



2022 Volkswagen Taos Dealer Information Package



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Data classification: Internal

All-New 2022 Taos

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1,636 mm

2,689 mm

1,841 mm

4,466 mm

Not too big, not too small – just right!
236 mm (9.3") shorter than Tiguan



All-New 2022 Taos

Positioning

PACKAGE (mm)	TAOS	TIGUAN	+/-
Wheelbase	2,689	2,790	-101
Length	4,466	4,700	-236
Width	1,841	1,839	+2
Height	1,636	1,659	-23

F/C* (Comb)	Taos	Tiguan	+/-
FWD (L/100KM)	+/- 7.4	n/a	+/- 2.8
AWD (L/100KM)	+/- 8.4	+/- 10.2	+/- 1.8

* Directional until official figures released



All-New 2022 Taos

Product Features

PERFORMANCE



- 1.5L TSI engine w/ 158 hp & 184 lb-ft of torque
- Incredible fuel efficiency
- FWD (8AT) and 4MOTION (7DSG)
- Available multi-link rear suspension
- Fun-to-drive ("Golf-like" experience)

INTERIOR



- Spacious interior, great ergonomics
- Youthful and playful design with well-executed materials and standard two-tone look
- Convenient storage (790L behind 2nd row) for every need
- 10-colour ambient lighting

EXTERIOR



- Bold SUV design with rugged cues
- Standard LED headlights and taillights
- "Just right" sizing
- 17", 18", 19" wheels
- Large panoramic sunroof
- 8 vibrant colours

TECHNOLOGY



- Standard KESSY GO
- Standard Volkswagen Digital Cockpit
- App-Connect and Bluetooth
- New generation MIB3 infotainment with available wireless phone charging
- Latest in driver assistance



All-New 2022 Taos


Pricing




\$26,695
Trendline
FWD



\$29,195
Trendline
4MOTION



\$32,395
Comfortline
4MOTION



\$36,695
Highline
4MOTION



\$1,500
Sunroof & Wheel Package



\$1,500
Driver's Assistance Package



\$500
Alloy Wheel Package (19")



All-New 2022 Taos

Offer Structure

FWD with 4MOTION



4MOTION



4MOTION



TRENDLINE (installation suggestion: 35%)

COMFORTLINE (installation suggestion: 40%)

HIGHLINE (installation suggestion: 25%)

Exterior

- 1.5 TSI, 158 HP, 8-speed automatic
- 17" alloy wheel "Lupin"
- LED ECO basic headlights with LED DRL & auto headlights
- LED taillights
- Black roof rails
- Black painted side mirrors
- Heated windshield washer nozzles

- Silver roof rails
- Privacy glass
- Body coloured side mirrors

- 18" machined alloy wheels "Katana"
- LED High signature headlights
- Adaptive Front Light System
- Exterior ambient lighting

Interior

- Heated, cloth seating
- Driver seat, 6-way manual
- Passenger seat, 4-way manual
- 60:40 split rear seating with center pass-through
- Driver profile select (4MOTION only)
- Soft door panel
- Manual A/C
- Multi-function steering wheel

- Dual-zone climatronic
- Rear AC vents – floor and console
- Leatherette seating
- Driver seat, 8-way power (power lumbar)
- Passenger seat, 6-way manual
- 1 additional x USB (3 in total)
- Cargo cover
- Leatherette wrapped steering wheel

- Auto-dimming mirror
- Rain sensing wipers
- Ventilated, leather seating
- Heated steering wheel
- Heated wiper park
- Interior ambient lighting
- Light Assist

Safety & Technology

- Post-collision braking
- Rearview camera
- Electronic parking brake
- Alarm preparation
- 6.5" touchscreen infotainment system
- App Connect, Bluetooth, 2 x USB ports
- 1 x 12V outlet (2x AWD only, 1 front, 1 trunk)
- VW Digital Cockpit
- KESSY GO

