Das Auto.

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# Media Information

**FOR IMMEDIATE RELEASE**

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## 2014 VOLKSWAGEN JETTA HYBRID: EFFICIENCY WITHOUT SACRIFICE

*The latest member of the Jetta family is the antidote to the common hybrid: fun to drive as well as being frugal*

- *Best fuel economy in the Jetta range, with EPA estimated combined fuel economy of 45 mpg*
- *Starting price for Jetta Hybrid SE is $27,645: standard premium features include LED taillights, Keyless access with push-button start, and dual-zone climate control*
- *The only turbocharged engine and dual-clutch transmission in the compact hybrid class*
- *Best acceleration; sportiest handling; most rear-seat legroom; and largest trunk in compact sedan hybrid class*
- *Fender® Premium Audio System provides world-class audio in the Jetta Hybrid SEL Premium*
- *Volkswagen Car-Net™ connected services offered across the Jetta Hybrid lineup*

**Herndon, VA** —The Jetta Hybrid ushers in a new generation of hybrid vehicles, capable of achieving excellent gas mileage without the traditional sacrifice of driving enjoyment. With EPA estimated fuel economy ratings of 42 mpg city, 48 mpg highway, and 45 mpg combined, the Jetta Hybrid is the most fuel-efficient vehicle in the current Volkswagen lineup.

Lastly, Volkswagen introduced its VW Car-Net™ connected services on the Beetle lineup. VW Car-Net—which has a six-month no-charge trial period—offers a wealth of security and

convenience features, including Automatic Crash Notification, roadside assistance, and stolen vehicle location assistance. In addition, VW Car-Net adds: remote vehicle access; boundary and speed alerts; a vehicle health report; and an enhanced POI service on vehicles equipped with a navigation system. Most of the features can be administered through a handy smartphone app for iPhone and Android® devices.

**Exterior**

The Jetta Hybrid retains the sleek, upscale, and timeless styling present in the rest of the model line. While the most obvious differences are the blue-highlighted VW emblem, hybrid badging, and unique wheels and front grille, the Jetta Hybrid adds a number of key features that help maximize aerodynamic efficiency and minimize road resistance.

A Hybrid-specific air intake provides a flush seal and controls the flow of cooling air passing through the engine compartment. A custom trunklid spoiler and front airdam have been designed exclusively for the Jetta Hybrid's aerodynamic needs, as have the extended side skirts. The differences carry over to the car's underbody, where additional trim panels and end plates serve to guide the back to a diffuser at the rear, which helps reduce turbulence and control the flow and separation of passing air. The result of these changes is a Coefficient of Drag (Cd) of 0.28—the standard Jetta has a Cd of 0.30.

The SEL model is differentiated from the Hybrid SE by 16-inch aluminum-alloy wheels. The topline SEL Premium is marked out by 17-inch aluminum-alloy wheels, Bi-Xenon headlights with distinctive LED Daytime Running Lights, and foglights.

**Interior**

The Jetta Hybrid's advanced powertrain is highlighted by a unique set of displays inside the car. Taking the place of a traditional tachometer is the Jetta Hybrid's "Power Meter", which is a novel rethink of traditional instrumentation. The dial starts at "OFF" (essentially zero rpm), which is followed by a green "regeneration" section (active during braking) before reaching the baseline drive-ready state, which is represented with a "0." This begins a blue section of the dial that signifies the most efficient driving style, alternating between electric and gasoline engine power; the half-blue section that follows it indicates times when only the gasoline engine provides power while charging the battery. At the dial's "6" position, the blue markings are gone and the vehicle is utilizing the gasoline engine's power without charging the battery. The final step is the boost mode at "10": marked like a traditional redline, this demarcates the point when the electric motor and gasoline engine are working together to achieve full system output.

Situated to the right of the Power Meter and between the two gauges is the car's standard Multi-Function Instrument, which shows ambient temperature, gear selection, the trip computer, a second audio display, and driver settings. In the Jetta Hybrid, this screen also

presents the car's drive state and the "ePower meter," which includes the level of battery charge and the available amount of electric driving ("E-Max")

The radio/navigation system's touchscreen in the center console also doubles as a detailed visualization of the powertrain's operation. One example of this is the emissions statistics screen, which displays a bar graph showing the minute-by-minute percentage of zero-emissions driving in relative percentages (the previous 30 minutes are shown). The display also shows a diagram of the car and its underlying powertrain, with orange and blue areas (gasoline and electricity, respectively) representing exactly where power is coming and going at any given time and in any given drive mode. The display also includes the monitor for the rearview camera on the SEL Premium model.

