





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 all-new 2011 Jetta

We're told that in order to make something work for the majority, we have to compromise. But we figured we've never done that before, so why start now? Introducing the all-new 2011 Jetta. It's got a stunning new design that's sportier and more aggressive than ever before, along with new comfort elements like more rear legroom and a trunk that accommodates almost anything. Not to mention its staggering array of sophisticated features, including keyless access and touchscreen navigation. We had the opportunity to make the all-new Jetta more like other sedans, but we decided to set a new, higher standard rather than simply accept the old, tired one. However, in the interest of compromise, we did keep one thing small: the price.





Design. So much thought went into designing this car that every angle tells a story. That little image right there is all about the front end. But it's more than just a bumper, hood, and headlights. It's your face to the world. A bold and assertive look that says, "Yes, staring is appropriate." Because even if you don't notice it, the world is watching. And we think it's best to be prepared.









Big on everything but compromise.

When we set out to design the all-new Jetta, we promised ourselves that we wouldn't skimp on anything. In fact, maybe our engineers took that thinking a little too seriously. Because everything is just a little bit bigger and better, from the assertive front end to the impressive amount of trunk space. From the more than three feet of legroom in back so you can stretch out, to the optional premium touchscreen sound system up front. So please, take in every brand-new angle. Gaze at each crisp, clean line. Ogle at the bevy of available features. Feel free to smile every time someone checks out your new ride. Just expect them to be stunned if you tell them the price.

- **A.** Available 18-inch alloy wheels with all-season tires
- **B.** Bolstered seats with available V-Tex leatherette seating surfaces
- **C.** 15.5 cubic feet of trunk space
- D. Laser seam welding for safety and handling
- **E.** Available touchscreen sound system
- F. Available power glass sunroof
- **G.** Available touchscreen navigation system
- H. Available keyless access with push-button start





















Performance. Let's take a moment to celebrate driving. That glorious time between points A and B. Feel the wind in your hair and the sun on your face. Step on the gas and experience the gentle push of acceleration as your Jetta picks up speed. We'll tell you about numbers in a second, but sometimes it's nice to get carried away with how much fun the Jetta is just to drive.



Not all horsepower is created equal.

Why strive for equality when you can set yourself apart? The all-new Jetta comes with the option of a 2.5L, 170-hp, in-line five-cylinder engine that also boasts an impressive 33 highway mpg.* With all that power and 177 lbs/ft of torque, it's better than almost every car in its class. That torque means it's quick off the line, so when the light turns green, prepare to leave everyone else in your wake.**And once you're on your way, those 170 horses will keep you going strong mile after mile. After all, the Jetta is named after the German word for jet stream, which means that driving one feels a lot like having the wind at your back and speed on your side. But you could probably tell that just by looking at it.





Performance. When it comes to TDI® technology, it all starts with the engine. A 2.0L TDI Clean Diesel engine with a direct injection system that runs on ultra-low-sulfur diesel fuel with 95 percent less sulfur content. And that helps reduce sooty emissions by up to 90 percent compared to previous diesel engines. A reduction so significant that you won't see a thing. Which is exactly the way that we, and the planet, like it.





Jetta TDI in the real world.

With the 2011 Jetta TDI Clean Diesel, you can:

- Save \$258 a year on fuel costs.*
- Travel up to 609 miles per tank.*
- Stop to fill up 8 fewer times a year.*
- Save over \$0.02 per mile.*

*Compared to a standard 2.5L gasoline engine with an average of 26 miles/gallon. Diesel engine average of 36 miles/gallon. Based on average travel of 12,000 miles per year. Gasoline and diesel prices current as of 5/3/10 from the U.S. Energy Information Administration.

One-tank road trips.

Thinking about taking a road trip? Here's a real-life example of how far you can go on one tank of clean diesel in your Jetta TDI. You could also drive from Washington, D.C., to Boston, MA, or from Austin, TX, to New Orleans, LA. And even have fuel left when you arrive.



