



Media Information

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FOR IMMEDIATE RELEASE

THE ALL-NEW 2019 VOLKSWAGEN JETTA: BOLD DESIGN, INNOVATIVE TECHNOLOGY, AND A LOWER BASE PRICE

- *Jetta is now based off the award-winning MQB architecture*
- *Sleek coupe-like exterior design features a bold new face*
- *Upscale driver-centric interior features premium materials and modern design*
- *1.4-liter TSI® engine is paired with six-speed manual or eight-speed automatic transmissions*
- *Jetta S starts at an MSRP of \$18,745*
- *Aluminum-alloy wheels, App-Connect and full LED lighting are standard*
- *Available driver assistance technology includes: Front Assist, Blind Spot Monitor with Rear Traffic Alert, ACC, Lane Assist, and Light Assist*
- *Available premium features include: Volkswagen Digital Cockpit, 10-color ambient lighting, panoramic sunroof, heated and ventilated seats, and BeatsAudio® system*
- *Best-in-class 6-year/72,000-mile People First Warranty*

Herndon, VA (April 9, 2018) – The Volkswagen Jetta is one of the world's most successful sedans, with more than 17.5 million models sold worldwide since it was introduced in 1979: more than 3.2 million of those have been sold in the United States. Now based off the award-winning MQB platform, the all-new 2019 Jetta offers bolder design, even more interior space and the newest technology from the premium class.

The 2019 Volkswagen Jetta will be available in S, SE, R-Line®, SEL, and SEL Premium trim levels and is expected to arrive at U.S. Volkswagen dealers in the second quarter of 2018. Every Jetta model will come with the People First Warranty, an industry-leading six-year or 72,000-mile (whichever occurs first) bumper-to-bumper New Vehicle Limited Warranty., which can be transferred to subsequent owners throughout its duration.

Pricing for the Jetta S starts at \$18,745, less than the outgoing car's starting MSRP despite more new technology and features. The SE trim starts at \$22,395 and offers a host of upscale convenience and

driver-assistance systems. The first ever Jetta R-Line features sporty styling and the XDS[®] Cross Differential System and has a starting price of \$23,245. The SEL trim starts at \$24,695 and offers innovative tech features like Volkswagen Digital Cockpit and 10-color ambient lighting, while the top-end SEL Premium features standard luxury touches, like navigation and leather seats with front ventilation and driver memory, and starts at \$27,695.

Exterior

For the 2019 model year, the Jetta is based on Volkswagen's Modular Transverse Matrix (MQB) platform architecture. Working with the flexible MQB platform allowed the designers to reshape the body, creating a longer wheelbase, wider track, and a shorter front overhang. The fast-sloping rear roofline translates into a coupe-like profile. Dynamic lines and taut surfaces combine with the new silhouette to give Jetta a look that's at once elegant, yet athletic.

Compared with the current car, the new car grows outside in every direction. It is longer, wider and taller than the outgoing model. The increased exterior proportions add up to more interior space than the previous car as well.

Outside, the all-new Jetta marks an evolution in Volkswagen's clean and timeless design DNA, with modern lines and a refined appearance. The combination of a large front grille and sharper lines exudes a bold character, while the addition of more chrome and LED lighting lend a premium feel.

The front end design, with its emphasis of horizontal lines, at once identifies the new Jetta as a Volkswagen. Specific to the model is the distinctive unit formed by the radiator grille and the standard LED headlights. The trapezoidal grille is composed of four chrome bars, two of which flow into the headlight housings where the LEDs pick up the lines and connect them for a wrap-around effect.

The car's silhouette is marked by its taut surfaces and a long, extended side window. The coupe-like impression of the Jetta is reinforced by an offset roofline known as a 'phase'—a narrow strip that runs parallel to the actual roofline and into the C-pillar—which visually reduces the car's height. Beneath the shoulder, on the level of the door handles, there is a precisely carved character line that runs as an undercut. Its shadow surface tapers toward the rear, slightly arrow-shaped. The muscular wheelarches and side sills also form a powerful unit. The side sills here are marked by an integrated light line, which continues into the rear body.

