



VolkswagenPure
Certified Pre-owned Vehicles.



Volkswagen Pure

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Introduction

Buying a pre-owned vehicle, even a Volkswagen®, can be fraught with uncertainty. You have no idea whether the previous owner performed regular maintenance or performed irregular repairs in their own garage. Are you buying a lemon? Or have you somehow lucked into some lemonade? The simple truth is that you just can't know for sure what you're buying. Unless it's been certified as Volkswagen Pure by your Volkswagen dealer.

Only a Volkswagen Pure certified pre-owned vehicle gives you the certified peace of mind that comes from a rigorous 112-point inspection performed by certified technicians who will replace any faulty parts with Volkswagen Original parts. But that's not all. Certified peace of mind also comes from the additional 2-year / 40,000 km (whichever comes first) limited warranty, 2 years of roadside assistance and the **CarProof® Vehicle History Report** you receive with every Volkswagen Pure vehicle. On the following pages you'll learn more about our Certified Pre-owned Program and why only your Volkswagen dealer can offer you certified peace of mind.

What makes a pre-owned Volkswagen eligible to be Volkswagen Pure?

Not every Volkswagen can become Volkswagen Pure. Only vehicles manufactured in the past five model years with less than 120,000 kilometres at the time of certification are eligible for the Certified Pre-owned Program. They must also have been in service for a minimum of six months or have accumulated at least 10,000 kilometres. Only if it satisfies these conditions will a Volkswagen be considered for the program, ensuring you get the quality you expect from Europe's most popular automotive brand.



Award-winning peace of mind

But don't take our word for it. The Volkswagen Pure Certified Pre-owned Program has been recognized as the best of its kind by IntelliChoice* six years in a row, so not only do you have certified peace of mind with Volkswagen Pure—you have award-winning peace of mind. Visit vw.ca/pure for more details.

*IntelliChoice.com, October 2009 review of 32 manufacturer programs. See www.intellichoice.com for additional details, explanation of results and program updates. Based on U.S. Program analysis.



The Volkswagen Pure difference

Before any pre-owned Volkswagen® can become Volkswagen Pure, it must undergo a thorough 112-point inspection. As part of this process your dealer will replace any faulty parts with Volkswagen Original parts. Then and only then can your dealer confidently offer you the security of an additional 2-year / 40,000 km (whichever comes first) manufacturer-backed limited warranty over and above the vehicle's existing warranty. Now that's certified peace of mind.

Of course we'd need a few more pages to list every one of the 112 tests, but here's an overview of the areas covered:

- Engine electrical / engine mechanical
- Roadworthiness / test drive
- Safety equipment function
- Brakes, steering / suspension system
- Vehicle diagnostic/operating systems
- Bodywork fit and finish
- Interior/exterior lighting
- Window glass integrity
- Wheels and tires
- Interior trim, upholstery and carpeting integrity
- Lubrication, filters and fluids
- Emissions control equipment checks
- And much, much more

Visit vw.ca/pure for a comprehensive list.

Every Volkswagen Pure vehicle also comes with a **CarProof® Vehicle History Report** and 24-hour roadside assistance provided by Sykes Assistance Services Corporation, which offers the following services for two years from date of purchase:

- Towing
- Battery jump-start
- Flat-tire change
- Lock-out service
- Fuel-delivery service
- Emergency winching service
- Trip interruption benefits



Golf City / Jetta City

Volkswagen® has always been an accessible kind of company. That's why our name means "People's Car." The economical and affordable Golf City™ and Jetta City™ were first launched in Canada to allow more people than ever to experience the joy of German engineering—with all the fun-to-drive, fit-and-finish and innovative expertise you would expect from Europe's most popular automotive brand. But even though they come with a small price tag, these cars are still mighty big on standard features and safety—like their CD/MP3 player with USB port or Anti-lock Braking System (ABS), both standard.

Rabbit

With its 2.5L 170 hp 5-cylinder engine, the nimble Rabbit® takes you from A to B without any Zzzz. The 177 lb-ft of torque may have something to do with it and with the fact that the Rabbit is a spacious hatchback with responsive European handling. It raises the standard for standard features with ABS 4-wheel disc brakes, cruise control and a 10-speaker audio system, to name a few. A German-engineered 5-speed manual transmission or available 6-speed automatic transmission with Tiptronic® makes sure you're always geared up to go.