All Jetta Hybrids are well equipped, with high-quality materials and plenty of chrome accents. The SE has Climatronic® automatic dual-zone air conditioning, which is able to operate without the engine running. It also incorporates a "Max AC" feature, which removes any guesswork and simply achieves the desired temperature as quickly as possible. The cabin's cooled air is subsequently fed into the hybrid battery pack. Other features include standard Bluetooth® connectivity; a leather-wrapped multifunction steering wheel; a Media-Device Interface (MDI) with iPod® cable; the Premium VIII touchscreen radio; Keyless access with push-button start; and SiriusXM® Satellite Radio.

The SEL adds a six-way power driver's seat, a rearview camera, and the RNS 315 radio/navigation system, while the SEL Premium has the Fender® Premium Audio System as standard equipment. The result of an exclusive collaboration between Volkswagen and one of the music industry's most iconic brands, this 400-watt system features a 10-channel amplifier. In turn, this feeds four tweeters (two mounted in the A-pillars, two mounted in the rear doors), a 50-watt woofer installed in each door, and a 100-watt subwoofer box mounted under the rear shelf.

**Engine and Transmission**

The star of the Jetta Hybrid show is unquestionably a powertrain that's unique in the compact hybrid segment. Combining a 1.4-liter turbocharged four-cylinder gasoline engine with a 27-horsepower electric motor, the Jetta Hybrid is able to achieve a perfect balance of power and efficiency.

The gasoline engine is one of Volkswagen's latest EA211 series of small engines. This features many improvements over the previous EA111 generation, including lightweight aluminum construction, an integrated (into the head) exhaust manifold, and a toothed-belt drive for its double overhead camshaft valvetrain that incorporates variable intake timing. In fact, the only aspect to be carried over from the EA211 is the 82 mm cylinder spacing. The cylinder bore was decreased by 2 mm (to 74.5mm) while the stroke was increased to 80mm, a change which not only helps compactness, but also increases torque and presents an ideal canvas for

adding boost (turbocharging or supercharging)— something the engineers at Volkswagen have spent many years perfecting.

The 1.4-liter TSI® engine in the Jetta Hybrid features a 10.5:1 compression ratio, direct fuel injection, and turbocharging to produce 150 hp at 5000 rpm. This engine's turbocharging system offers incredible boost response thanks to its cleverly designed intake manifold, which enables the use of a surprisingly small, single-scroll compressor. The intercooler is integrated directly into the injection-molded induction pipe. This design generates maximum torque of 184 pound-feet at 1600 rpm.

A hybrid also needs electric power. For that, the Volkswagen engineers employed an innovative hybrid module—a single, integrated unit that incorporates both the electric motor and the clutch that connects it to the engine. This water-cooled motor can add 27 horsepower (20kW) to the mix, as well as a constant 114 lb-ft of torque. Combined, the system puts out 170 hp at 5000 rpm and184 lb-ft of torque at an impressively low1000 rpm, giving the car incredibly smooth acceleration. (The maximum torque is limited by the transmission.)

An 11.9-gallon fuel tank provides gasoline for the engine and a high-voltage battery placed above the rear axle powers the Jetta Hybrid's electric motor. This 60-cell system produces a total voltage of 220 V, rated energy of 1.1 kWh, and pulse power of 32 kW. This battery pack is equipped with high-tech cooling and management systems to help ensure efficiency and reliability.

An industry first, the Jetta Hybrid connects its powerplant to the pavement via a seven-speed, DSG® dual-clutch automatic gearbox. This DQ200 transmission is the most efficient unit in Volkswagen's DSG arsenal and employs a dry-clutch design, as opposed to the wet-clutch arrangement seen in many other Volkswagen products. This unit can be operated as a pure automatic ("D" mode) or shifted manually. There is also a sport setting ("S" mode).

Thanks to the refined powertrain and features such as a newly designed exhaust system, an acoustic windshield, and thicker front side windows, the Jetta Hybrid is the quietest car Volkswagen has offered in the compact sedan class.

**Full Suite of Hybrid Functionality**

The powertrain management and integration truly makes the Jetta Hybrid stand out among other hybrid offerings. The powertrain provides a full suite of hybrid functionality, including use of the electric motor to boost power output, exceptionally efficient regenerative braking, and all-electric, zero-emissions operation.

**Electric Mode:** The Jetta Hybrid starts up as an electric vehicle and will remain in electric mode up to speeds of 37 mph, dependent on how the driver accelerates and on the topography. In this mode, the gasoline engine is stopped and is actually entirely disconnected

from the drivetrain to eliminate any loss in efficiency through parasitic drag. Even though the engine isn't working, the HVAC and electrical components like the audio system continue to operate. Although not designed for long-range, all-electric driving, the car can remain in this mode for more than a mile, given the right circumstances.

If the driver selects the "E-Mode" button to the right of the shift lever, the zero-emissions, electric mode is maintained up to 44 mph and allows for more aggressive gas pedal inputs. This mode requires adequate battery charge and temperature: if the battery is depleted, the system will reactivate once it has regenerated enough power.

