



Das Auto.

**Be aware
and save fuel.
Think Blue.**

What do we mean by Think Blue?

Carmakers have a responsibility.

To their customers and to the environment. Sustainability is therefore one of Volkswagen's corporate objectives – and much more than just a noble intention.

We want less talk and more action. Every day! And this is what we call "Think Blue."

The good thing about "Think Blue." is: you can join in. We want to do our bit and you can help. Let us be more responsible on the road. And more environmentally aware in our actions. In the car, elsewhere, everywhere.

Our BlueMotionTechnologies are already setting standards on the road. For us, building low-emission vehicles is just the beginning. Making the most of their efficiency potential and reducing fuel consumption even further are the next challenges we face together.

This brochure was made for that purpose. It shows you just how little effort it takes to do something good – and helps you to save fuel.

**It's time to Think Blue.
Please join us.**



Every metre counts.

If you use less fuel today, there will be more for us all tomorrow: you'll have more money in your pocket, we'll all be doing something to protect the environment and we at Volkswagen will have an even greater incentive to build even more fuel-efficient cars.

Today there are already many ways to drive more fuel-efficiently. To start with, it is important to know how manufacturers' fuel consumption figures are put together. They are based on the New European Driving Cycle (NEDC) – a statutory method of calculating fuel consumption. The NEDC includes three consumption figures: urban, extra-urban and combined. These figures are used to compare the fuel consumption of different vehicles. And those who know that every vehicle's fuel consumption depends on how that particular vehicle is used can easily make savings.

Our tips will help even more. Modern technology is only one of the two levers for eco-friendly driving. Your personal driving style is the other. Here we demonstrate how the two fit together perfectly. We show you what a difference modern driving behaviour can make and present ways to help you save more fuel. Relax and enjoy!

Just how much you can influence your car's fuel consumption and how easily it can be reduced will be found on the following pages.

Have fun discovering our tips.

1 Take it easy and save. Drive the modern way and think ahead.



Stepping on the gas, changing lanes, braking and accelerating: aggressive driving is hard on the nerves – and increases fuel consumption. Unlike predictive driving: if you drive calmly and smoothly, apply the brake less, cruise along with the traffic, let your vehicle roll and use its momentum, you will consume much less fuel and your journey will be safer and more relaxed.

Incidentally, a modern driving style helps to prevent tailbacks. This spares your nerves and benefits not only your health but also the environment – if everybody joins in.

Savings potential

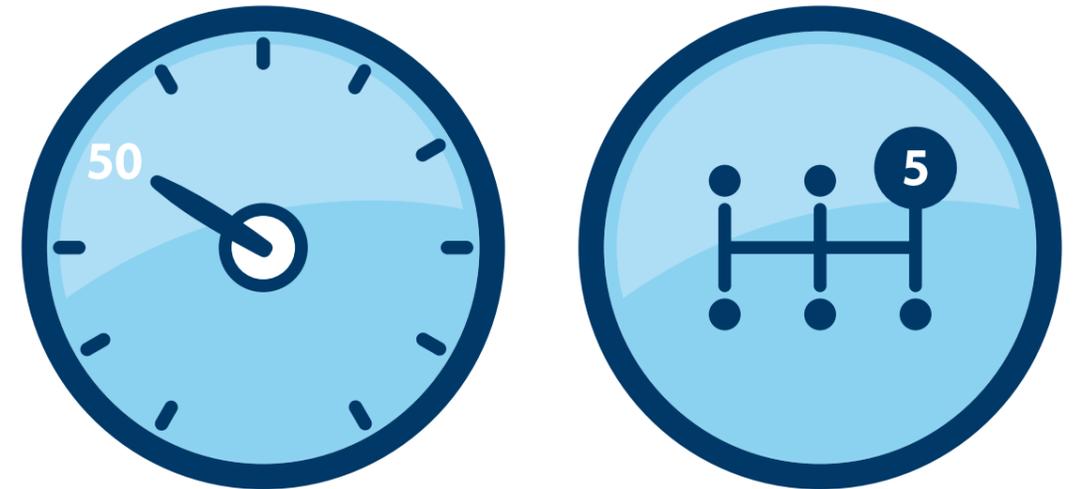


in city traffic



on the motorway

2 Change up early and fill up later. Drive in the highest gear possible.



Driving at low revs is bad for the engine? A popular myth. The progressive TDI and TSI engines love running in third gear at 30 km/h – they deliver astonishing pulling power from as low as 2,000 rpm. What else can drivers with a manual gearbox do?

When starting off, engage second gear once the vehicle has moved through its own length. And feel free to skip a gear when changing up if the traffic situation permits. Always select the highest gear possible when cruising along in traffic – the positive effect will be familiar to you from riding a bike. 50 km/h in 5th gear is no problem for many of today's vehicles. As long as your car runs smoothly and acoustic comfort is maintained, the engine speed is not too low. And this will significantly reduce noise pollution and fuel consumption! The current fuel consumption display in your Volkswagen will prove it!