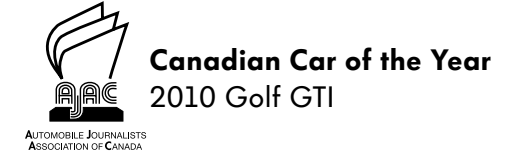




Golf 3- and 5-door / Golf Wagon / Golf GTI

The sixth-generation Golf® is the latest award-winner from our engineers in Wolfsburg. Absolutely packed with fresh, innovative design ideas, the new Golf is not only the ultimate expression of German-engineered fun-to-drive and superior fit-and-finish—it's the 2009 World Car of the Year. The Golf is also available as a spacious, performance-minded wagon and an adrenalin-charged Golf GTI® version. The 5-door Golf and Golf Wagon are also available with a TDI Clean Diesel™ engine*. When it comes to the Golf, you truly have to drive it to believe it.

*Turn to page 17 for more information on TDI Clean Diesel.





New Beetle / New Beetle Convertible

Remember where you were the day you first saw a New Beetle®? Loved by drivers and adored by pedestrians the world over, it became a modern classic the day it was launched. And when the New Beetle Convertible arrived, the global smile index jumped even higher. Yet behind all the fun is a car packed with some serious German-engineered performance and safety, with a 150 hp 5-cylinder engine and Electronic Stabilization Programme (ESP).

Jetta / Jetta Wagon

With five-star safety* and first-rate performance, the Jetta® and Jetta Wagon are at the heart of what Volkswagen® is all about. Affordable. Durable. Exciting. And packed to the roof with standard features like a 2.5L 170 hp 5-cylinder engine, 6 airbags**, 8-way manually adjustable front seats, 60/40 split-folding rear seats and the best cargo space in its class with the Jetta Wagon. Of course the options aren't too shabby either, with a turbocharged 2.0L 200 hp TSI† engine with available 6-speed DSG® automatic transmission that will keep you glued to the back of your very comfortable seat.

*NHTSA 5-star front- and side-impact ratings award went to the Jetta. For details on which model years won awards, see www.safercar.gov. Government star ratings are part of the U.S. National Highway Traffic Safety Administration (NHTSA) New Car Assessment Program. Crash performance was based on a U.S.-equipped vehicle. Some features on this model may be optional in Canada.

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

†Only available on Jetta Sedan.





TDI / TDI Clean Diesel

Volkswagen®'s TDI® engines have been setting the standard for fuel economy, reliability and durability for some time now. But when we unveiled our all-new TDI Clean Diesel™ technology in 2008 as part of our BlueMotion™ Technologies it was a giant step forward in clean driving. Without getting too technical, here's a quick rundown. When combined with a revolutionary particulate filter and a nitrous oxide storage catalyst, the TDI Clean Diesel can achieve ultra low emissions with virtually no odour—making it compliant with some of the toughest emissions standards in North America, and easy on the nose.

TDI Clean Diesel is just one of the many initiatives being undertaken by Volkswagen engineers under the BlueMotion Technologies name. BlueMotion is a trademark that applies to all of our efforts to reduce fuel consumption and support sustainable mobility. From TDI Clean Diesel to Hybrid and beyond, BlueMotion is the future of responsible driving.

And now the fun part. In the 5-door Golf®, Golf Wagon, Jetta® and Jetta Wagon, the TDI Clean Diesel engine is 40%* more powerful than its previous technology—giving you a g-force-inducing 236 lb-ft of torque on the road. The Touareg® TDI Clean Diesel, for its part, offers you 53% more torque than its gas-powered counterpart. Lastly, TDI Clean Diesel really excels where it counts. Your wallet. With the 2010 models getting mileage of more than 1190 km per tank**, you'll be spending 36% less at the pump compared to other cars† in the passenger car segment. Saving money is great. Saving the air we breathe is even better. Read our TDI Clean Diesel blog at tdicurious.ca to find out more.