- Blind spot warning w/rear traffic alert
- Rearview camera with dynamic guidelines
- Front assist w/AEB & Pedestrian detection
- 8" touchscreen infotainment system
- Wireless app connect
- Full KESSY (2-door)
- Wireless phone charging
- Alarm

- VW Digital Cockpit Pro
- Park distance control (rear with AEB)
- Satellite navigation
- Beats premium audio (8 speakers)

Driver Assistance Package

- Adaptive Cruise Control/lane assist/travel assist
- Remote start
- Emergency assist

Alloy Wheel Package

- 19" alloys – "Magnum" (Silver)

Sunroof & Wheel Package

- 18" alloys – "Lagomera"
- Panoramic sunroof / LED reading lights



All-New 2022 Taos






Wheel and Colour Programme

<p>Trendline Comfortline Highline</p>	<p>Pure White</p> 	<p>Pyrite Silver Metallic</p> 	<p>Pure Grey</p> 	<p>Deep Black Pearl</p> 
<p>Comfortline Highline</p>	<p>Kings Red Metallic</p> 	<p>Cornflower Blue</p> 	<p>Blue Dusk</p> 	<p>Platinum Grey Metallic</p> 
<p>Wheel Options</p>	<p>17" Lupin</p> 	<p>18" Lagomera</p> 	<p>18" Katana</p> 	<p>19" Magnum</p> 



All-New 2022 Taos

Interior Colour Palette – Standard two tone seating

<p>TRENDLINE Cloth Seats</p>	<p>Titan Black Crystal Grey</p>			
<p>COMFORTLINE Leatherette</p>	<p>Titan Black Crystal Grey</p>	<p>Crystal Grey Storm Grey</p>		
<p>HIGHLINE Leather Sport</p>	<p>Titan Black Crystal Grey</p>	<p>Titan Black French Roast</p>		

***Cornflower blue is not available with French Roast/Titan Black*



All-New 2022 Taos

Competitive Set

PRIMARY



Toyota RAV 4



Nissan Rogue



Mazda CX-5



Kia Sportage



Subaru Crosstrek

SECONDARY



Mazda CX-30



Kia Seltos



Nissan Qashqai



1. Exterior/Interior Styling

Striking lines, bold impression



EXTERIOR DESIGN

- *Pure, distinctive Volkswagen design*
- *Great proportions, with short overhangs, long wheelbase, fast A-post and upright C-post*
- *Bold front end with a sculpted hood and LED light signature reminiscent of Atlas Cross Sport*
- *Standard LED headlights*



EXTERIOR DESIGN

- *Distinctive side profile, with strong character line, harkens to the Tiguan*
- *More squared-off wheel-arches are a nod to Atlas*
- *Rear bumper is sculpted and masculine, helping to give a rugged-looking rear aspect*
- *Taillight design mirrors sharpness of the headlights*



EXTERIOR DESIGN

Highline models include:

- *Projector LED headlights with the Adaptive Front-lighting System (AFS)*
- *An illuminated light line stretching outward from the newly designed logo, like the new ID.4, GTI, and Golf R*
- *Standard 18" aluminum alloy wheels ("Katana") with optional 19" style ("Magnum")*





Available
19 inch alloy
wheels





Standard
LED lighting,
available
front light
bar







INTERIOR DESIGN

- *Taos features modern design and premium fit and finish*
- *Cockpit is composed of clean lines with a horizontal focus*
- *Dash décor divides the central touchscreen from climate controls and flows seamlessly into the door inserts, adding visual interest*
- *Two-tone seats are standard—whether in the base cloth or optional leatherette and leather seating surfaces*





Generous interior volume
2,817 L passenger space (-45 vs. Tiguan)





