



Press Release

THE NEW TIGUAN Australian Media Launch, Blue Mountains, New South Wales, May 2008

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Important:

All the data and descriptions included in this press folder are valid for the programme of models available for sale in Australia. Different details may apply in other countries. This information may be subject to change or correction.

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Volkswagen's First Compact SUV

The New Tiguan

Volkswagen has entered the thriving Compact SUV segment in Australia for the first time with the all new Tiguan – offering the versatility and spaciousness of an SUV and the quality, style and technology of a Volkswagen.

The Tiguan's dynamic exterior styling, generous dimensions and fresh interior have been matched up to both TDI and TSI technology offering benefits in performance, fuel efficiency and low emissions. The Petrol and diesel engines are combined with 6 speed manual and automatic transmissions, and Volkswagen's latest generation 4MOTION all wheel drive system.

The recent awarding of the prized five star EuroNCAP safety rating highlights the safety credentials of the Tiguan, which includes 6 airbags and Electronic Stabilisation Program (ESP) as standard. Safety is complemented by a number of the most desired styling and convenience features such as alloy wheels, roof rails, cruise control and multi-function steering wheel, also standard across the entire model range.

The Tiguan also introduces a number of innovative new options such as Park Assist technology, an electrically operated panoramic glass sunroof and Volkswagen's new RNS510 satellite navigation system with Rear View Camera (RVCPlus).

With recommended retail pricing from \$33,990, the Tiguan offers a very competitive European alternative to a familiar field of Japanese and Korean branded vehicles.

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To the Point

The New Tiguan Redefining the expectations of an SUV

The Tiguan is a completely new development from the ground up and will be appreciated by anyone who enjoys the individual visual appearance and versatility of an SUV, but also expects a premium level of comfort and agility. The Tiguan chassis sets high standards in the world of SUV's with its dynamic properties and high level of active safety. In terms of safety, the European consumer protection organisation Euro NCAP (European New Car Assessment Programme) tested the safety of the Tiguan and the results are first class. The Tiguan earned five stars for passenger protection, four stars for child safety and two stars for pedestrian protection. With this result, the Tiguan continues the good tradition established by the Golf, Passat and Touareg in the past.

Three engine specifications are available, two petrol with TSI technology (125kW & 147kW) and one TDI (103kW). All are charged without exception, delivering thrust just above the engines idling speed. Today, the new and remarkably quiet common rail TDI combined with Diesel Particulate Filter (DPF) already satisfies the Euro-5 standards that do not go into effect in Europe until 2009.

The Tiguan is an all-round talent. This characterisation not only describes its powertrain properties, but also the multivariable and very spacious interior. The rear bench seat is split with a 60:40 ratio, it can be adjusted 16 centimetres in the longitudinal direction, and the rear seatback has multiple tilt adjustment settings. This provides either more legroom in the rear or additional space in the cargo area.

Also available on the Tiguan is a folding front passenger seat, so that very long objects and awkward objects can be stowed. With regard to the seat position, the passengers travel in exceptional comfort, not only in the front but also in the rear. The reason for this is due to the rear passenger seats being somewhat higher than the front seats and therefore more relaxed.

Design & Dimensions

The New Tiguan

FRONT END /

A typical, trusted, friendly Volkswagen. And yet everything is new, everything is different. The radiator grille was further developed and its design was significantly reduced. The headlights are distinctive; they form an integral unit with the grille and bumper.

The engine bonnet is cut into the contour of the headlamps and lends a very concentrated look to the car's face. Shaped to be broad and powerful is the bumper beneath the headlamps and on the sides the fog lamps complete the image in their own frames. The actual character of the front end, however, is generated by the interplay of all design characteristics. And in the process the 1.81 meter wide and 1.68 metres tall (with standard roof rails) Tiguan exhibits a clarity of form and proportion that make the approx. 4.43 meter long SUV stand out distinctively from the crowd in the big city.

