

2010 Routan



Das Auto.

All around the world, it's

Did you know that a Volkswagen was named the 2009 World Car of the Year?* Or that Volkswagen has ESP® standard on all 2010 vehicles? Or that we provide a Carefree Maintenance™ Program** on all our 2010 cars? Or that we were the first to make clean diesel available in all 50 states? Or that we have more autos with 25 highway mpg or better than any other brand?† And that we have more cars and SUVs named 2009 IIHS Top Safety Picks than Volvo?†† How about that right now, the VW forest is growing in Louisiana thanks to the Volkswagen Carbon Neutral Project—the first US carbon offsetting program initiated by a car manufacturer? There may be a lot you don't know about Volkswagen. In the pages to come, you'll learn about the minivan with a German accent—the Volkswagen Routan.



What will we do first, next?

what the people want.



SEL Premium, Calla Lilly White, 17" Soho Wheels

The only minivan in America with a German accent.

The people want the body of a minivan, with the heart and soul of a Volkswagen. They want sleek European design on the outside, and dynamic Autobahn-savvy engineering underneath. They want performance for their inner child, and all-wheel ABS brakes and traction control for their actual children. That's why we've created the Volkswagen Routan, the only European-inspired minivan in America. It's what the people want.

A minivan with a German accent?
Now I've seen everything.





SEL Premium, Pomegranate Red Metallic, 17" Soho Wheels



SEL Premium, Antigua Blue Metallic, 17" Soho Wheels



Hang on to your sippy cups.

The Routan handles like the quick and nimble German-inspired auto that it is. European handling from a Nivomat self-leveling, ZF Sachs rear suspension,* and an Electronic Stabilization Program (ESP) yield improved driving dynamics that make your Routan yield to you. Choose from 2 V6 engines: the 3.8L, 197hp, V6 engine, or the stout 4.0L, 251hp powertrain, with 259lbs-ft of torque.

*Included in Towing Prep Package, available on the SEL and SEL Premium.

Minivan. Maxi interior.

The Routan's spacious interior seats 7 passengers with room to spare. It also boasts available snug, well-bolstered, 8-way power captain's chairs with either V-Tex leatherette or triple-stitched Nappa leather seating surfaces. And the Routan's interior easily accommodates every passenger's need, with features like standard fold-in-floor 3rd-row seating, 3-zone climate control, power adjustable pedals, power windows in all rows, available heated 1st and 2nd-row seats, a DVD player, and (2) 9" flat screen monitors capable of independent operation. Plus every control is within reach from your steering wheel, with an optional Electronic Vehicle Info Center (EVIC).

Getting in and out is maximized too, with optional dual-power sliding doors with power windows, optional power-folding 3rd row with tailgate function, and loads of seating configurations.

The concept of cargo gets maximized in the Routan. From 32.3 cubic feet behind the rear seats, to a colossal 144.4 cubic feet with all the rear seats removed, the Routan can carry it, whatever it might be. Underfoot storage bins, 13 cupholders, in-door compartments, and a glovebox that can handle boxing gloves finish out the 'Car-go' capacity of this family funster.





SEL Premium, Ceylon Beige, Nappa Leather





The people want the sun, moon, and stars. And satellites.

The sophisticated electronics and entertainment controls in the Routan seem to reach out to you, instead of vice versa. Enjoy an array of techie gadget controls at your fingertips—like the available DVD Navigation entertainment center that includes a 30GB hard disk drive with USB port, a 1-year trial subscription to SIRIUS® Satellite Radio, and an available 9-speaker, 506-watt Premium Sound System with MP3 compatibility.* This dynamic system integrates JoyBox™ technology, letting you upload your music and other data directly into the unit. Then pile into the back to enjoy the 2nd and 3rd-row 9" flat screen monitors with wireless headphones. And, in a gesture of ultimate family harmony, you'll find our engineers have created the flat screens so that one can be playing a movie, while the other plays a video game, or another movie (they have kids, too). You'll also stay connected to your mobile technology, courtesy of the optional Bluetooth® Hands-Free calling system.