790 L Cargo Volume
1,866 L seats folded





2. Chassis & Powertrain
Classic VW fun-to-drive



New 1.5L TSI 4-cyl.
158 hp, 184 lb-ft

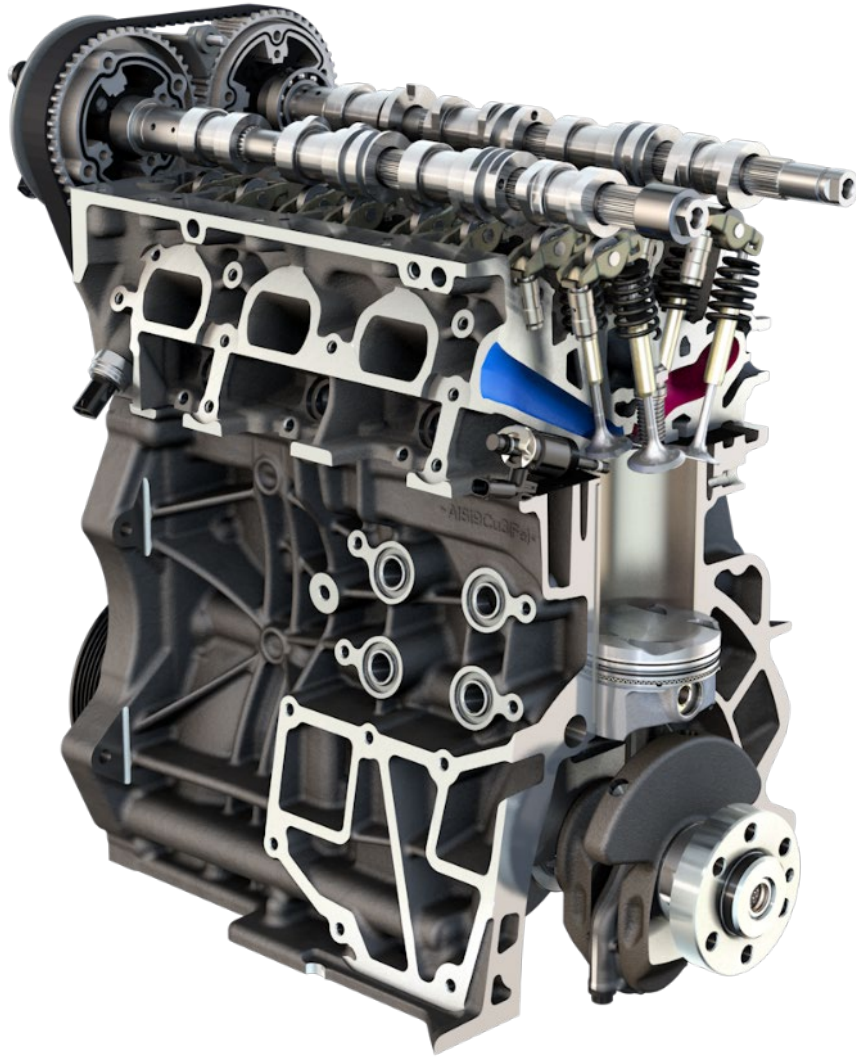


CHASSIS

- *Taos features a strut-type front and a multi-link rear suspension (AWD; torsion beam for FWD)*
- *Taos Trendline standard with front-wheel drive; 4MOTION® all-wheel drive optional on Trendline and standard on all other trims*
- *17-inch aluminum-alloy wheels standard, with available 18- and 19-inch variations*



