

## Competitive Comparison

The timing of the Touareg's emergence is ideal for both U.S. and Canada:

- SUVs and luxury models are continuing to gain market share.
- Models combining on-road performance without box-on-wheels styling are those gaining market desirability.
- An active marketplace with new and fresh competitors will bring shoppers who are willing to look at new options.
- Several successful years of Passat sales leave a large potential pool of buyers looking to move up and into an SUV.

Recent competitive developments include innovative seating, powerful new engines, improved transmissions, and all-wheel drive systems. Some of the main competitors and their implications are listed below. The specifications for U.S. and Canadian models are found on the following pages.

Looking at all aspects of the competition, both on- and off-road, the Touareg has the best balance of features. It is capable of being a rugged, off-road vehicle, but at the same time offers the comfort of a luxury sedan and the dynamic driving characteristics of a sports car. The components of the Touareg that allow this diversity are a permanent 4-wheel drive system and a sophisticated air suspension. For uncompromising off-road performance, the Touareg comes standard with a transfer box with low-range gear, an electronic center differential lock and an optional rear axle differential lock. It's the Driver's SUV!

<b>Acura MDX</b>	Will be a primary competitor to the Touareg V6. Will likely be among top five models that are cross-shopped with Volkswagen's new SUV.
<b>Lexus RX330</b>	Will prove to be a potent competitor in the luxury market with large, third-row seats and more powerful engine. Rivals the Acura MDX in size and space efficiency.
<b>Mercedes ML Class</b>	Clearly a primary competitor due to its name and also its same-range pricing. Likely to be one of the top five models cross-shopped with the Touareg.
<b>Nissan Murano</b>	Will likely be the closest competitor among the Japanese hybrids to the Touareg with it attracting a higher concentration of younger buyers who are more similar in attitude and lifestyle to Volkswagen buyers.
<b>Volvo XC90</b>	Will likely be a primary competitor to lower price versions of the Touareg based on its similar price positioning, size and branding.
<b>BMW X5</b>	Will likely be among the top three competitors, having similar retail price positioning and similar trim levels. BMW and Volkswagen appeal to similar types of buyers, which will cause both models to be heavily cross-shopped with one another.
<b>Infiniti FX45</b>	One of the most significant new models in the mid-size and luxury SUV segments with regard to styling and positioning. Will be one of the best overall values in luxury SUV market.
<b>Lexus GX470</b>	Will be a much closer competitor than the RX300, competing with both lower and higher price versions of the VW model.
<b>Porsche Cayenne</b>	Sister vehicle to the Touareg, will likely be a competitor to Touareg models powered by the V8 or W12 engines.
<b>Land Rover Range Rover</b>	Will be a direct competitor with the more upscale versions of the Touareg, primarily those powered by V8 and future engines.



# Competitive Comparison Touareg V6 (U.S.)

## 2004 Volkswagen Touareg V6

## 2003 Acura MDX

### Performance & Engineering

Engine	<b>3.2-liter DOHC 24-valve V6</b>	3.5-liter SOHC 24-valve V6 VTEC
Horsepower (hp @ rpm)	<b>220 @ 5400-6400</b>	260 @ 5750
Torque (ft. lb. @ rpm)	<b>225 @ 3200</b>	250 @ 3500-5000
0 – 60 mph (seconds)	<b>9.4</b>	7.8 <sup>1</sup>
Transmission (standard)	<b>6-sp auto w/Tiptronic™</b>	5-sp auto w/grade logic control

EPA fuel economy (city/hwy) (mpg)	<b>15 / 20</b>	17 / 23
4WD system	<b>S (4XMOTION)</b>	S (VTM-4® – variable torque management)
Hill descent assist (HDA)	<b>S</b>	NA
Front suspension	<b>independent double-wishbone</b>	independent strut type
Rear suspension	<b>independent 4-Link</b>	independent multi-link
Tires	<b>255/60 R17 H</b>	235/65 R17
Tire pressure monitoring system	<b>S</b>	NA