And finally, you'll get 1 complimentary year of SIRIUS Traffic™ that delivers real-time traffic data into the available navigation system. SIRIUS Satellite Radio brings you 100% commercial-free music, plus all your favorite sports, news, talk, and entertainment. Convenient, techie, and very Volkswagen.



SIRIUS
SATELLITE RADIO

**You know where you've been.
The touchscreen navigation
knows where you're going.**



*Requires optional cables.

ESP

The National Highway Traffic Safety Administration mandates that electronic stability control be included on all vehicles by 2012. So we figured we'd get a head start by making ESP (Electronic Stabilization Program) standard on every 2010 Volkswagen. It helps the driver stay the intended course by detecting slick and slippery road conditions, and kicking in corrective forces. ESP is most effective when the driver is taking evasive action during sudden maneuvers, like when avoiding an accident. Incidentally, ESP also stands for Extra-Sensory Perception. Coincidence?





SEL Premium, Antigua Blue Metallic, 17" Soho Wheels

Safe happens.

Every Volkswagen comes standard with a comprehensive set of safety features. The features work in harmony to both help you avoid a crash, and protect you if a crash is unavoidable. And we are constantly updating them, because when it comes to safety, there's always room for improvement.

Electronic Stabilization Program (ESP)

Designed to keep drivers on their intended course, using a series of sensors and corrective devices.

Dual Front and Side Airbags*

Deploy almost instantly in the event of a crash. The sensors and layout of the bags help protect passengers, no matter where they're sitting.

Side Curtain Protection*

From the front seats to behind the last row, side curtain airbags deploy to help reduce head and upper torso injury in the event of side impact.

Lower Anchors and Tethers for CHildren (LATCH)

A standardized child-safety seat system.

5-Star Front and Side Crash Rating

Highest crash test rating awarded by the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).

High Intensity Discharge (HID) Lights

Optional brighter, more concentrated beams that keep the road ahead more illuminated.



SEL Premium, Nocturne Black Metallic, 17" Soho Wheels

It's what's on the inside that counts.

Inside the 144.4 cubic feet* of cabin space in the Routan, you'll find the highest level of European finish, with controls and accessories crafted from the finest materials. You'll also find available passenger seating with triple-stitched leather seating surfaces, durable cloth fabric, or kid-proof, supple-strong V-Tex leatherette.

"The lap of luxury." Whose "lap" is that referring to? I've always wondered that.



*144.4 cubic feet with the rear seats removed.

Cloth



Aero Gray Texture Weave

V-Tex



Aero Gray V-Tex



Ceylon Beige V-Tex

Nappa Leather



Aero Gray Leather



Ceylon Beige Leather





SEL, Ceylon Beige, Nappa Leather



Accessories and factory options.

Connect WiFi

Now your Routan is a hot spot. Remarkable technology provides on-the-road wireless internet for games, phones, computers, and more.

Rear Mount Bike Carrier

Integrated with the tow hitch, this rack carries up to 2 bikes. Fold-away feature allows access to the rear lift gate.

Running Boards

These running boards have a sturdy skid-resistant stepping surface. So you can hit the boards running if you're trying to outrun the rain.

Integrated Camp Tent

The great outdoors just got greater with this camper-friendly add-on. Integrated with your Routan, this waterproof, 10x10-foot tent sleeps 6 people, offers 7 feet of headroom, and endless nights around the campfire.

Splash Guards

These keep your VW clean when your tires kick up water, gravel, sand, and salt. Think of them as underbodyguards.

Fog Light Kit

The halogen reflector lens fog lights are integrated into the front bumper. They help light the way for you, so the road ahead won't get lost in the fog.

VW gear for VW gearheads: drivergear.vw.com



Seating configurations.