SIDE PROFILE /

In its side profile, clarity and power also dominate the forms. Viewed from the side, except for the small Volkswagen symbol in the wheel rims, there is no logo that "gives away" the Tiguan as a Volkswagen. And yet, there is no doubt that it can be made out as a Volkswagen at first glance.

Clarity and power also form the unique wheel arches, a window line that rises from the front to the back, the door and guard surfaces are designed with strong modulation, as well as new, 16-inch "San Francisco" alloy wheels.

REAR END /

Typical of Volkswagen is the design of the rear end. However, here too, it is both typical and yet entirely different. Typical, because the basic layout of the taillights follow the pattern of the Eos and the Passat Wagon and are part of the powerful shoulder section. It is different, because the overall design takes new paths, the steep tailgate extends far into the bumper and is part of a design and the classic, pure SUV elements are combined with contemporary, urban forms.

Interior

The New Tiguan

MULTIVARIABLE INTERIOR /

Attention to detail is evident right down to the last detail in the Tiguan giving it a decidedly ergonomic and very spacious interior. In all five seating positions on board, the Tiguan occupants are just as comfortable. The rear bench can be adjusted in the longitudinal direction and has asymmetrically split folding sections.

FRONT SEATS /

The seating system in the Tiguan is available in two configurations, depending on the equipment level. The TDI and 125kW TSI both come fitted with comfort seats that already offer good comfort and height adjustment. Positioned above this is the 147kW TSI equipment line. Here the seats are sports seats with integrated adjustable lumbar support.

REAR SEATS /

The three-part rear seating system is a bench split in a 60:40 ratio; in addition the centre section of the seatback can be folded down to be used as a centre arm rest, drink holder or cargo pass-through.

The individual seat elements can also be adjusted by 16 centimetres in the longitudinal direction. Independent of this adjustment, the rear seatbacks can be adjusted over a reclining range of 23 degrees.

CARGO AREA /

Neat, variable, functional and level – these are key words that accurately describe the cargo area of the Tiguan. With five persons on board it already stows 395 litres. Up to 1,510 litres and 650 kilograms payload can be stowed in the Tiguan when the rear seats are folded down. This moves it right next to genuine mid-class station wagons. So-called gap flaps close the gaps that occur when the seat unit is folded away, thereby forming a level cargo floor. Chrome-plated tie-down eyes, a 12-Volt accessory plug and other functional elements make this a truly multivariable cargo area.

Engine & Transmissions

The New Tiguan

CHARGED ENGINES /

The Tiguan will be the first SUV in the world to arrive on the market exclusively with charged TDI and TSI engines. The advantage: Greater power and torque, better fuel economy and lower emissions. The new Tiguan SUV will debut on the Australian market with a TDI engine.

The TSI engines on offer will be two four-cylinder engines: 125 kW and 147 kW. In the diesel area, there will be the powerful 103 kW 2.0 TDI. The goal here was to offer the quietest diesel engine in its class. The direct-injection turbo-diesel engine with Diesel Particulate Filter (DPF) will already fulfill the Euro-5 standard that does not go into effect in Europe until 2009.

SIX-SPEED MANUAL AND AUTOMATIC TRANSMISSIONS /

The 103kW 2.0TDI and 125kW TSI are delivered with six-speed manual transmissions as standard equipment. As an option, the Tiguan may be ordered with a six-speed tiptronic automatic, which is standard in the 147kW TSI model. The manual transmission can be driven at an engine speed of 1,000 rpm or vehicle speed of just 6.69 km/h, for example; this practically equals the crawler gear of a reduction gearbox. The automatic transmission has gear level pre-select; in off-road use, it prevents shifting to the next higher gear.

4MOTION

The New Tiguan

LATEST GENERATION OF 4MOTION /

In 1998 Volkswagen presented the highly advanced 4MOTION system as the successor to the fulltime “syncro” all-wheel drive. Over nearly a full decade, the all-wheel drive concept has been continuously further developed in various technical configurations.