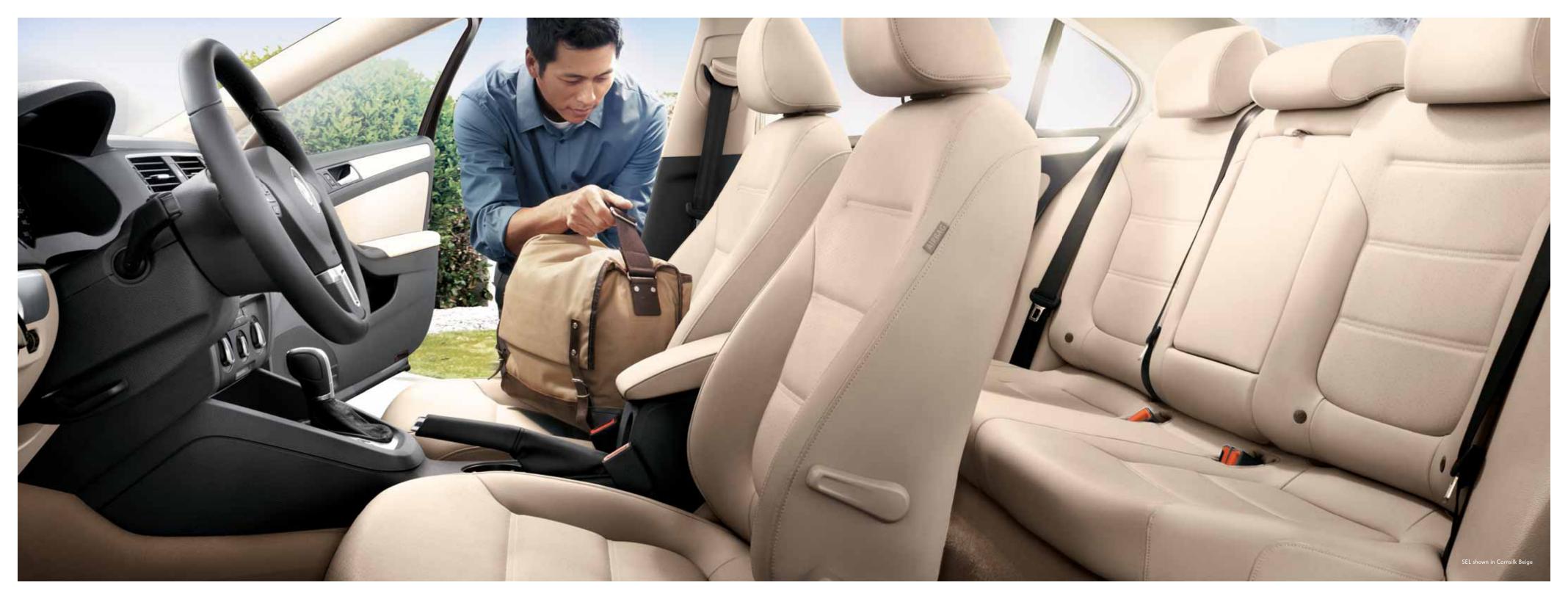
1 San Francisco, CA

2 Las Vegas, NV

Good. Clean. Fun.

Go ahead, pass the next gas station. And the next. And even the next. Because the Jetta TDI Clean Diesel engine sips gas at the wallet-friendly rate of 42 highway miles per gallon. Yes, you read that right. That's up to 609 miles on just one tank.* If that sounds impressive, prepare yourself for this: that T in TDI stands for turbocharged. And this engine delivers 140 hp and 236 lbs/ft of torque for exceptional power right from the start and plenty of oomph to keep you going. You can even add our DSG® automatic transmission with Tiptronic® to take full advantage of its turbo. It's a beautiful thing when a love of driving and a love for the environment coexist under one sculpted hood.







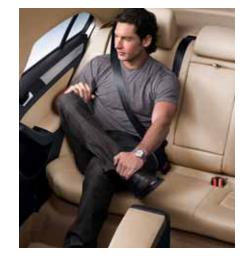








Comfort. Long legs, rejoice. The all-new Jetta has more than three feet of rear leg room. Which is not only more than all the competition, it's more than many larger sedans too. That means even if you and your friends are tall, all five of you will fit comfortably in both the front and the back seats. What this will do to the popularity of the front passenger seat, we're not sure. But shotgun has had its reign for long enough. It's time the back seats finally got some love.