The Routan comfortably seats 7 passengers. Folding 3rd-row seats give you 83 cubic feet of cargo space, just in case you decide to pack 1 or 5 extra suitcases. Those same seats can be turned to face the back and provide comfy seating for any tailgating adventure. Available 2nd-row captain's seats can each be moved with ease. In total, you get up to 144 different seating configurations to accommodate any road trip, field trip, shopping trip, or trip to be determined.



Exterior colors



Calla Lilly White



Tanzanite Metallic



Nocturne Black Metallic



Pomegranate Red Metallic



Mercury Silver Metallic



Meteor Gray Metallic



Cocoa Bean Metallic



Antigua Blue Metallic

Standard Features

S

Includes: 3.8L, 197hp, V6 engine; 16" wheels; 3-zone manual air conditioning system; Cloth seats; 4-way manual front seats; 2nd-row removable bench seat; 3rd-row fold-in-floor 60/40 split bench seat; Power windows in all rows; Conversation mirror; Heatable exterior rearview mirrors; Leather-wrapped steering wheel and shift knob; 6-speaker sound system with MP3 compatible CD player and AUX-in; Driver and front passenger front airbags;* Side curtain airbags* for all outward seating positions; ESP; ABS with front and rear disc brakes; Tire Pressure Monitoring System (TPMS).

SE

Includes all S features, plus: 17" alloy wheels; Power sliding doors; V-Tex leatherette seating surfaces; 8-way power driver's seat with manual driver's-side lumbar adjust; Power adjustable pedals; Color-matched side mirrors and door handles; Alarm system; Heatable front seats; Removable 2nd-row captain's chairs; 2nd and 3rd-row sunshades; Universal garage door opener; Audio controls on steering wheel; 6-disc CD/DVD changer; Bluetooth Hands-Free phone system; Trip computer.



*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.

SE with RSE

Includes all SE features, plus: Touchscreen radio with AM/FM radio, CD/DVD/MP3/USB playback and 30GB hard drive; 2nd and 3rd-row overhead 9" LCD screens; Secondary DVD player; Wireless headphones; Remote control; Rearview camera; SIRIUS Satellite Radio with 1-year trial subscription; Power lift gate.

SE with RSE and Navigation

Includes all SE with RSE features, plus: Real-time Navigation System with SIRIUS Traffic information, with 1-year trial subscription.

SEL with Navigation

Includes: 4.0L, 251hp, V6 engine; All SE features, plus: Power sunroof; Leather seating surfaces in 1st and 2nd rows; Single-DVD touchscreen navigation with 30GB music storage, rearview camera, and SIRIUS Satellite Radio and SIRIUS Traffic with 1-year trial service; USB connection; 3-zone automatic climate control system; Heatable 1st and 2nd-row seating; Power 3rd-row seats; Remote start; Towing Preparation Package with Nivomat load-leveling suspension and 3,500lb towing capacity; Adjustable highline floor console with cupholders; Power lift gate; Automatic headlamps.

SEL with RSE and Navigation

Includes all SEL with Navigation features, plus: 2nd and 3rd-row overhead 9" LCD screens; secondary DVD player; Wireless headphones; Remote control; USB connection; Rearview camera.

SEL Premium with RSE and Navigation

Includes all SEL with RSE and Navigation features, plus: HID headlamps; Premium 9-speaker sound system with 506-watt amplifier; Power-folding 3rd-row seats; Bright-finish roof rack; 8-way power driver and passenger seats; Premium Driver Information Center with up level instrument cluster; Memory feature for driver's seat and pedals; Chrome exterior mirrors and door handles; Self-dimming exterior rearview mirrors with turn signal indication; Chrome door handles; Fog lamps; Direct Tire Pressure Monitoring System; Power adjustable pedals with memory; 115V AC power outlet.

With over 130 channels, SIRIUS Satellite Radio brings you more of what you love. Get 69 channels of 100% commercial-free music, plus all your favorite sports, news, talk, and entertainment. Everything worth listening to is now on SIRIUS.



