



Das Auto.

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Media Information

FOR IMMEDIATE RELEASE

2014 VOLKSWAGEN GOLF: THE COMPANY'S MOST SUCCESSFUL CAR

The versatile Golf is the hatchback that's loaded with German engineering

- *30th anniversary of Golf in the U.S.*
- *Global sales of more than 30 million since worldwide launch in 1974*
- *Final production year of the sixth-generation Golf*
- *MY 2014 line-up features four-door models with choice of 2.5-liter gasoline and TDI® Clean Diesel power*
- *Starting Base Price of \$19,995 for well-equipped Golf 2.5L; \$25,200 for Golf TDI Clean Diesel*
- *Car and Driver 10Best winner, with GTI*
- *Named one of KBB's 10 Best Back-to-School Cars of 2013*

Herndon, VA – The Volkswagen Golf remains the hatchback of choice for buyers demanding German engineering coupled with benchmark levels of quality, safety, style and refinement. With global sales now topping 30 million, the Golf continues to be Volkswagen's most successful model ever.

For 2014, Golf sees little changes over the 2013 model. The iconic hatch is offered only as a four-door model: the two-door version is discontinued for the final production year of this sixth-generation design. The Golf continues to be offered with a choice of 2.5-liter inline five-cylinder gasoline engine or the 2.0-liter TDI Clean Diesel that offers an EPA fuel economy rating of 42 mpg on the highway.

The strong tradition of affordable pricing coupled with high levels of standard equipment also continues. The 2014 Golf four-door with smooth-shifting automatic transmission starts at just \$19,995.

Exterior

This final year of the sixth-generation Golf continues with the clean-cut design language of its predecessors to deliver one of the most recognizable shapes in the

automotive world. Its simple, minimalistic lines are in stark contrast to many of its over-stylized rivals.

The front-end design uses strong horizontal lines such as the wide, double-bar grille and front bumper airdam vanes-to visually lower and widen the car's stance. The swept-back headlight design heightens the athletic look of the car.

In profile, a crisp, sharp crease runs the entire length of the Golf, adding visual movement to the car, while pronounced wheelarches add visual muscle. Black window trim and the absence of side moldings are in keeping with this clean-cut look. To ensure the driver has exceptional all-round visibility for added safety, the Golf boasts slender roof pillars along with a large tailgate glass. Mounted at the top of the hatch, visually extending the roofline, is a rear spoiler that houses a center high mounted stop light (CHMSL).

Distinctive rear taillights feature four individual lenses intersected by a clear panel for the turn signals and back-up lights. Running reflectors are blended into the lower rear bumper which features a blacked-out insert and a cutout for a pair of exhaust tips. Mounted between those rear lights is the trademark Volkswagen badge—only this one has a trick up its sleeve. Push the top portion of the badge and the bottom tilts upwards to release the tailgate.

Interior

One of the hallmarks of the sixth-generation Golf is its exceptionally well-crafted interior that continues to set the quality benchmark in its class. Even the entry-level models feature the kind of materials, fit and finish, and outstanding attention to detail normally reserved for much higher-priced luxury vehicles. Simply releasing the soft-opening, silicone-dampened glovebox allows you to experience just one example of this remarkable attention to detail.

Throughout the cabin, high quality, soft-touch plastics are integrated with tasteful, brushed metallic trim and chrome highlights. Brushed metallic trim inserts are standard on the dash and in the door panels of all Golf models, and accent the Golf's instrument panel and center console.

To match the Golf's long-standing reputation as an involving, fun-to-drive compact car, the interior features front seats with body-hugging side bolsters for added support, plus an array of adjustments. All models offer eight-way manual adjustment, together with two-way adjustable lumbar support, and adjustment for height. And to help ensure the perfect driving position, the thick-rimmed three-spoke steering wheel is adjustable for height and reach. For Golf with Convenience and Sunroof and all TDI Clean Diesel models, the wheel itself is leather-wrapped and features multifunction controls.

The 2014 Golf also boasts true flexibility and carry-all versatility that only a hatchback design can offer. Raise that high-lifting tailgate, flip forward the 60/40 split-folding rear seat with center pass-through, and the Golf can swallow an impressive 46 cubic feet of luggage. Keep the rear seats in place and there's still space for more than 15 cubic feet of cargo.

The Golf also sets exceptionally high standards in interior refinement. In creating this sixth-generation model, Volkswagen engineers made real advances in reducing noise levels. A highly effective noise-damping intermediate layer is used in the windshield, and sound-deadening technologies and materials are incorporated around the mounting points for the body panels, engine firewall, foot pedals, center tunnel, and around the air conditioning and heating system.