TDI Clean Diesel engines are currently available in the Jetta, Jetta Wagon, Touareg, Golf 5-door and Golf Wagon.

*Compared to previous 1.9L 100 hp TDI Clean Diesel engine.

**Based on estimated fuel consumption ratings determined using the Government of Canada's approved criteria and methods of 4.6L/100 km (highway) for the 2010 Jetta TDI Clean Diesel equipped with automatic transmission and a 55L fuel tank capacity. City rating is 6.7L/100 km. Estimated ratings for the 2010 Golf 5-door TDI Clean Diesel, Golf Wagon TDI Clean Diesel, Touareg TDI Clean Diesel are 4.6L/100 km (highway) and 6.7L/100 km (city), 4.6L/100 km (highway) and 6.7L/100 km (city), 8.0L/100 km (highway) and 11.9L/100 km (city) with automatic transmission. Your consumption may vary.

†Based on the 2009 Jetta TDI Clean Diesel's estimated fuel consumption rating, which is 36% less than the estimated consumption of the average 2009 passenger car.



GTI / GLI / Eos

Pre-tuned for performance by our engineers in Wolfsburg, the GTI® and GLI® are more than just state-of-the-art sport compacts—they're rewriting the book on driving, with the GTI making *Car and Driver's* 2010 10Best Cars list for the fourth year running. The pounding heart of these road rockets is a 2.0L 200 hp turbocharged direct-injection TSI® engine that pumps out 207 lb-ft of torque. High-performance fully independent sport suspension keeps you glued to the road while 8-way bolstered sport seats, sport pedals, and available Tiptronic® and DSG® paddle shifters keep you happily stuck inside the cockpit. These legends of the Autobahn more than live up to their already mighty reputations.

And let's not forget another icon that recently came out of the Volkswagen® dream factory. The Eos®—the world's first hardtop convertible with a retractable sunroof—has already found its place on several awards lists. Sure, it's a stunningly designed coupe. And yes, the 2.0L 200 hp turbocharged direct-injection TSI engine it shares with the GTI and GLI deserves attention too—but so does the engineering that allows its roof to fold up into the trunk in just 25 seconds. It's time to open up and say "ahhhh."



Passat / Passat Wagon / Passat CC

Believe it or not, there are some people who use their car for practical things—like driving the kids to soccer practice or driving themselves to a black-tie affair. So, of course we have a practical side—it just happens to come attached to fast, efficient, stunningly beautiful German engineering. The Passat® and Passat Wagon combine the power of turbocharged optional V6 engines with the safety of front, side and curtain airbags*, Electronic Stabilization Programme (ESP), ABS brakes, integrated alarm system, and the refinement of leatherette or leather seating. An 8-speaker CD/MP3 player, keyless entry, cruise control and trip computer make for an exceptional driving experience matched only by the amount of trunk space and legroom.

Already racking up awards around the world, the sleek lines and stealthy power of the Passat CC™ are also capturing hearts and longing stares across Canada. With a profile so slippery that it has one of the lowest drag coefficients in its class, and a powerful German-engineered engine that definitely belongs on the Autobahn, this is one smooth performer. Take one look at how the available rear-view camera reveals itself from behind the VW badge on the trunk lid each time you reverse. Or take several looks through the available panoramic tilt sunroof. This is a car engineered for connoisseurs. And with Volkswagen®'s 4MOTION® all-wheel drive technology also available, you could even say this is a car engineered for connoisseurs of adventure.

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





Drivers should always exercise care and control and drive according to weather and road conditions.

Touareg / Tiguan

The ultimate combination of off-road muscle and on-road luxury, the Touareg® comes with an impeccable rally pedigree and more than enough features to satisfy the most demanding driver. A 3.6L 280 hp German-engineered engine and standard 4XMOTION® permanent four-wheel drive off-road capability are willing to take you wherever you want to go while an available 600-watt, 10-speaker Dynaudio® digital sound package, navigation system, rearview camera, keyless access and Park Distance Control ensure that you'll get there with ease—and in comfort. The Touareg is truly an adventure waiting to happen.