POWERTRAIN



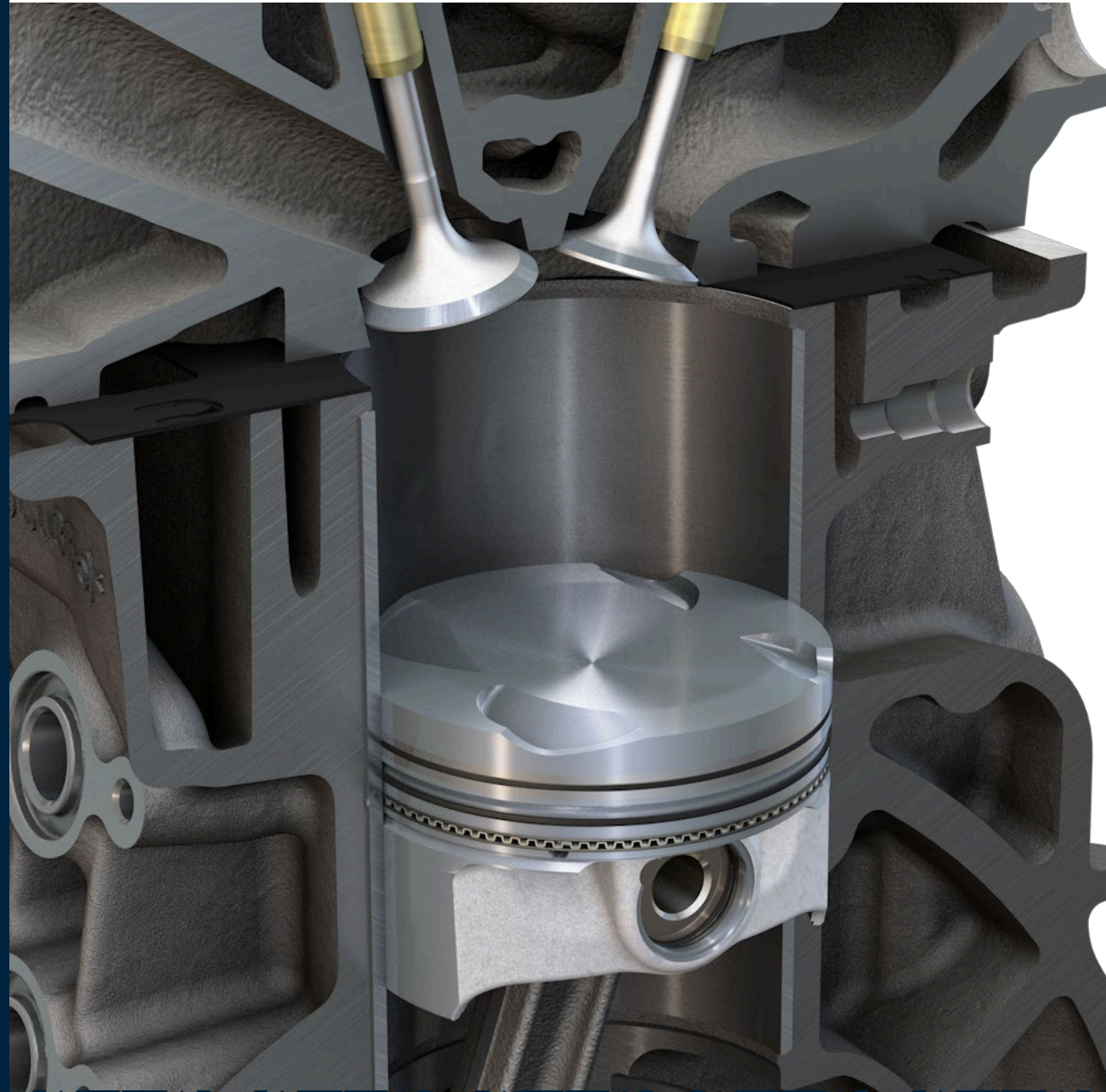
- *Taos uses the latest version of Volkswagen's EA211 turbocharged and direct-injection four-cylinder engine*
- *Previously used in Jetta in 1.4-litre form, making 147 horsepower*
- *Latest version displaces 1.5 litres, makes 158 hp and 184 lb-ft of torque*
- *Engine uses sophisticated technology to help produce outstanding fuel economy*
- *Despite more power and displacement than prior EA211, engine has better specific fuel consumption*



POWERTRAIN

Engine technology includes:

- *Volkswagen's version of the Miller cycle, where the valves are closed early in the intake cycle to help fuel efficiency*
- *A high compression ratio of up to 11.5:1*
- *Air Plasma Spray (APS) coated cylinder liners: Iron powder is plasma coated onto the cylinder block to reduce friction between cylinder liner and piston rings*