Music is key to all Golf owners, so even the base Golf 2.5L features an eight-speaker AM/FM radio with single-disc CD player, MP3 readability, and an auxiliary input jack for connecting portable media players. The 2.5L with Convenience and Sunroof and Golf TDI Clean Diesel models come standard with Premium VIII sound that includes a sleek, user-friendly touchscreen, eight speakers and AM/FM/satellite radio, plus in-dash six-disc CD changer along with an SD Card slot, and an MDI with iPod® cable. The TDI with Sunroof and Navigation adds the RNS® 315 touchscreen navigation system.

Engines and Transmissions

The Golf is offered with the choice of two technically-advanced engines. Buyers can choose either the 2.5-liter in-line five-cylinder gasoline engine or the 2.0L TDI Clean Diesel.

The 2.5L inline five-cylinder engine produces 170 horsepower and 177 lb-ft of torque. It features an aluminum-alloy crossflow cylinder head with four valves per cylinder, double overhead camshafts, maintenance-free hydraulic lifters, and sequential multi-port fuel injection.

The six-speed automatic with Tiptronic® and Sport mode comes standard on the Golf 2.5L four-door. Tiptronic allows a driver to shift manually with an up or down push of the gear selector. The 2.5L four-door with the standard six-speed automatic has EPA fuel economy estimates of 23 mpg city and 30 mpg highway.

Volkswagen's highly efficient 2.0-liter turbocharged inline four-cylinder TDI Clean Diesel produces 140 horsepower and an impressive 236 lb-ft of torque delivered between 1750 and 2500 rpm. This state-of-the-art diesel features an advanced

common-rail direct-injection fuel system. The valvetrain consists of double overhead camshafts, four valves per cylinder, and maintenance-free hydraulic lifters.

Standard on the Golf TDI Clean Diesel is a smooth-shifting six-speed manual transmission. The TDI model is also available with the highly acclaimed six-speed DSG® dual-clutch automatic transmission with Tiptronic and Sport mode—providing drivers with the performance of the manual gearbox with the effortless precision of an automatic. Both models deliver an EPA-estimated 30 mpg in city travel and an impressive 42 mpg on the highway, with a single tank range of more than 600 miles.

Suspension

Responsive, driver-focused handling is the hallmark of every Volkswagen Golf. And much of this is down to the car's German-engineered suspension which provides exceptional balance and fun-to-drive agility. All Golf models feature proven strut-type front suspension with coil springs, a lower control arm, and an anti-roll bar. At the rear there is a fully-independent multilink arrangement with coil springs, telescopic dampers, and an anti-roll bar.

Steering is enhanced with an electro-mechanical, variably assisted, power rack-and-pinion system. It's able to vary the level of steering assist to suit the speed and driving situation; firm and direct when driving hard, lighter and less sensitive at parking speeds.

Bringing the Golf to a halt is a sophisticated braking system that incorporates power-assisted four-wheel disc brakes, with vented 11.3-inch diameter discs at the front and 10.7-inch solid discs at the rear. Anti-lock braking (ABS) is standard together with electronic brake pressure distribution.

Safety and Security

As with all Volkswagen models, the starting point for ensuring the safety of those inside is with an extremely strong and rigid body structure. Key body components are made using ultra-high-strength steel and joined with seamless laser welds instead of spot welds.

In a collision, occupants are protected by six airbags (dual front, side, and Side Curtain Protection® airbags). In addition, every Golf offers front safety belt pretensioners with load limiters and three-point safety belts in all five seating positions (two front, three rear), with emergency locking retractors.

In addition to these, the Golf comes with Electronic Stability Control (ESC) as standard equipment. This key safety feature helps detect loss of control and automatically brakes

individual front or rear wheels and reduces engine power as needed to help maintain directional control.

The Golf also comes with Volkswagen's Intelligent Crash Response System. In certain types of collision, the fuel pump is shut off, the doors are unlocked, and the hazard lights switched on.

Model Line-up

The 2014 lineup is condensed and focuses on the four-door product only. The 2.5L four-door model is no longer available with a manual transmission. Golf with Convenience and Sunroof and all TDI models feature a leather-wrapped multifunction steering wheel, shift knob, and handbrake lever.

