-Intrusion Side Door Beams

Create a laser-welded cocoon of safety around passengers that is structurally reinforced in the most important areas.

Bi-Xenon™ Headlight System

Optional Bi-Xenon™ headlight system offers more intense light than halogen or filament bulbs. Now, the road ahead is more brightly lit, and your path is that much safer.

XDS (Cross Differential System)

A cutting-edge electronic differential system that predicts wheel spin and compensates during acceleration and cornering to help keep the car safely on track.



The people want to feel fast, even when they're parked.

The interior of the all-new 2010 GTI is upholstered with our famously fast and fun Interlagos plaid. It may not always match your outfit, but it will always match your need for German-tuned speed, as it has for Volkswagen drivers dating back to the legendary European GTI MkI.

Maybe plaid isn't your cup of tea. Maybe your cup of tea is Titan Black leather. Either way, these extra-bolstered sport seats help keep you comfortably in place and locked in when you start throwing your Autobahn-tuned power around.



Scan the tag on the left, or
text GTI3 to vwcars (892277)*
*Standard data rates may apply.

Titan Black Leather



Titan Black Leather



Interlagos Cloth

Interlagos Cloth



18" Topas



18" Detroit



18" Black Karthoum



2-Door, Candy White, 18" Detroit Wheels; 4-Door, Deep Black, 18" Black Karthoum Wheels

A history of getting personal.

Ever since the first GTI hit America in 1983, those who love the quick and the agile have been tweaking their GTI models to truly make them theirs. Three optional wheel sets take these speedy siblings to the next level of performance.

VW gear for VW gearheads: drivergear.vw.com



Scan the tag on the right, or
text GTI4 to vwcars (892277)*

*Standard data rates may apply.





Vintage
Guitar

BUY \$E

Rock the Blue
Food

Restaurant
2001

California
50YM082

2-Door, Candy White, 18" Black Karthoum Wheels



Exterior colors

GTI 2-Door/4-Door



Tornado Red



Deep Black



Carbon Steel Gray



United Gray



Candy White

Standard Features

2-Door/4-Door

Includes: 2.0L, 200hp, TSI engine; 17" Denver alloy wheels with all-season performance tires;* 4-corner independent sport suspension; XDS (Cross Differential System); Climatic manual single-zone climate control; Interlagos cloth pattern sport seats; Leather-wrapped multi-function steering wheel; Leather-wrapped brake handle and shift knob; Adjustable center armrest; Multi-function trip computer with Highline combi-instrument display; Heatable front seats and side mirrors, heated washer nozzles; Touchscreen Premium VIII radio with 8 speakers, MP3 compatible, in-dash, 6-disc CD changer, and AUX-in; MDI with iPod cable; 6-month SIRIUS Satellite Radio trial service; 2 power outlets (1 front and 1 in trunk); Electronic Stabilization Program (ESP); Anti-lock Brake System (ABS) with front and rear disc brakes; Anti-Slip Regulation (ASR); Tire Pressure Monitoring System (TPMS).

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.



*Please refer to the disclaimer on the back cover for important information about performance tires.

Specification overview

2Dr 4Dr

2Dr 4Dr

Exterior

Body	Fully galvanized sheet metal	S	S
Body Panels	Crash-optimized front end	S	S
	Anti-intrusion side door beams	S	S
Grille	Black front grille with honeycomb mesh and red surround strip	S	S
Lights	Halogen headlamps with clear, lightweight, chip-resistant polycarbonate lenses and Daytime Running Lights (DRL)	S	S
	Adaptive Front-lighting System (AFS), directionally adjustable lighting automatically responds to driver input, included with high-intensity gas discharge headlamps (Bi-Xenon™) and Daytime Running Lights (DRL)	O	O
Mirrors	Power exterior mirrors, heatable with integrated turn signals	S	S
Moldings/Panels	Textured black sport side skirt	S	S
Roof	Power glass sunroof with tilt, slide, tinted glass, manual sunshade, pinch protection, and driver's door power lock operated convenience closing feature	O	O
Spoiler	Rear spoiler located above rear hatch	S	S
Wheels	Tire Pressure Monitoring System (TPMS)	S	S
	17" alloy wheels with anti-theft wheel locks and all-season performance tires	S	S
	18" alloy wheels with anti-theft wheel locks and performance tires*	O	O
	18" alloy wheels with anti-theft wheel locks and summer performance tires*	O	O
Wipers/Washers	Heated windshield washer nozzles	S	S

