

2015 Beetle



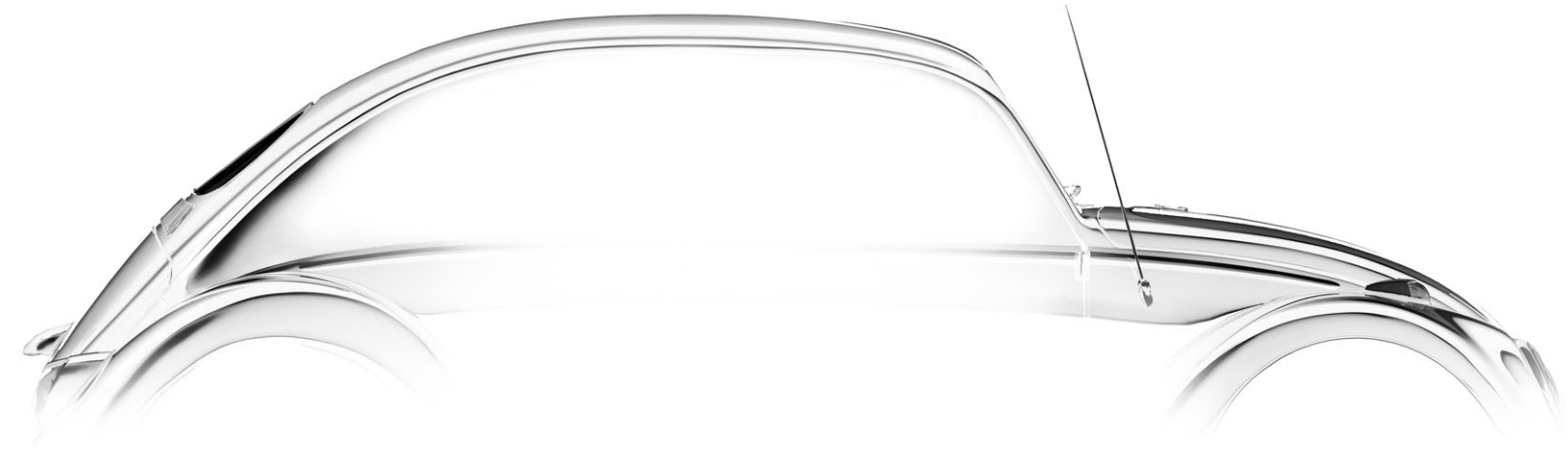
Das Auto.

Beetle



The icon that taught fun how it's done. There's no mistaking a Beetle. It's a bold statement. A true original. One of one. Add a turbocharged engine to the heart of this icon and the thrill quickly shifts into a whole other gear. So wipe that smile all over your face. Because fun just got a lot more fun. That's the Power of German Engineering.

Original soul.



In a more spirited body.



R-Line with Sunroof, Sound, and Navigation shown in Deep Black Pearl

Design/Performance. You know the shape once you see it. That unforgettable profile. Those classic headlights. It's new and familiar all at the same time. With more sculpted lines, available red brake calipers, and a sporty, leather-wrapped steering wheel, this Beetle hits on all cylinders before you even hit the road. It wants to take on the next straightaway. It wants to take on every curve.* It wants you in the driver's seat.



*Always obey local speed and traffic laws.

**Turbocharged.
Because fun is out there somewhere.**



Performance. A good time won't be hard to find. You have three powerful turbocharged engines to choose from. From there, there's an available XDS+[®] Cross Differential System for better cornering. And choose an available DSG[®] automatic transmission that gives you the option of enjoying ultra-fast shifts or shifting manually.* So don't just sit there. You're about to find fun around every corner.



*Always obey speed and traffic laws. **2014 Beetle 1.8L TSI, 5-speed manual transmission: 24 city/33 highway mpg EPA estimates. 2014 Beetle TDI Clean Diesel, 6-speed manual transmission: 28 city/41 highway mpg EPA estimates. 2015 EPA estimates not available at time of printing. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition.

R-Line with Sunroof, Sound, and Navigation shown in Pure White

**1.8L
TSI[®] engine**

It's lighter and fuel efficient** — and turbocharged, so it doesn't sacrifice performance. As if you're getting two engines in one.

170

HORSEPOWER

177

LBS/FT OF TORQUE

**2.0L
TSI engine**

Choose this available 210-hp turbocharged engine that takes in more air to pack more of a punch.** Your Beetle, juiced.