### Dimensions & Capabilities

Curb weight (lbs.)	<b>5086</b>	4420
Wheelbase (in.)	<b>112.4</b>	106.3
Length (in.)	<b>187.2</b>	188.5
Height (in.)	<b>68.0</b>	68.7
Width (in.)	<b>75.9</b>	77.0
Ground clearance (minimum) (in.)	<b>8.3 (6.3-11.8 w/air susp)</b>	8.0
Towing capacity (lbs.)	<b>7716</b>	3500-4500
Fording depth (in.)	<b>19.7 (22.8 w/air susp)</b>	—
Approach angle /	<b>28° / 28°</b>	28° / 21°
Departure angle (degrees)	<b>(33° / 33° w/air susp)</b>	
Breakover angle (degrees)	<b>22° (27° w/air susp)</b>	21°
Maximum gradient (degrees)	<b>45°</b>	—
Cargo area (cu.ft.) (rear seat up / folded)	<b>31 / 71</b>	14.8 / 82.0
Headroom (front / rear) (in.)	<b>38.7 / 38.3</b>	38.7 / 39.0 / 36.3
Legroom (front / rear) (in.)	<b>41.3 / 35.6</b>	41.5 / 37.8 / 29.3
Shoulder room (front / rear) (in.)	<b>57.7 / 57.4</b>	61.2 / 61.1 / 58.6

### Value

Base price (MSRP)	<b>\$34,900</b>	\$35,700
Basic limited warranty coverage (years / miles)	<b>4 / 50,000</b>	4 / 50,000

S = Standard — = Research Pending P = Option Package NA = Not Available ○ = Optional

<sup>1</sup> Car & Driver rating.

2004 Lexus RX 330	2003 Mercedes-Benz ML 350	2003 Nissan Murano SL	2003 Volvo XC90 2.5T
3.3-liter DOHC 24-valve V6 VVT-i	3.7-liter SOHC 18-valve V6	3.5-liter DOHC 24-valve V6	2.5-liter DOHC 20-valve 5-cylinder turbo
230 @ 5600	232 @ 5750	245 @ 5800	208 @ 5000
242 @ 3600	254 @ 3000-4500	246 @ 4400	236 @ 1500-4500
7.8 <sup>1</sup>	8.5	7.7 <sup>1</sup>	—
5-sp ECT auto w/dual shift programs P (multi-mode sequential automatic)	5-sp drive-adaptive electronically- controlled automatic w/Touch-Shift	Xtronic CVT™ continuously variable	5-sp driver-adaptive automatic w/Geartronic
18 / 24	15 / 18	20 / 24	15 / 20
S	S	S (AWD)	S (AWD)
NA	NA	NA	NA
independent MacPherson strut	independent double-wishbone	independent strut-type	independent MacPherson strut
independent MacPherson strut	independent double-wishbone	independent multi-Link	independent multi-link
225/65 SR17	255/60 HR17	235/65 TR18	225/70 R16
S	NA	P	NA
4065	4819	3955	4493
106.9	111.0	111.2	112.6
186.2	182.6	187.6	188.9
66.1	71.7	66.5	70.2
72.6	72.4	74.0	74.7
7.5	8.7	7.0	8.6
3500	5000	3500	5000
—	20.0	—	—
28° / 23°	29° / 30°	28° / 26°	28° / 25°
—	20°	—	20°
—	—	—	—
38.3 / 84.7	34.7 / 81.2	32.6 / 81.6	41.6 / 84.9
39.3 / 38.6	39.8 / 39.7	40.7 / 39.7	40.1 / 39.5
42.5 / 36.4	40.3 / 38.0	43.4 / 36.1	41.0 / 36.4
58.0 / 58.5	58.2 / 57.8	59.6 / 59.1	58.3 / 57.8
\$36,425	\$36,950	\$29,799	\$35,100
4 / 50,000	4 / 50,000	3 / 36,000	4 / 50,000