2.5L Golf

With a starting price of \$19,995 for the four-door version with six-speed automatic transmission, the 2.5L represents impressive value. Its standard features include 15-inch steel wheels with wheel covers; front center armrest; rear window wiper and washer system; front and rear carpeted floor mats; body-colored exterior mirrors, moldings, door handles, and bumpers; Daytime Running Lights; tilt and telescopic steering column; power windows with auto up/down; cruise control; adjustable intermittent front windshield wipers; compass; trip computer; air conditioning; cloth seating surfaces; two-way manual lumbar support; split folding rear seat with armrest and pass-through; RCD 310 radio with single CD, eight speakers, and aux-in; dual front airbags, front side airbags with Side Curtain Protection; and dual polished exhaust tips.

2.5L Golf with Convenience and Sunroof

Priced from \$22,995 for the automatic four-door, this adds: a power tilt/slide sunroof; leather-wrapped multifunction steering wheel, shift knob, and handbrake lever; heated front seats; Premium VIII touchscreen radio with six-CD in-dash changer; SiriusXM Satellite Radio® with limited-time subscription; MDI with iPod® cable; and Bluetooth® technology.

2.0L Golf TDI Clean Diesel

With a starting MSRP of \$25,200 for the four-door, the Golf TDI is equipped as standard with the 2.0-liter TDI Clean Diesel engine; a six-speed manual transmission with the option of a six-speed DSG® automatic transmission with Tiptronic® and paddle shifters; 17-inch aluminum-alloy wheels; heated front washer nozzles; front center armrest; leather-wrapped, multifunction steering wheel (manual shift paddles for DSG®); front foglights; footwell lighting; heated front seats; Premium VIII touchscreen radio with six-CD in-dash changer; SiriusXM Satellite Radio; MDI with iPod cable; and Bluetooth®.

2.0L Golf TDI Clean Diesel with Sunroof and Navigation

Priced from \$26,895 for the four-door, this package features a sunroof with power tilt and slide and the RNS 315 radio navigation system.

COMPETITIVE SET

Ford Focus hatchback

Kia Forte 5-door

Mazda3 5-door

Subaru Impreza hatchback

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. Visit Volkswagen of America online at www.vw.com or media.vw.com to learn more.

Notes:

This press release and images of the 2014 Golf 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.

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 Golf Pricing		
<i>Model</i>	<i>Price</i>	<i>Features</i>
2.5L 4-Door (automatic)	\$19,995	2.5L, 170 hp / 177 lb-ft engine; six-speed automatic transmission 15-inch steel wheels; front and rear disc brakes; hill-hold assist; rear window wiper and washer system; body color exterior mirror caps, moldings, door handles and bumpers; front center armrest; power adjustable and heatable exterior mirrors; front and rear carpeted floor mats; dual polished exhaust tips; cloth seating surfaces w/ front manual lumbar support; tilt and telescope steering column; split folding rear seats with center armrest and pass-through; Climatic manual A/C; power windows w/ one-touch up/down on all windows; cruise control; RCD 310 radio w/ single CD, aux-in; dual front airbags, driver and front passenger, front side airbags, Side Curtain Protection system for front passengers
2.5L w/ Convenience and Sunroof 4-Door (automatic)	\$22,995	(Includes 2.5L w/ features) +Power tilt and slide glass sunroof, heatable front seats, leather-wrapped multifunction steering wheel, shift knob and handbrake lever; Premium VIII touchscreen radio w/ six-CD changer; SiriusXM® Satellite Radio; MDI w/ iPod® cable; Bluetooth® connectivity

TDI 4-Door (manual)	\$25,200	(Includes 2.5L features) +2.0L, 140 hp / 236 lb-ft TDI® Clean Diesel engine; six-speed manual transmission; 17-inch alloy wheels with all-season tires; sport suspension w/ vehicle lowering; heated front washer nozzles; fog lights; leather-wrapped multi-function steering wheel (manual shift paddles w/ DSG®); leather-wrapped handbrake lever and shift knob; footwell lighting; heatable front seats, Premium VIII touchscreen radio w/ six-CD changer, SiriusXM® Satellite Radio, MDI w/ iPod cable, Bluetooth connectivity
4-Door (automatic)	\$26,300	+ Six-speed DSG® automatic transmission
TDI w/ Sunroof and Navi 4-Door (manual)	\$26,895	(Includes TDI features) + Power tilt and slide glass sunroof, RNS 315 navigation system
4-Door (automatic)	\$27,995	+ Six-speed DSG® automatic transmission
Destination	\$ 820	All prices exclude destination

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. Visit Volkswagen of America online at www.vw.com or media.vw.com to learn more.

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