There's no room for assumptions.

Let's just take this moment to erase any assumptions about small-sized sedans, because the all-new Jetta is anything but. That's right, you're looking at someone comfortably crossing his legs in the back seat. Over there to your left in the top picture you're seeing the whopping 15.5 cubic feet of trunk space. And right below that is the soft V-Tex leatherette in Titan Black and Cornsilk Beige. Bet you didn't expect to see that from such an economical sedan. In fact, you can't even expect that from many popular larger sedans. If the all-new Jetta behaved like the competition, it wouldn't have available comforts like heated front seats, a power glass sunroof, and driver's side lumbar support. Or finishing touches like one-touch up/down automatic window controls for all four windows. Or sleek details like the optional leather-wrapped multi-function steering wheel, metal interior accents, and 60/40-split folding rear seats with pass-through that take that huge trunk to a whole new level. So sit back, relax, and imagine yourself in a car that breaks the rules in all the right ways. As for those assumptions, you can save them for other cars.



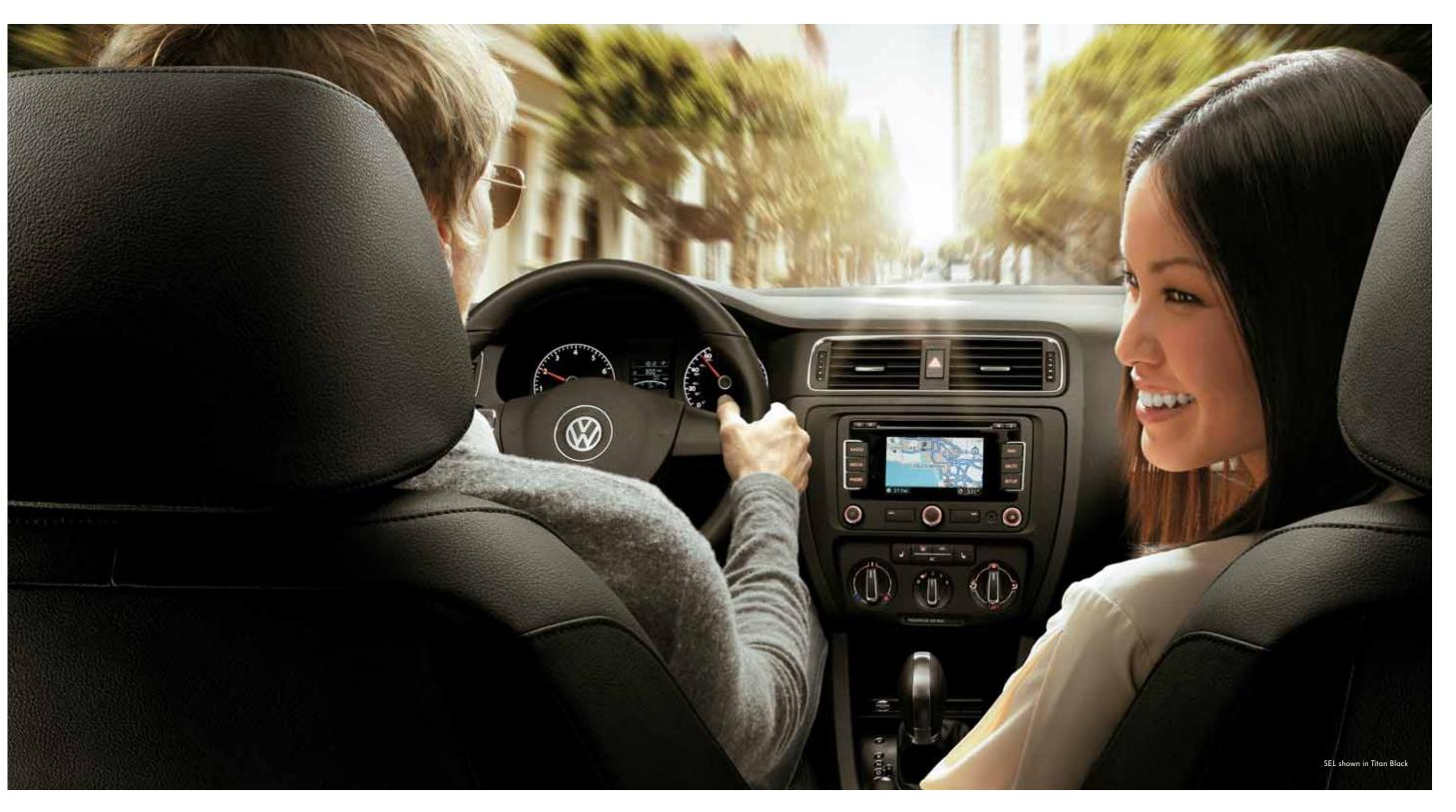
Technology. Yes, that is a touchscreen stereo available in the all-new Jetta. And it comes complete with a three-month trial to SIRIUS® Satellite Radio. So whether you're on your way to work or play, choose one of the over 130 channels of music, talk radio, and more, and settle in for a very comfortable ride.