# Competitive Comparison Touareg V8 (U.S.)

## 2004 Volkswagen Touareg V8

## 2003 BMW X5 4.4i

<b>Performance &amp; Engineering</b>		
Engine	<b>4.2-liter DOHC 40-valve V8</b>	4-liter DOHC 32-valve V8
Horsepower (hp @ rpm)	<b>310 @ 6200</b>	290 @ 5400
Torque (ft. lb. @ rpm)	<b>302 @ 3000-4000</b>	324 @ 3600
0 – 60 mph (seconds)	<b>7.6</b>	7.5
Transmission (standard)	<b>6-sp auto w/Tiptronic™</b>	5-sp elect-controlled auto w/adaptive transmission control and Steptronic
EPA fuel economy (city/hwy) (mpg)	<b>14 / 18</b>	13 / 17
4WD system	<b>S (4XMOTION)</b>	S (AWD)
Hill descent assist (HDA)	<b>S</b>	S
Front suspension	<b>independent double-wishbone</b>	independent MacPherson struts
Rear suspension	<b>independent 4-link</b>	independent 4-link w/self-leveling air springs
Tires	<b>255/55 R18 V</b>	255/55 R18 H
Tire pressure monitoring system	<b>S</b>	NA
<b>Dimensions &amp; Capabilities</b>		
Curb weight (lbs.)	<b>5300</b>	4824
Wheelbase (in.)	<b>112.4</b>	111.0
Length (in.)	<b>187.2</b>	183.7
Height (in.)	<b>68.0</b>	67.2
Width (in.)	<b>75.9</b>	73.7
Ground clearance (minimum) (in.)	<b>8.3 (6.3-11.8 w/air susp)</b>	7.1
Towing capacity (lbs.)	<b>7716</b>	6000
Fording depth (in.)	<b>19.7 (22.8 w/air susp)</b>	19.7
Approach angle / Departure angle (degrees)	<b>28° / 28° (33° / 33° w/air susp)</b>	28° / 23°
Breakover angle (degrees)	<b>22° (27° w/air susp)</b>	16°
Maximum gradient (degrees)	<b>45°</b>	—
Cargo area (cu.ft.) (rear seat up / folded)	<b>31 / 71</b>	23.8 / 54.4
Headroom (front / rear) (in.)	<b>38.7 / 38.3</b>	39.9 / 38.5
Legroom (front / rear) (in.)	<b>41.3 / 35.6</b>	39.3 / 35.4
Shoulder room (front / rear) (in.)	<b>57.7 / 57.4</b>	58.0 / 57.2
<b>Value</b>		
Base price (MSRP)	<b>\$40,700</b>	\$49,950
Basic limited warranty coverage (years / miles)	<b>4 / 50,000</b>	4 / 50,000

S = Standard    — = Research Pending    P = Option Package    NA = Not Available    O = Optional

<b>2003 Infiniti FX45</b>	<b>2003 Lexus GX 470</b>	<b>2003 Porsche Cayenne S</b>	<b>2003 Land Rover Range Rover HSE 2.5T</b>
4.5-liter DOHC 32-valve V8	4.7-liter DOHC 32-valve V8	4.5-liter DOHC 32-valve V8	4.4-liter DOHC 32-valve V8
315 @ 6400	235 @ 4800	340 @ 6000	282 @ 5400
329 @ 4000	320 @ 3400	310 @ 2500	325 @ 3600
—	8.5	7.2 (0 – 62 mph)	9.2
5-sp elect-controlled auto w/manual shift mode	5-sp elect-controlled auto w/driver-selectable second gear	6-sp elect-controlled adaptive auto w/Tiptronic™ S	5-sp elect-controlled auto w/CommandShift™
15 / 19	15 / 18	14 / 18	12 / 17
S (AWD)	S	S	S
NA	S	NA	S
independent MacPherson strut type, sport-tuned	independent double-wishbone	independent double-wishbone	independent MacPherson strut / enhanced electronic air suspension (EAS)
independent multi-link, sport-tuned	independent 4-link w/adaptive variable susp, rear adjustable height control	independent multi-link	independent double-wishbone
265/50 R20 V	265/65 R17 H	255/55 R18	255/55 R19 H
P	NA	O	S
4299	4585	4949	5379
112.2	109.8	112.4	113.4
189.1	188.2	188.3	195.0
65.9	74.6	66.9	73.3
75.8	74.0	75.9	75.7
7.6	8.3	8.5° (6.2°-10.8° w/air susp)	8.8 (std mode) / 11.1 (off-road mode)
3500	5000 / 6500	7716	7700
—	—	19.7 (21.9 w/air susp)	19.7
28.5° / 21.2°	31° / 25° (30° / 29° w/air susp)	29° / 26° (32° / 27° w/air susp)	32° / 29° (off-road mode)
—	—	20° (25° w/air susp)	28° (off-road mode)
—	—	—	—
27.4 / 64.5	13.2 / 77.5	19.1 / 62.5	35.0 / 62.0
40.8 / 39.5	40.2 / 40.0	39.7 / 38.9	40.2 / 38.3
43.9 / 35.2	41.8 / 36.8	—	38.9 / 35.5
56.9 / 57.4	57.5 / 57.4	58.5 / —	61.4 / 60.0
\$44,225	\$44,925	\$55,900	\$71,200
4 / 60,000	4 / 50,000	4 / 50,000	4 / 50,000



