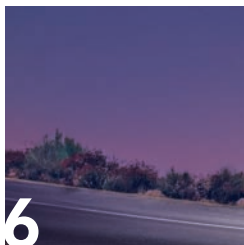


Contents

ON THE COVER
Candy White Eos hardtop
convertible. Design by
Volkswagen. Photograph
by Jason Leiva. Name by
Greek mythology.



6

Who is Eos?

Eos is the Greek Goddess of Dawn, who rode in on a rose-coloured chariot drawn by white horses each morning to mark the new day. Read on to discover how this ancient goddess can guide you and your 200 horses to a calmer and more centred self.



8

The sunroof is only 1/3 of the story.

To be honest, other cars do have a sunroof. And yes, some cars are convertibles. But this is the only one that has a roof, a sunroof and no roof. And because we know how important this is to your Eos experience, we took eight full pages to go through everything. But don't let this make you feel like you have to rush. Sit back and enjoy.



19

Experience reflexology.

Every last detail in your Eos was designed to create harmony between mind, body and soul. Even things that you might not expect, like your steering wheel and gas pedal. But don't stress yourself trying to figure it all out—we've included a guide to Eos reflexology.

departments

- 5 Contributors
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- 28 Interior Choices
- 30 What's Hot and What's Not



US vehicle shown. Some features may not be available in Canada.



Eos

Standard Features

Exterior

Panoramic power glass sunroof, externally guided, tilt and sliding, with tinted glass, and manual sunshade powered by electrical motor
CSC (coupe-sunroof-convertible) automatic folding hardtop roof
235/45 R17 H, all season tires
7 1/2J X 17-inch "Le Mans" alloy wheels
Wind visor, front, in windshield frame
Fog lights

Interior

Analog gauges: speedometer, tachometer, vehicle temperature and fuel
Digital read-outs for odometer, trip odometer, clock and outside temperature display
Pollen and odour filter
Metallic interior trim
Illuminated warning lights
Interior ambient lighting
Lockable glovebox
Homelink
Power windows with one touch up and down
Radio-frequency remote locking system
AM/FM radio with single-disc in-dash CD player, MP3 format readable and eight speakers
AUX-IN multimedia socket for external audio source
Leather 3-spoke steering wheel, shift knob
8-way manually adjustable front seats
Leatherette seating surfaces
Heatable front seats
Heatable washer nozzles
Heatable exterior mirrors
Driver and front passenger, front airbag supplemental restraint system
Driver and front passenger, combined side-curtain and side-thorax supplemental airbag supplemental restraint system
Rollover Protection System, automatic, behind rear head restraints
Lower anchors for child restraint systems in rear seating positions
Cargo cover in trunk
Rear passenger ventilation for heat and A.C.
Cruise control
Climatic single zone air conditioning

Technical

ABS (anti-lock braking system)
Brake-pad wear indicator
2.0T 200 horsepower, 207 lbs-ft torque, 4 cylinder, in-line, 4-valve, turbocharged, FSI engine
Anti-intrusion side door beams
Electromechanical power steering, with speed variable assist
Front McPherson concept with triangular wishbones, coil springs, telescopic selflevelling shock absorber, and stabilizer bar
Rear fully independent four-link suspension with coil springs, telescopic shock absorbers and stabilizer bar
Anti-slip regulation (ASR)
Electronic Differential Lock (EDL)
Electronic Stabilization Programme (ESP) with brake assist, and disc wipers
6-speed manual transmission

Warranty

Basic limited warranty
4-year/80,000 km (whichever occurs first) new vehicle warranty. Wear & tear items and adjustments excluded after initial 12 months/20,000 km (whichever occurs first)
Powertrain
5-year/100,000 km (whichever occurs first) powertrain warranty

IN THIS ISSUE
The star of this brochure is Eos. Each page dedicated to exploring both its inner workings and outer effects. It's a world of simple German design and masterful German technology. Enjoy.





