

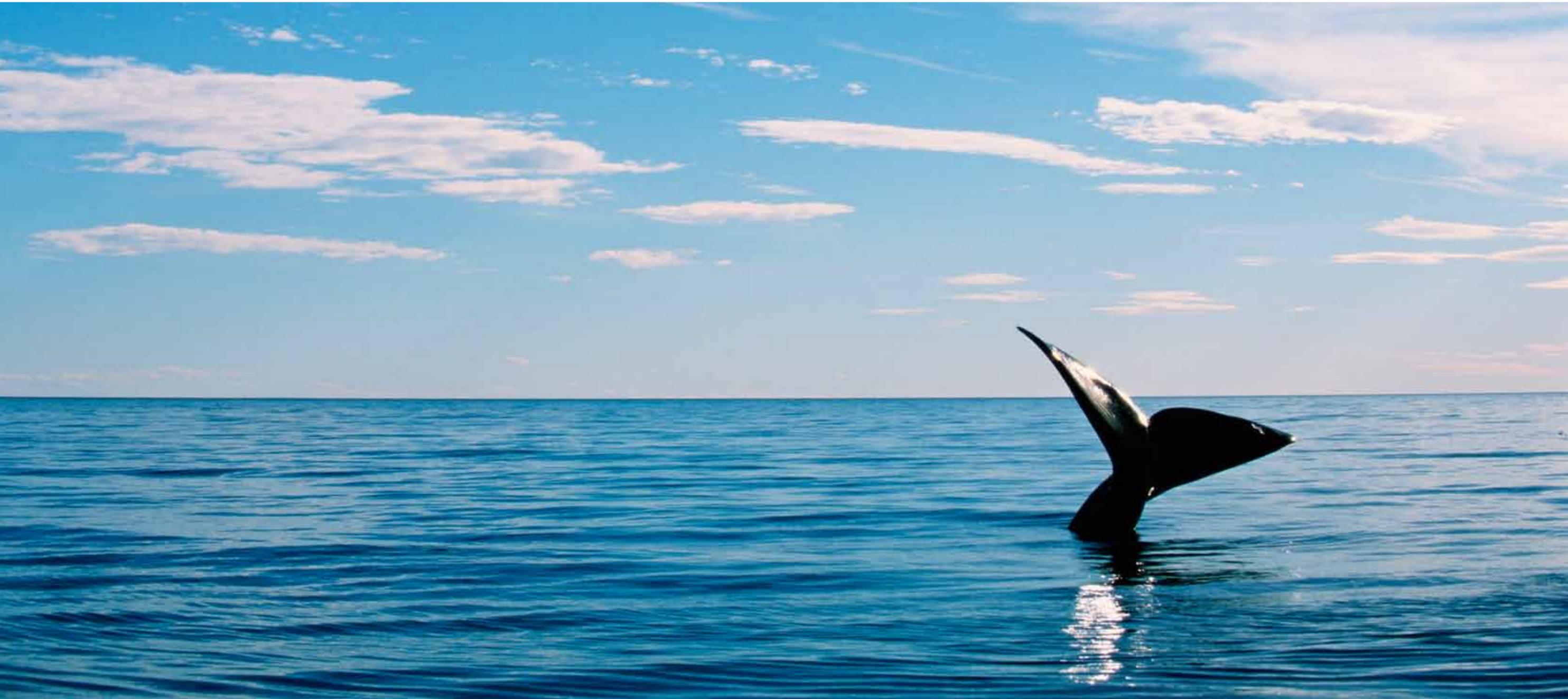
Think Blue.



Das Auto.

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BLUEMOTION
— TECHNOLOGIES —

Think Blue.

Think Blue is more than a slogan. It's a philosophy. Much like Volkswagen's BlueMotion Technologies, Think Blue is based on a powerful idea: that small changes can truly make a big difference.

It's a way of life that Volkswagen is embracing, and one that we hope will inspire others as well. Think Blue is not a monologue, it's a dialogue, a partnership in which everyone can contribute by doing things in a more environmentally responsible way. Together, with shared ideas, we can prove that it's easy to live an ecologically-sustainable life without too much compromise.



Think Blue.

