FOR IMMEDIATE RELEASE

2014 VOLKSWAGEN PASSAT: EUROPEAN FLAVOR, AMERICAN-BUILT

Outstanding 43 mpg fuel efficiency, class-leading rear-seat legroom, priced from $20,995

- New 1.8-liter, turbocharged and direct-injection four-cylinder engine introduced to lineup, replacing the 2.5-liter five-cylinder engine
- Athletic-leaning Passat Sport joins lineup
- VW Car-Net™ connected services offered on Wolfsburg, SE, and SEL trims
- Rearview camera now standard on SE and higher trims
- Only TDI® Clean Diesel option in segment with EPA estimated 43 mpg highway fuel economy and range of nearly 800 miles
- Class-leading rear-seat legroom

Herndon, VA – The 2014 Volkswagen Passat is an American-built mid-size sedan with the space and comfort of many full-size models, offering remarkable, best-in-class, stretch-out rear-seat legroom and trunk space to match.

The Passat TDI® version—the only clean diesel option in the segment—delivers an EPA estimated 43 miles per gallon on the highway with the manual transmission, giving a range of almost 800 miles. Recently, using special, highly efficient driving techniques and tires, a similarly equipped Passat TDI set a new GUINNESS WORLD RECORDS® achievement for the “lowest fuel consumption—48 U.S. states for a non-hybrid car” category with a stellar 77.99 mpg—more than 10 mpg better than the previous mark of 67.9 mpg.

New for 2014
Under hood, the 2.5-liter five-cylinder engine has been replaced by a new 1.8-liter turbocharged and direct-injection four-cylinder engine, carrying the designation EA888 Gen 3. The engine makes 170 horsepower (the same as the 2.5L) and 184 pound-feet of torque (7 lb-ft more, delivered lower in the rev range). The manual transmission model also has an EPA
estimated fuel economy figure of 24 mpg in the city and 35 mpg on the highway, an improvement of 3 mpg over the outgoing 2.5-liter engine’s highway figure.

VW engineers also made some other significant mechanical improvements for 2014. On the cars fitted with the 1.8T engine, the hydraulic power-assisted rack-and-pinion steering has been replaced by an electric-assist system.

The Passat Sport has also joined the lineup, sliding between the mid-level SE and up-level SEL Premium trims. The Sport is only available with the new 1.8T EA888 engine, and offers an athletic-leaning take on this award-winning sedan.

Finally, Volkswagen will introduce its VW Car-Net™ connected services this fall on the Passat lineup, beginning with the Wolfsburg trim. 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 services, 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. Many of the features can be administered through a handy smartphone app for iPhone® and Android® devices.

**Exterior**

The Passat’s balanced proportions give it elegant and timeless styling, reflecting the new Volkswagen Design DNA developed by Walter de Silva, the Italian design chief for the Volkswagen Group, and Klaus Bischoff, the German design leader for the Volkswagen Brand.

The clean design, with a predominance of horizontal body elements, reinforces the Passat’s position as the sophisticated choice in the mid-size segment.

The key identifying feature of a strong brand is the styling of its front end. Here the Passat displays the horizontal brand face, with the three-blade grille and headlights forming a single unit. The Passat’s grille is sculpted in a three-dimensional shape and makes a distinctive and elegant impression because of its strict geometry. Beneath the front bumper is a large, lower intake with a striking honeycomb surface and available foglights housed at each end.

From the side profile, the muscular ridge in the sill area creates a lively interplay of light reflections. Powerfully sculpted wheelarches emphasize the dynamic properties of the Passat. To emphasize the aerodynamic styling of the Passat, the roof lines flow toward the back with a nearly coupe-like cut of the rear window. Three side windows create luxury-class style with a long, extended glass surface.

The rear section is also dominated by horizontal lines. The lines of the large taillights rise toward the sides, underscoring the dynamics of the elegant rear styling. Another unique
feature here is the design of the two-part taillights that are integrated in the rear fender and trunk lid.

This is a generously-proportioned four-door sedan and the largest Passat ever. Nose to tail it measures 191.6 inches and features a stretched 110.4-inch wheelbase and 72.2-inch width, which allows such exceptional rear seat space.

The Sport model offers three unique color combinations that help it stand out from the Passat family. When clad in Candy White or Tungsten Silver, the Sport is outfitted with a black roof and mirror caps, while the third color offered on the Sport—Urano Gray—is exclusive to this trim.