We took our cues from above.

An entire class above, actually. Because anyone can include an AM/FM stereo and in-dash CD player as the standard and make their ride better. But it takes a little inspiration, and a peek at the next level, to give you the option of Bluetooth® with voice command and phone book download, an AUX-in to connect your portable MP3 player, and a three-month trial subscription to SIRIUS Satellite Radio. Not to mention the Media Device Interface (MDI) with iPod cable that automatically charges your iPod and makes it easy to navigate your playlists, albums, and songs directly from the stereo. Only a select few truly understand how nice it feels to have the choice of a premium six-speaker touchscreen sound system complete with in-dash six-CD changer. Especially when all of those features can be controlled by the multi-function steering wheel, along with the available 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 rarely-seen-in-this-class touchscreen navigation system, not only does it come with keyless access with push-button start to make your life a little easier, but you'll always be able to find your way to wherever you're going and back home again easily, too. Just in case you want to get lost in the music, or the world, for a little while.







Active Safety 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.

Passive Safety Beneath all that sheet metal, every 2011 Jetta has a specially reinforced safety cage complete with anti-intrusion side beams and heat-formed B-pillars, designed to help protect you in the event of a collision. Surrounding the cage are crumple zones that provide space and material to help cushion and absorb the impact while the cage insulates you. So even if you never see them coming, we've got you covered.



Active and passive safety. Just to be safe.

You might not realize it, but there are two types of safety features on your all-new Jetta: active and passive. Active safety features are the things that help you prevent a collision, such as headlights, turn signals, mirrors, brakes, steering, and traction control elements like ABS and ESC. Passive safety features are what help protect you during an accident, such as safety belts, airbags,* steel-reinforced seating, safety cages, and crumple zones. At Volkswagen, we created a comprehensive safety system composed of a variety of active and passive safety features that work together when they're needed most. Because we want you to feel confident that when you buy a Volkswagen, you're driving home more than just a car. You're taking home total peace of mind.



Exterior Signal Mirrors. The all-new Jetta has available side mirrors with blinkers built right in. So every time you turn your signal on, you're alerting everyone to your intended next move, which can help avoid collisions.



when you have to swerve around something unexpectedly? Well, ESC helps if you oversteer or understeer by applying individual corrective forces to each of the wheels. Think of it as a little reassurance right when you need it.



Telescopic Steering Wheel. Using the tilt function to properly adjust the steering wheel places the airbag in a more optimized position. Plus, the steering column is designed to collapse on impact, so the airbag has more room to create a cushion between you and the dash.





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LATCH (Lower Anchors and Tethers for CHildren). Approved by the federal government, LATCH is not only the standard child seat attachment system, but it's standard in the 2011 Jetta as well. It allows you to secure LATCH-compatible child seats to your Jetta using specific built-in anchors that make it easier to install your child seats securely. So whether you already have children, or they're still in your future, your Jetta is prepared for them.