Think Blue is the over-arching brand ambition that encompasses Volkswagen's efficient technologies such as TSI, TDI, DSG®, BlueMotion and BlueMotion Technology.

Saving you fuel, saving you money. And helping to save the planet.

We Can. Can you?



BlueFactory

Volkswagen is also focusing internally where changes are already in progress to ensure the way we build our cars and source our materials is more eco-friendly. A range of internal brands including BlueFactory, BlueRecycling and BlueProcurement have already seen small changes making a big difference. We have a long way to go and many changes to make, but we are Thinking Blue.

We Can. Can you?



Dyer Island Conservation Trust

As part of our Think Blue brand philosophy, Volkswagen supports the Dyer Island Conservation Trust, partnering with them to help protect the Marine Big Five. Dyer Island is a 20 hectare nature reserve situated in Gansbaai, on the Western Cape coast. It is a rich breeding ground for Marine birds (most significantly the endangered African penguin), and the surrounding waters are home to Great White Sharks, seals, dolphins and whales - the "Marine Big 5". Through various projects, the Dyer Island Conservation Trust plays a pivotal role in the research and conservation of the animals in the area and provides education to the community.

In the future Volkswagen hopes to become Species Champion to the Marine "Big Five", ensuring these majestic creatures continue to inhabit the sea for generations of children.

To discover small ways that you can make a big difference, visit dict.org.za or email info@dict.org.za



BlueMotion. Small changes can make a big difference.