The style of the rear section is defined by the arch-shaped trailing edge that extends into the shoulder section and forms the aerodynamic termination of the trunk lid. The spoiler, which is integrated into the body design, emphasizes the sedan's impressive width. This width is also highlighted by the sharp lines of the LED taillight clusters.

Despite the dramatic design, the new Jetta features a remarkably low drag coefficient of just 0.27, a 10 percent improvement over the previous model. To attain this figure, the Jetta features an active radiator shutter and Air Curtain intakes on each side, which allow air to flow smoothly past the front

wheelarches. To further optimize airflow, Jetta utilizes aerodynamic wheel designs and underbody panels.

The Jetta R-Line takes the dramatic styling a step further, with sporty 17-inch wheels, a more aggressive rear bumper with dual exhaust, a gloss-black grille, black side mirror caps, and R-Line badging.

Interior

The Jetta interior architecture is redesigned, having been engineered for increased comfort while supporting a sophisticated, upscale design. The 2019 Jetta has more headroom, knee room, and shoulder room than the previous car. The trunk space is 14.1 cubic feet and split-folding rear seats (60/40) are standard.

The cockpit is a driver-focused environment, with form following function. Both the instruments and the infotainment system are arranged in an easy-to-read horizontal orientation. Both the infotainment system and the climate-control interface are located on the center console, which is angled towards the driver.

Meanwhile, trapezoidal design elements from the exterior are repeated in the cabin for a touch of sportiness, and premium soft-touch materials are used. The lower instrument panel has a similar horizontal design, with a fine decorative trim strip that runs beneath the cockpit, across the entire instrument panel, and into the doors.

The 2019 Jetta sports new fabric colors and designs for the seats and door trim, and the front seats feature an ergonomically-optimized backrest release that makes adjustments for front-seat occupants especially easy. For an extra luxurious touch, the power-adjustable seats of the SEL Premium offer standard perforated-leather seating surfaces with heating and front-seat ventilation.

Every 2019 Jetta comes with a multi-function steering wheel that is leather-wrapped on SE models and above. R-Line models receive a unique leather-wrapped, R-Line badged steering wheel, and the Cold Weather Package on SE models and above offers a heated steering wheel. Between the large speedometer and tachometer is a multi-function trip computer that helps monitor everything from fuel consumption to trip distance, Bluetooth® connection status and navigation directions (when equipped). Dual-zone Climatronic® automatic climate control is standard on SE trims and above. An aerodynamically- and acoustically-optimized panoramic glass tilt/slide sunroof is standard equipment on SE trims and above.

SEL models offer the Driving Mode Selection feature as standard equipment. This system includes four modes to choose from: "Normal," "Sport," "Eco," and "Custom." Normal mode gives a balanced drive experience, while Sport is tuned for a more dynamic throttle response, tighter steering and more spirited ACC settings. Eco mode optimizes shift points, throttle response and climate control settings

for improved fuel economy. Individual allows a driver to tailor the steering and throttle, ACC, and climate control settings.

Jetta SEL and SEL Premium models feature a standard 10-color LED ambient lighting system. Coordinated with the Jetta's Driving Mode Selection feature, the system provides soothing indirect white light in the Normal profile, red light in the Sport profile and blue light in the Eco profile. The driver can set any of the ten colors using Manual or Custom mode.

SEL and SEL Premium trims also feature Volkswagen Digital Cockpit technology, which offers drivers a reconfigurable instrument-panel screen instead of conventional instrumentation. The high-tech, 10.25-inch display can show key vehicle data in five driver-selectable modes, including one that positions navigation data front and center for easy viewing.