Nobody wants to think about what happens in the event of an accident.

Except for our safety engineers. They made sure that the all-new Jetta has six airbags standing guard. They also designed the crash-optimized front end to help absorb energy on impact. And they included ESC (Electronic Stability Control), which works in conjunction with ABS (Anti-lock Braking System), ASR (Anti-Slip Regulation), EBA (Engine Braking Assist), and EDL (Electronic Differential Lock) to help you maintain control and avoid collisions. Which means that you can rest assured that we've thought about safety from every angle. So you don't have to.



Telescopic Steering Wheel. Using the tilt function to properly adjust the steering wheel places the airbag in a more optimized position. Plus, the steering column is designed to collapse on impact, so the airbag has more room to create a cushion between you and the dash.

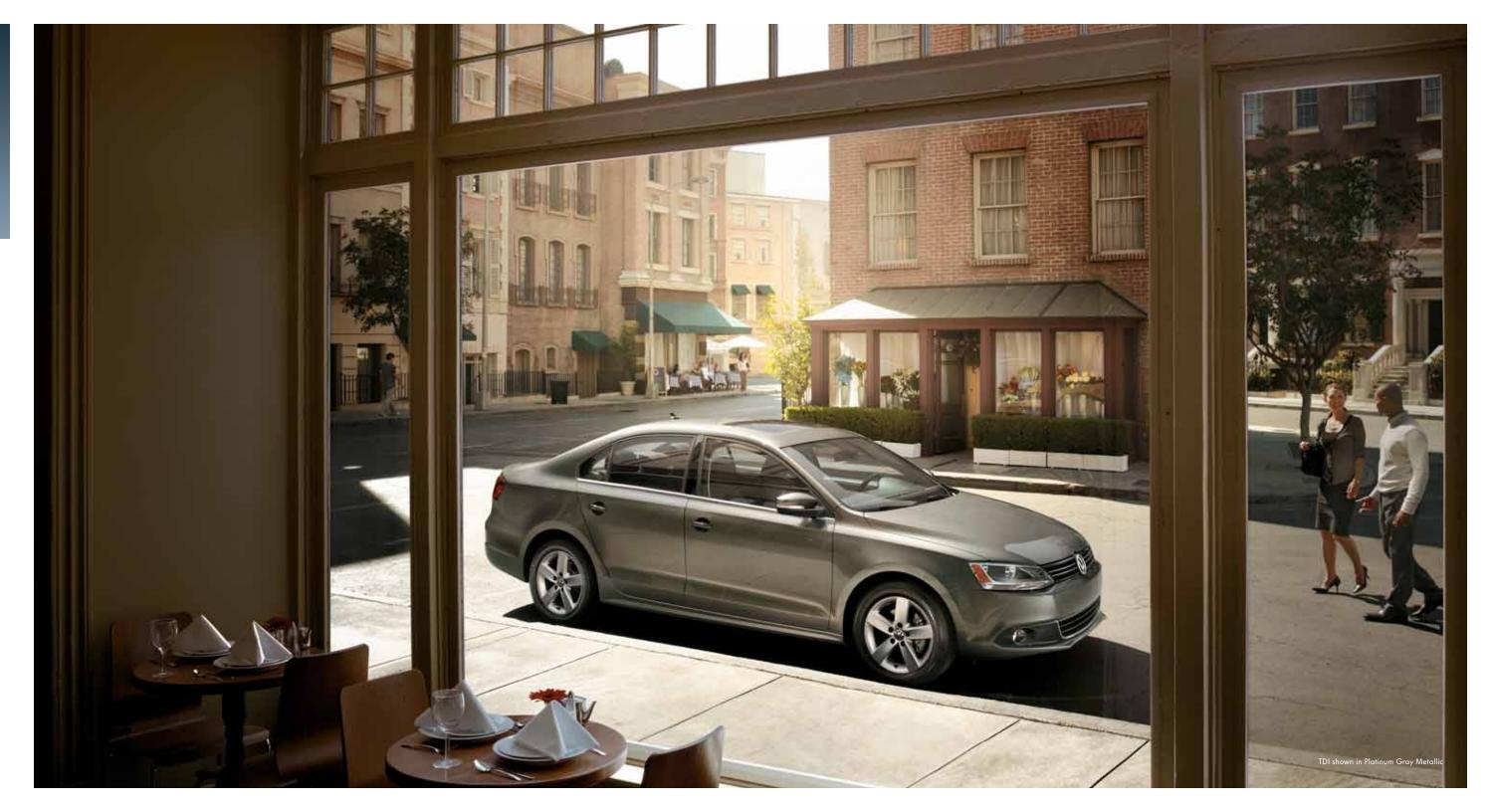


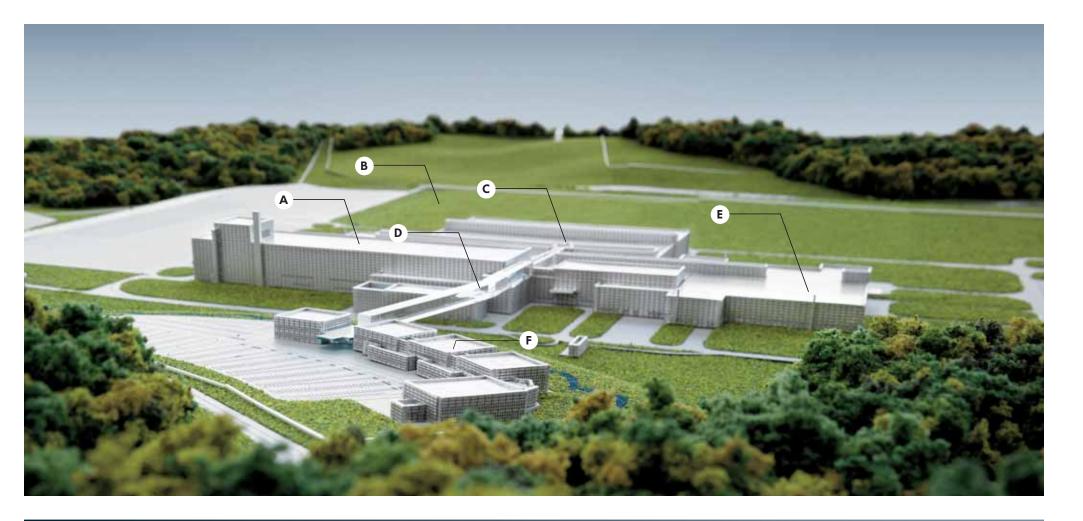
Quality. Before we put the sheet metal on your 2011 Jetta, we put the chassis through a treatment called hot wax flooding to fill any tiny spaces and remove moisture in the hardest to reach areas. The result of that process makes the frame so watertight that we're able to offer a 12-year limited warranty against corrosion. We call that one of the best warranties in the business.



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 2011 Jetta 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.





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

\$ Includes: 2.0L, 115-hp, 4-cylinder engine; 15" steel wheels with wheel covers and all-season tires; power windows with one-touch up/down feature; power door locks; power side mirrors in black finish; cloth seating surfaces; 60/40-split folding rear seat; 4-speaker sound system with MP3- and WMA-compatible in-dash CD player, AM/FM radio, and AUX-in for portable audio players; 2 remote transmitter key fobs; 2 power outlets (1 front, 1 rear); Anti-lock Braking System (ABS) with front disc brakes; Electronic Stability Control (ESC); Anti-Slip Regulation (ASR); Tire Pressure Monitoring System (TPMS).

SE Includes S features, plus: 2.5L, 170-hp, 5-cylinder engine; 16" steel wheels with all-season tires; cruise control; body color side mirrors with integrated turn signals; floor mats; front center console with storage box; 60/40-split folding rear seat with center armrest and pass-through; V-Tex leatherette seating surfaces.