210

HORSEPOWER

207

LBS/FT OF TORQUE

**2.0L
TDI[®] Clean Diesel engine**

Saving has never been so fun. This available turbocharged diesel engine gets impressive mileage, along with putting out an equally impressive 236 lbs/ft of torque.

150

HORSEPOWER

236

LBS/FT OF TORQUE



The modern icon. Unveiled.

Design/Convertible. We took the Beetle that people know and love and blew it wide open. A simple push of a button on the Beetle Convertible lifts the roof for some serious fun in the sun. But you'll still see those unmistakable curves and characteristic headlights. It's a Beetle inside and out. Just modernized. And just as iconic.



Power-retracting soft top with simple 1-step operation

Only convertible in the U.S. with an available clean diesel

LED license plate lighting*



R-Line Convertible with Sound and Navigation shown in Deep Black Pearl

Bi-Xenon headlights. Brighter than traditional halogen headlights, ours are framed by a distinctive row of LEDs for a modern take on a classic look. The entire package is designed to help you see. And be seen.*

Retro modern gauges. We took that familiar cluster of gauges from the original Beetle and gave it a more modern look. It's like you're looking into the past, but seeing into the future.

Rear spoiler. Every Beetle Convertible now comes with a rear spoiler that doesn't just increase its sportiness, it helps decrease drag when your Beetle is cutting through the wind. And gives people behind you something else to stare at.**

*Feature available on select models. **Always obey speed and traffic laws.



*VW Car-Net services provided by Verizon Telematics, Inc. Available on select models. Trial or paid subscription required to access all features. Destinations feature requires compatible factory-installed navigation system. VW Car-Net services require vehicle cellular connectivity and availability of vehicle GPS signal; certain services may collect location information. See Terms of Service, Privacy Policy, and other details at www.vw.com/carnet/info. Always pay careful attention to the road, and do not drive while distracted. **Feature available on select models.

R-Line with Sunroof and Sound shown in Black/Blue sport cloth



Syncs up with your senses.

Interior/Technology. Sit inside the Beetle and you'll feel that instant connection. It starts with the flat-bottom, multi-function steering wheel in your hands and the available sport seats with leather seating surfaces that hug your body as you hug the road. It continues with the available touchscreen sound system and Volkswagen Car-Net[®] connected car features,* which can help you find the nearest restaurant or the farthest getaway. You and your Beetle are one.



Fender[®] Premium Audio System

Fender made its name with live performances, so it's no surprise an available sound system with their name on it would really rock. With 400 watts blasting through nine speakers, you'll always be front row center.

Leather-wrapped, multi-function steering wheel

Leather seating surfaces**

Touchscreen navigation system**

Customizable interior ambient lighting

You're in the hot seat.



Interior. Get behind the wheel of the Beetle, and get ready. Because it's the perfect place to be cradled by the available sport seats when you start hugging corners.* The perfect vantage point to take in the available performance gauges with lap timer and customizable ambient lighting that gives off a beautiful glow. Of course, if all that's not hot enough for you, the front seats are even heated. Is it getting warm in here?

*Always obey local speed and traffic laws.



R-Line with Sunroof, Sound, and Navigation shown in Black/Red Leather



One cannot get by on good looks alone.



*Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. **The Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. Not all collisions cause airbags to deploy or safety belt pretensioners to activate. †Model year 2015 estimates not available at the time of printing. 2014 Beetle 1.8L TSI, 5-speed manual transmission. 24 city/33 highway mpg EPA estimates. Your mileage will vary and depends on several factors including your driving habits and vehicle condition. ††Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).

R-Line shown in Reef Blue Metallic

So we also made it safe.

Safety. We'll be the first to admit, looking good will only get you so far. And since we want you to go as far as possible with your Beetle, we made it safe. In fact, the 2014 Beetle Coupe received a 5-star overall rating from the NHTSA.†† Plus, with both active and passive safety features working together in unison, you won't ever give peace of mind a second thought. **Safety.** It's a beautiful thing.



Safety Features

Safety cage. Front and rear crumple zones help absorb crash energy, while a rigid safety cage helps deflect it away from the driver and passengers. It looks like we've got your back, front, and every other side.

Intelligent Crash Response System (ICRS). The ICRS can automatically disable the fuel pump, unlock the doors, and turn on the hazard lights in the event of a collision that activates the vehicle's airbags.** It's how your Beetle looks after you, even when you can't.

Tire Pressure Monitoring System (TPMS). The Beetle is alert, especially when it comes to its tires. To help stay efficient and safe,† the Tire Pressure Monitoring System notifies you to a loss of the tire pressure so you know when to put more air in.