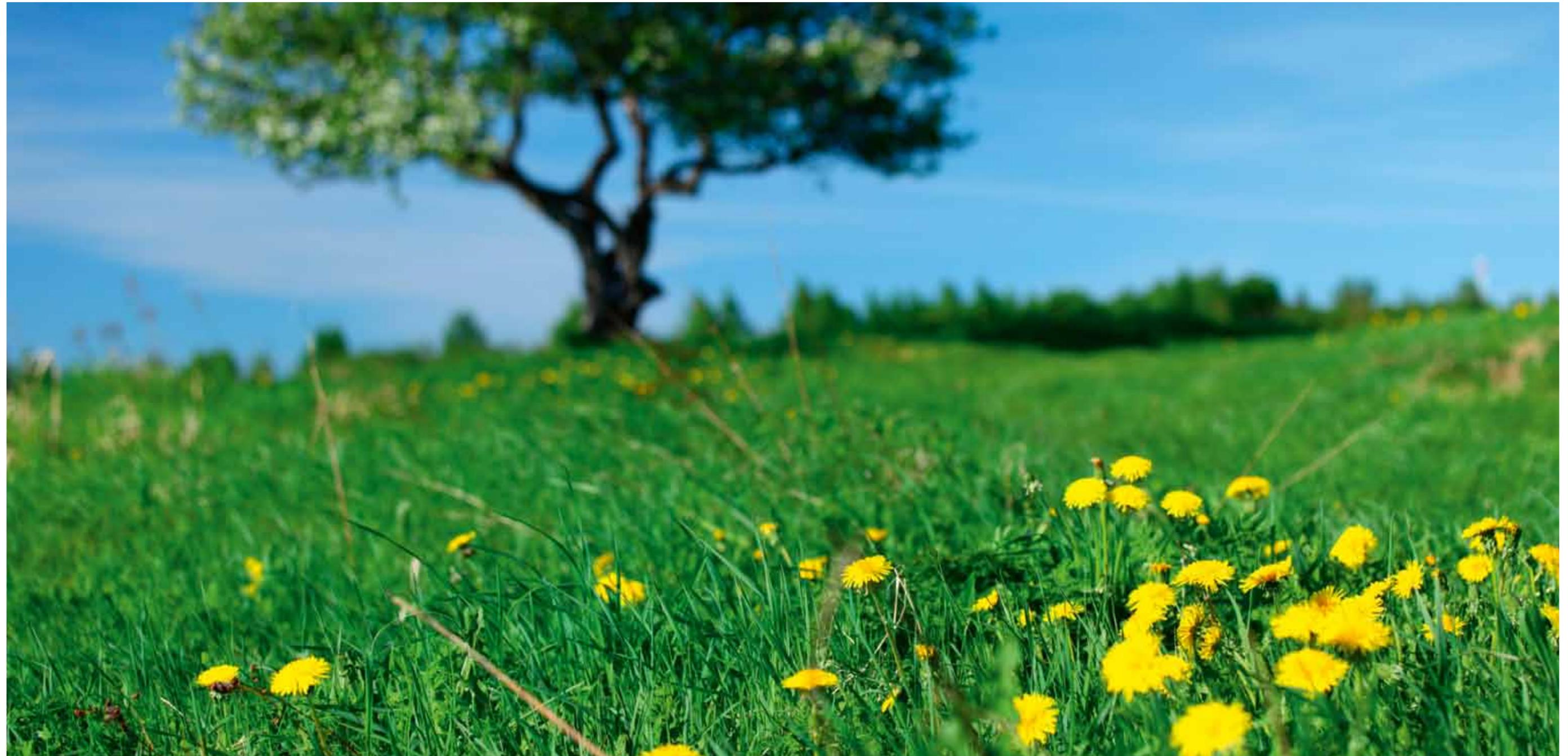


BlueMotion Technologies.

In a world where environmental issues have become everyone's concern, it's important that we all do our bit to be kinder to the environment. BlueMotion Technologies from Volkswagen is designed to help do just that. The rest is up to you.

The BlueMotion badge identifies the cleanest, most energy-efficient cars in the Volkswagen range. From seamless Stop-start technology and improved aerodynamics, to low rolling resistance tyres and the recuperation of energy from braking, our innovative energy saving technologies work together with advanced engines and gear boxes to lower fuel consumption and reduce harmful emissions.

And the best part? Increased efficiency which could result in reduced fuel costs. So it's not only good for the planet, but good for your wallet too.