**Turbo Power:** Above 37mph (44 mph in E-Mode), when the battery level is low, or there's a demand for additional power, the Jetta Hybrid taps into the turbocharged engine. Once the driver has depressed the gas pedal the required amount, the clutch immediately and seamlessly closes, thus starting the gasoline engine. Once operating, the engine delivers more power than is needed in order to charge the battery pack.

**Boosting:** If maximum acceleration is needed (either through kickdown in "D", or with the shift lever in "S" or in the manual gate), the system will begin "Boosting". In this mode, the electric motor works in conjunction with the gasoline engine, assisting it to achieve the total system output of 170 hp.

During these periods of "active boost" assistance, the primary role of the electric motor is to increase the powertrain's output. There is also a "passive boost" state, in which the electric unit takes over accessory power, leaving the gasoline engine to focus on sending all of its power to the transmission. (Theoretically, this is the same as eliminating the parasitic drag created by a conventional car's alternator.)

**Regeneration and Coasting:** While the gasoline engine charges the battery during non-boost states, this requires energy and thus, fuel (albeit a minimal amount). The only truly "free" way of sending charge back to the battery is through regenerative braking. This process occurs whenever the driver applies the brakes, causing the Jetta Hybrid to convert the kinetic energy (in the form of heat) generated by braking into electricity in the battery. The Jetta Hybrid increases the amount of regeneration by decoupling the engine from the drivetrain, reducing drag caused by engine braking and also increasing the amount of retardation needed (and thus heat).

The engine is also shut off and is decoupled from the driveline to eliminate drag caused by the engine's torque at higher speeds—up to 84 mph—when the driver releases the gas pedal. This helps to save fuel when, for instance, the car is going down a gentle slope or is coasting to a halt.

**Frugal … And Sporty:** The Jetta Hybrid not only returns excellent fuel economy, but it is also spritely: the vehicle is able to reach 60 mph from a standstill in 8.6 seconds, and continue on to a top track speed of 125 mph (electronically governed in the U.S.).

To emphasize the Jetta Hybrid's sporty credentials, a modified version set a number of records at the Bonneville Salt Flats in Utah during the Southern California Timing Association's World Finals in October of 2013. The car holds the H/PS class record—for production-based cars with engines of less than 1.5 liters that use forced induction—at 186.313 mph, as well as the highest top speed ever recorded for a hybrid, at 187.607 mph. These are impressive numbers for a car with such a small engine that also utilizes a full hybrid powertrain—and proof that the Jetta Hybrid isn't your typical offering in this segment.

### Suspension

The Jetta Hybrid features a suspension designed for lively handling, as well as comfort and stability. The front end employs damper struts with lower control arms and an anti-roll bar. At the rear, the car uses a multi-link, independent layout featuring gas-pressurized dampers and separate coil springs. Combined with Volkswagen's latest electric power steering system, the Jetta Hybrid offers predictably precise, sporty road manners without sacrificing smoothness or comfort. This is an especially noteworthy achievement in a segment that has historically stressed efficiency at the expense of an enjoyable drive.

### Safety and Security

Like the rest of the Volkswagen family, the 2014 Jetta Hybrid places a strong emphasis on safety. This begins with an extremely strong body structure that uses hot-formed steels and is meticulously designed to optimize the vehicle's performance in front, side, and rear impact crashes.

The Jetta Hybrid comes standard with front and side airbags for front-seat occupants, as well as Side Curtain Protection® airbags for both front and rear seats. It also features numerous electronic driving aids and safety systems, including Anti-lock Braking (ABS), Electronic Brake-Pressure Distribution (EBD), Electronic Stability Control (ESC), and Hydraulic Brake Assist (HBA). Additionally, the Jetta line employs Volkswagen's Intelligent Crash Response System (ICRS), which unlocks the doors and turns on the hazard lights, as well as shutting down the fuel system in certain types of collision.

### Scheduled Maintenance

The 2014 Jetta Hybrid is offered with the Carefree Maintenance Program at no extra charge. This covers all scheduled maintenance for the first two years or 24,000 miles, whichever occurs first, of the car's life.

**Model Line-up**

**Jetta Hybrid SE**

The Jetta Hybrid SE starts at $27,645, and features: LED taillights; Climatronic® automatic dual-zone air conditioning; Bluetooth connectivity; a leather-wrapped multifunction steering wheel; a Media-Device Interface (MDI) with iPod® cable; the Premium VIII touchscreen radio with color energy flow display in the center console; Keyless access with push-button start; Volkswagen Car-Net; and SiriusXM® Satellite Radio.

**Jetta Hybrid SEL**

The Jetta Hybrid SEL variant starts at $30,245. This takes all the features of the SE trim and adds 16-inch aluminum-alloy wheels, a power tilt and slide sunroof, the RNS315 touchscreen navigation system; heated seats with power adjustment on the driver's side; and a rearview camera.

