

2015 Prius v Three vs. 2014 Volkswagen Jetta Sportswagen TDI



VS.



2015 Prius v Three

2014 Volkswagen Jetta Sportswagen TDI (AT)

Jetta Sportswagen TDI is a versatile and unique wagon that's equipped with a 2.0L 16-valve turbocharged clean diesel engine that offers great low-end torque and a highway driving range over 600 miles¹. 2015 Prius v, however, has more space than most small SUVs and offers stellar EPA mpg ratings² with the highest combined MPG rating of any SUV, crossover utility vehicle or wagon³. Plus, Prius v is suited with more versatile capability and technology than Sportswagen. Beating out Jetta Sportswagen in fuel efficiency, technology and interior space, Prius v is the efficient and practical ride for active living.



Competitor Highlights

- Turbocharged clean diesel engine with impressive torque and highway driving range¹
- Intelligent Crash Response System (ICRS) standard on all models – in event of collision ICRS automatically cuts fuel supply to engine, unlocks doors and turns on hazard lights
- Includes no-charge scheduled maintenance and roadside assistance
- Premium VIII touch-screen sound system with HD Radio™⁴, 6-disc CD changer and 10 speakers



Prius v Key Advantages & Accolades



ECO-CONSCIOUS: Owners can rest assured they're doing their part for the environment as Prius v is not only more efficient in terms of city, highway and combined mpg ratings², it also boasts lower emissions with a SULEV rating vs. Sportswagen's ULEV-2 rating. Plus, Prius v's EV mode⁵ allows for all-electric driving for short distances at low speeds, ideal for saving gas in parking lots and heavy traffic. Sportswagen offers nothing comparable



TECHNOLOGY: Prius v Three outshines Jetta Sportswagen TDI with standard features like the Entune® App Suite, navigation, HD Predictive Traffic and Doppler Weather overlay, AM/FM cache radio and Gracenote® album cover art – all features unmatched by Jetta Sportswagen entirely



COMFORT & CONVENIENCE: While Jetta Sportswagen does feature 8-way partial power-adjustable heated front seats on every trim level, Prius v Three shines in comfort and convenience with more cargo⁶ and passenger room than Jetta Sportswagen and sliding/reclining rear seats, as well as standard features like Smart Key System with Push Button Start and automatic climate control



PEACE OF MIND: Prius v comes with 7 standard airbags, including a driver knee airbag, while Jetta Sportswagen has 6; Prius v also features standard Hill Start Assist, another feature unmatched by Jetta Sportswagen



VALUE: While both Sportswagen TDI and Prius v received value ratings of "Excellent" from IntelliChoice, the 2014 Prius v Three received a lower 5-year estimated cost of ownership than 2014 Jetta Sportswagen TDI (\$32,426 vs. \$35,479, respectively), according to IntelliChoice.com⁷



2014 Best Overall Value of the Year⁸



2014 Lowest Fuel Costs Winner⁸



2014 SmartChoice Maintenance Costs Winner⁸

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Quick Facts

	2015 Prius v Three	2014 VW Jetta Sportwagen TDI (AT)
MSRP	\$28,060 ⁹	\$26,565 ¹⁰
Engine	1.8L 16-Valve DOHC w/ VVT-i; EV/ECO/POWER Modes	2.0L 16-Valve DOHC TDI turbocharged clean diesel engine with common rail direct injection
HP / Torque	98 @ 5200 rpm (Hybrid System net 134 hp) / 105 lb.-ft. @ 4000 rpm	140 @ 4200 rpm / 236 lb.-ft. @ 1750 rpm
Transmission	Electronically controlled Continuously Variable (ECVT)	6-speed automatic with Tiptronic® and Sport mode
MPG ² (city/hwy/combined)	44/40/42	29/39/33
Cargo volume ⁶ (cu. ft.)	34.3	32.8
Airbags	7	6
Standard audio	6.1-in. touch-screen, AM/FM/CD player, six speakers, auxiliary audio jack, USB port, Entune® App Suite, navigation, HD Radio™⁴, HD predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM All Access Radio¹¹ with 3-month complimentary trial, Gracenote® album cover art	6.5-in. touch-screen, AM/FM/6-disc CD player, 10 speakers, auxiliary audio jack, Media Device Interface (MDI) port, HD Radio™⁴, SiriusXM Radio with 3-month trial
Bluetooth® wireless technology ¹²	Standard	Standard