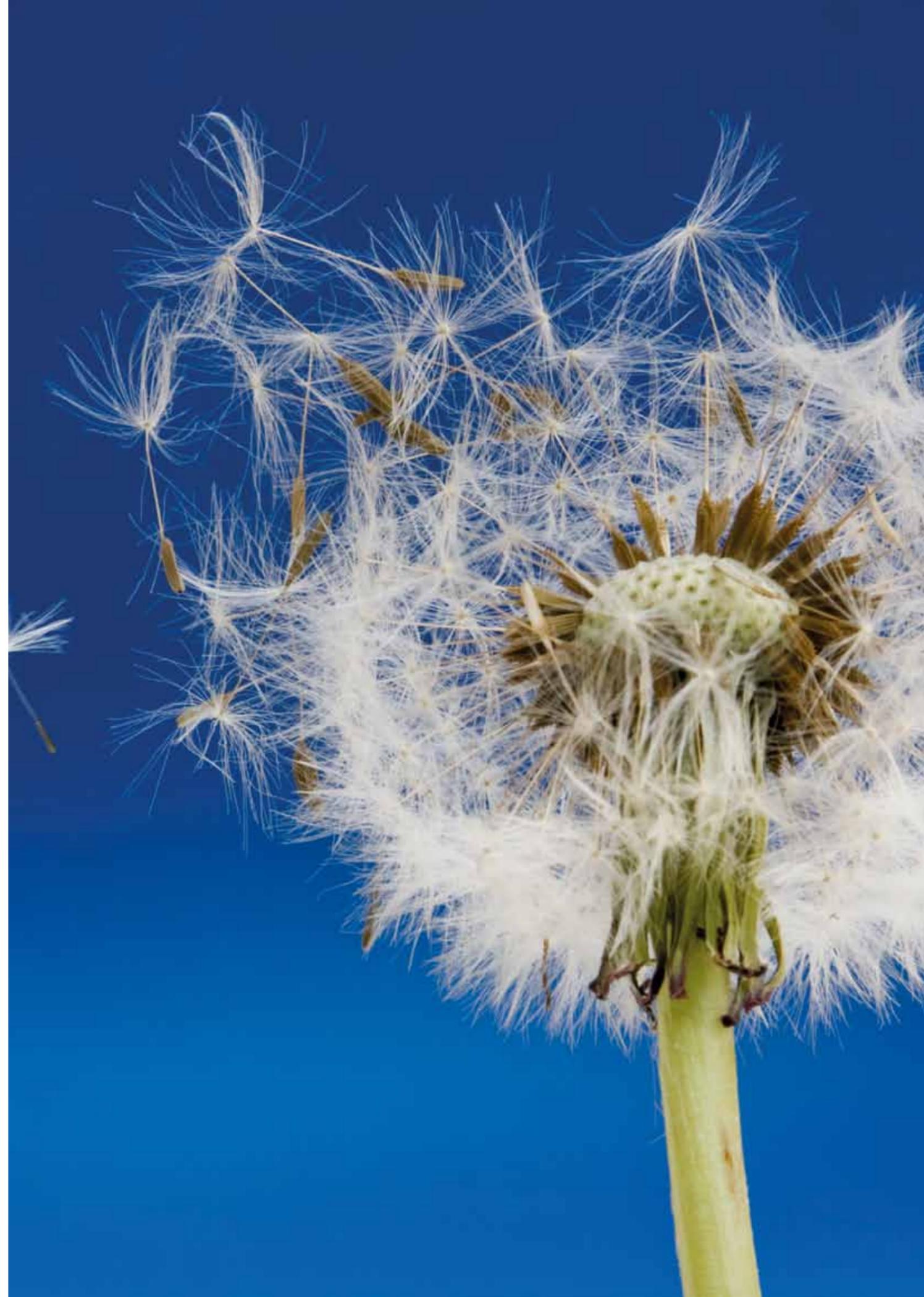


Why BlueMotion Technologies?

Blue – the Volkswagen brand colour – symbolises the elements water and air, while Motion represents a move forwards towards the future and driving enjoyment. BlueMotion Technologies has one very important objective: to reduce the impact of our cars on the environment for future generations. Our engineers are constantly striving to produce cleaner, more efficient cars with absolutely no compromise on performance.

The result of their work is an impressive range of refinements and innovations that are available today. By correcting your driving style and using BlueMotion Technologies, a fuel saving of up to 10% can be enjoyed, depending on your driving style. Your wallet and Mother Nature will thank you.

So, if you care about protecting the environment, remember to 'Think Blue'.



Be an Eco-friendly Driver

You don't have to own a BlueMotion car to be a more environmentally responsible driver. Follow these simple tips and you'll help reduce the amount of CO₂ your car emits, saving you expensive fuel and helping protect Mother Earth for future generations.

- Check tyre pressures. Under-inflated tyres are dangerous and waste fuel.
- Keep the weight of your car to a minimum. Clear out your boot, remove the roof rack if you're not using it, and don't always fill your petrol tank to the maximum: the heavier your car, the more fuel it burns.
- Drive smoothly. Avoid sharp acceleration and heavy braking - it saves fuel and reduces the risk of accidents.
- Check your speed. Driving at higher speeds can use up to 15% more fuel than driving at lower speeds.
- Lower revs means less fuel used.
- Turn off on-board electrics, such as air-conditioning, when you can.
- Plan your journey to avoid traffic jams, roadworks and getting lost. Try combining your trips or sharing journeys with others.
- Service your car regularly. Cars that are not running optimally are likely to emit higher levels of CO₂.
- Don't warm up the engine after starting. It causes rapid engine wear and uses unnecessary fuel.

If you don't have Volkswagen's new BlueMotion Stop-start technology, switch off your engine whenever possible (for example, in traffic jams). Most sources today agree that it is worth turning your engine off if you expect to be stationary for 10 seconds or longer.



BlueMotion Engines

Thanks to longer gear ratios, new engine management software and innovative TDI and TSI engines, the BlueMotion engine range is world class, offering performance and improved efficiency that is kinder to the environment.

TDI diesel engines

Volkswagen Turbocharged Direct Injection (TDI) diesel engines are efficient, responsive and high performance. A highly efficient Diesel Particulate Filter traps even the finest carbon particles produced by the engine while burning diesel fuel, while the common-rail direct injection system ensures the quietest, smoothest drive.

TDI engines offer a more powerful, responsive drive, with improved fuel economy and lower emissions.

