



Media Information

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FOR IMMEDIATE RELEASE

2016 VOLKSWAGEN EOS: A CONVERTIBLE FOR ALL SEASONS

- *The only hardtop convertible with a built-in power sunroof available in North America*
- *Limited run for model year 2016 includes a price reduction of over \$4,000*
- *Well-equipped Komfort model with Navigation has starting MSRP of \$31,995*
- *Full, four-seat accommodation with spacious 10.5 cu ft trunk*
- *Hardtop raises or lowers in just 25 seconds*
- *Advanced 200 hp turbocharged 2.0-liter four-cylinder engine coupled with fast-shifting six-speed DSG® dual-clutch automatic as standard*
- *VW Car-Net® connected vehicle services available*

Herndon, VA – While there may be other retractable hardtop convertible models on the market, the Eos stands apart for being the only one to offer a full-width, power-tilt-and-slide, panoramic glass sunroof integrated in to its hardtop. The Eos provides an affordable alternative to four-place convertibles from European luxury automakers.

New for 2016

The Eos Final Edition and Executive trims are discontinued for 2016, and the remaining Komfort model will have a limited run. Production on the Eos ends in November.

Exterior

Top up or down, the 2016 Eos has a sleek, elegant profile, highlighted by a swept-back windshield, slim roof pillars to ensure great all-round visibility, and a bold-muscular body line that starts by the front wheelarch and sweeps back all the way to the rear light.

Extending between the swept-back headlamps is a prominent, slim grille featuring three gloss-black blades, each trimmed with a narrow chrome strip. The front bumper design incorporates a deep, restyled air dam with horizontal blades matching those of the grille. Mounted at the edges, halogen reflector-lens fog lamps have a corner-illuminating feature.

In back, the Eos has two-part LED taillights with fiber-optic technology and a bumper with lower black diffuser and chrome dual-tipped exhausts.

Folding Hardtop

To see the Eos's electro-hydraulically-operated five-piece steel and glass roof in action is like watching a mechanical ballet. In the 25 seconds it takes for the top to lower, the five elements stack neatly and elegantly on top of each other so as to take up minimal space inside the trunk. The mechanism itself is activated from the front seat by a press-and-hold lever beneath the center armrest. Thanks to the way the mechanism operates, the roof can be opened or closed in most garages.

Once the switch is pressed, the sunroof section slides backwards and the side windows are lowered. Almost simultaneously, the entire rear section of the roof, from the C-pillar up to the "imaginary" B-pillar is lifted upwards. The sunroof then slides under the rear area of the roof.

Now the hydraulic control system folds the entire roof cover deck lid, along with the lid of the trunk, backwards. Then the lateral roof spars of the windshield frame slide back as well. The sunroof and the rear part of the roof are completely lowered into the rear of the car, while the roof spars slide into separate cavities (covered by lids) near the rear side window.

In total, the Eos's roof is made up of 470 components, including an eight-cylinder electro-hydraulic pump located under the luggage compartment cover behind the spare wheel.

A unique feature of the folding roof is its sliding glass sunroof that's integrated into the car's metal roof. At 44 inches wide and 22 inches deep, it is far larger than a traditional sunroof. At the touch of a button it can be tilted and partly or fully opened. There's also an integrated, manual sliding sunshade to help reduce sunlight glare. A key design element of the roof is that the section behind the sunroof is made of matching tinted glass, giving the visual impression that the Eos's entire roof is made from glass. To help reduce wind-buffering when the top is lowered, the Eos comes with a removable, foldable wind-blocker that can be mounted behind the rear seats, plus a neat pop-up mesh wind deflector that deploys from the top of the windshield.

Interior

In addition to its top-down capability, the Eos is also able to carry four adults in comfort and still have space for their luggage.

The Eos is equipped with a leather-wrapped multifunction steering wheel and shift knob, in addition to standard dual-zone Climatronic® climate control system. The system allows driver and front-seat passenger to adjust their air temperatures individually and independently. The Climatronic system even takes into account the amount of sunlight coming into the cabin, and makes separate calculations to help compensate on both the driver and passenger sides.

From the sporty, side-bolstered front seats with standard 12-way power adjustment for the driver (eight-way manual adjustment for the front passenger), to the supportive individual rear seats, the Eos is exceptionally comfortable and accommodating. To help make it easy for passengers to climb in the back, the driver's seat in

the Eos has an electric easy-entry feature. Pressing the rocker switch allows the seat to power forward so passengers can step in, and then return to their original position.