POWERTRAIN

Engine technology includes:

- *MAP-controlled cooling module that warms the engine up more quickly than current EA211 and can control water flow in different parts of the engine*
- *Variable Turbine Geometry (VTG): More efficient, provides higher boost and avoids wastegate mass flow*
- *High pressure injection – up from 200 to 350 bar – for better mixture atomization, shorter injection time, optimized mixture formation, and lower particulate emissions*





Confidence in any condition
4MOTION + 7-speed DSG





TECHNOLOGY

- *Standard Volkswagen Digital Cockpit & 6.5" touch-screen with App-Connect*
- *Available Digital Cockpit Pro (configurable)*
- *Available ambient lighting*
- *Available Beats® premium audio system*
- *Available MIB3 infotainment system with:*
 - ✓ *8" touchscreen*
 - ✓ *Wireless phone charging*
 - ✓ *Wireless App-Connect*



Wireless App-Connect



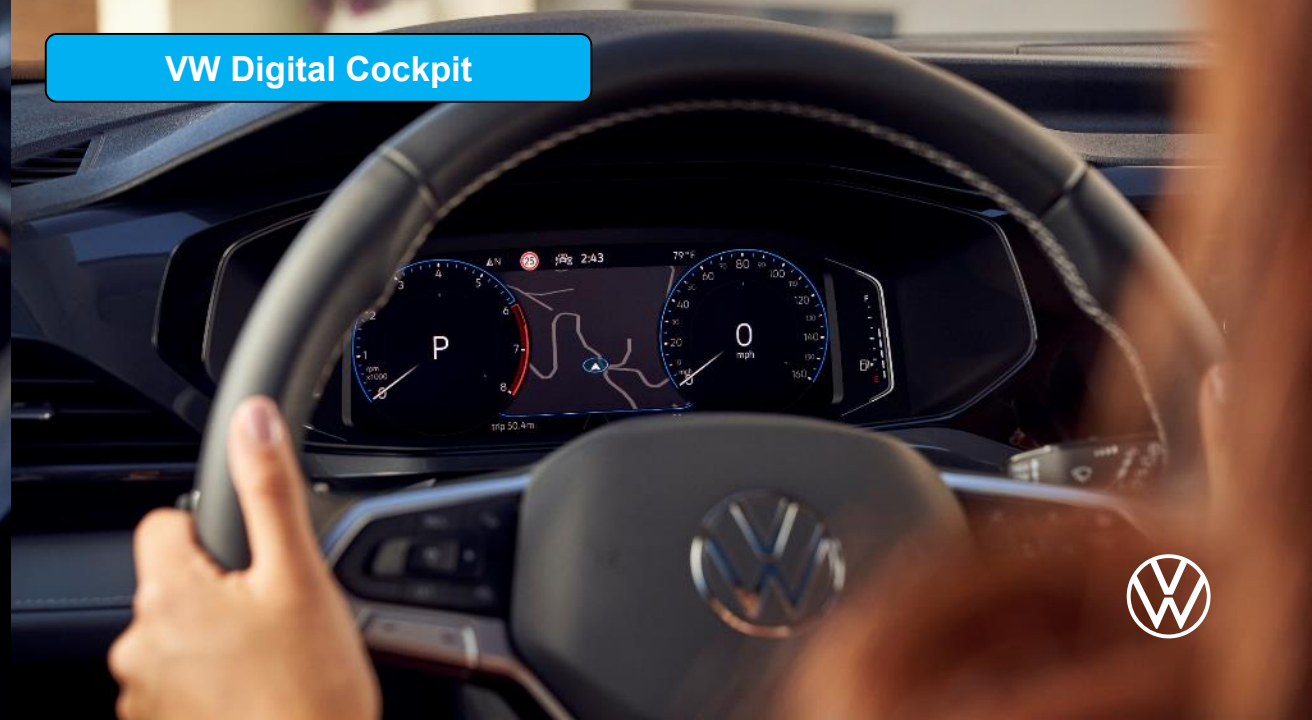
Panoramic Sunroof



Wireless Device Charging

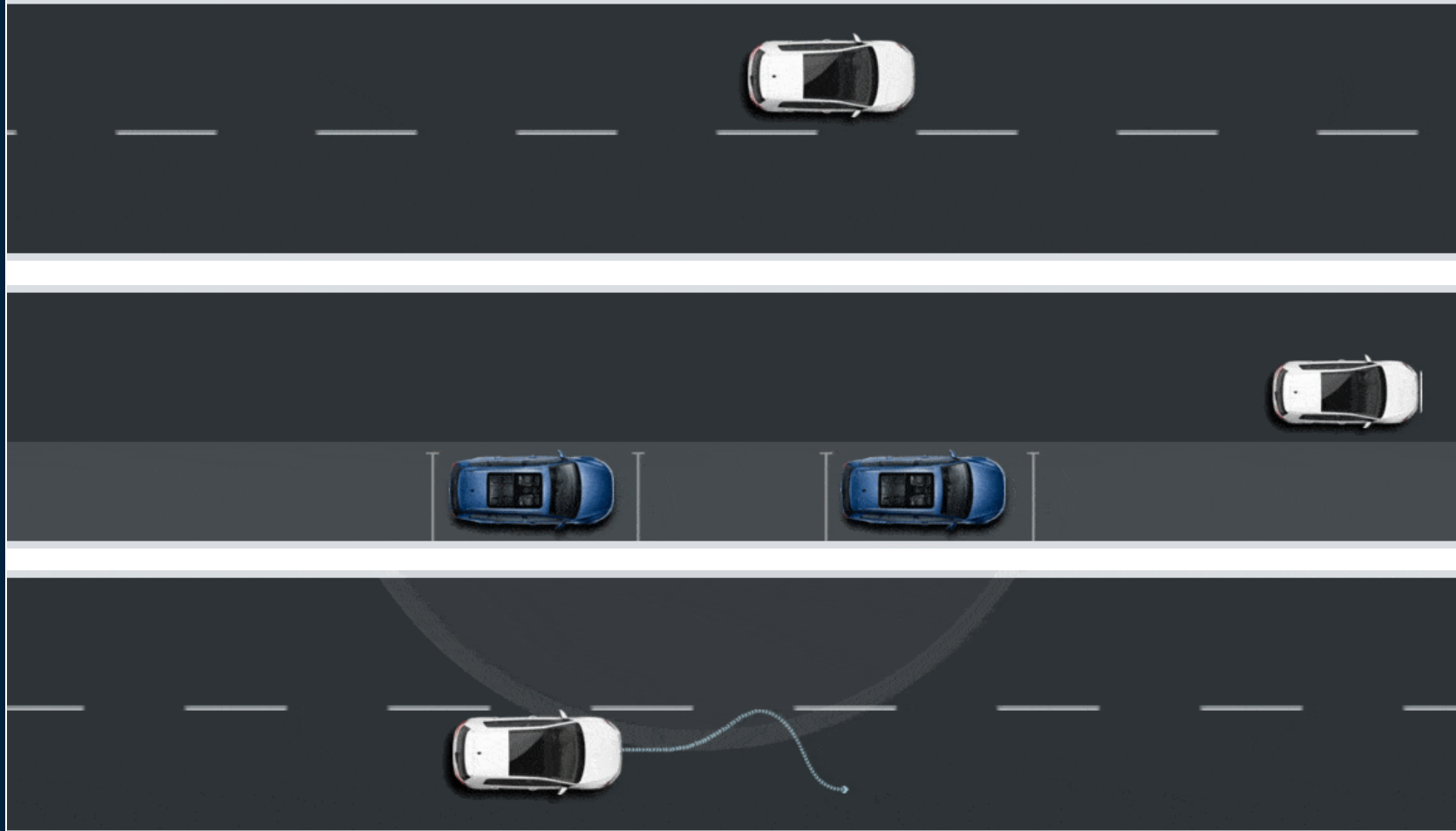


VW Digital Cockpit



SAFETY/DRIVER ASSISTANCE

- Available IQ.DRIVE suite of driver assist features includes:
 - ✓ Forward Collision Warning w/ Autonomous Emergency Braking (Front Assist)
 - ✓ Active Blind Spot Monitor
 - ✓ Lane Keeping System (Lane Assist)
 - ✓ Adaptive Cruise Control w/Stop and Go
 - ✓ Travel Assist
 - ✓ Emergency Assist
- High Beam Control (Light Assist) and Park Distance Control are also available



Marketing



1) *Affordable* and *sized*
"just right" for any lifestyle

2) Classic VW *fun-to-drive*
paired *with SUV practicality*

3) *Bold style* inside and out with
a *hint of ruggedness*

The all-new Taos is the smallest
member of the SUVW family.

But with its looks, space and
spunk, the Taos is more than