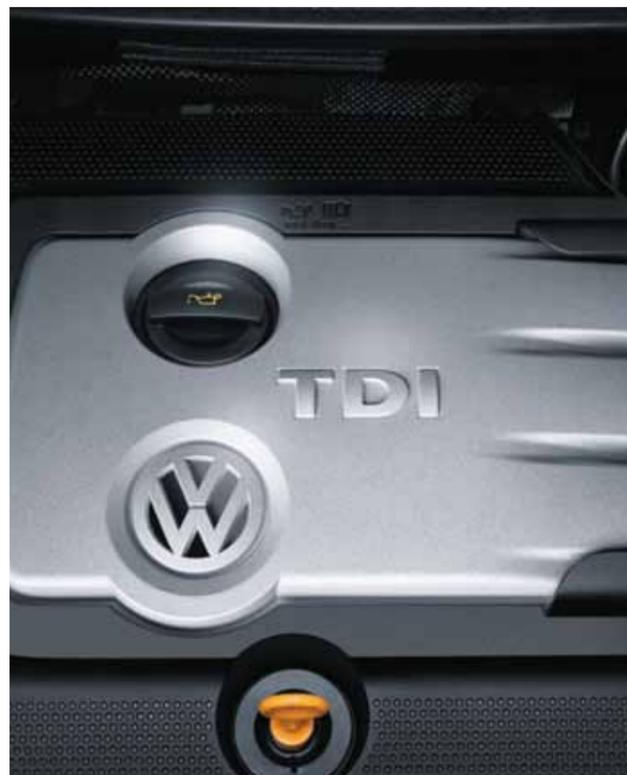
TSI petrol engines

The award-winning Turbocharged Stratified Injection (TSI) petrol engines mean you no longer have to choose between performance and economy. Smaller capacity, light and powerful, they blend the best of Volkswagen TDI and FSI (Direct Injection) engines. The result is outstanding fuel economy, lower emissions and, best of all, enhanced performance.

Direct petrol injection is combined with a turbocharger or a turbocharger/supercharger combination. This enhances the engine's combustion efficiency, making the TSI engine power output much higher than that of conventional, naturally aspirated engines.

Volkswagen's 1.4 TSI engines offer performance superior to many 2.0 litre petrol engines, with the bonus of much lower fuel consumption and carbon emissions.

Now that's innovation for you.



BlueMotion Technologies: Innovation

We've also designed a range of other BlueMotion energy-saving technologies to work in synergy with our advanced engines and gearboxes. Together, they improve fuel economy and cut harmful emissions to reduce the impact of driving on the environment. At the same time, this increased efficiency helps cut the cost of running your car, without compromising on driver enjoyment or vehicle performance.

These innovations include Energy Recuperation, Stop-start technology, low rolling resistance tyres and aerodynamic enhancements.