**Interior**
The Passat was designed and specifically tailored for American tastes and American lifestyles. So the cabin of the 2014 Passat delivers space, and plenty of it. There’s room for five adults to really stretch out in comfort. And with four large, wide-opening doors, getting in and out is a breeze.

There’s also a true elegance and simplicity about the layout. Nothing here is trendy or overdone. The lines flow in a style that’s easy on the eye, complimented by high-quality materials applied with attention to detail.

The instrument panel is similar to that of Volkswagen’s flagship model, the Touareg. Available chrome-trimmed gauges surround a digital multifunction display. A high-end chrome look is also applied to the air vents in the cockpit, and to the surrounds of the radio, navigation system, and the climate control panels. The rotary light switch and parking brake handle button are also treated in chrome.

The seats are exceptionally comfortable, with an emphasis on providing extra thigh support for long-distance road trips. Even in the base version, the driver’s seat adjusts eight ways, including lumbar, while most models feature eight-way power adjustment. Inviting cloth trim is offered with the base S model, while the Wolfsburg and higher trims feature Volkswagen’s characteristic perforated V-Tex leatherette seating surfaces. Two-tone seating is offered on SE models, and SEL models move up to leather seating surfaces.

For 2014, all trims, with the exception of the base S model, receive VW Car-Net connected services, and rearview cameras are now found in SE and above trims. Sport trims are distinguished with sport comfort seats, carbon trim accents, aluminum sport pedals, paddle shifters (automatic transmission only), stainless steel door sills, and Sport-specific floor mats.

**Fender® Premium Audio**
There is no shortage of entertainment system options with the Passat—but the most exciting is the Fender® Premium Audio System, which was designed to bring the raw emotion of a live music performance to the driving experience.

The system was developed through collaboration between Fender, the legendary music amplification experts, who also make some of the coolest guitars for the rock star elite, and Panasonic®. It cranks out 400 watts of power played through nine speakers, including a trunk-mounted subwoofer.

And the same cool, chromed Fender logo that has graced the guitar ‘amps’ of some of the world’s music legends is featured on the Passat’s Fender system.

**Engines and Transmissions**

The 2014 Passat lineup features three engine options, including the new 1.8-liter TSI® turbocharged four cylinder, the 2.0-liter TDI Clean Diesel, and a powerful 3.6-liter VR6®.

Volkswagen pioneered the use of small displacement, highly efficient direct-injection and turbocharged engines in the U.S., starting with the EA113 engine in the 2006 GTI and Jetta GLI. Now, the 2014 Passat features a new EA888 Gen 3 turbocharged and direct-injection four-cylinder engine that is made in Silao, Mexico. This 1.8-liter engine will produce 170 horsepower and 184 pound-feet of torque—the same power, but seven pound-feet more torque, delivered lower in the engine speed range than the 2.5-liter five-cylinder previously used in the current Passat. The EPA estimated fuel economy is 24 mpg city and 35 mpg highway when equipped with the five-speed manual transmission, and 24 mpg city and 34 mpg on the highway with the six-speed automatic.

The 2.0-liter TDI Clean Diesel inline four-cylinder engine produces 140 hp and 236 lb-ft of torque. It delivers an EPA estimated fuel economy of 43 mpg on the highway when equipped with the six-speed manual transmission, giving a range of 795 miles on one tank of ultra-low-sulfur clean diesel. The TDI engine is equipped with a Selective Catalytic Reduction System (SCR) that fulfills emissions requirements in all 50 states.

Optional on the Passat TDI Clean Diesel is Volkswagen’s DSG® six-speed automatic. This dual-clutch transmission is considered one the most-efficient automatics in the world. It incorporates a dual-clutch system that instantly engages and disengages gears without the need for a clutch pedal. With a special computer controlling the process, one clutch is engaged on the next gear, while the clutch from the previous gear is released.

The results are crisp, quick shifts, without the loss of power that is experienced with a traditional manual gearbox. It’s the perfect choice for drivers who want the performance of a traditional manual transmission with the precision of an automatic.
The 3.6 liter VR6 makes the 2014 Passat a top-flight sport sedan. Producing an impressive 280 hp and 258 lb-ft of torque, it offers power and luxury-class driving comfort, with European-type restraint in its fuel consumption—the EPA highway estimate is 28 mpg. Shifting on the Passat VR6 model is handled by a standard six-speed DSG.