capable.

So whatever your adventure is,
or whenever it calls, the Taos is

Always Game.



All-New 2022 Taos

Volkswagen Platform Updates

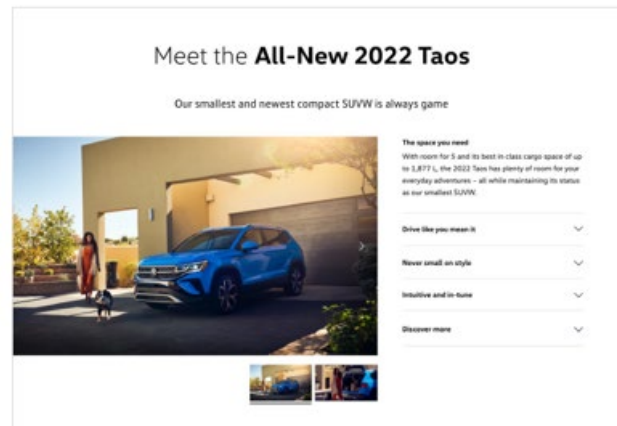
Digital Marketing

vw.ca updates [Go Live Apr 21](#)

- Pricing reveal
- Build & Price
- AR Experience

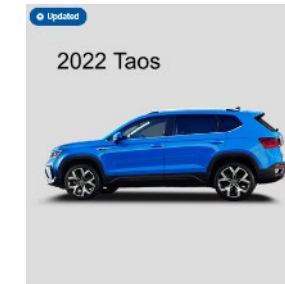


vw.ca SUVW hub



Dealer Marketing Assets

Pod location: VWKreativ > MyAdBuilder > Model > 2022 Taos

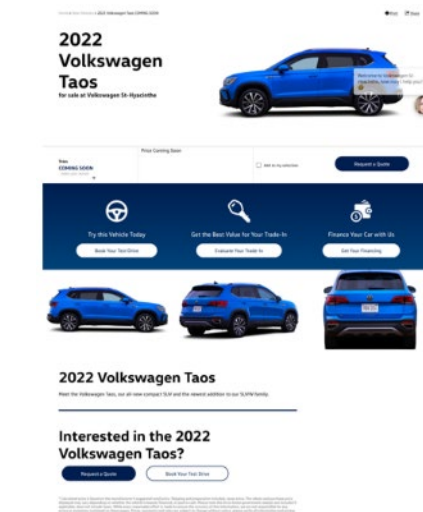


The following new assets will be added:

- w/o Apr 19 Model jellies
- **Summer** Product launch assets including Canadian Vibrant Power imagery, social, paid digital, TV, OLV, and others

Taos Model Page Example on Certified Dealer Sites

- Please work with your certified website providers to create the Taos model page for your dealer websites.



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