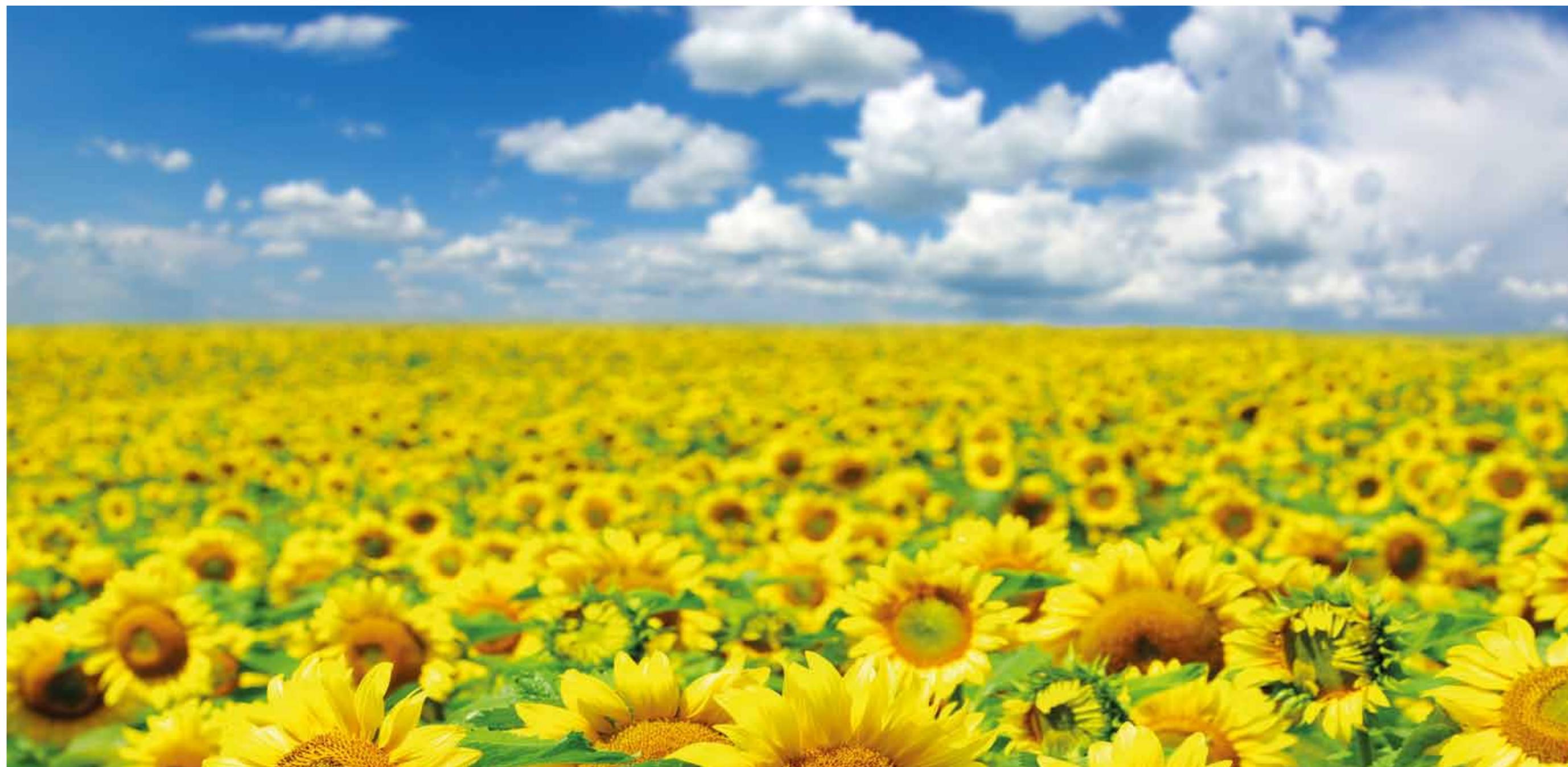
Intuitive, instinctive and uncompromising, these cutting edge technologies are the perfect representation of Volkswagen's vision to be the most innovative car brand in the world.



Energy Recuperation

When you're trying to save energy while driving, it makes sense to recover it where you can. Energy Recuperation uses less energy for battery charging during acceleration and charges the battery whilst decelerating, thereby reducing energy waste, saving fuel and cutting emissions.

Energy Recuperation is available in Polo BlueMotion, Golf BlueMotion, New Touareg with BlueMotion Technology and New Tiguan with BlueMotion Technology.