Head to Head

2015 Prius v Three	WIN	2014 VW Jetta Sportwagen TDI (AT)
PERFORMANCE / DESIGN		
Hybrid powertrain	←	Diesel powertrain
EV ⁵ /ECO/POWER Modes	←	Available 6-speed DSG performance manual transmission with Tiptronic® and Sport mode
MPG ² (city/hwy/combined): 44/40/42	←	MPG ² (city/hwy/combined): 29/39/33
CARB Emissions Rating: SULEV	←	CARB Emissions Rating: ULEV-II
Curb weight: 3340 lb.	←	Curb weight: 3341 lb.
MacPherson strut front, torsion beam rear suspension	→	MacPherson strut front, multilink rear suspension
Turning circle: 36.1 ft.	→	Turning circle: 35.8 ft.
16-in. 10-spoke alloy wheels with full wheel covers and P205/60R16 tires	=	16-in. Bioline alloy wheels with P205/55R16 tires
Projector-beam halogen headlights with auto-on/off	←	Halogen headlights with clear polycarbonate lenses
Hill Start Assist Control (HAC)	←	Not available

2015 Prius v Three vs. 2014 Volkswagen Jetta Sportwagen TDI



Head to Head

2015 Prius v Three	WIN	2014 VW Jetta Sportwagen TDI (AT)
AUDIO / MULTIMEDIA		
6 speakers	→	10 speakers
6.1-in. high resolution touch-screen	→	6.5-in. touch-screen
Customizable touch-screen with split-screen display	=	Customizable touch-screen with split-screen display
Standard USB port with iPod® ¹³ connectivity and control	=	Media Device Interface (MDI) port
HD Radio™ ⁴	=	HD Radio™ ⁴
SiriusXM All Access Radio ¹¹ w/ 3-month complimentary trial	=	SiriusXM Radio w/ 3-month trial
AM/FM cache radio	←	Not available
Gracenote® album cover art display	←	Not available
Integrated mobile apps with Entune® App Suite – subscription-free	←	No comparable feature available
Navigation standard	←	Available navigation with 5-in. touch-screen (\$2600)
Voice recognition w/ navigation	←	Not available
COMFORT / CONVENIENCE		
Automatic climate control with dust and pollen filtration mode	←	Manual single-zone climate control with pollen filter and rear passenger ventilation in center console
Smart Key System on three doors with Push Button Start and remote illuminated entry	←	Available keyless access with push-button start (w/ sunroof and navigation, \$2600)
Heated power outside mirrors with folding feature	→	Heated outside mirrors with integrated turn signals
6-way adjustable driver's seat with power lumbar support	→	8-way heated partial power-adjustable driver's seat with adjustable lumbar support and power recline
60/40 split sliding reclining fold-down rear seats with center armrest	←	60/40 split folding rear seat with center armrest and pass-through
Cargo volume ⁶ , cu. ft. (behind rear seats): 34.3	←	Cargo volume ⁶ , cu. ft. (behind rear seats): 32.8
Passenger volume, cu. ft.: 97.2	←	Passenger volume, cu. ft.: 91.7
Head room, in. (front/rear): 39.6/38.6	←	Head room, in. (front/rear): 38.4/38.1
Leg room, in. (front/rear): 41.3/35.9	←	Leg room, in. (front/rear): 41.1/35.5

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Head to Head

2015 Prius v Three	WIN	2014 VW Jetta Sportwagen TDI (AT)
SAFETY		
7 total airbags	←	6 total airbags
Driver knee airbag	←	Not available
Rear backup camera	=	Rear view camera
Not available	→	Intelligent Crash Response System
Temporary spare tire	=	Temporary spare tire
WARRANTY		
2-year/25,000-mile no-cost scheduled maintenance plan	←	2-year/24,000-mile no-charge scheduled Carefree Maintenance® Program
2-year/unlimited-mile roadside assistance	=	3-year/36,000-mile roadside assistance
2014 Estimated 5-Year Ownership Costs – IntelliChoice.com⁷		
Depreciation – \$13,858	→	Depreciation – \$13,726
Financing – \$2969	←	Financing – \$3027
Insurance – \$6805	←	Insurance – \$7175
State fees – \$429	→	State fees – \$428
Fuel – \$6060	←	Fuel – \$8203
Maintenance – \$1618	←	Maintenance – \$2110
Repairs – \$687	←	Repairs – \$810
5-year total ownership – \$32,426	←	5-year total ownership costs – \$35,479
Value rating – Excellent	=	Value rating – Excellent