The Volkswagen® Tiguan® is our first compact SUV, with a name that translates as pure adrenalin—on-road and off. With its available 4MOTION® all-wheel drive off-road capability, you can easily take it to the cottage in the dead of winter*—you know, that cottage in the middle of nowhere—but it's the 2.0L 200 hp turbocharged direct-injection TSI® engine transplanted from the world-famous GTI® that really puts the “Sport” in SUV. Powerful, efficient and economical, this masterpiece of German engineering makes it easy to forget that you've also got all the practical features you need: 60/40 split-folding sliding rear seats with pass-through, award-winning safety and all sorts of clips, cupholders and storage bins.

*Your vehicle is sold equipped with all-season tires. However, please remember that the use of winter tires may be mandatory in your province or territory. Make sure your vehicle has the proper tires at all times. Always drive according to road and weather conditions.



Routan

The Routan™ has all the space and practicality of a conventional minivan, with all the power, innovation and fun-to-drive you would expect from a Volkswagen®.

There's plenty of room for seven passengers, with 5-star safety* to keep them protected and available optional DVD screens with remote control to keep them entertained. Not to mention a 4.0L 251 hp V6 engine and responsive Euro-tuned suspension to keep you glued to the road. Or the under-floor storage and available power sliding doors that keep reminding you how practicality and power can live comfortably together. Very comfortably, in fact.

*NHTSA 5-star front- and side-impact ratings award went to the Routan. For details on which model years won awards, see www.safercar.gov. Government star ratings are part of the U.S. National Highway Traffic Safety Administration (NHTSA) New Car Assessment Program. Crash performance was based on a U.S.-equipped vehicle. Some features on this model may be optional in Canada.





Accessories

How do you make your Volkswagen Pure purely yours? Personalize it to fit your unique lifestyle. There's a huge range of quality Volkswagen Original accessories designed specifically for your Volkswagen®. From roof racks, body kits and pedal covers to sunshades, luggage nets and trunk organizers, you're sure to find precisely what you're looking for. And the best part is it will have been designed precisely to fit your vehicle.

Barracuda Bike Holder

Add some wheels to your wheels. This rugged and durable bike rack makes securing and releasing your bicycle quick and easy.

Accessory Wheels

Customize your ride with a wide range of accessory wheels designed specifically to fit your Volkswagen—and your personality.

Monster Mats™

Über-tough floor mats help to keep your carpets from getting mucky, yucky and everything in between.

Splash Guards

It's messy under there. Rainwater, gravel, sand and salt—whatever your wheels splash up, your underbody is protected. Just think of them as underbodyguards.

VolkswagenOriginal

Parts. Service. Accessories.

You can have confidence in every Volkswagen Pure vehicle because your dealer insists on using Volkswagen Original parts and accessories. These are genuine Volkswagen parts and accessories installed by factory-trained service technicians, so you know that your certified pre-owned Volkswagen has been taken care of by the only people who love your car more than you do. If a faulty part or accessory is discovered at any time during the 112-point inspection it will only be replaced by a Volkswagen Original part or accessory to ensure the integrity of your vehicle for years to come.

VolkswagenPlus

Owner Privilege Program.



Making the most of your Volkswagen® means more than just driving. Volkswagen Plus, our owner privilege program, provides you with a host of benefits and services, all at no extra charge.

Visit VolkswagenPlus.ca to register for free and start truly enjoying life as a Volkswagen owner.

Volkswagen Finance



Once you figure out what car to get, Volkswagen Finance will help you get into it. For some people, the hardest thing to decide on when buying a new car isn't colour. Or figuring out which options they just can't live without. It's financing. That's why the folks at Volkswagen Finance are there to help. Go to vw.ca for more information. The choice is yours.

And if you choose a Volkswagen Pure certified pre-owned vehicle, Volkswagen Finance will offer you, when available, a special rate to make owning German engineering even easier.

\$500 rebate for recent graduates*

It's tough heading out into the real world after graduation. To make things easier, we've developed the Volkswagen Graduate Program exclusively for recent college and university grads. When you buy any Volkswagen Pure vehicle, you get a rebate of \$500*. Consider it our graduation present to you.

*\$500 rebate for recent college or university graduates. Certain conditions apply. Visit vw.ca or dealer for details.



VW.ca

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