To appeal to music lovers, these trims also offer the BeatsAudio® system. Available in the Jetta for the first time in North America, this setup showcases a 12-channel, 400-watt amplifier, digital signal processing and nine speakers, including a subwoofer.

Every Jetta model offers standard Driver Personalization with up to four driver settings. Dependent on trim, customizable features include: driver seat memory, drive mode selection, driver assistance system preferences, climate control, Volkswagen Digital Cockpit arrangement, ambient lighting color, radio presets, navigation view, and more.

MIB II Infotainment. All 2019 Jetta models feature Volkswagen's innovative MIB II touchscreen infotainment system. The display utilizes a capacitive-touch sensor (as in smartphone and tablet technology) rather than the more common resistive touchscreens that require pressure, enabling gesture controls like swiping and even pinch-zooming. The Composition Color unit is standard on S, SE, and R-Line models, and features a 6.5-inch capacitive touchscreen display. SEL models feature the Composition Media unit with a glass-covered 8.0-inch touchscreen display that first debuted in the 2018 Atlas. SEL Premium models feature the Discover Media unit with the same display.

Volkswagen Car-Net. Volkswagen is committed to driving the development of more connected and intelligent vehicles, and the Car-Net® connectivity system is a major element in achieving that goal. Features available through Car-Net are divided into three key areas: "App-Connect," "Security & Service," and "Guide & Inform."

Car-Net App-Connect smartphone integration for compatible devices is standard on all Jetta models. App-Connect offers users the ability to run select smartphone apps directly on the vehicle's display through services such as Apple CarPlay™, Android Auto™ and MirrorLink®.

Equipped on Jetta SEL and SEL Premium models, Car-Net Security & Service is a suite of elements that provides security features and also allows owners to access their VW remotely through vw.com/carnet as well as a smartphone app.

Customers purchasing new Volkswagen models equipped with VW Car-Net Security & Service will receive a six-month trial subscription from Verizon Telematics that starts on date of your Jetta purchase for no additional charge. To extend the benefits of this system after the trial, customers can choose from a number of payment options: One year for \$199, two years for \$378, and three years for \$540, or month-to-month for \$17.99, plus applicable taxes and fees. App-Connect can be used free-of-charge and is not included as part of the subscription-based services.

Available Car-Net Security & Service features include Automatic Crash Notification, which can help automatically notify 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, Car-Net Security & Service offers 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 who prefer a more personal touch, Agent Destination Assist is also available.

Car-Net Security & Service also includes Family Guardian, which offers features such as: 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 Security & Service. In addition to the vehicle's warning and indicator lights, a Vehicle Health Report provides customers easy access to diagnostic information. 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 owners need a recommendation.

The available VW Car-Net app for smartwatch (supports select Apple Watch® and Android™ Wear operating systems) allows VW customers to control a host of Security & Service features and functions available through the iPhone® app and Customer Web Portal, directly from their wrist. Smartwatch wearers can keep tabs on their vehicle from afar, remotely locking and unlocking doors and viewing the status of doors, windows and sunroof (open or closed). These consumers can also find a parked vehicle more quickly, with a map of the current vehicle location, and get walking or driving directions to the vehicle. Drivers can check their fuel level and receive alerts with a compatible smartwatch.

Car-Net Guide & Inform is standard on Jetta SEL Premium and 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. The in-vehicle navigation system features 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 three-month SiriusXM Traffic trial.

Powertrain

The new Jetta is powered by Volkswagen's 1.4-liter turbocharged and direct-injection TSI® engine, making 147 horsepower and 184 pound-feet of torque. The 16-valve engine is able to generate peak torque at just 1,400 rpm, while at the same time returning EPA-estimated fuel economy of 30/40/34 mpg (city/highway/combined) regardless of transmission choice.