And drivers of automatics? Avoid the kickdown feature and take your foot briefly off the accelerator. The automatic will then shift to the next higher gear – and save you fuel. By the way, the DSG automatic transmission from Volkswagen does this all by itself: it determines the ideal shift point and lowers consumption by up to 20% compared with a conventional automatic. Automatically, of course!

Savings potential



in city traffic



on the motorway

3 Just let it roll. Use overrun fuel cutoff.



With the right driving techniques you can really start saving. Do you know how to achieve precisely 0.0 l/100 km for “current consumption”? By coasting with the car in gear!

Overrun fuel cutoff interrupts the fuel supply to the engine and during that time you won't use a single drop of fuel. The best time to apply this clever method is when you can also benefit from the braking effect of the engine – i.e. on a downhill gradient or when approaching a red traffic light.

You will also use much less fuel by disengaging the clutch. This is particularly effective if – thanks to predictive driving – you can coast on a long stretch of road (naturally without obstructing following traffic). Coasting downhill is also useful, but only if the gradient is not too steep.

Savings potential



in city traffic



on the motorway

4 Comfort high, fuel consumption low. Use auxiliary equipment in moderation.



Extra fuel consumption per 100 km through air conditioning

Auxiliary equipment makes driving more comfortable, but unfortunately – if used excessively – more expensive, too. An air conditioning system, for example, consumes fuel – and in no small measure. In order to lower and maintain the interior temperature at the height of summer, an air conditioning system uses up to 2 l/100 km at low speeds! Yet you can also reduce the temperature (and fuel consumption) by airing the vehicle before your journey and driving off with the windows open for a short time to let the heat escape.

Seat heating and a rear window heater also consume fuel. Therefore switch off the heating as soon as the rear window is clear and the seats are warm.

So during the journey, check and re-check the equipment you are currently using – and whether you really need it. Your wallet will be grateful!

Savings potential



in city traffic



on the motorway

5

Savings are in the air. Check your tyre pressures.



Start saving fuel even before you set off – simply by checking your tyre pressures! Rolling resistance can account for up to 15% of overall fuel consumption. If you have inflated your tyres to the recommended tyre pressures for a full load (the figures will be found on the fuel filler flap), rolling resistance will be lower – and consequently consumption, too.

When purchasing tyres, look out for those with the minimum possible rolling resistance – they will save up to an extra 3% of fuel and are quieter besides...

New-car buyers don't have to give this a moment's thought: one of the criteria used by Volkswagen when selecting the standard tyres is minimum rolling resistance.

Savings potential



in city traffic



on the motorway

6

A warm engine – a cool way to save. Avoid short trips.

Fuel consumption
per 100 km



Your engine uses most fuel when cold. In effect this means that if you often make very short trips your fuel consumption could soon be as high as 30l/100km!

However, if you can take care of several errands in one trip you will save fuel. In this case your engine is more likely to reach the required operating temperature and will consume much less fuel.

While we're on the subject, let's clear up another myth: leaving the engine running to warm it up does not reduce consumption – it increases it, is technically unnecessary and is even against the law. So think twice before making that trip and save fuel!

Savings potential

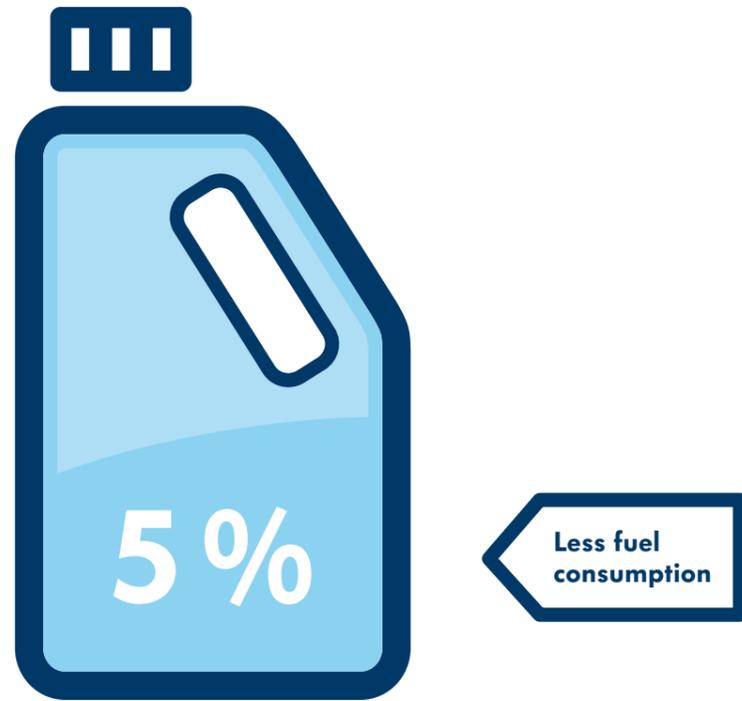


in city traffic



on the motorway

7 Well-oiled for impressive savings. Use low-viscosity oil.



The sooner the engine is well-lubricated the sooner it will produce fewer emissions. This is especially important when starting from cold and on short journeys. Good engine oil must therefore do one thing in particular: circulate quickly.