SE, Calla Lilly White, 17" Soho Wheels

Specification overview

S SE SEL SEL Premium

S SE SEL SEL Premium

		S	SE	SEL	SEL Premium						
Exterior						Interior					
Doors	Manual lift gate with flood lamp	S	S	-	-	Radio/Audio/Video (Cont.)	Touchscreen navigation system, with hard drive information database, USB, music and photo storage, and 1-year complimentary SIRIUS Traffic	-	P	S	S
	Power lift gate with flood lamp	-	P	S	S		Premium Sound System, with 9 speakers and 506-watt amplifier	-	-	-	S
Glass	Manual operated sliding side doors	S	-	-	-	Restraint Systems	SIRIUS Satellite Radio with complimentary 1-year subscription	-	P	S	S
	Power operated sliding side doors	-	S	S	S		Driver and front passenger advanced multi-stage front airbags;	S	S	S	S
	Privacy glass	S	S	S	S		Side curtain airbags*	S	S	S	S
Lights, Front/Rear	Power sunroof	-	-	S	S	Safety belt pre-tensioners for driver and front passenger	S	S	S	S	
	Quad halogen headlamps with Daytime Running Lights (DRL) and Auto Off feature	S	S	-	-	LATCH (Lower Anchors and Tethers for CHildren) child seat lower anchorage points and top tethers	S	S	S	S	
	Quad halogen headlamps with Daytime Running Lights (DRL) and Auto On-Off feature	-	-	S	-	Seating	4-way manual adjust driver and front passenger seats; 2nd-row 2-passenger reclining, fold-flat, and removable bench seat with storage tubs; 3rd-row folding bench seat with tailgating position	S	-	-	-
	Fog lamps	-	-	-	S		8-way power driver, and 4-way manual front passenger captain-style seats with adjustable lumbar support; 2nd-row reclining, fold-flat, and removable captain-style seats, with storage tubs; 3rd-row folding bench seat with tailgating position	-	S	-	-
Mirrors	High Intensity Discharge (HID) headlamps with Daytime Running Lights (DRL) and programmable Auto On-Off feature	-	-	-	S	8-way power driver and front passenger captain-style seats with adjustable lumbar support; 2nd-row reclining, fold-flat, and removable captain-style seats	-	-	S	S	
	Power, heatable driver and passenger side exterior rearview mirrors, Matte Black	S	-	-	-	Heatable driver and front passenger seats	-	S	-	-	
	Power, heatable driver and passenger side exterior rearview mirrors, body color	-	S	S	-	Heatable driver, front passenger, and 2nd-row seats	-	-	S	S	
Special Features	Power, heatable driver and passenger side exterior rearview mirrors, with chrome finish and memory feature	-	-	-	S	Power adjustable floor pedals	-	S	S	S	
	Remote start system	-	-	S	S	Power adjustable floor pedals with memory	-	-	-	S	
	Rearview camera system, with on-screen display	-	P	S	S	Storage	Coat hooks, floor console with cupholders, dual gloveboxes, grocery bag/purse hooks on rear seatbacks, driver's door sill and left rear quarter trim storage bins, cargo nets, and cupholders	S	S	S	S
Towing preparation, with automatic load-leveling rear air suspension	-	-	S	S	Overhead storage system		-	S	S	S	
16" steel wheels with wheel covers and all-season tires	S	-	-	-	Highline floor console with adjustable storage and cupholders		-	-	S	S	
Wheels	17" alloy wheels with all-season tires	-	S	S	S	Upholstery	High-density carpet with matching floor mats	S	S	S	S
	Tire Pressure Monitoring System (TPMS), with low pressure indicator	S	S	S	-		Texture weave cloth seating surfaces with leather-wrapped steering wheel and shift knob	S	-	-	-
	Tire Pressure Monitoring System (TPMS), with individual tire pressure monitoring	-	-	-	S	V-Tex leatherette seating surfaces with leather-wrapped steering wheel and shift knob	-	S	-	-	