The engine, internally coded EA211, features an air-to-water heat exchanger built directly into the intake module in place of an intercooler. The exhaust manifold is integrated into the head, reducing the distance that exhaust gases must travel to reach the turbocharger, thus allowing for faster response and catalytic converter light off. Valves work to regulate coolant flow into the head, which allows for rapid engine (and thus cabin) heating, as well as efficient cooling when the engine reaches normal operating temperature. Both the intake and the exhaust valves feature variable valve timing, which results in improved low-rpm performance, as well as increased torque throughout the rev range. A relatively high 10:1 compression ratio further helps the engine's efficiency, yet it still takes regular (87 octane) gasoline.

While the 2019 Jetta is more technologically advanced than ever, retaining its fun-to-drive character was of critical importance. Thus, a six-speed manual transmission is standard, with an eight-speed automatic available optionally. The all-new eight speed automatic transmission offers the benefit of two additional gears over the Jetta's predecessor, while remaining exactly the same weight. Primary goals in its creation were driving comfort and, of course, fuel economy. A shorter first gear is designed to provide faster acceleration than the previous model as well. Shift-by-wire hydraulics pair with optimized gear teeth and ultra-low friction mating surfaces to create a seamless, efficient, and comfortable drive experience.

A Start/Stop System is standard on automatic-transmission models. This technology stops the engine during idle when the brake pedal is held (such as when waiting at a red light). When the brake pedal is released, the engine restarts seamlessly.

Chassis

For the first time, the Jetta makes use of Volkswagen's award-winning MQB modular chassis. The platform features unitary construction with two solid-mounted subframes and bolt-on front fenders. Both body and chassis boast a large percentage of ultra-high-strength, hot-formed steel, which allows much of the chassis and body to be constructed from thinner and lighter parts without loss in strength.

Mounted in a lightweight, two-piece steel subframe, the Jetta's strut-type front suspension has lower control arms and long-travel coil springs. At the back, a torsion beam rear setup with telescopic dampers offers an ideal balance of ride comfort, handling, and weight (the rear suspension alone saves 44 pounds in unsprung weight over a more complex multi-link system).

The Jetta S comes standard with 16-inch "Rama" aluminum-alloy wheels and 205/55 R16 all-season tires; the SE and SEL feature "Rama Black" two-tone wheels. On Jetta SEL Premium models, 17-inch "Tornado Metallic" wheels have 205/55 R17 all-season tires.

The Jetta R-Line is equipped with a 17-inch "Trenton" aluminum-alloy wheels paired with 205/55 R17 low-profile all-season tires and the XDS[®] Cross Differential System. The XDS system acts as an electronic substitute for a traditional mechanical limited-slip differential, actively monitoring data from each wheel sensor. If the suspension becomes unloaded, the system automatically applies braking to the driven inside wheel as needed to help reduce understeer (the tendency for the front wheels to run wide). This not only helps the R-Line's stability, but also helps improve handling and cornering performance.

An electrically power-assisted rack-and-pinion steering assembly contributes to the Jetta's fun-to-drive character. The system is speed sensitive, with a ratio of 15:1 and 2.76 turns lock-to-lock. At highway speeds, the steering becomes firm and direct, while at parking speeds, assistance is increased. The turning circle is 36.4 feet.

Finally, an impressive braking system rounds out the Jetta's athletic performance. At the front, there are 11.5-inch vented discs, with 10.8-inch discs at the rear. The system features a brake disc drying feature to help remove water from the rotors to help optimize wet-weather braking, as well as Electronic Brake-pressure Distribution (EBD), and Hydraulic Brake Assist (HBA). All Jetta models also feature an electronic parking brake.

Safety

The 2019 Jetta offers a combination of both passive and active safety systems that are engineered to meet or exceed current crash regulations.

Another benefit of the Jetta adopting the MQB chassis is a much more rigid architecture than the previous car, which pays dividends in safety for both passengers and pedestrians alike. Highlights include a rigid laser-seam-welded bodyshell, crash-optimized, energy-absorbing front end, and heat-formed steel center B-pillars.