SE with Convenience Includes SE features, plus: 16" alloy wheels with all-season tires; Bluetooth®; heated front seats; leather-wrapped multi-function steering wheel, shift knob and parking brake handle; 6-speaker sound system with Media Device Interface (MDI) with iPod® cable; SIRIUS® Satellite Radio with 3-month trial subscription.

SE with Convenience and Sunroof Includes Convenience features, plus: touchscreen Premium VIII sound system with MP3- and WMA-compatible in-dash 6-disc CD changer, SD memory card reader; power tilting/sliding sunroof.

SEL Includes SE with Convenience features, plus: 17" alloy wheels with all-season tires; RNS 315 navigation system with 5" color touchscreen; keyless access with push-button start; trip computer; driver seat lumbar; halogen reflector lens foglights; chrome grille and window trim; sunglasses holder; rear disc brakes.

SEL with Sunroof Includes SEL features, plus: power tilting/sliding sunroof.

SEL with Sport Package Includes SEL with Sunroof features, plus: sport suspension; sport bolstered comfort seats; sport pedals and door sills.

TDI® Clean Diesel Includes SE with Convenience and Sunroof features, plus: 2.0L, 140-hp TDI Clean Diesel engine; rear disc brakes; trip computer.

TDI Clean Diesel with Nav. Includes SE with Convenience and Sunroof features, plus: RNS 315 navigation system with 5" color touchscreen, SD memory card reader; keyless access with push-button start; trip computer; driver seat lumbar; halogen reflector lens foglights; chrome grille and window trim; sunglasses holder.

Standard Wheels



16" SE Steel



17" SEL Alloy

Accessory Wheels

18" Motorsport Wheel



16" SE with Convenience Alloy



16" TDI Alloy



17" Onyx Wheel



18" Karthoum Wheel

Exterior

Candy White	White Gold Metallic	Reflex Silver Metallic	Platinum Gray Metallic	Tempest Blue Metallic	Tornado Red	Toffee Brown Metallic	Black
6	600	600	(a)			6	

Interior



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

Specs

esign	S	SE	SEL	TDI
Fully galvanized sheet metal	•	•	•	•
Halogen headlights with clear, lightweight, chip-resistant polycarbonate lenses and Daytime Running Lights (DRL)	•	•	•	•
Halogen reflector lens foglights, integrated into front bumper	-	-	•	N
Heated power side mirrors	•	-	-	-
Heated power side mirrors with integrated turn signals	-	•	•	•
Power tinted glass sunroof with tilt, slide, manual sunshade, and pinch protection	-	CS	SN, SP	•
15" steel wheels with wheel covers	•	-	-	-
16" steel wheels with wheel covers	-	•	-	-
16" alloy wheels with anti-theft wheel locks	-	CP, CS	-	•
17" alloy wheels with anti-theft wheel locks	_	_	•	-
Windshield wipers, variable intermittent	•	•	•	•
Heated windshield washer nozzles	-	CP, CS	•	•
Chrome grille and window trim	-	-	•	Ν
erformance	S	SE	SEL	TDI
2.0L, 8-valve, SOHC, 4-cylinder engine; 115 hp, 125 lbs/ft of torque	•	-	-	_
2.5L, 20-valve, DOHC, in-line 5-cylinder engine; 170 hp, 177 lbs/ft of torque	_	•	•	_
2.0L, 16-valve, in-line 4-cylinder turbocharged clean diesel engine with common rail direct injection; 140 hp, 236 lbs/ft of torque	-	-	-	•
Power-assisted front vented disc brakes with rear drum brakes	•	•		_
Power-assisted front vented disc brakes with rear solid disc brakes	-	-	•	•
Power-assisted rack-and-pinion steering system	•	•	•	•
Independent front MacPherson struts with twist beam rear suspension	•	•	•	•
Sport suspension		_	SP	_
5-speed manual transmission	•	•	•	-
6-speed automatic transmission with Tiptronic® and Sport mode	0	0	0	_
6-speed manual transmission	-	-	-	•
6-speed DSG® automatic transmission with Tiptronic and Sport mode	-	-	-	0
omfort	S	SE	SEL	TDI
Manual air-conditioning	•	•	•	•
Cruise control	-	•	•	•
Electric rear window defroster	•	•	•	•
Front and rear floor mats	-	•	•	•
Speedometer, tachometer, odometer, trip odometer, fuel gauge, clock, and outside temperature	•	•	•	•
Multi-function trip computer featuring trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, and miles to empty	-	-	•	•
2 radio-frequency remote transmitter key fobs with lock, unlock, rear trunk release, and panic button	•	•	•	•
Two 12V power outlets; 1 in front, 1 in rear	•	•	•	•
Automatic locking feature (doors lock when vehicle reaches 8 mph, unlock automatically upon airbag* deployment)	•	•	•	•
Driver and front passenger visor vanity mirrors	•	•	•	•
6-way manually adjustable front seats	•	•	•	•
Driver seat with adjustable lumbar support	-	-	•	N
Sport bolstered comfort seats, sport pedals and door sills	-	-	SP	-
Power windows with pinch protection and one-touch up/down feature, operable from all four windows	•	•	•	•
60/40-split folding rear seat	•	-	-	-
60/40-split folding rear seat with center armrest and pass-through with integrated cupholders	-	•	•	•