An important design property of the 4MOTION systems installed in car segments up to the Passat V6 FSI is the very quick reacting Haldex clutch. The latest version of this technology operates on the Tiguan. The defined development goal was an all-wheel drive that satisfies the highest standards for driving dynamics and driving safety on the road, while simultaneously offering optimal traction off the paved trails.

Standard & Special Equipment

The New Tiguan

HIGH LEVEL OF STANDARD FEATURES /

Even the entry versions of the Tiguan have extensive convenience and safety features. When it comes to safety, these include a protective network of six airbags, ESP (Electronic Stabilisation Program), child seat anchorages on the rear bench and electronic parking brake with AutoHold function.

Standard on-board convenience features also include a multi-function leather steering wheel, cruise control and a Radio/ CD player with MP3 compatibility, Aux input and eight loud speakers, semi-automatic air conditioning system, four electric windows, electrically adjustable and heated outside mirrors, Multifunctional Display 'plus' (trip computer), remote central locking and various storage compartments and bins.

Some of the features of the Tiguan with 147kw TSI engine are: 17-inch "Boston" alloy wheels with size 235/55R17 tyres, chrome roof rails, tinted windows starting at the B-pillars (up to 65 percent light absorbing), sport seats with height-adjustable lumbar supports, folding front passenger seat, storage drawers under the front seats, folding table and storage pockets on the rear of the front seats and sports seats in upgraded cloth with Alcantara appliqués, and low tyre pressure indicator.

Options for the Tiguan include an off-road switch, which at the press of a button awakens an entire armada of assistance systems for making all-terrain drives especially safe. Specifically, in one fell swoop this switch activates the hill descent assistant (optimal control in descents), modified driving pedal characteristic (finer metering of engine torque), EDL adaptation (Electronic Differential Locks are activated at the slightest slip), ABS adaptation (improved braking on loose substrates), hill ascent assistance (support in ascents and clutch protection) and – together with an automatic transmission – gear level pre-select (including optimal engine braking effect).

PARK ASSIST FUNCTION /

The numerous high-end technologies of the Tiguan include the first Park Steering Assistant in the world to be implemented on an SUV. The optional Park Assist function enables automatic reversing into a parking space parallel to the road. The driver just controls the accelerator pedal, brake and clutch while the Tiguan steers into a pre-measured space under sensor control. As soon as the driver manually intervenes in the steering process, the Park Assist function is de-activated.

RADIO AND NAVIGATION SYSTEMS /

The Tiguan is being offered with the option of two new radio and navigation systems. The RCD 510 radio (including integrated 6-disk CD changer) and RNS 510 radio-navigation system are controlled, in part, via a touch screen (6.5 inch). Also part of the RNS 510 hardware is a Power-PC processor running at 400 MHz and a dedicated graphics processor. The navigation and entertainment data are saved on a 30 gigabyte hard drive. Another SD card slot (included for MP3 files) is located below the display on both devices. All audio systems include an auxiliary input for MP3 players.

REARVIEW CAMERA /

A component of the RNS 510 radio-navigation system is the rearview camera. It is located directly above the number plate, and it transmits a real-time, distortion-free image to the display of the RNS 510. The route is also shown in the display utilising orientation lines corresponding to the specific steering wheel movement.

PANORAMIC ELECTRIC GLASS SUNROOF /

300 percent more. More light, more viewing, more sun. With its enormous Panorama Sunroof, the Tiguan offers 300 percent greater roof cutout area than a conventional Golf sunroof. Despite all of this, it was possible to achieve the rigidity values of the closed variant, which are especially important for an SUV.