With the Eos' top raised, the trunk offers a generous 10.5 cubic feet of storage space. With the roof fully-retracted, there is still a usable 6.6 cubic feet. For longer items, a lockable pass-through is integrated into the rear Eos seats.

For entertainment, Eos comes standard with RNS[®] 315 Navigation system with a five-inch color touchscreen, SD memory card reader, Bluetooth[®] connectivity and the next generation of Volkswagen's Car-Net[®] connected vehicle services platform, including "Security & Service" and "Guide & Inform."

Security & Service. Consumers have the ability to access the Car-Net Security & Service suite through the innovative online Customer Web Portal as well as an advanced app for smartphones, providing access to all the features available from virtually anywhere your mobile device is connected to wireless internet.

Available security related features include Automatic Crash Notification, which automatically notifies an operator who can quickly contact first responders in the event of a collision; Manual Emergency Call, a feature that allows for quick access to customer specialists at the touch of a button; Roadside Assistance, for added peace-of-mind in the event of trouble on the road; and Stolen Vehicle Location Assistance, which uses Car-Net Security & Service to assist law enforcement with locating your vehicle in the event that it is stolen.

In addition, VW Car-Net Security & Service offers other new features for 2016 model year including new layers of convenience such as remote vehicle access, remote door lock and unlock, remote honk and flash (of lights), last parked location information, and remote status check (doors and windows). Consumers will also be able to send a location from their connected smart device to the factory-installed compatible navigation system on select models. For consumers that prefer a more personal touch, agent destination assist is also available.

The Car-Net Security & Service also offers Family Guardian, a suite of features that help families. Features including speed alert, which notifies the owner of the vehicle when the pre-determined maximum speed limit is exceeded; and boundary alert, which lets you know when the vehicle has traveled outside of a pre-set virtual boundary.

Diagnostics and maintenance information is also available through Car-Net. A Vehicle Health Report allows Volkswagen customers to quickly check to see if their vehicle is in proper running order. When it's time for scheduled service, Car-Net Security & Service not only notifies the customer, but provides a simple way to schedule a dealer visit. It can even identify the closest dealer in case you need a recommendation.

Available later this year, the VW Car-Net app for Apple Watch will allow VW customers to control a host of features and functions available through the iPhone app and Customer Web Portal, directly from their wrist. Apple Watch wearers can keep an eye on their vehicle from afar, remotely locking and unlocking doors and viewing the status of doors, windows and sunroof (open or closed). Consumers will also be able to find a parked vehicle quickly, with a map of the current vehicle location, walking or driving directions to the vehicle, and the ability to honk the horn and flash the lights remotely. Drivers of gas Volkswagen vehicles will be able to check

their fuel level directly from the Apple Watch. As with the Car-Net app for iPhone, Apple Watch wearers will also be able to receive alerts directly to their Apple Watch from the app.

Guide & Inform. Car-Net Guide & Inform offers an enhanced navigation and infotainment experience for VW consumers. Volkswagen has incorporated technologies that enhance existing navigation offerings while adding an additional level of information that empowers consumers.

Satellite navigation is refined with Car-Net Guide & Inform, incorporating several layers of information right onto the screen. MIB II-equipped Volkswagen models with in-vehicle navigation systems will now feature real-time fuel prices, sports scores, movie information and weather data as part of the three month SiriusXM Travel Link trial. VW customers will also enjoy real-time traffic information and a complimentary four-year SiriusXM Traffic trial.

Customers purchasing new Volkswagen models equipped with VW Car-Net connected vehicle services will receive a no-charge trial for six months after purchase. To extend the benefits of this connectivity system, customers can choose from a number of VW Car-Net payment options: 1 year, for \$199; 2 years for \$378; 3 years for \$540; or, month-to-month, for \$17.99.

Powertrain

The 2016 Eos features Volkswagen's award-winning 2.0-liter 16-valve DOHC turbocharged and intercooled four-cylinder TSI[®] gasoline engine. This advanced, technically-sophisticated, direct fuel-injection powerplant produces 200 horsepower and 207 lb-ft of torque and features drive-by-wire throttle control and maintenance-free hydraulic lifters. One of the key reasons for the engine's lively, responsive performance is that it produces all 207 lb-ft of torque from just 1,700 rpm, allowing for easy passing and exits from tight curves.