Low-viscosity oils are unbeatable in this respect. They can cut fuel consumption by up to 5% compared with conventional oils. This means the slightly higher purchase price is almost as swiftly recouped as the oil is circulated in the engine. Consequently, almost every Volkswagen leaves the factory supplied with low-viscosity oils.

All that remains for you to do is to make sure the engine always has sufficient oil, observe the oil change intervals and, when topping up, use oils approved by Volkswagen for your vehicle. Then nothing will stand in the way of eco-friendly motoring!

Savings potential

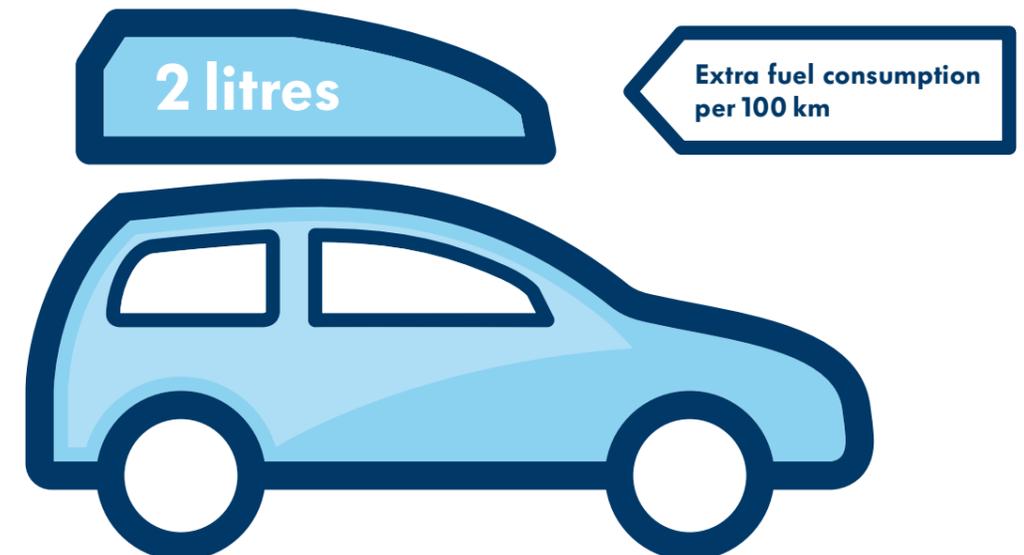


in city traffic



on the motorway

8 Keep it sleek. Cut aerodynamic drag.



A good aerodynamic shape is the key to low fuel consumption, particularly at high speeds. The body of your Volkswagen has therefore been designed to minimise the surface area exposed to the wind. However, roof attachments such as cycle racks and roof boxes nullify this advantage.

Now we don't wish to say anything against ski racks and suchlike in principle – only against their being used unnecessarily. A 33% rise in aerodynamic drag will increase fuel consumption by as much as 2l/100 km at 160 km/h!

With figures like these, it's certainly worth thinking again: it definitely makes sense to remove the roof rack between two skiing or mountain bike weekends – the car's aerodynamic qualities will then be restored for your day-to-day trips. Work it out for yourself – you'll find it's worth it!

Savings potential



in city traffic



on the motorway

9

Lightly does it. Avoid unnecessary weight.



Extra fuel consumption per 100 km with an added 100 kg

Every kilo of luggage costs you fuel. To be precise: a weight of 100 kg can increase fuel consumption by up to 0.3l/100 km. So inspect the contents of your luggage compartment on a regular basis.

With today's network of filling stations there is no point in keeping a full fuel canister in the car. And nobody needs more than one road atlas. And the bag with the golf clubs doesn't have to be carted around all year – neither does the picnic basket in winter or the can of antifreeze in summer.

As you can see, there are a host of ways to save weight and fuel!

Savings potential



in city traffic



on the motorway

All tips at a glance.



Daily motoring offers plenty of opportunities to save fuel. If you follow our tips you'll see the savings potential at the fuel pump, if not before. And here is a summary ...

Fuel-saving tip	Savings potential	
	in city traffic	on the motorway
1 Drive the modern way and think ahead.	5 fuel pump icons	5 fuel pump icons
2 Drive in the highest gear possible.	5 fuel pump icons	5 fuel pump icons
3 Use overrun fuel cutoff.	5 fuel pump icons	5 fuel pump icons
4 Use auxiliary equipment in moderation.	5 fuel pump icons	5 fuel pump icons
5 Check your tyre pressures.	5 fuel pump icons	5 fuel pump icons
6 Avoid short trips.	5 fuel pump icons	5 fuel pump icons
7 Use low-viscosity oil.	5 fuel pump icons	5 fuel pump icons
8 Cut aerodynamic drag.	5 fuel pump icons	5 fuel pump icons
9 Avoid unnecessary weight.	5 fuel pump icons	5 fuel pump icons

If you would like to find out more about "Think Blue." and Volkswagen's environmental activities, please visit us at: www.volkswagen.com/thinkblue
 Fuel-saving tips en route – the "Think Blue." challenge on your iPhone or iPod Touch. Now available free of charge on App Store →

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