## Competitive Comparison Touareg V6 (Canada)

### 2004 Volkswagen Touareg V6

### 2003 Acura MDX

#### Performance & Engineering

Engine	<b>3.2-liter DOHC 24-valve V6</b>	3.5-liter SOHC 24-valve V6 VTEC
Horsepower (hp @ rpm)	<b>220 @ 5400-6400</b>	260 @ 5750
Torque (ft. lb. @ rpm)	<b>225 @ 3200</b>	250 @ 3500-5000
0 – 60 mph (seconds)	<b>9.4</b>	7.8 <sup>1</sup>
Transmission (standard)	<b>6-sp auto w/Tiptronic™</b>	5-sp auto w/grade logic control

EPA fuel economy (city/hwy) (l/100 km)	<b>15.7 / 10.8</b>	13.8 / 10.2
4WD system	<b>S (4XMOTION)</b>	S (VTM-4® - variable torque management)
Hill descent assist (HDA)	<b>S</b>	NA
Front suspension	<b>independent double-wishbone</b>	independent strut type
Rear suspension	<b>independent 4-link</b>	independent multi-link
Tires	<b>255/60 R17 H</b>	235/65 R17
Tire pressure monitoring system	<b>S</b>	NA

#### Dimensions & Capabilities

Curb weight (kg)	<b>2309</b>	2005
Wheelbase (mm)	<b>2855</b>	2700
Length (mm)	<b>4754</b>	4788
Height (mm)	<b>1726</b>	1745
Width (mm)	<b>1928</b>	1956
Ground clearance (minimum) (mm)	<b>212 (160-300 w/air susp)</b>	203
Towing capacity (kg)	<b>3500</b>	1588-2041
Fording depth (mm)	<b>500 (580 w/air susp)</b>	—
Approach angle /	<b>28° / 28°</b>	28° / 21°
Departure angle (degrees)	<b>(33° / 33° w/air susp)</b>	
Breakover angle (degrees)	<b>22° (27° w/air susp)</b>	21°
Maximum gradient (degrees)	<b>45°</b>	—
Cargo area (cu.m.) (rear seat up/folded)	<b>0.9 / 2.0</b>	0.42 / 0.32
Headroom (front / rear) (mm)	<b>983 / 974</b>	983 / 991 / 922
Legroom (front / rear) (mm)	<b>1049 / 904</b>	1054 / 960 / 744
Shoulder room (front / rear) (mm)	<b>1465 / 1457</b>	1554 / 1552 / 1488

#### Value

Base price (MSRP) <sup>2</sup>	<b>\$CDN 52,100</b>	\$CDN 49,800
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S = Standard — = Research Pending P = Option Package NA = Not Available O = Optional

<sup>1</sup> Car & Driver rating.

<sup>2</sup> Source for Canadian pricing: autonet.ca

2004 Lexus RX 330	2003 Mercedes-Benz ML 350	2003 Nissan Murano SL	2003 Volvo XC90 2.5T
3.3-liter DOHC 24-valve V6 VVT-i	3.7-liter SOHC 18-valve V6	3.5-liter DOHC 24-valve V6	2.5-liter DOHC 20-valve 5-cylinder turbo
230 @ 5600	232 @ 5750	245 @ 5800	208 @ 5000
242 @ 3600	254 @ 3000-4500	246 @ 4400	236 @ 1500-4500
7.8 <sup>1</sup>	8.5	7.7 <sup>1</sup>	—
5-sp ECT auto w/dual shift programs P (multi-mode sequential automatic)	5-sp drive-adaptive electronically- controlled automatic w/Touch-Shift	Xtronic CVT™ continuously variable	5-sp driver-adaptive automatic w/Geartronic
13 / 9.8	15.7 / 13	11.8 / 9.8	13.3 / 9.1
S (full-time AWD)	S	S (AWD)	S (AWD)
NA	NA	NA	NA
independent MacPherson strut	independent double-wishbone	independent strut-type	independent MacPherson strut
independent MacPherson strut	independent double-wishbone	independent multi-link	independent multi-link
225/65 SR17	255/60 HR17	235/65 TR18	225/70 R16
S	NA	P	NA
1844	2186	1794	2038
2715	2819	2824	2860
4729	4638	4765	4798
1679	1821	1689	1783
1844	1839	1880	1897
191	221	178	218
1588	2268	1588	2268
—	508	—	—
28° / 23°	29° / 30°	28° / 26°	28° / 25°
—	20°	—	20°
—	—	—	—
1.08 / 2.40	0.98 / 2.30	0.92 / 2.31	1.18 / 2.4
998 / 980	1011 / 1008	1034 / 1008	1019 / 1003
1080 / 925	1024 / 965	1102 / 917	1041 / 925
1473 / 1486	1478 / 1468	1514 / 1501	1481 / 1468
\$CDN 49,900	\$CDN 50,600	\$CDN 39,500	\$CDN 54,995



