



2025 VOLKSWAGEN

# TIGUAN



DEALER LAUNCH GUIDE







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# MY25 Tiguan Launch Preparation Kit

Dear Volkswagen Dealers,

The MY25 Tiguan isn't just another product update – it's the centerpiece of our 2025 lineup and, honestly, the most exciting launch we've had in years. This is a complete reimagining of our volume leader, with fresh styling that turns heads, a more powerful engine in MY26 that will blow your hair back, and technology that feels like it belongs in a vehicle costing thousands more. We've poured our hearts into creating a vehicle that truly represents what Volkswagen stands for today – smart German engineering with the features and value that resonate with our American fans.

Let's face it – the compact SUV segment is where the action is. It's nearly 20% of the entire market, and customers are expecting more than ever before. They want premium materials, bigger screens, better performance, and they're willing to pay for it. That's exactly what we've delivered with the new Tiguan. While our competitors are playing it safe with minor updates, we've gone all-in with meaningful improvements that customers can feel the moment they sit in the driver's seat. The difference in horsepower, interior quality, and technology compared to the RAV4 and CR-V is something your customers will notice immediately – and that creates an amazing opportunity for all of us.

This is where you come in, and we need your energy and creativity to make this launch truly special. Your showrooms, your digital presence, and your sales teams are the face of Volkswagen to our customers. When you're excited about a product, customers feel it. When your sales consultants can confidently walk through the Tiguan's advantages, it makes an impression. The training, marketing assets, and launch materials we're providing are just tools – it's your enthusiasm that will make the difference. And speaking of timing, April and May is absolutely critical for clearing out the MY24 Tiguan to make room for the new arrivals. Let's start with a clean slate for what's going to be an incredible product.

**Hein Schafer**  
SVP, Sales Operations  
Volkswagen of America, Inc.

**Petar Danilovic**  
SVP, Product Marketing & Strategy  
Volkswagen Group of America, Inc.







## Vehicle Highlights



## Interior Design

### Premium interior to be USP in segment.

- Available real-wood decor
- Interior ambient light on SE and up
- Available padded & double-stitched 7.6L center console with adjustable armrest
- Std. 12.9" screen & opt. 15" screen

## Safety & Driver Assistance

### Packed with new and revised safety and driver assistance features.

- Available Heads-Up Display & Park Assist Plus
- Std. AFS (auto-leveling headlights) and Light Assist
- Std. Park Distance Control front & rear
- 4 new airbags & improved existing airbags

## Powertrain & Performance

### Improved power without sacrificing MPG.

- 201hp
- Reduced weight vs MY24
- Better MPG than MY24\*
- AWD improves towing to 1,800lb

Driver Assistance features are not substitutes for attentive driving. See Owner's Manual for further details, and important limitations.

\*2025 Tiguan EPA Estimates: 26 city/34 hwy/29 combined S Trim, 22 city/32 hwy/28 combined FWD, 22 city/30 hwy/25 combined AWD. Your mileage will vary and depends on several factors including your driving habits and vehicle condition.



## Vehicle Highlights



## Technology

**New infotainment and available comfort features give the Tiguan a competitive edge.**

- 10-point full-back massage seats available
- Available new premium audio with 12 Harman/Kardon speakers
- New infotainment w/ std. Natural Voice Control
- Std. 10.25" VW Digital Cockpit Pro
- 3-Zone Climatronic on SEL R-Line lets rear seat passengers customize their ride as well
- Driving Experience Dial with available atmospheres lets driver set the cabin mood with the click of a button
- Std. wireless charging & App-Connect
- Seat Balance allows for just the right temperature



## What People are Saying

### In our clinics...

*"Classic VW, I don't get. This is not classic. This is not what I'm used to. It's the exact opposite... They're moving towards being a lot more innovative and luxurious, which is not a space I feel that they have filled in the market before."*

-Francesca, Subaru Forester owner

*"It seems like (Tiguan) is really loaded. It's got the leather seats, again, and it just seems very luxurious. It's not that much more than the Honda."*

- Art, Tiguan owner

### From our customers...

*"I am excited about this new Tiguan and can't wait to give it a test drive. This may be my next car!"*

@GinaKlovescats

*"Wow Volkswagon is bringing it! It really is a brand new Tiguan... I want it!"*

@gtiguy9629

*"Wow, VW nailed it"*

@VWbobby94

*"Car looks perfect"*

@somadilophosaurus

### And in the media...

*"It's early to say for certain, but on paper, VW has created a competitive compact SUV that should win new attention from American buyers."*

-Kelly Blue Book

*"Goodbye, previous-generation Volkswagen Tiguan — your somewhat odd, wagonlike proportions will not be missed. Hello, new Tiguan! My, don't you look sharp for the 2025 model year."*

-Cars.com





## Dare to Compare

Tiguan

CR-V

CX-5

Rav4

Forester

Tucson

General Information						
Performance, max power (hp)	201 <sup>1</sup>	190	187-227	203	180-182	187
Combined fuel consumption range	25-29 <sup>2</sup>	28-30	24-28	28-30	28-29	26-28
Wheel size (inches)	17-20	17-18	17-19	17-19	17-19	17-19
New Vehicle Limited Warranty <sup>3</sup>	4 yr 50K mi <sup>4</sup>	3 yr 36K mi	3 yr 36K mi	3 yr 36K mi	3 yr 36K mi	5 yr 60K mi
Standard Features						
Standard PDC Front & Rear	✓	✗	✗	✗	✗	✗
Standard center interaction airbag	✓	✗	✗	✗	✗	✗
Standard exit warning (active Blind Spot Monitoring)	✓	✗	✗	✗	✗	✓
Standard Emergency Assist (unresponsive driver assist)	✓	✗	✗	✗	✗	✗
Standard heated seats	✓	✗	✗	✗	✗	✗
Wireless charging <sup>4</sup> & wireless App-Connect	✓	✗	✗	✗ ✓	✓	✗ ✓
Available Features						
15" Infotainment screen	✓	✗	✗	✗	✗	✗
Massage seats	✓	✗	✗	✗	✗	✗
Passenger memory, 2-way lumbar	✓	✗	✗	✗	✗	✗
Real-wood decor	✓	✗	✓	✗	✗	✗
Power folding mirrors	✓	✗	✓	✗	✗	✗

Note: These comparisons are for informational purposes and are not final. Final competitive marketing claims to be vetted by marketing and legal teams.