The front-wheel drive Eos features the remarkable DSG[®] six-speed dual-clutch automatic transmission as standard. This fast-shifting automatic enables the Eos to deliver an EPA fuel economy of 30 mpg on the highway and 22 mpg in city driving. DSG combines the comfort and ease-of-use of an automatic with the responsiveness and economy of a manual. The six-speed, transversely-mounted DSG unit features two wet clutches with hydraulic pressure regulation. One clutch controls the odd gears—first, third, fifth and reverse—while the other operates the even gears. Essentially it is two gearboxes in one.

With DSG, the set-up allows the next-higher gear to be engaged, but remain on standby until it is actually selected. In other words, if the Eos is being driven in third gear, fourth gear is selected but not yet activated. As soon as the ideal shift point is reached, the clutch on the third-gear side opens, the other clutch closes and fourth gear engages under accurate electronic supervision. Since the opening and closing actions of the two clutches overlap, a smooth gearshift results and the entire shift process is completed in less than four-hundredths of a second. In addition to its fully automatic shift mode, DSG has a Tiptronic[®] function to permit manual gear selection. For even livelier performance, the DSG also features a Sport mode, which makes the transmission even more responsive to the throttle and will hold on to gears longer.

Chassis

To give the 2016 Volkswagen Eos the ideal combination of sportiness and comfort, a fully independent suspension is utilized. At the front, a strut-type arrangement is utilized, with lower control arms, coil springs, and an anti-roll bar. At the rear, a compact four-link arrangement is mounted on a subframe that is acoustically decoupled from the main body to reduce road noise and vibration.

Electro-mechanical power steering is also employed to enhance the driving characteristics of the Eos. It features variable assistance for increased feel and weighting at highway speeds, and less steering effort at parking speeds. Other advantages include its mild self-centering action, its ability to compensate for different driving hazards, like crosswinds and steep road cambers, as it dispenses with the usual engine-drive pump. The Eos has a tight turning radius of just 35.8 feet, which helps make for easy parking maneuvers.

Four-wheel disc brakes come as standard on the 2016 Eos, with 12.3-inch diameter vented front discs and solid 10.7-inch rotors at the back. ABS anti-lock braking is standard, along with Electronic Brake-pressure Distribution (EBD) and Engine Braking Assist (EBA). Another standard feature is a brake disc wipe feature to remove water from the rotors to help improve braking response, together with hill-hold control, and a brake pad wear indicator.

Safety

Safety in the 2016 Eos starts with a strong, rigid laser-seam-welded bodyshell, crash-optimized, energy-absorbing front end, and heat-formed steel center B-pillars.

The driver and front-seat passenger are protected by front and side-thorax airbags, while Side Curtain Protection[®] head airbags help protect those in the front and rear seats, in addition to safety belt pretensioners.

Electronic assistance includes Electronic Stability Control (ESC), Anti-Slip Regulation (ASR), Anti-lock Braking System (ABS) and Tire Pressure Monitoring System (TPMS).

The Eos also includes Volkswagen's Intelligent Crash Response System that shuts off the fuel pump, unlocks the doors, and switches on the hazard lights if the car is involved in certain types of collisions.

Model Line-up

Komfort

With a reduced starting MSRP of \$31,995 (plus \$865 destination and delivery), the Komfort's long list of standard features includes the 2.0L, 200-hp TSI engine; six-speed DSG automatic transmission with Tiptronic; 17-inch "Michigan" aluminum-alloy wheels; hill-hold control; leather-wrapped multifunction steering wheel; power sunroof with tilt, slide, and wind deflector; front and rear power windows; "Matte Chromium" inserts for dashboard, console, and door trim panels; leather-wrapped brake lever and gearshift knob; wind blocker; foglights with cornering lights; heated front washer nozzles; cruise control; Climatronic dual-zone climate control; multi-function display; power driver's seat with lumbar; heated front seats; V-Text leatherette seating surfaces; VW Car-Net connected vehicle services; RNS 315 navigation system with five-inch color touchscreen with SD memory card reader, SiriusXM Satellite Radio, and Bluetooth connectivity.

Competitive Set

BMW 135i

Chrysler 200

Mini Cooper Convertible

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, CC, Eos, e-Golf, Golf, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, Tiguan and Touareg vehicles through approximately 652 independent U.S. dealers. Visit Volkswagen of America online at www.vw.com or media.vw.com to learn more.

Notes:

This press release and images of the 2016 Eos 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.

Where stated, fuel economy values (mpg) are EPA estimates. See www.fueleconomy.gov for details. Actual mileage will vary and depends on several factors including driving habits and vehicle condition.

VW Car-Net connected vehicle services provided by Verizon Telematics, Inc. 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.