Pricing

The New Tiguan

TIGUAN	
Models	
Tiguan 125TSI 6 Speed Manual ◇	\$33,990
Tiguan 125TSI 6 Speed Automatic ◇	\$36,290
Tiguan 103TDI 6 Speed Manual □	\$35,990
Tiguan 103TDI 6 Speed Automatic □	\$38,290
Tiguan 147TSI 6 Speed Automatic ◇	\$42,990
Options	
Metallic / Pearl Effect Paint	\$790
Panoramic Electric Glass Sunroof	\$1,990
Satellite Navigation RNS510 with RVC Plus - 103TDI & 125TSI	\$3,490
Satellite Navigation RNS510 with RVC Plus - 147TSI	\$2,990
Satellite Navigation RNS510 with RVC Plus & Dynaudio - 103TDI & 125TSI	\$4,780
Satellite Navigation RNS510 with RVC Plus & Dynaudio - 147TSI	\$4,280
CD Changer (with RNS510)	\$790
Dynaudio 300W Premium Audio System - 103TDI & 125TSI	\$1,790
Dynaudio 300W Premium Audio System - 147TSI	\$1,290
Park Assist - 103TDI & 125TSI	\$1,390
Park Assist - 147TSI	\$890
Bi-Xenon Headlights with Cornering Lights	\$1,990
Leather Upholstery with Electric Driver's Seat - 103TDI & 125TSI	\$3,990
Leather Upholstery with Electric Driver's Seat - 147TSI	\$3,690
New York 18" Alloy Wheels - 103TDI & 125TSI	\$2,290
New York 18" Alloy Wheels - 147TSI	\$1,490
Comfort Package - 103TDI & 147TSI	\$990
Off-Road Technology	\$290
Anti-theft Alarm System	\$590
Front Fog Lights - 103TDI & 125TSI	\$390

□ Model available from quarter 2 2008. ◇ Model available from quarter 3 2008.

Other News

The New Tiguan

EURO NCAP: FIVE STARS FOR THE TIGUAN /

Wolfsburg, 26 September 2007 - Even before its market introduction on 9th November of this year, the European consumer protection organisation Euro NCAP (European New Car Assessment Programme) tested the safety of the Tiguan and the results are first class. With this result, the Tiguan continues the good tradition established by the Golf, Touran, Passat and Touareg in the past.

When judging a vehicle, the Euro NCAP evaluates three areas of safety: passenger protection, child safety and pedestrian safety. The Tiguan earned five stars for passenger protection, four stars for child safety and two stars for pedestrian protection to lead the overall evaluation in its class.

The reasons for the high safety potential of the new Tiguan are the body structure with seat rigidity (sturdy passenger cell), energy-absorbing deformation zones all around and a protection system fine-tuned to these characteristics. A design with light-weight, profile-intensive construction using form-hardened, highest-strength sheet steel was chosen for the Tiguan.

The shell construction of the steel body also offers the occupants optimal protection under crash conditions. But the numerous driver-assistance systems including ABS, ESP with brake assist, ASR, EDL and EBC also contribute to the outstanding safety.

Inside, the carefully matched interplay of body and restraint systems ensures that passenger impact is kept to a minimum in the event of an accident. Three-point retractable seat belts are standard for all seats.

Belt force limiters to reduce impact to the chest are integrated into both front seats and the two outer rear seats. Furthermore, electronically activated belt tensioners in front insure the optimal exploitation of the available safety zone.

The front airbags in combination with the belt restraint system provide an optimal protection for the driver and front passenger during a frontal collision. The completely newly developed front seats and head restraints are designed especially to provide extensive protection from cervical spine injuries during a rear collision. Child safety is rounded out by three standard anchorage points for the rear seats. Standard curtain airbags and side airbags integrated in the seat backrests add to the all-round safety of the Tiguan.

In addition to triggering the protective restraint systems, the belt tensioners and the airbags, the Tiguan's airbag trigger system communicates with other control units: in the event of an accident, the hazard warning lights are activated, locked doors are unlocked, the interior lights are switched on and the fuel pump is switched off.

But pedestrian protection played a major role in the development of the Tiguan from the very beginning. All the relevant parts of the vehicle's front were designed with the pedestrian in mind, and the inner sheet metal structure of the bonnet in particular was optimised for pedestrian protection. Thus, for example, a specially designed foam body has been fitted behind the bumper cover. Together with an additional cross member, it should reduce the severity of leg injuries.

The Euro NCAP crash test programme is independent of manufacturers. It unites numerous European traffic ministries, automobile clubs and insurance associations. The present test results were made available this morning in the internet at www.euroncap.com.