**Jetta Hybrid SEL Premium**

The top-tier Jetta Hybrid is the SEL Premium, starting at $31,895. This includes all the specifications of the previous versions, but adds Bi-Xenon headlamps with LED DRLs and the Adaptive Front-Lighting System (AFS), foglights with cornering lights, 17-inch aluminum-alloy wheels, and the exceptional Fender Premium Audio System.

**COMPETITIVE SET**

Ford C-Max Hybrid
Honda Civic Hybrid
Honda Insight
Hyundai Sonata Hybrid
Toyota Prius

**About Volkswagen of America, Inc.**

Founded in 1955, Volkswagen of America, Inc., an operating unit of Volkswagen Group of America, Inc., (VWoA) is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. VWoA's operations in the United States include research and development, parts and vehicle processing, parts distribution centers, sales, marketing and service offices, financial service centers, and its state-of-the-art manufacturing facility in Chattanooga, Tennessee. The Volkswagen Group is one of the world's largest producers of passenger cars and Europe's largest automaker. VWoA sells the Beetle, Beetle Convertible, Eos, Golf, GTI, Jetta, Jetta SportWagen, Passat, CC, Tiguan, and Touareg vehicles through approximately 630 independent U.S. dealers.

Notes:
This press release and images of the Jetta Hybrid are available at media.vw.com. Follow us @VWNews

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Features and technical data apply to models offered in the USA. They may differ in other countries.

All prices listed are the Manufacturer’s Suggested Retail Price and exclude transportation, taxes, title, options, and dealer charges.

Available EPA fuel economy estimates are provided and identified as such. All other fuel economy values are forecast manufacturer estimates for the USA; EPA estimates for those models were not available at time of release. Individual mileage will vary and depends on several factors including driving habits and vehicle condition.

VW Car-Net services provided by Verizon Telematics, Inc. Available only on select models. Automatic Crash Notification may be enabled for up to six months without activating a trial or paid subscription; Manual Emergency Call feature and all other VW Car-Net features require trial or paid subscription. VW Car-Net services requires vehicle cellular connectivity and availability of vehicle GPS signal. VW Car-Net includes services that may collect location information. See applicable Terms of Service and Privacy Policy available at www.vw.com/carnet for details. Always pay careful attention to the road, and do not drive while distracted.

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.

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| **2014 Jetta Hybrid Pricing** | | |
|---|---|---|
| *Model* | *Price* | *Features* |
| Jetta Hybrid SE | $27,645 | 170 hp / 184 lb-ft hybrid powertrain, 7-speed DSG dual-clutch automatic transmission; 15-inch aluminum-alloy wheels, with all-season tires; LED taillights; rear spoiler; power and heatable exterior mirrors; intermittent front windshield wipers; trip computer; power locks w/ remote keyless entry; power windows w/ 1-touch up/down on all four windows; V-Tex leatherette seating surfaces; carpeted floormats; leather-wrapped multifunction steering wheel; cruise control; partial power driver and passenger seats; 60/40 split folding rear seat; tilt and telescope steering column; adjustable front center armrest; Climatronic dual-zone automatic A/C; Premium VIII touchscreen radio w/ aux-in and six speakers; MDI w/ iPod® cable; Bluetooth® connectivity; Color energy flow display in the center console; Keyless access with push-button start; SiriusXM Satellite Radio; VW Car-Net connectivity; front airbags; Side Curtain Protection airbags; ABS; ESC; TPMS; LATCH; daytime running lights; immobilizer |
| Jetta Hybrid SEL | $30,245 | (Includes SE features)<br>+16-inch aluminum-alloy wheels; heated front washer nozzles; power tilt and slide glass sunroof; heatable front seats; full power driver's seat; RNS 315 touchscreen navigation system; rearview camera |
| Jetta Hybrid SEL Premium | $31,895 | (Includes SEL features)<br>+ 17-inch aluminum-alloy wheels; Bi-Xenon headlights with the Adaptive Front-lighting System and LED DRLs; foglights with cornering lights; the Fender Premium Audio System |
| | $ 820 | All prices exclude Destination charge |

**About Volkswagen of America, Inc.**

Founded in 1955, Volkswagen of America, Inc., an operating unit of Volkswagen Group of America, Inc. (VWoA) is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. VWoA's operations in the United States include research and development, parts and vehicle processing, parts distribution centers, sales, marketing and service offices, financial service centers, and its state-of-the-art manufacturing facility in Chattanooga, Tennessee. The Volkswagen Group is one of the world's largest producers of passenger cars and Europe's largest automaker. VWoA sells the Beetle, Beetle Convertible, Eos, Golf, GTI, Jetta, Jetta SportWagen, Passat, CC, Tiguan, and Touareg vehicles through approximately 630 independent U.S. dealers.