Eos

Warranty (Cont) Anti-Corrosion

12-year, unlimited distance warranty against corrosion perforation
Roadside Assistance- 4-year/unlimited mileage, 24 hours

Packages

2.0T Sport Leather Package
Includes items in the 2.0T model, plus:

Exterior

Automatic headlights with "Coming Home" feature
Exterior mirrors with environment lighting

Interior

CLIMATRONIC electronic climate control, dual zone
Multi-function trip computer with trip time, trip distance, average trip speed, average trip fuel consumption, kilometres to empty and outside temperature gauge
Premium AM/FM radio with 6-disc in-dash CD changer, MP3 format readable, eight speakers,
Multi-function steering wheel
Triptronic® control paddles on steering wheel (only when equipped with DSG transmission)
12-way power driver's seat, including 4-way power adjustable lumbar support
Leather seating surfaces
Power "easy-entry" function on both front seats
Rain sensing wipers
Self dimming rear view mirror

Technical

Sport Suspension

Available options

DSG® 6-speed Auto Transmission with Tiptronic®
18-inch "Samarkand" Alloy Wheels with 235/40 R 18 all season tires
Removable ski bag
Windblocker, rear, removable, behind front seats
Park Distance Control (available only in combination with Sport Leather Package)

Contributors

Autostylist Irene Penny
Meet the style in Autostyle, Irene Penny, aka, the Eos colour expert. Irene cut her fashion teeth in the fashion capital of the world, Paris, where she quickly reached the highest levels of work within the industry before taking her knowledge to the streets by helping people pick their automotive power colours.



Autostylist Anne-Elise "Lulu" Hagen
Lifestyle expert and driving guru. Lifelong auto enthusiast and private yoga instructor since 2000, Anne-Elise has taken her passion for a spiritual, centred lifestyle to the road. Her renowned methods revolve around calm driving techniques and moving straight ahead through positive energy.

Autostylist Johnny Hardesty
An automotive thoroughbred by every stretch of the imagination, Johnny Hardesty brings 10 years of production design to the table, or in this case, behind the wheel. Equipped with a sharp tongue, tasteful eye and lead foot for driving, Johnny brings a unique aesthetic to the interior section of Autostyling.

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High-performance tires are designed for optimum performance and handling in warm climates. They are not suitable for cold, snowy or icy weather conditions. If you drive under those circumstances, you should equip your vehicle with all-season or winter tires, which offer the better traction under those conditions. We suggest you use the recommended winter or all season tire specified for your car or its equivalent. These high-performance tires also have a lower aspect ratio that aids performance and handling; however, in order to avoid tire, rim or vehicle damage, it is important that the inflation pressure is regularly checked and maintained at optimum level. Please also remember in making your selection that, while these tires deliver responsive handling, they may ride less comfortably and make more noise than other choices. Finally, these tires may wear more quickly than other choices. Volkswagen Canada Inc. believes the information and specifications in this brochure to be correct at the time of printing. Specifications, standard features, options, fabrics and colours 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 the availability of options and verify that the vehicle you ordered includes the equipment you ordered. Tires are supplied and warranted by their manufacturer. EPA fuel mileage figures are estimates only. Your fuel consumption may vary. Airbags are supplemental restraints only and will not deploy under all accident scenarios, always use safety belts and seat children in the rear, using restraint systems appropriate for their size and age. "Volkswagen" and the Volkswagen logo are registered trademarks of Volkswagen AG. "Eos" is a trademark of Volkswagen AG. "Monster Mats" is a registered trademark of Volkswagen of America, Inc. "Tiptronic" is a registered trademark of Dr. Ing. h.c. F. Porsche AG. "Sirius Satellite Radio" is a trademark of Sirius Satellite Radio Inc. For further information regarding any Volkswagen model, please call 1-800-DRIVE-VW or just look us up at vw.ca. Before we sign off, remember, don't drink and drive.



Eos is the Goddess of the Dawn.

Written by Claire Sims
Photography by Scott Gilbert

Within these pages you'll get a sense of the power of Eos. Its power to nurture. To refresh. To bring balance. It's a vehicle of inspiration, all parts designed with your peace of mind in mind. But how can you understand the healing strength of warm winds on a hot summer's night from mere text on paper? Or grasp the internal peace that can be achieved as you

gaze into the heavens on a desolate stretch of highway with only the low hum of the engine as your companion through type? Yes, words can explain, but the Eos' ability to clear the mind and open the senses is something to be experienced. So just sit back and relax while you flip through these pages. But remember, this will only give you a sense of the power of Eos.

3-in-1 roof

What's your
pleasure?



The Eos is the world's first hardtop convertible with a sunroof. That means no matter what state your mind is in, the Eos can match it. And with the push of a button, it takes only 25 seconds. Decide between ① getting cozy and snug, tucked beneath the hardtop, ② being showered by glistening afternoon light pouring through the sunroof or ③ taking a top-down pleasure cruise. Each has its own effect. The choice is yours.

Putting the top down opens the 'heart chakra' to the universe."

- Lulu



THIS PAGE
Interior dashboard lighting, available in signature blue with red. The ability to watch the sunset on your commute home.