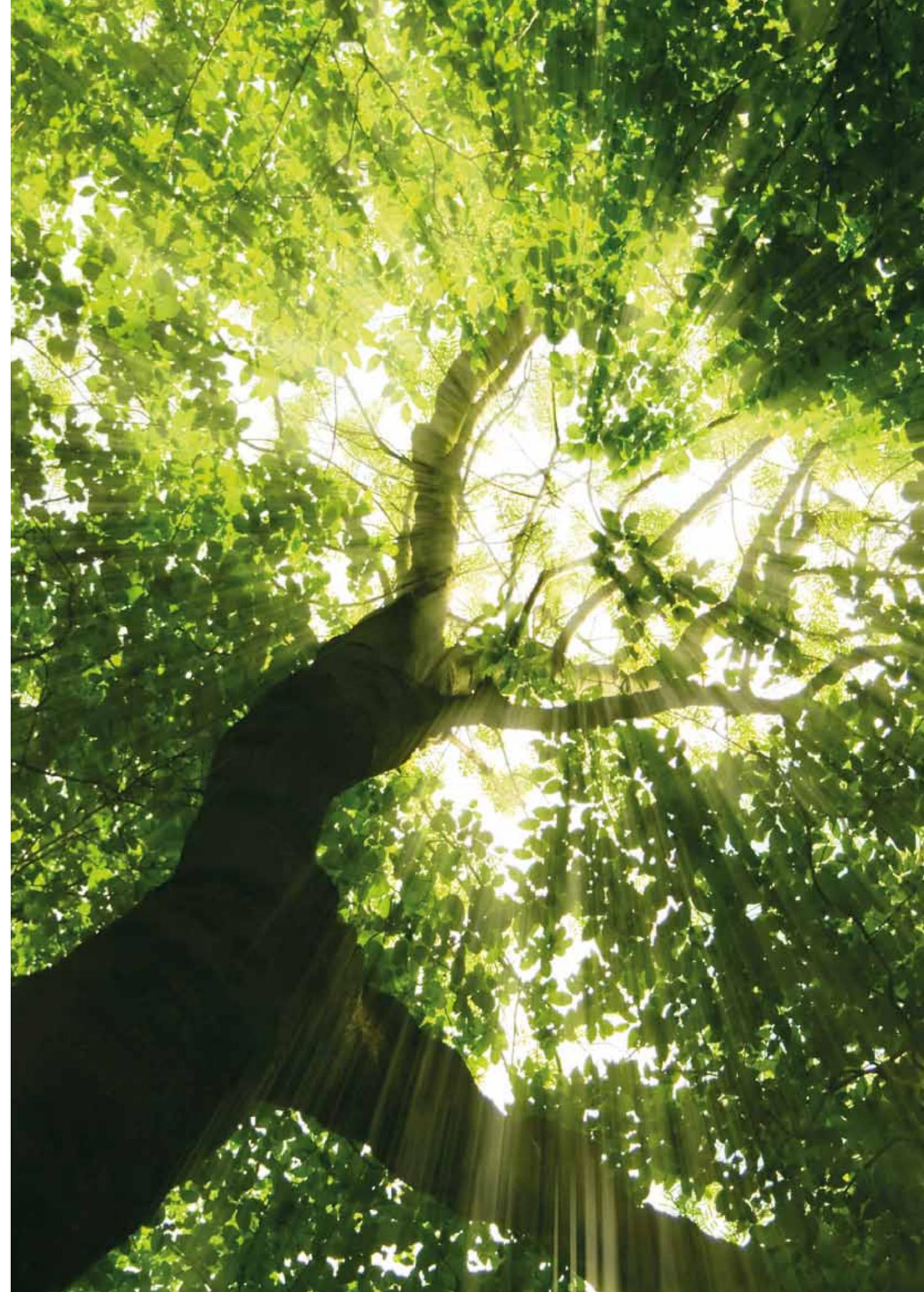
Stop-start Technology

City driving involves a lot of stopping and starting, especially at traffic lights. While your engine is idling, it's using fuel. Stop-start technology cuts emissions and saves fuel by automatically switching off your engine while the car is stationary.

Stop-start technology saves fuel by switching off the engine when the vehicle is stopped and seamlessly re-starting it when the brake pedal is released (for automatic vehicles) or the clutch

is engaged (for manual vehicles), saving fuel and reducing the impact of your vehicle on the environment. The system can easily be deactivated, if you wish, by a switch within easy reach.

Stop-start technology is available in Polo BlueMotion, Golf BlueMotion, New Touareg with BlueMotion Technology and New Tiguan with BlueMotion Technology.



Low Rolling Resistance Tyres

Low rolling resistance tyres need less engine power to propel the car forward, saving fuel and helping to lower emissions, while still offering excellent performance, safety and driveability.

Low rolling resistance tyres are available in Polo BlueMotion and Golf BlueMotion.



Aerodynamic Enhancements

The science of aerodynamics is simple: the more streamlined the design, the lower the air resistance, requiring less fuel to propel the vehicle forward. The smoother the airflow under and over the car, the less drag there is holding the car back, and therefore less effort is required to move the vehicle forward.