## Competitive Comparison Touareg V8 (Canada)

### 2004 Volkswagen Touareg V8

### 2003 BMW X5 4.4i

<b>Performance &amp; Engineering</b>		
Engine	<b>4.2-liter DOHC 40-valve V8</b>	4.4-liter DOHC 32-valve V8
Horsepower (hp @ rpm)	<b>310 @ 6200</b>	290 @ 5400
Torque (ft. lb. @ rpm)	<b>302 @ 3000-4000</b>	324 @ 3600
0 – 60 mph (seconds)	<b>7.6</b>	7.5
Transmission (standard)	<b>6-sp auto w/Tiptronic™</b>	5-sp elect-controlled auto w/adaptive transmission control and Steptronic
EPA fuel economy (city/hwy) (l/100 km)	<b>17.3 / 11.8</b>	18 / 14
4WD system	<b>S (4XMOTION)</b>	S (AWD)
Hill descent assist (HDA)	<b>S</b>	S
Front suspension	<b>independent double-wishbone</b>	independent MacPherson struts
Rear suspension	<b>independent 4-link</b>	independent 4-link w/self-leveling air springs
Tires	<b>255/55 R18 V</b>	255/55 R18 H
Tire pressure monitoring system	<b>S</b>	NA
<b>Dimensions &amp; Capabilities</b>		
Curb weight (kg)	<b>2404</b>	2188
Wheelbase (mm)	<b>2855</b>	2819
Length (mm)	<b>4754</b>	4666
Height (mm)	<b>1726</b>	1707
Width (mm)	<b>1928</b>	1872
Ground clearance (minimum) (mm)	<b>212 (160-300 w/air susp)</b>	180
Towing capacity (kg)	<b>3500</b>	2722
Fording depth (mm)	<b>500 (580 w/air susp)</b>	500
Approach angle / Departure angle (degrees)	<b>28° / 28° (33° / 33° w/air susp)</b>	28° / 23°
Breakover angle (degrees)	<b>22° (27° w/air susp)</b>	16°
Maximum gradient (degrees)	<b>45°</b>	—
Cargo area (cu.m.) (rear seat up / folded)	<b>0.9 / 2.0</b>	0.67 / 1.54
Headroom (front / rear) (mm)	<b>983 / 974</b>	1013 / 978
Legroom (front / rear) (mm)	<b>1049 / 904</b>	998 / 899
Shoulder room (front / rear) (mm)	<b>1465 / 1457</b>	1473 / 1453
<b>Value</b>		
Base price (MSRP) <sup>1</sup>	<b>\$CDN 60,550</b>	\$CDN 69,700

S = Standard — = Research Pending P = Option Package NA = Not Available O = Optional

<sup>1</sup> Source for Canadian pricing: autonet.ca

2003 Infiniti FX45	2003 Porsche Cayenne S	2003 Land Rover Range Rover HSE
4.5-liter DOHC 32-valve V8	4.5-liter DOHC 32-valve V8	4.4-liter DOHC 32-valve V8
315 @ 6400	340 @ 6000	282 @ 5400
329 @ 4000	310 @ 2500	325 @ 3600
—	7.2	9.2
5-sp elect-controlled auto auto w/manual shift mode	6-sp elect-controlled adaptive auto w/Tiptronic™	5-sp elect-controlled CommandShift™
16 / 12	17 / 13	20 / 14
S (AWD)	S	S
—	—	S
independent MacPherson strut type, sport-tuned	independent double-wishbone	independent MacPherson strut / enhanced Electronic Air Suspension (EAS)
independent multi-link, sport-tuned	independent multi-link	independent double-wishbone
265/50 R20 V	255/55 R18	255/55 R19 H
P	O	S
1950	22 45	2440
2850	2855	2880
4803	4783	4953
1674	1699	1862
1925	1928	1923
193	216 (157–273 w/air susp)	224 (std mode) / 282 (off-road mode)
1588	3500	3500
—	500 (555 w/air susp)	500
28.5° / 21.2°	29° / 26° (32° / 27° w/air susp)	32° / 29° (off-road mode)
—	20° (25° w/air susp)	28° (off-road mode)
—	—	—
0.78 / 1.83	0.54 / 1.77	0.99 / 1.76
1036 / 1003	1008 / 988	1021 / 973
1115 / 894	—	988 / 902
1445 / 1458	1486 / —	1560 / 1524
\$CDN 59,900	\$CDN 78,500	\$CDN 104,000



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