Wipers/Washer	Windshield wipers, variable intermittent, including rear wiper	S	S	S	S	Nappa leather seating surfaces with leather-wrapped steering wheel and shift knob	-	-	S	S	
						Power front and 2nd-row windows; Power-vented rear quarter windows	S	S	S	S	
Interior						Technical					
Air Conditioning	3-zone manual air conditioning (driver/passenger/rear)	S	S	-	-	Brakes	Power-assisted front vented disc brakes, rear solid disc brakes	S	S	S	S
	3-zone automatic air conditioning (driver/passenger/rear) with air filter	-	-	S	S		Engine	3.8L, 12-valve, OHV, V6 engine with sequential multi-point fuel injection; 197hp, 230lbs-ft of torque at 5,200rpm	S	S	-
Alarm/Anti-Theft	Immobilizer	S	-	-	-	4.0L, 24-valve, SOHC, V6 engine with sequential multi-point fuel injection; 251hp, 259lbs-ft of torque at 6,000rpm		-	-	S	S
	Immobilizer with alarm	-	S	S	S	Steering	Optimized rack and pinion power-assisted steering system	S	S	S	S
Cruise Control	Cruise control	S	S	S	S		Suspension	European-tuned MacPherson front suspension	S	S	S
						Towing		2,000lbs towing capacity	S	S	-
Instrument Cluster	Base instrument cluster with speedometer, tachometer, odometer, dual trip odometers, fuel gauge, coolant temperature gauge, and gear indicator	S	-	-	-		3,500lbs towing capacity	-	-	S	S
	Highline instrument cluster with speedometer, tachometer, odometer, dual trip odometers, fuel gauge, coolant temperature gauge, compass, temperature display, fuel range, trip timer, and gear indicator	-	S	S	-	Traction Control	Anti-lock Brake System (ABS)	S	S	S	S
	Premium instrument cluster with speedometer, tachometer, odometer, dual trip odometers, fuel gauge, coolant temperature gauge, compass, temperature display, fuel range, trip timer, personal settings, audio setting, tire pressures, and gear indicator	-	-	-	S		Electronic Stabilization Program (ESP) with engine braking control	S	S	S	S
						Transmission	6-speed automatic with manual shift mode	S	S	S	S
Lighter/Outlets	12V auxiliary power outlet	S	S	S	S		Roadside Assistance†	3-year/36,000-mile (whichever occurs first)	S	S	S
	115V auxiliary power outlet	-	-	-	S	Dimensions					
Lighting	Front passenger footwell lighting	S	S	S	S	Wheelbase	121.2 inches (3,078 mm)				
	Roof-mounted ambient nighttime lighting for center console illumination	S	S	S	S	Cargo Volume	144.4 feet³ (4.1 m³)				
	Front console roof lighting for front passengers; Single dome lamp for rear passengers	S	-	-	-	Cargo Volume with Rear Seat Folded (Floor to Ceiling)	83 feet³ (2.4 m³)				
Locks	Airline-style LED reading/courtesy lamps for all 3 rows	-	S	S	S	Length	202.5 inches (5,143 mm)				
	Power door locks with remote-activated lock, unlock, rear hatch release, and panic buttons on key	S	S	S	S	Width	76.9 inches (1,953 mm)				
Radio/Audio/Video	CD player system, in-dash, MP3 compatible with AUX-in, AM/FM radio, and 6 speakers	S	-	-	-	Height	68.9 inches (1,750 mm)				
	CD/DVD player system, in-dash, MP3 compatible with AUX-in, AM/FM radio, and 6 speakers with 6-disc DVD player	-	S	-	-						
	AM/FM/DVD player system, in-dash, large touchscreen, 30GB hard drive, USB input, music and photo storage, secondary DVD player, MP3 compatible with auxiliary audio/video inputs, 6 speakers, dual 9" LCD roof-mounted video screens, remote control, wireless headphones, Bluetooth Hands-Free mobile phone connectivity	-	P	P	S						

S Standard, at no additional charge P Part of option package, at additional package charge - Not Available

*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. †Roadside assistance provided by Cross Country Automotive Services.