Inside, front and side-thorax airbags help protect the driver and front-seat passenger, while Side Curtain Protection[®] head airbags help protect those in the front and rear outboard seats.

Jetta is the only vehicle in its class to offer the Automatic Post-Collision Braking System, which is standard on all models. This system builds on the premise that a collision is rarely a single, instantaneous action, but rather a series of events that follow the initial impact—the most significant of which can cause additional collisions. The Automatic Post-Collision Braking System is designed to address this by applying the brakes when a primary collision is detected by the airbag sensors, thus helping reduce residual kinetic energy and, in turn, the chance of additional damage.

Driver-Assistance Systems

To meet the demands of American drivers, the 2019 Jetta offers a comprehensive suite of driver-assistance technology. Available features include: Forward Collision Warning and Autonomous Emergency Braking (Front Assist); Blind Spot Monitor with Rear Traffic Alert; Adaptive Cruise Control (ACC); active Lane Keeping System (Lane Assist); and High Beam Control (Light Assist).

Front Assist, optional on S models (in the Driver Assistance package) and standard on all other Jetta models, helps warn drivers of potential frontal collisions (Forward Collision Warning) with vehicles, and in some cases provides automatic braking assistance (Autonomous Emergency Braking).

Within physical system limits, Forward Collision Warning helps warn the driver of potential critical front-end collision situations, both acoustically and visually by a warning symbol in the instrument cluster if the car is above 18 mph. If the driver fails to brake, or if the car is below 18 mph, Autonomous Emergency Braking is activated to slow the vehicle. If the brake pedal is applied but the driver brakes too lightly, the brake pressure is increased by the system (Braking Support).

Blind Spot Monitor with Rear Traffic Alert is optional on S models (in the Driver Assistance package) and included as standard equipment on all other Jetta models. Blind Spot Monitor uses two radar sensors at the rear of the vehicle to scan the approaching traffic and help warn drivers of potential danger in adjacent lanes. If the driver uses the turn signal to indicate a lane change while a vehicle is detected in a blind spot, the system utilizes a flashing LED symbol in the outer area of the side mirrors. Even if the driver does not use a turn signal, the LED symbol in the mirror will illuminate if a vehicle is detected in the blind spot. The system is designed to help alert drivers in specific situations; stationary objects or oncoming vehicles do not trigger warnings, nor will vehicles more than one lane across away from the vehicle.

If combined with Lane Assist (Jetta SEL and SEL Premium, see below) the system not only helps warn the driver with the flashing LED symbol if a vehicle is detected in the blind spot, but within system limits, it can also countersteer to keep the car in the lane even with turn signals on. If the driver still tries to steer out of the lane, the system will warn with an additional vibration of the steering wheel.

The Rear Traffic Alert system helps detect vehicles approaching from the side that may be difficult for the driver to see while reversing. It offers a sizable range of about 65 feet, and will present a visual and an acoustic warning, before applying the brakes if a potential impending collision is detected. If the

driver does not react, the system can apply the brakes to help mitigate and, in the best case, prevent a collision. The system is activated by putting the car in reverse.

Adaptive Cruise Control (ACC), standard on SEL and SEL Premium models, uses a forward facing radar to maintain a set speed while helping maintain a set distance to the vehicle in front. The driver sets the speed and the desired spacing via buttons on the multifunction steering wheel and can further use those buttons or the brakes to adjust and cancel the ACC function while the accelerator can be used to override the ACC function. All ACC-related system messages appear in the central multifunction display.

When the roadway ahead of the vehicle is clear, the system maintains the set speed. Jetta models fitted with ACC can match a vehicle in front and come to a stop. The driver can resume ACC control after pressing the accelerator pedal.