**Suspension**
The Passat has been designed to feature the kind of dynamic, involved handling and precise steering that drivers have come to expect of a Volkswagen. The 2014 Passat may be a big car, but it drives small.

Its front suspension features the proven Volkswagen formula of damper struts with robust lower control arms, coil springs, and an anti-roll bar. At the rear, there’s a sophisticated four-link independent layout with telescopic dampers and an anti-roll bar.

The new electro-mechanical power steering is perfectly weighted to provide a balance between precision at highway speeds, and lower steering weight at parking speeds. Swinging into that tight, mall parking spot is easy, thanks to the Passat’s 36.4-foot turning radius and three turns lock-to-lock.

**Safety and Security**
Safety is not on the options list at Volkswagen, which is why every Passat comes with a comprehensive suite of active and passive safety features.

Safety starts with a specially-reinforced safety cage, complete with anti-intrusion side beams and forged steel roof B-pillars. Behind the sleek nose, there is a crash-optimized front-end featuring integrated impact-absorbing elements that help minimize the collision energy.

Naturally, every 2014 Passat comes with Electronic Stability Control (ESC) that helps compensate for oversteer or understeer by applying individual corrective forces to each of the wheels. Also standard is an Anti-lock Braking System, Hydraulic Brake Assist, Tire Pressure Monitoring, and Volkswagen’s acclaimed Intelligent Crash Response System. In the event of a collision it automatically unlocks the doors, shuts off the fuel pump, and even turns on the hazard warning lights.

The six standard airbags include front and side thorax airbags for the front-seat occupants, together with Side Curtain Protection® airbags front and rear.

**Scheduled Maintenance**
Peace of mind in owning a new Passat comes from Volkswagen’s no-charge Carefree Maintenance® Program. It covers scheduled maintenance for two years or 24,000 miles, whichever occurs first.
Model Line-up
The Passat is offered in five trim levels—S, Wolfsburg Edition, SE, Sport, and SEL—with a total of 13 equipment levels. All offer first-class safety and comfort.

1.8T S
With pricing starting at $20,995 for the five-speed manual transmission model, its key features include: air-conditioning; hill hold control (manual transmission only); multifunction steering wheel with audio and phone controls; powered exterior mirrors; automatic headlights with “coming home” function; trip computer; RCD 310 radio with CD player and six speakers; aux-in; Bluetooth® technology; 60/40 split rear seat; lumber for driver seat. The S is also available with a six-speed automatic transmission for $22,095.

1.8T Wolfsburg Edition
Priced from $23,995, the Wolfsburg Edition adds a six-speed automatic transmission; 16-inch “San Jose” alloy wheels with all-season tires; heated front seats; V-Tex leatherette seating surfaces, power driver seat with power lumbar; VW Car-Net™ connected services; leather-wrapped steering wheel, shift knob and parking brake; SiriusXM® Satellite Radio; and a Media Device Interface (MDI) with iPod® cable.

1.8T SE
Starting at $25,875, this trim, equipped with a five-speed manual transmission, builds on the features already offered in the Wolfsburg Edition with: 17-inch “Sonoma” aluminum-alloy wheels with all-season tires; rearview camera; power driver seat and lumbar; highline instrumentation cluster with multifunction display; rear passenger air vents; leather-wrapped multifunction steering wheel with audio and phone controls; auto-dimming rearview mirror; power and heated exterior side mirrors; heated front washer nozzles; leather-wrapped hand brake and shift knob; Premium VIII touchscreen radio with six-CD in-dash changer and eight speakers. The SE with Sunroof ($26,695) adds a six-speed automatic transmission, 18-inch “Bristol” alloy wheels, and a power tilt and slide sunroof; the SE with Sunroof and Nav ($27,895) incorporates the RNS 315 navigation system and Keyless access with push-button start. A 1.8T SE is also available with a six-speed automatic transmission for $25,875.

