

News Release + Media Information



FOR IMMEDIATE RELEASE

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Volkswagen Canada Presents the All-New 2011 Jetta starting at \$15,875

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Jetta is one of the world's most fuel-efficient sedans

AJAX, ON / SAN FRANCISCO, CA – July 20, 2010 — Volkswagen Canada announced today that it will introduce its all-new 2011 Jetta to Canada in September at a starting price of \$15,875.

Members of the Canadian automotive media learned of this new model and pricing during a press conference hosted by John White, President and CEO of Volkswagen Group Canada Inc. According to White, “The new 2011 Volkswagen Jetta with its highly competitive price starting at \$15,875 becomes the entry model to the Volkswagen Brand in Canada. It is completely redesigned inside and out, and offers best-in-class cargo space and rear legroom. And, it offers the only Clean Diesel Sedan available in the compact segment in Canada.”

Of all the European brand sedans in North America, the Jetta is the most successful. What’s more: with 9.6 million units sold since its introduction in 1979, it is a best seller in the world. Over 400,000 have been sold in Canada since 1980 alone.

Last month Volkswagen introduced the new Jetta at a world premiere in New York City’s Times Square.

The new generation Jetta is larger, more comfortable and with entirely new styling. The sedan – developed in Wolfsburg, Germany and built in Puebla, Mexico – makes great strides forward in both concept and styling. The new model is 4.63 meters (182.2 inches) long, 1.45 m (57.2 in) tall, and 1.78 m (70.0 in) wide. This makes the Volkswagen 7.4 cm (2.91 in) longer than the previous model.

The extended wheelbase (+7.3 cm / +2.9 in) of the five-seat 2011 Jetta has enabled a seating layout that is significantly more comfortable. Compared to the previous model, rear legroom has now increased by 6.7 cm (2.6 in) to a total of 96.7 cm (38.1 in).

German engineering is the key word that captures the attention of many customers in Canada. German engineering and craftsmanship reflect the highest level of quality and efficient technology. The new Jetta is a prime example; a look at its range of 4 available engines (from 115 HP to 200 HP) makes this abundantly clear. As a turbodiesel with the latest common rail direct injection, it sets standards in fuel economy. The Canadian version with a 140 HP TDI Clean Diesel attains excellent fuel economy of 4.6 l/100 km on the highway, making the 2011 Jetta one of the most fuel-efficient vehicles on the market.

Volkswagen has tailored its equipment versions in Canada (Trendline, Trendline+, Comfortline, Sportline, and Highline) to the wishes of Canadian car buyers, and has developed one of the most attractive sedans in the compact segment. The well-equipped 2011 Jetta Trendline entry version will launch this September in Canada at a price starting at only \$15,875.

The new Jetta features excellent fuel economy and a comprehensive safety concept. Electronic Stability Control (ESC) is a standard feature in not only the 2011 Jetta, but in all Volkswagens for the 2011 model year in Canada. The previous model was already named “Top Safety Pick” in crash testing by the U.S. Insurance Institute for Highway Safety (IIHS). In parallel, Volkswagen has designed a second version of the safety chassis specifically for North America. Along with its optimal occupant crash safety, the car has further advanced pedestrian safety features as well.

The new 2011 Jetta will be available for sale at Volkswagen Dealers across Canada this September at a Manufacturer’s Suggested Retail Price starting from \$15,875.

Visit www.vw.ca or visit your local Volkswagen Canada Dealer for more information on the new 2011 Jetta, and to receive regular updates on news of its arrival to Canada.

About Volkswagen Canada:

Founded in 1952, Volkswagen Canada is headquartered in Ajax, Ontario. It is the largest volume European automotive nameplate in Canada, and sells the City Golf, new Golf, new Golf Wagon, new Golf GTI, New Beetle, Jetta, Eos, Passat, Tiguan, Routan, and Touareg through 131 independent Canadian Dealers. It is the leader in affordable TDI Clean Diesel vehicle sales in Canada, and forms part of Volkswagen Group Canada Inc., a subsidiary of Volkswagen AG headquartered in Wolfsburg, Germany.

Volkswagen is one of the world's largest producers of passenger cars and is Europe's largest automaker.

Visit Volkswagen Canada online at www.Volkswagen.ca

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