Jetta Sportwagen at a Glance

Sportwagen TDI	Sportwagen TDI with Sunroof
<p>Key standard features:</p> <p>Mechanical</p> <ul style="list-style-type: none"> • 2.0L 16-Valve I4 turbocharged clean diesel engine with common rail direct injection • 6-speed manual transmission; available 6-speed DSG performance transmission with Tiptronic® and Sport Mode <p>Exterior</p> <ul style="list-style-type: none"> • 16-in. Bioline alloy wheels • Halogen headlights with clear polycarbonate lenses • Heated power outside mirrors with integrated turn signals • Heated windshield wiper nozzles <p>Interior</p> <ul style="list-style-type: none"> • Single-zone manual climate control with pollen filter • Leather-wrapped multi-function sport steering wheel • 8-way heated, partial power-adjustable front seats including adjustable lumbar support and power recline • V-Tex leatherette seating surfaces • 60/40 split folding rear seat with center armrest and pass-through • 115V power outlet • Multi-function trip computer <p>Audio/In-Cabin Technology</p> <ul style="list-style-type: none"> • 8-speaker AM/FM/CD sound system • Auxiliary audio jack • Touchscreen sound system with HD Radio™⁴ and MP3- and WMA-compatible CD player • <i>Bluetooth</i>®¹² with audio streaming <p>Safety & Security</p> <ul style="list-style-type: none"> • 6 standard airbags • Anti-lock Braking System (ABS), Anti-Slip Regulation (ASR), Engine Braking Assist (EBA), Electronic Brake-pressure Distribution (EBD), Electronic Differential Lock (EDL), Electronic Stability Control (ESC), Hydraulic Brake Assist (HBA) • Rearview camera • Intelligent Crash Response System (ICRS) 	<p>TDI with Sunroof adds these key features:</p> <p>Exterior</p> <ul style="list-style-type: none"> • 17-in. Porto alloy wheels • Power tilting/sliding panoramic sunroof <p>Sportwagen TDI with Sunroof and Navigation</p> <p>TDI with Sunroof and Navigation adds these key features:</p> <p>Audio/In-Cabin Technology</p> <ul style="list-style-type: none"> • RNS 315 touchscreen navigation system • Keyless access with push-button start

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1. EPA estimates for manual transmission model. Range based on highway mpg EPA estimate multiplied by the fuel tank capacity of manual transmission model. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition. 2. 2015 and 2014 EPA-estimated mileage. Actual mileage will vary. 3. Excludes all electric models within 2014/15 EPA Station Wagon and SUV classes. Based on EPA-estimated 44 city/40 highway/42 combined mileage for Prius v. Actual mileage will vary. 4. HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and “Arc” logos are proprietary trademarks of iBiquity Digital Corp. 5. EV Mode works under certain conditions at low speeds for up to a mile. See Owner’s Manual. 6. Cargo and load capacity limited by weight and distribution. 7. 2014 Prius v Three and 2014 Volkswagen Jetta Sportwagen TDI. IntelliChoice, www.IntelliChoice.com. 8. 2014 IntelliChoice, www.IntelliChoice.com; Crossover/Wagon. Based on 2014 model year study. 9. MSRP excludes the Delivery, Processing and Handling Fee of \$825 for cars, \$885 for Small/Medium Trucks (Sienna, RAV4, Highlander Gas, Highlander Hybrid, FJ Cruiser, 4Runner and Tacoma), \$925 for Large SUVs (Sequoia, Land Cruiser) and \$1100 for Large Trucks (Tundra). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota’s charge for these services is called the “Delivery, Processing and Handling Fee” and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota’s overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, FL, GA, NC, SC, AR, LA, MS, OK and TX will be higher. Actual dealer price will vary. 10. Listed price is the Manufacturer’s Suggested Retail Price (MSRP) and excludes \$820 destination and tax, title, options and dealer charges. 11. SiriusXM services require a subscription after 3-month trial period. Subscriptions governed by SiriusXM™ Customer Agreement available at SiriusXM.com. If you decide to continue your SiriusXM™ service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates unless you call 1-866-635-2349 to cancel. Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. 12. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. A compatible Bluetooth enabled phone must first be paired. Phone performance depends on software, coverage & carrier. 13. iPod® is a registered trademark of Apple, Inc. All rights reserved.