1.8T Sport
Priced at $28,495, the Sport adds: a six-speed automatic transmission; 19-inch “Luxor” wheels; a rear spoiler; foglights; a unique interior with sport comfort seats, carbon trim accents, aluminum sport pedals, paddle shifters (automatic transmission only), stainless steel door sills, and Sport-specific floor mats. Three exterior colors are available for the Sport: Urano Gray (an exclusive color for this model), Candy White, and Tungsten Silver. Candy White and Tungsten Silver are accompanied by a black roof and black mirror caps. A 1.8T Sport with five-speed manual is available for $27,295 as a sold-order vehicle.
1.8T SEL Premium
With a starting price of $31,295, this adds RNS 510 navigation; Fender Premium Audio System; remote start; partial leather seating surfaces; front foglights; rear seat pass-through; driver seat memory; and eight-way power passenger seat.

TDI Clean Diesel SE
Opens at $26,675 and features a six-speed manual transmission; 17-inch “Sonoma” aluminum-alloy wheels; V-Tex leatherette seating surfaces; eight-way power driver seat; heated front seats; Premium VIII touchscreen radio; rearview camera; multifunction leather-wrapped steering wheel; VW Car-Net; sliding front center armrest; and rear passenger air vents. The SE with Sunroof ($28,675) adds a six-speed DSG dual-clutch automatic transmission, 18-inch “Bristol” wheels, and a power tilt and slide sunroof. The SE with Sunroof and Nav ($30,375) includes: side moldings with chrome accents, the RNS 315 navigation system, Keyless access with push-button start, and front foglights.

TDI SEL Premium
This adds leather seating surfaces; comfort sport seats; RNS 510 navigation; Fender Premium Audio System; driver seat memory; wood grain interior trim; and an eight-way power passenger seat. Starts at $33,395.

3.6 SE with Sunroof
Standard features on this model ($29,665) above the basic SE equipment previously listed include: six-speed DSG automatic transmission; 18-inch aluminum-alloy wheels; eight-way power driver seat; Premium VIII touchscreen radio; Fender premium audio system; an MDI with iPod cable; chrome dual exhaust; and foglights.

3.6 SEL Premium
This flagship model starts at $34,265 and adds partial leather seating surfaces; Keyless entry with push-button start; RNS 510 navigation; driver seat memory; wood grain interior décor; eight-way power passenger seat; and interior chrome accents.

COMPETITIVE SET
Chevrolet Malibu
Ford Fusion
Honda Accord
Hyundai Sonata
Kia Optima
Nissan Altima
Toyota Camry

Building in America
Volkswagen’s Chattanooga plant that produces the Passat is part of a $5 billion investment by the company in the U.S. market. The facility was designed to keep environmental impact to a minimum and includes a revolutionary paint shop that significantly reduces emissions. A state-of-the-art $40 million employee training center ensures adherence to Volkswagen’s exacting quality standards. For more information go to: www.volkswengroupamerica.com/chattanooga.

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 2014 Passat are available at media.vw.com. Follow us @VWNews

“DSG”, “RCD”, “RNS”, “TDI”, “TSI”, “VW”, “Volkswagen”, all model names and the Volkswagen logo are registered trademarks of Volkswagen AG. “Carefree Maintenance” and “VR6” are registered trademarks of Volkswagen Group of America, Inc. “Android” is a registered trademark of Google, Inc. “Bluetooth” is a registered trademark of Bluetooth SIG, Inc. “Fender” is a registered trademark of Fender Musical Instruments Corporation. “Homelink” is a registered trademark of Johnson Controls Technology Company. “iPhone” and “iPod” are registered trademarks of Apple, Inc. “Panasonic” is a registered trademark of Panasonic Corporation.

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

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. Range claim is based on the 18.5 gallon tank and EPA estimated 43mpg for the manual transmission.

Rear legroom claim based on a comparison of manufacturers’ published data.
All prices listed are the Manufacturer’s Suggested Retail Price and exclude transportation, taxes, title, options, and dealer charges.