OPPOSITE PAGE
The panoramic power glass sunroof. Tinted, tilting and sliding with manual sunshade. 605 mm x 1,125 mm



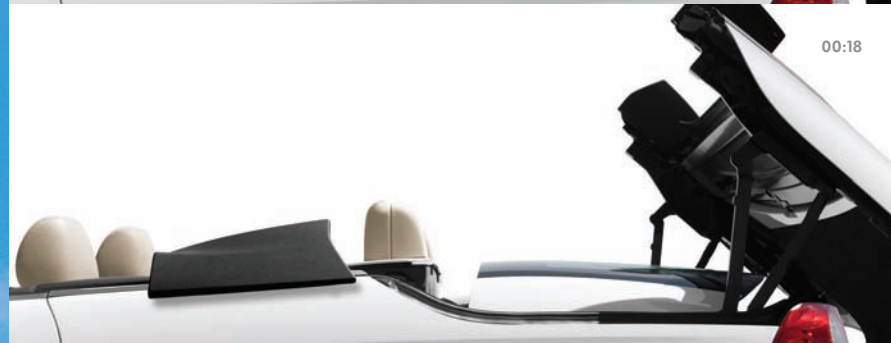
25 seconds
to open your lungs to crisp air
to open your lips to subtle flavours you can nearly taste
to open your eyelids
to glimmers of reflecting light
to open your ears to faint sounds you otherwise might've missed
to open your nostrils to smells you never knew you'd remember
only 25 seconds to open your
Eos convertible to the world.



00:05



00:11



00:18



00:25

“Deciding on your colour without knowing if you’re a summer, fall or winter is like playing darts blindfolded.”

- Irene

What’s in a colour? Everything. That’s because within colour there is life. There is power. There is essence. Colour helps us interpret our surroundings as much as anything else. Choosing your Eos colour is something that will help express who you are as a human being. It’s not something to be done on a whim. Take your time, get to know yourself. Listen to your inner voice. Find the colour that goes best with your exterior as well as your interior.

These are the Eos colours. Each unique. Only one is right for you. Why not start by trying them on in your mind?

Eismeer Blue: The shade of swimming pools and the colour your tongue turns

when you get the blue-raspberry gumball. **Black Uni:** The colour of crisp, parallel grill lines seared into a fleshy steak—dancing piano keys—a desolate road without a single streetlight. **Silver Essence:** Like that lanky, tin cup with a little bit of chocolate milkshake dripping down the side—the wobbling handlebars of your first bike ride. **Paprika Red:** The hue of your mom’s secret sauce—the crimson ring left halfway up your wineglass when the conversation lasts ’til 4am. **Candy White:** Like snow-covered sidewalks not yet marred by footprints—fresh paint on the porch swing that you can smell is still wet.



Eismeer Blue



Black Uni



Silver Essence



Paprika Red



Candy White



Reflexology

Palm

Gripping the steering wheel tightly will stimulate the stomach. If you're doing it right you should feel butterflies around 2,500rpm.



Fingertips

Stimulating this part of your hand with the steering wheel is a great way to clear your sinuses. Which is fortunate because your Eos is about to fill them with fresh air at highway speeds.



Ball

You always knew there was a reason stepping on the gas got your blood pumping. Massaging this area is good for the ticker. So make sure you safely pass the car in front of you whenever possible. You know, for a healthy heart.

Inner Hand

The shifting from a manual transmission is a good source of pressure for this part of the hand, which stimulates the eyes, resulting in clearer vision. This is a plus in your Eos, which offers 360-degree views of, well, everything.





The Eos is
Designed to
nurture

US vehicle shown. DVD Navigation not available in Canada.

The Eos is quite sophisticated. All of its computers and techie touches can help get you back to a more enlightened state. Available options like multi-function steering wheel and trip computer, for example. Every piece of computer circuitry working to help you feel more together.

Heated Seats.

Relax your muscles and your soul. And your backside.

Four Cup Holders.

What's a convertible without friends? We've got four cup holders to brew some sun tea in the summer or hold hot cocoa during the cooler months.

Multi-function Steering Wheel.

In addition to steering, this puppy lets you change the radio station, track your average speed and even see how long you can possibly go until you will run out of gas. And all from one spot, so you don't have to lift a finger. Well, maybe just one finger.

It's time to choose a theme song.

The Eos system sounds flawless whether the top is up or down. That's because it was designed specifically to adjust with your Eos. We started with eight coordinated speakers in the usual places. And a few in some unusual spots. Add to this a 6-disc CD changer and an MP3 player, and you can create your own soundtrack to set the perfect mood.