Europe Votes for Volkswagen Tiguan as “Best SUV”

AUTO 1 TROPHY 2008 FOR THE BEST NEWCOMER IN ITS CLASS /

Wolfsburg / Geneva, 6 March 2008: Europe’s toughest jury has made its choice. This year’s coveted Auto 1 Trophy in the category “Off-Roaders and SUV” goes to the Volkswagen Tiguan. More than 40 million readers of the Auto Bild Group as well as trade experts were called upon over the past months to pick the best vehicles from among 74 new models. Last night, Dr Ulrich Hackenberg, Volkswagen’s executive board member for development, accepted the prestigious prize at the 78th Geneva Motor Show.

“This award crowns a series of international successes for the Tiguan since its market launch. The Tiguan represents an important element in Volkswagen’s global growth strategy. I view this trophy, not least, as confirmation that we are on the right path with our products,” Dr Ulrich Hackenberg said before an audience of more than 500 guests at the La Halle Sécheron.

The awarding of the 17th “Auto 1 of Europe” prize was preceded by an unparalleled voting process. First, some 40 million readers of the 26 European issues of Auto Bild voted for their respective national winners. The Swiss vote, for one, gave clear preference to the Tiguan. The readers were also asked to name their favourites in six different vehicle categories. The three best-placed cars in each class were

then put through their paces at a testing ground near Rome to determine the winner in each class. At this stage of the competition, the jury consisted of race-car drivers, technicians and senior editors.

The Tiguan won the contest on points, clearly outperforming the competition. This is just the latest in a whole series of successes for the Tiguan. In November 2007, the Volkswagen SUV was awarded the "Auto Trophy", having previously received the "Golden Steering Wheel" prize only a few weeks earlier.

OFF ROAD readers have made their choice:

The Volkswagen Tiguan is the SUV of the year

THE TOUAREG CLINCHES THE NUMBER-TWO RANKING AMONG LUXURY OFF-ROADERS /

Wolfsburg, 20 February 2008. The readers of OFF ROAD, a German trade journal, have given the SUV of the Year prize to the Tiguan. Attracting 17.4 % of the votes, the Tiguan emerged as the readers' choice among the 20 nominated vehicles, ahead of its second and third-placed rivals the BMW X3 and the Land Rover Freelander. In the exceptionally prestigious category of Luxury Off-Roaders, the Volkswagen Touareg won the number-two ranking amidst a field of eleven rivals for the award in this category.

In the continuously growing segment for off-road vehicles, readers could this year choose from a total field of 87 models made by 38 manufacturers for prizes in eight categories. In addition to the fiercely competitive categories of Off-Road Vehicles and Luxury Off-Road Vehicles, SUVs and Luxury SUVs, there were also categories for Cross-Over Models, Classics, Pick-Ups and Special Vehicles. The criterion applied for the classification "Luxury" is a basic price tag of more than 40,000 euro.

Over 58,000 readers took part in this year's poll.

Volkswagen receives KBA certificate for the Tiguan

TIGUAN 85 PERCENT RECYCLABLE /

Wolfsburg, November 7, 2007 – Volkswagen is the first automaker to receive certification for a newly-developed vehicle from the Federal Motor Transport Authority (KBA) confirming an 85 percent recycling ratio and a 95 percent reusability ratio. “The certificate confirms the leading position held by Volkswagen in environmentally compatible vehicle recycling,” Dr. Frank von Buch, Head Type Approval, Volkswagen brand, commented. “Volkswagen has a long tradition in pioneering recycling technology,” von Buch added. Only this August, Volkswagen received the ÖkoGlobe 2007 for the best disposal strategy among automakers. Since 1999, Volkswagen and SiCon GmbH have been jointly developing a recycling process for end-of-life vehicles which is particularly effective in protecting the environment and preserving resources.