1 MY26 will include 268 hp variant

2 2025 Tiguan EPA Estimates: 26 city/34 hwy/29 combined S Trim, 22 city/32 hwy/28 combined FWD, 22 city/30 hwy/25 combined AWD. Your mileage will vary and depends on several factors including your driving habits and vehicle condition.

3 Warranty: Volkswagen 4 yrs/50,000 miles (whichever occurs first) New Vehicle Limited Warranty on all MY20 and newer vehicles. See owner's literature or dealer for warranty exclusions and limitations.

4 Wireless charging requires compatible device.



## Highlights by Trim

**S** FWD | AWD**Interior**

- Heated Cloth Seats (w/ Balance)
- 60:40 2nd Row (Fixed w Cargo Fold-Down)
- New Center Console (7.6L) w/ Tray
- Cargo Underfloor Storage
- Light Assist
- 3rd Row Delete

**Exterior**

- 17" Wheels (New Design)
- AFS (auto-leveling headlights)

**Technology**

- Driving Experience Dial w/ Volume & Drive Mode Select
- 12.9" Display (MIB4) w/voice control
- FPK Medium 10.25"
- Std. IQ.DRIVE
- Center Airbag, Rear Side Airbags, & Knee Airbag (D)
- Wireless Charging (15w & Cooled)
- Park Distance Control Front & Rear

**18" Wheel Package**





## Highlights by Trim

**SE** FWD | AWD**Interior**

- 10-Color Interior Ambient Lighting (Light Line in Dash, Front & Rear Doors)
- Footwell Lighting
- Framed auto-dimming rearview mirror

**Technology**

- HD Radio
- Driving Experience Dial w/add. Atmospheres Feature

**18" Wheel Package****Exterior**

- 19" Wheels (New Design)
- Power tailgate
- Exit Light (Front Doors)





## Highlights by Trim

## SE R-Line Black FWD | AWD

### Interior

- Panoramic sunroof
- Frameless auto-dimming rearview mirror
- Brushed stainless steel pedals
- Scuff plates w/ R-Line logo
- R-Line perforated

### Technology

- wHUD

Black Sunroof Package

### Exterior

- 20" Black Wheels (New Design)
- New R-Line Black Package
- Lit Exterior Door Handles





## Highlights by Trim

## SEL R-Line Black FWD | AWD

### Interior

- 3-Zone Climatronic Touch
- Rear Heated Outboard Seats
- Front Seats w/ Full Back Massage
- 30-Color Translucent Lit Dash & Front Doors, Line in Dash, Front & Rear Doors
- Padded Center Console Siding
- Real Wood Dash Element

### Technology

- 15" Display (MIB4)
- Harman Kardon Premium Audio (12)
- Intelligent Park Assist (Park Assist Plus)

Black Roof & Mirror Cap Package

### Exterior

- 20" Wheels (New Design)
- New R-Line Package
- Puddle lights (New Design)
- Lit Grille, Logos & High Tail Light







## Color Combinations

## Exterior Colors



Deep Black Pearl



Platinum Gray Metallic



Pyrite Silver Metallic



Pure White

Sandstone  
\*primary communication color

## Paid Colors (\$455)









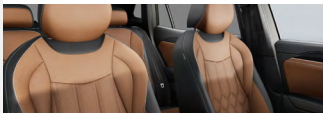



Opal White Pearl



Monterey Blue Pearl

Avocado Green Pearl  
\*primary communication color

## Interior Combinations

	S	SE, SE R-Line Black	SEL R-Line
Seat Colors	<b>Cloth</b>	<b>Leatherette</b>	<b>Leather</b>
	 Grigio & Black	 Grigio & Black	 Grigio & Black
		 Mistral (SE Only)	 Mistral
		 Crystal Gray	 Amber Brown
Decor	 <b>Wing:</b> Dark Silver Metallic <b>Decor:</b> Gloss Black with Laser Engraving	 <b>Wing:</b> Silver Fine Metallic <b>Decor:</b> Gloss Black with Laser Engraving	 <b>Wing:</b> Real Walnut <b>Decor:</b> Backlit with R-Line Logo



## Current Highlights



### Homelink®

- Frameless, 3 button, GDO



### Rear Hatch Strip

- New!
- Chrome look



### Roof Rack & Attachments

- New designs coming



### Bumperdillo®

- Black & Chrome



### Full Display Mirror® (Digital)

- Summer Launch



### Logo'd Door Sill

- New!
- Non R-Line Models



### Thule® Accessories

- Various lifestyle products



### Protection Accessories

- Rubber, Plastic, Textile (floor, trunk, rear seats)



## Future Introductions

**MonsterMats®**

Summer Launch

**Remote Start Kit – Extended Range**

Summer Launch (RISK)

**Privacy Cover (Rigid)**

Summer Launch (RISK)

**Dynamic Center Caps**

- Smaller ID (Tiguan/Taos)

Fall Launch

**Aeroskin® Hood Deflectors**

- New!
- Cross Car line  
(New & Legacy applications)

Fall Launch

**VW Logo Puddle Light**

- New!
- SE Trims

Fall Launch