omfort cont.	S	SE	SEL	TDI	
3-spoke steering wheel, height-adjustable with telescopic steering column	•	•	-	_	
3-spoke, leather-wrapped, multi-function steering wheel, height-adjustable with telescopic steering column		CP, CS	•	•	
Dual cupholders in center console	•	•	•	•	
Cloth seating surfaces	•	-	-	-	
V-Tex leatherette seating surfaces	-	•	•	•	
echnology	S	SE	SEL	TDI	
Keyless access with push-button start	-	-	•	Ν	
Window diversity antenna	•	•	•	•	
Roof-mounted satellite radio antenna	-	CP, CS	•	•	
4-speaker sound system with MP3- and WMA-compatible in-dash CD player, AM/FM radio	•	•	-	-	
6-speaker touchscreen Premium VIII sound system with MP3- and WMA-compatible in-dash 6-disc CD changer and SD memory card reader	-	CS	-	•	
RNS 315 navigation system with 5" color touchscreen and SD memory card reader	-	-	•	N	
AUX-in for portable audio players	•	•	•	•	
Bluetooth hands-free calling system	-	CP, CS	•	•	
SIRIUS Satellite Radio with 3-month trial subscription	-	CP, CS	•	•	
Media Device Interface (MDI) with iPod cable	-	CP, CS	•	•	
afety	S	SE	SEL	TD	
Crash-optimized front end	•	•	•	•	
Immobilizer III theft-deterrent system	•	•	•	•	
Driver and front passenger, front and side thorax airbag supplemental restraint system*	•	•	•	•	
Side Curtain Protection® airbags, front and rear*	•	•	•	•	
Front seat safety belt pretensioners with load limiters	•	•	•	•	
LATCH (Lower Anchors and Tethers for CHildren), child seat anchor points	•	•	•	•	
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) (In the case of airbag* deployment, the doors unlock, the fuel pump is shut off and the hazard lights are activated)	•	•	•	•	
Tire Pressure Monitoring System (TPMS)	•	•	•	•	
imensions					
Wheelbase	104.4 inches (2,651 mm)				
Front track		60.4 inches (1,535 mm)			
Rear track		60.3 inches (1,532 mm)			
Length		182.2 inches (4,628 mm)			
Width		70.0 inches (1,778 mm)			
Height		57.2 inches (1,453 mm)			
Ground clearance		5.5 inches (139 mm)			
Trunk capacity	15.5 cu. ft				
uality	S	SE	SEL	TD	
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	-				

Accessories

drivergear.vw.com







Body Styling Kit







Lip Spoiler

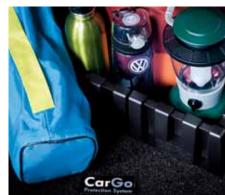
MojoMats®



Monster Mats®



MDI Cable (iPod is not included)



Pedal Caps

Cargo Net

Heavy Duty Trunk Liner with Cargo Organizer Blocks



















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.



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