“All the required methods, systems and processes are integrated as early as the vehicle development stage and all the administrative and technical requirements set out in EU Directive 2005/64/EC concerning recycling-compatible design, production and end-of-life disposal are met,” Klaus-Dieter Schoppe, Head Vehicle Recycling, corroborated at the presentation of the certificate for the new Volkswagen Tiguan, which celebrates its market launch in Germany on November 9.

The “Reusability, Recoverability and Recyclability” certificate issued by the Federal Motor Transport Authority on behalf of the EU confirms that Volkswagen already complies with the requirements of EU Directive 2005/64/EC 14 months before the Directive comes into effect on December 15, 2008.

From December 2008, all vehicle manufacturers will be obliged to provide evidence of recyclability when applying for type approval of new vehicles.

The recycling type inspection is part of the type approval procedure and obliges all vehicle manufacturers to submit a satisfactory strategy for ensuring the reusability of components and for the recyclability and recoverability of materials.

Heidi Klum and Seal Take on Role as New Volkswagen

Brand Ambassadors

THEIR FIRST JOINT APPEARANCE FOR THE TIGUAN AD CAMPAIGN /

Wolfsburg/Berlin, September 27, 2007. Volkswagen, Heidi Klum and Seal announced today at the Automobilforum in Berlin a three-year cooperation. "Klum and Seal are a modern patchwork family. They are natural and unpretentious personalities, tolerant and globally orientated – and thus represent values which can be attributed to Volkswagen, too," explains Stephan Grühsem, head of Group Communication at Volkswagen.

Seal has had close ties to the Volkswagen Group for some time now. The relationship began at the launch of the new Passat in Hamburg in February 2005. This was followed by appearances at the 2007 Detroit Auto Show and the Audi R8 presentation in Las Vegas and by a photo shooting for the Audi A5. "Our relationship has turned into a real friendship," Grühsem revealed at the press conference. "Seal truly has petrol in his blood. He is extremely savvy when it comes to knowing the ins and out of our automobiles." And since Heidi Klum also has long-standing ties to Volkswagen, it seemed only natural to devise a promotion concept that would accommodate both of them as a couple. "It is their first joint appearance as brand ambassadors," says Grühsem.

“With the Tiguan we want to take new innovative directions – not only with regard to the car itself, but also with respect to how we present it,” explains Jochen Sengpiehl, the head of Marketing at Volkswagen. An analysis revealed that Heidi Klum and our brand are an ideal fit. She is authentic, radiates a zest for life and Volkswagen buyers are able to identify with her. Heidi Klum is probably the most famous German personality in the US, with twelve appearances on the Jay Leno Show and her own successful television show which has won her three Emmy nominations. She has positive credentials all round and has the reputation of being the typical German “Fräuleinwunder”. This is the reason why Volkswagen wants to intensify their work with them in the US.

The collaboration will begin with the campaign for the Tiguan, which entails both print ads and a TV commercial as well as Making-ofs to be posted on the Volkswagen website and a video broadcast by the couple to the dealership conference in Andalusia. The TV commercial will feature Seal’s new CD, “Living the Right Life”, as the soundtrack.

“I told the VW guys that they should leave the Tiguan with us in Los Angeles ...a great car: nimble, fast and full of technical refinements,” enthused Seal. “My garage is full of products from Volkswagen. If it was possible I would testdrive every new car from them coming out.” Technically sophisticated automobiles with a discerningly sporty design – that’s what fascinates him.

It's actually Heidi Klum, though, whose relationship with Volkswagen cars goes back much further. Even as a little girl, Heidi rode around town with her dad in a VW Bus. "Some years later, we went on holiday in a Beetle convertible," Klum laughed. "We still have it today. It has a really unique colour: amber gold." She herself, says Klum, adores the successor to the Beetle, the New Beetle, adding that she has a hardtop and a convertible version of the car parked in her garage in LA. These days, however, the family is so large that they actually only travel in the T5 Bus.

The couple says its collaboration with Volkswagen has been a lot of fun, that they made a good team and were able to contribute ideas of their own and that they look forward to more joint appearances for Volkswagen.