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.
## 2014 Passat Pricing

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.8T S (manual)</td>
<td>$20,995</td>
<td>16-inch steel wheels; five-speed manual transmission; air conditioning; power locks &amp; windows; body-color mirror and door handles; Bluetooth® connectivity; steering-wheel audio controls; 8-way manual driver seat; center armrest w/integrated storage box + Six-speed automatic transmission</td>
</tr>
<tr>
<td>1.8T S (auto)</td>
<td>$22,095</td>
<td></td>
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<tr>
<td>1.8T Wolfsburg Edition (automatic)</td>
<td>$23,995</td>
<td>+ 16-inch aluminum-alloy wheels; heated front seats; 8-way power driver’s seat; VW Car-Net™ connected services; leather-wrapped steering wheel, shift knob and parking brake; media device interface (MDI); SiriusXM® Satellite Radio</td>
</tr>
<tr>
<td>1.8T SE (manual)</td>
<td>$24,775</td>
<td>+17-inch aluminum-alloy wheels; V-Tex leatherette seating surfaces; Premium VIII touchscreen radio; leather-wrapped multifunction steering wheel; aluminum dash and middle console trim; rear air vents; exterior chrome window trim; sliding front center armrest; auto-dimming rearview mirror; heated front washer nozzles; rearview camera + Six-speed automatic transmission + 18-inch wheels; power tilt and slide sunroof + RNS 315 navigation</td>
</tr>
<tr>
<td>1.8T SE (automatic)</td>
<td>$25,875</td>
<td></td>
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<tr>
<td>1.8T SE with Sunroof</td>
<td>$26,695</td>
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<tr>
<td>1.8T SE w/Sunroof &amp; Nav</td>
<td>$27,895</td>
<td></td>
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<tr>
<td>1.8T Sport</td>
<td>$27,295</td>
<td>+ 19-inch “Luxor” wheels; a rear spoiler; foglights; a unique interior with sport comfort seats, carbon trim accents, aluminum sport pedals, paddle shifters (automatic transmission only), stainless steel door sills, and Sport-specific floor mats + Six-speed automatic transmission</td>
</tr>
<tr>
<td>1.8T Sport (automatic)</td>
<td>$28,495</td>
<td></td>
</tr>
<tr>
<td>1.8T SEL Premium</td>
<td>$31,295</td>
<td>+front foglights; 8-way power passenger front seat; partial leather seating surfaces; RNS 510 navigation; Fender® Premium Audio System; Homelink; comfort sport seats; interior chrome accents; wood grain interior décor; exterior chrome accents; remote start; Climatronic automatic A/C</td>
</tr>
<tr>
<td>TDI SE</td>
<td>$26,675</td>
<td>Six-speed manual transmission; 17-inch aluminum-alloy wheels; V-Tex leatherette seating surfaces; 8-way power driver seat; heated front seats; Premium VIII touchscreen radio; leather-wrapped multifunction steering wheel; aluminum dash and middle console trim; exterior chrome</td>
</tr>
<tr>
<td>Model</td>
<td>Price</td>
<td>Features</td>
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<tr>
<td>TDI SE w/Sunroof</td>
<td>$28,675</td>
<td>window trim; sliding front center armrest + 18-inch wheels; six-speed DSG automatic transmission; power tilt and slide sunroof</td>
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<tr>
<td>TDI SE w/Sunroof &amp; Nav</td>
<td>$30,375</td>
<td>+ 18-inch alloy wheels, RNS 315 navigation; MDI; Keyless access with push-button start; foglights; exterior chrome accents</td>
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<tr>
<td>TDI SEL Premium</td>
<td>$33,395</td>
<td>+ Leather seating surfaces; comfort sport seats; RNS 510 navigation; Fender Premium Audio System; Climatronic automatic air conditioning; remote start; driver seat memory; wood grain interior décor; 8-way power passenger seat; interior chrome accents</td>
</tr>
<tr>
<td>3.6L SE w/Sunroof</td>
<td>$29,665</td>
<td>Six-speed DSG automatic transmission; 18-inch aluminum-alloy wheels; V-Tex leatherette seating surfaces; sunroof; 8-way power driver seat; heated front seats; comfort sport seats; Premium VIII touchscreen radio; Fender Premium Audio System; leather-wrapped multifunction steering wheel; aluminum dash and middle console trim; exterior chrome window trim; chrome dual exhaust; foglights; sliding front center armrest</td>
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<tr>
<td>3.6L SEL Premium</td>
<td>$34,265</td>
<td>+ Leather seating surfaces; Keyless entry with push-button start; RNS 510 navigation; driver seat memory; wood grain interior décor; 8-way power passenger seat; interior chrome accents</td>
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<tr>
<td>Destination</td>
<td>$ 820</td>
<td>All prices exclude destination.</td>
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**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.

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