We've improved the aerodynamics of the Polo and Golf BlueMotion models by designing a more streamlined body shape, narrowing

the gaps between panels and a closed radiator grille, underbody panels and spoilers to reduce drag. A more streamlined car means better performance and lower fuel consumption.

Aerodynamic modifications have been made to the Polo BlueMotion and the Golf BlueMotion.



Polo BlueMotion

We said "Expect big things" from the New Polo. Now you can expect even more from the Polo BlueMotion. With the lowest CO₂ emissions in the Volkswagen range at only 89 grams of CO₂ per kilometre, no emissions tax is payable as it falls below the 120 gram threshold. Polo BlueMotion means you can take small steps towards making big changes.

The following technology is available in Polo BlueMotion: Energy Recuperation, Stop-start technology, low rolling resistance tyres and aerodynamic enhancements.

Model	1.2 TDI BlueMotion
Power (kW @ rpm)	55 @ 4,200
Torque (Nm @ rpm)	180 @ 2,000
Fuel Consumption (ℓ) (Combined)	3.4
CO ₂ Emissions (g/km)	89



Golf BlueMotion

Driving a Golf has always been about the love of the drive. And now, driving a Golf BlueMotion means you can love the road and the planet at the same time. Complete with all of the BlueMotion Technologies, the Golf BlueMotion reduces CO₂ emissions without compromising your driving enjoyment. And at only 99 grams of CO₂ per kilometre, no emissions tax is payable as it falls below the 120 gram threshold.

The following technology is available in Golf BlueMotion: Energy Recuperation, Stop-start technology, low rolling resistance tyres and aerodynamic enhancements.

Model	1.6 TDI BlueMotion
Power (kW @ rpm)	77 @ 4,400
Torque (Nm @ rpm)	250 @ 1,500 – 2,500
Fuel Consumption (l) (Combined)	3.8
CO ₂ Emissions (g/km)	99



New Tiguan with BlueMotion Technology

Model	Trend and Fun 1.4 TSI 4X2 BlueMotion	Trend and Fun 2.0 TDI 4X2 BlueMotion	Trend and Fun 1.4 TSI 4X2 BlueMotion
Power (kW @ rpm)	90 @ 5,000	81 @ 2,750 – 4,200	118 @ 5,800
Torque (Nm @ rpm)	200 @ 1,500 – 4,000	280 @ 1,750 – 2,750	240 @ 1,750 – 4,000
CO ₂ Emissions (g/km)	152	139	156
Fuel Consumption (ℓ) (Combined)	6.5	5.3	6.7

There's more to life when you're driving a New Tiguan. And driving a New Tiguan with BlueMotion Technology means you'll be doing even more to be on Mother Nature's good side. With reduced emissions and lower running costs, you'll not only be helping the planet, but helping your wallet too.

With Stop-start Technology and Energy Recuperation, the New Tiguan with BlueMotion Technology will be available in the 1.4 TSI 4X2.



New Tiguan with BlueMotion Technology

Volkswagen CC with BlueMotion Technology

In a Volkswagen CC, you set yourself apart. Choosing the CC variant with BlueMotion Technology sets you even further apart from the pack. With its lower emissions and restrained fuel consumption, it's a car that defines you not just as a person of impeccable taste and refinement, but as a driver with a conscience.

Model	2.0 TDI BlueMotion
Power (kW @ rpm)	125 @ 4,200
Torque (Nm @ rpm)	350 @ 1,750 – 2,250
Fuel Consumption (l) (Combined)	5.5
CO ₂ Emissions (g/km)	144



Passat CC with BlueMotion Technology

New Touareg with BlueMotion Technology

It's amazing what you can do in a New Touareg with BlueMotion Technology, like drive an SUV with a conscience. Stop-start technology and Energy Recuperation means that you can enjoy driving an 'über' SUV, while still taking small steps towards a greener future.

The New Touareg with BlueMotion technology is available in the 3.0 V6 TDI.

Model	3.0 V6 TDI
Power (kW @ rpm)	176 @ 4,000
Torque (Nm @ rpm)	550 @ 2,000 – 2,250
Fuel Consumption (l) (Combined)	7.4
CO ₂ Emissions (g/km)	195