The Jetta SEL and SEL Premium models are equipped with standard Lane Departure Warning (Lane Assist). When driving above 40 mph, if there is an indication that the vehicle is unintentionally straying from its lane, Lane Assist actively countersteers to help keep the vehicle in the lane. The system's camera recognizes visible lane markings and, using a special algorithm, calculates the risk of the car leaving the lane. If the driver takes his or her hands off the wheel for a defined period of time, the system provides an audible warning and a visual signal in the instrument cluster, asking the driver to take over. If the vehicle crosses a lane marking without use of a turn signal, the system will countersteer to keep the vehicle in the lane.

The system can work in the dark and/or in fog, but it will not engage if it cannot properly detect lane markings. If the turn signal has been set before crossing a lane marking, the Lane Assist system will not engage or give a warning. The driver can "override" the system at any time by applying minimal force to the steering wheel.

On Jetta SEL and SEL Premium, High Beam Control (Light Assist) automatically raises the headlamp high beams above 37 mph on dark or poorly lit roads, if there is no oncoming traffic detected.

Limited Warranty

All Volkswagen Jetta models come with The People First Warranty: a six-year or 72,000-mile (whichever occurs first) bumper-to-bumper New Vehicle Limited Warranty, which can be transferred to subsequent owners throughout its duration. The warranty includes powertrain coverage for engines and transmissions. Additionally, the remainder of the People First Warranty can be transferred to subsequent owners for up to six years or 72,000 miles, whichever occurs first, from the date the vehicle was first sold new.

Most mainstream competitors to the Volkswagen brand in the United States—such as Honda, Toyota, and Ford—only offer a three-year/36,000-mile basic warranty and a five-year/60,000-mile powertrain warranty on cars and SUVs. While Hyundai and Kia offer a five-year/60,000-mile basic warranty and a

higher time and mileage limit on powertrain limited warranties, the powertrain limited warranty is not transferable beyond five years or 60,000 miles from the date it was first sold new.

Competitive Set

Chevrolet Cruze
Ford Focus
Honda Civic
Hyundai Elantra
Mazda3
Toyota Corolla

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 Atlas, Beetle, Beetle Convertible, e-Golf, Golf, Golf Alltrack, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, Tiguan, and Tiguan Limited vehicles through more than 650 independent U.S. dealers. Visit Volkswagen of America online at www.vw.com or media.vw.com to learn more.

Notes:

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This information is preliminary and subject to change.

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.

Always pay careful attention to the road, and do not drive while distracted. Not all VW Car-Net App-Connect features available on all operating systems. VW Car-Net App-Connect features require compatible device, operating system, and mobile apps. Standard text and data usage rates apply. See mobile app provider for terms and privacy.

Six month trial period for VW Car-Net Security & Service begins on date of new vehicle purchase.

Verizon Telematics, Inc. is service provider of VW Car-Net Security & Service. Available on select models. Trial or paid subscription required. VW Car-Net Security & Service services require vehicle cellular connectivity and availability of vehicle GPS signal; certain services may collect location information. See Terms of Service, Privacy Policy, and other details at www.vw.com/carnet.

Text and email alerts should only be viewed when it is safe and appropriate. Standard text and data rates apply. Always pay careful attention to the road, and do not drive while distracted.

Roadside Assistance provided by a third party.

Stolen Vehicle Location Assistance is for use by law enforcement authorities only. See Terms of Service for details.

Apple watch app features are limited. Standard text and data rates apply. Always pay careful attention to the road, and do not drive while distracted.

Three months of SiriusXM Satellite Radio on satellite radio equipped vehicles, plus access online and on the app. See dealer for complete details. ©2017 Sirius XM Radio Inc. Sirius, XM, SiriusXM, and all related marks and logos are trademarks of Sirius XM Radio Inc.

Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.

Driver Assistance features are not substitutes for attentive driving. See Owner's Manual for further details, and important limitations

6 years/72,000 miles (whichever occurs first) New Vehicle Limited Warranty on MY2018 and newer VW vehicles, excluding e-Golf. See owner's literature or dealer for warranty exclusions and limitations.