Dual-zone Climatronic. It's the climate control you've always wanted. This option automatically adjusts the temperature inside the Eos depending whether the top is up or down. So stop worrying about the thermometer—you've got more important things not to think about.



dual
zone

Rollover

Eos' rollover protection system features fully electronic sensors that release two bars behind the backseat in the event your car rolls over in convertible mode. Sure, it's not something we like to talk about, but the Eos was made to put you at ease, even in the most unlikely of events.

Airbags

The Eos features four standard airbags, dual front airbags and dual front side airbags, which are newly developed to unfold horizontally and vertically to cover the entire length of the front side windows. We've got you covered because safe happens when you least expect it.

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

Brake System

Sometimes life throws you a curve. And sometimes those curves just so happen to end up in the road when you least expect it. Every new Eos has antilock brakes, Hydraulic Brake Assist and Electronic Stabilization Programme. All standard.

Steering

The Eos electromechanical power steering and counter steering assist help keep you and the car centred in windy conditions and on heavily slanted roads.



Safe happens.
One thing that never goes out of style is safety. A car made for the mind, body and soul must also protect these very things.



your

performance

Meditation at 100km/h. A car is only as good as the engine under its hood. And like any VW model, the Eos' engine compromises nothing in the name of true performance. Ergonomically designed, the heart of the new Eos comes in the form of a fully outfitted, turbocharged 2.0T 200HP engine. The engine purr will help reduce stress, heighten your senses and increase circulation into the adrenal glands.

The DSG® 6-speed automatic transmission with Tiptronic®

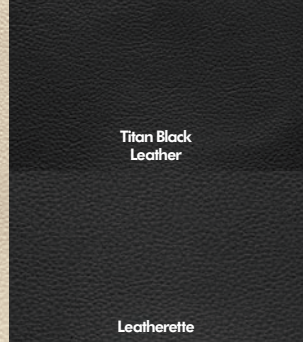
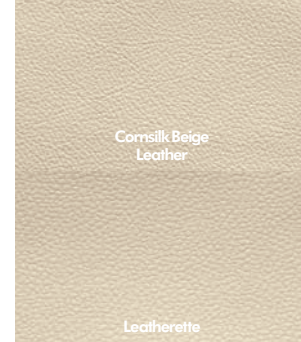
The Eos wasn't meant for Sunday driving. Optional paddle-shifting lets you shift up or down as you plow through winding roads or cruise straightaways.

The invigorating Tiptronic® turns the automatic transmission into something that feels more like a manual. Use tiny fingertip movements to shift gears to create a toxic cleansing moment.



Leather vs. Leatherette.

The interior of the Eos comes with a choice of leather or leatherette seating surfaces. Both easy on the eyes. Both soft on the elbows and the backs of the knees. Designed to complement either interior trim in black or beige. Be comfortable in either skin.



“Choosing an interior sets the mood for every drive you’ll be on. Don’t end up in a bad mood.”

-Johnny

What's hot and what's not.

Road rage. Oversized cars. Sunburn. And definitely cutting people off. These things are out. But don't worry, we've filled this entire page with options and accessories that are in. And for even more things that are hot, go to www.wdrivergear.com. You're welcome.



Wind Blocker
Manage your wind therapy. Want wind? No blocker. Want just a little? Use the blocker to reduce turbulence. Feel better?



Alloy Pedals
Cool in the eyes. Cool to the feet (if you are not wearing shoes).



Samarkand Wheel
10 precision-engineered spokes for performance and elegance. (No baseball cards in these spokes, please.)



Monster Mats
As a hardtop convertible, the Eos is ready for any weather. Of course, your shoes can drag hot weather inside. You may want to consider Monster Mats for extra interior protection.



Eos Sun Tea
Nothing refreshes like a top-down cruise with some freshly brewed sun tea by your side.



Golf Ball Shifter
Stimulates the palm and the adrenal glands simultaneously.



Chrome Accent Strip
The Eos was made to accommodate all kinds of aesthetic options, including a small chrome accent strip for the back. Many people like this small detail, you may be one of them.

We love great design. The type of designs that bring a quiet order to an aspect of your life. And, ideally, without you ever knowing it. The placement of a dial on a watch—the angle of the pockets in your favourite pair of jeans—the distance between the buttons on a car dash. It just makes sense so you forget about it. And as much as we want you to know the amount of thought and effort that went into designing every micrometre of the Eos, we're sort of hoping you don't even notice.