The Volkswagen Carefree Maintenance Program.*



Volkswagen is proud to offer 3 years or 36,000 miles of no-charge scheduled maintenance on the 2010 Routan. The program includes oil and filter changes, brake checks, fluid checks, tire rotation, and airbag checks, just to name a few.

*The Volkswagen Carefree Maintenance Program covers the Routan's 6K, 12K, 18K, 24K, 30K, and 36K scheduled maintenance intervals for 3 years or 36,000 miles, whichever occurs first. Coverage is during the term of the new vehicle limited warranty, at no additional charge. Some limitations apply. Does not include routine wear and tear on parts such as brakes, tires, wiper blades, light bulbs, etc. See dealer or vehicle maintenance program booklet for details.



SEL Premium, Pomegranate Red Metallic, 17" Soho Wheels



The Carbon Neutral Project is a partnership with Carbonfund.org, designed to start addressing the issue of carbon emissions. With their help, we'll be making it easy for anyone who owns a Volkswagen to determine their vehicle's carbon output and take action towards offsetting it. So far, the VW community has planted over 300,000 trees and offset 419,343 tons of carbon. And that's just the beginning. Learn more at vw.com.



vw.com

The ideas in this book are new. The paper, however, is recycled. Please remember to recycle. The book. Not the ideas in it. Thanks.



©2009 Volkswagen of America, Inc. Printed in the U.S.A. Volkswagen of America, Inc. believes the information and specifications in this brochure to be correct at the time of printing. Specifications, standard features, options, fabrics, and colors are subject to change without notice. Some features may be unavailable when your vehicle is built. Some vehicles are pictured with options that may be available at extra cost or may not be available on some models. Ask your dealer about availability of options and verify that the vehicle you ordered includes the equipment you ordered. Tires are supplied and warranted by their manufacturer. Volkswagen DVD Navigation depends on signals from the worldwide Global Positioning Satellite network. The vehicle's electrical system, and existing wireless and satellite technologies, must be available and operating properly for the system to function. The system is designed to provide you with suggested routes in locating addresses, destinations, and other points of interest. Changes in street names, construction zones, traffic flow, points of interest, and other road system changes are beyond the control of Volkswagen of America, Inc. Complete detailed mapping of lanes, roads, streets, toll roads, highways, etc., is not possible, therefore you may encounter discrepancies between the mapping and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested navigation route. Periodically, the mapping is updated and a new DVD will be required in order to maintain the latest navigation information available to us. These will be available for purchase from time to time at additional cost. "Volkswagen," the Volkswagen logo, "Routan," and "Das Auto" are registered trademarks of Volkswagen AG. "Carefree Maintenance" and "It's What the People Want" are trademarks of Volkswagen Group of America, Inc. The Carefree Maintenance logo is a registered trademark of Volkswagen Group of America, Inc. "uconnect" is a registered trademark of Chrysler LLC. "Bluetooth" is a registered trademark of Bluetooth SIG, Inc. ©2009 SIRIUS XM Radio Inc. "SIRIUS Satellite Radio" is a registered trademark of SIRIUS Satellite Radio Inc. "SIRIUS," "XM," and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries. Subscription governed by SIRIUS Terms & Conditions at sirius.com/serviceterms. SIRIUS Radio and SIRIUS Traffic require subscriptions, sold separately after trial period. Other fees and taxes will apply. SIRIUS Radio U.S. service only available in the 48 contiguous United States and the District of Columbia. "iPod" is a registered trademark of Apple, Inc. For further information regarding any Volkswagen model, please call 1-800-DRIVE-VW, or just look us up at vw.com.

VW10ROUTSBUS
6307