Interior

Air Conditioning	Climatic manual single-zone climate control with pollen filter	S	S
Alarm/Anti-Theft	Anti-theft vehicle alarm system for doors, hood, trunk, and radio. Starter interrupt, with Autolock function and with visual activation	S	S
	Immobilizer III theft-deterrent system	S	S
Audio	Touchscreen Premium VIII radio with MP3 compatible, in-dash, 6-disc CD changer, AUX-in for external audio source, and 8 speakers	S	S
	SIRIUS Satellite Radio with introductory 6-month service	S	S
	Bluetooth Hands-Free Calling system	O	O
	Media Device Interface with iPod cable	S	S
Cruise Control	Cruise control	S	S
Defroster	Electric rear window defroster	S	S
Instrument Cluster	Speedometer, tachometer, odometer, trip odometer, fuel gauge, coolant temperature, clock, and outside temperature	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, panic button for central locking, and selectable access valet key feature	S	S
Lighter/Outlets	(2) 12V power outlets, 1 in front center console and 1 in trunk	S	S
Lighting	Center dome light with time delay and 2 reading lights, rear dome light, and luggage compartment light	S	S
Locks	Automatic locking feature, doors lock when vehicle reaches 8mph. Doors unlock automatically upon airbag deployment	S	S
	Child safety rear door locks	-	S
Mirrors	Driver's and front passenger visor vanity mirrors, illuminated with covers	S	S
Ornamentation	Black and silver interior trim	S	S
Restraint Systems	Driver's and front passenger front and side thorax airbag supplemental restraint system**	S	S
	Side Curtain Protection head airbags, front and rear**	S	S
	Rear side thorax airbag supplemental restraint system**	-	O
	3-point safety belts for all seating positions, includes safety belt pre-tensioners for driver, front passenger, and rear outboard seating positions	S	S
	LATCH (Lower Anchors and Tethers for CHildren) child seat anchor points	S	S

Interior

Seating, Front	8-way manually adjustable sport front seats, heatable	S	S
Seating, Rear	60/40 split-folding rear seat with center armrest and pass-through	S	S
Special Features	1-touch lane change signal feature (1 touch on blinker control stalk creates 3-blink sequence)	S	S
	Navigation & Entertainment System "RNS-510" with 6.5" color touchscreen in center console. Includes 3-month trial SIRIUS Traffic and 6-month trial SIRIUS Satellite Radio. Built-in SD card slot allows for transferring pre-stored destinations and music from PC onto the built-in 30GB hard disk. Generic AUX-in jack for media players and iPod interface "MDI"	O	O
Steering Wheel	Leather-wrapped, multi-function, sport steering wheel with shifter paddles (for DSG automatic), and height-adjustable, telescopic steering column	S	S
Storage	4 cupholders, 2 front and 2 rear	S	S
Trunk/Cargo Area	2 tie-down hooks in trunk, 1 in each corner	S	S
Upholstery	Leather-wrapped shift knob and handbrake grip	S	S
	Interlagos cloth seating surfaces	S	S
	Leather seating surfaces	O	O
	Brushed aluminum alloy footrest and pedal covers	S	S
	Chrome interior door handles and alloy interior accents	S	S
Ventilation System	Rear passenger ventilation for heat and A/C in center console	S	S
Windows	Convenience opening and closing feature for power windows from driver's door lock, closes power sunroof if equipped	S	S
	Power windows with pinch protection. Front windows with automatic 1-touch feature, operable from driver's side. Window lockout feature on driver's side door	S	S

Technical

Brakes	Red brake calipers on front vented disc brakes (312 mm), rear solid disc brakes (286 mm)	S	S
Engine	2.0L, 16-valve, DOHC, in-line 4-cylinder, turbocharged engine with intercooler and direct fuel injection. 200hp, 207lbs-ft of torque	S	S
Steering	Electromechanical power steering system with variable assistance and active return	S	S
Suspension	Sport suspension with independent front MacPherson struts and rear fully independent 4-link suspension	S	S
	Electronic Brake-pressure Distribution (EBD)	S	S
Traction Control	Engine Braking Control (EBC)	S	S
	Electronic Stabilization Program (ESP)	S	S
	Anti-lock Brake System (ABS)	S	S
	Anti-Slip Regulation (ASR)	S	S
	Electronic Differential Lock (EDL)	S	S
	XDS (Cross Differential System)	S	S
Transmission	6-speed manual transmission	S	S
	6-speed DSG automatic with Tiptronic and sport mode	O	O
Warranty	Launch Control program (for DSG transmission)	S	S
	12-year/unlimited mileage Limited Warranty Against Corrosion Perforation	S	S
	5-year/60,000-mile (whichever occurs first), Powertrain Limited Warranty	S	S
	3-year/36,000-mile (whichever occurs first), New Vehicle Limited Warranty	S	S
Roadside Assistance†	3-year/36,000-mile (whichever occurs first)	S	S
Dimensions	Wheelbase	101.5 inches (2,578 mm)	
	Cargo Volume (2-Door)	15.1 feet³ (0.4 m³)	
	Cargo Volume (4-Door)	14.7 feet³ (0.4 m³)	
	Length	165.8 inches (4,210 mm)	
	Width	70.0 inches (1,779 mm)	
	Height	57.8 inches (1,469 mm)	
	Passenger Volume	93.5 feet³ (2.7 m³)	

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

*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.

The Volkswagen Carefree Maintenance Program.*

Volkswagen is proud to offer 3 years or 36,000 miles of no-charge scheduled maintenance on the all-new 2010 GTI. 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 GTI'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 vehicle 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 for details.



2-Door, Candy White, 18" Detroit Wheels



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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