Adaptive airbags. Our airbags are designed to adapt to crash severity, and special sensors in the doors help deploy the side airbags faster in the event of a side impact.* We're thinking ahead, from every angle.

Seven stability-enhancing systems. Almost every new car has stability control nowadays. But very few car companies go to the extra length we do to help you maintain control. Like including Anti-Slip Regulation and an Electronic Differential Lock, to name a few. It's nice to be in control.

Automatic Rollover Support System. Just when you thought it couldn't get safer, we added an Automatic Rollover Support System to the Beetle Convertible that deploys two hidden steel beams from behind the rear head restraints to help keep you safe in the event of a rollover.



PASSIVE



ACTIVE

- Safety cage
- Adaptive airbags*
- Intelligent Crash Response System (ICRS)**

- Seven stability-enhancing systems
- Tire Pressure Monitoring System (TPMS)

It's your ride.

Beetle

Bug

Vocher

Käfer

Maggiortina

Nickname Badging

For a car that's loved the world over, it's sure to have some pretty cool nicknames in different languages. So feel free to pick out a nickname in your own language. Or one that just speaks to you.



Accessory Wheels

Wheels don't just make your car go. Sometimes they make the car, period. Choose your alloy wheels in different sizes and different looks. And be prepared to hear, "Nice wheels."



VW Second Skin Graphics

Want to have your Beetle really stand out? Add a racing stripe right down the middle or right on the sides. These available second skins are designed to make a great first impression.

Amplified.



Customize. Go ahead and turn it up. Your Beetle was made for making a statement. Built for building upon. Give it a more aggressive look with larger, sportier alloy wheels. Add custom graphics like a racing stripe down the middle. That's just a start. We'll let you put on the finishing touches.

Beetle Specs

Exterior	1.8T	TDI	R-Line
Automatic Vehicle Illumination	●	●	●
Halogen headlights with clear, lightweight, chip-resistant polycarbonate lenses and Daytime Running Lights (DRL)	●	●	●
Bi-Xenon high-intensity headlights with LED Daytime Running Lights (DRL)	–	–	○
R-Line front and rear bumpers	–	–	●
R-Line badging	–	–	●
Power tilting/sliding, tinted panoramic sunroof	OC	OC	OC
Power-folding soft top with simple 1-step operation	CV	CV	CV
Power-operated, heated side mirrors with integrated turn signals	●	●	●
Halogen reflector lens foglights with low-speed corner-illuminating feature	–	–	●
17" alloy wheels	●	●	–
18" alloy wheels	○	–	●
19" alloy wheels	–	–	○
Heated windshield washer nozzles	●	●	●
Exterior color-matched running boards and exterior mirrors	●	●	–
Black-painted running boards and exterior mirrors	–	–	●
Rear spoiler	CV	CV	●

Performance	1.8T	TDI	R-Line
1.8L TSI® 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and direct fuel injection; 170 hp, 184 lbs/ft of torque	●	–	–
2.0L, 16-valve, in-line 4-cylinder turbocharged clean diesel engine with common rail direct injection; 150 hp, 236 lbs/ft of torque	–	●	–
2.0L, 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and FSI® direct fuel injection; 210 hp, 207 lbs/ft of torque	–	–	●
Front vented disc brakes and rear solid disc brakes	●	●	●
Red brake calipers	–	–	●
Electromechanical power steering with variable assistance	●	●	●
Independent MacPherson struts and rear fully independent 4-link suspension	●	●	●
Sport suspension	–	–	●
5-speed manual transmission	C	–	–
6-speed automatic transmission with Tiptronic® and Sport mode	OC/ CV	–	–
6-speed manual transmission	–	●	●
6-speed DSG® automatic transmission with Tiptronic and Sport mode and with steering wheel-mounted paddle shifters	–	○	○

Interior	1.8T	TDI	R-Line
Climatic manual single-zone climate control with pollen filter	●	●	●
Multi-function trip computer featuring trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, miles to empty, radio station display, and personalizing function	●	●	●
2 remote key fobs with lock, unlock, trunk release, and panic button	●	●	●
Cruise control	●	●	●
R-Line door sill plates	–	–	●
3-color, 4-position interior ambient lighting	●	●	●
Automatic locking feature (doors lock when vehicle reaches 8 mph)	●	●	●
3-spoke, leather-wrapped, multi-function steering wheel, height-adjustable with telescopic steering column	●	●	●
Leather-wrapped gearshift knob	●	●	●
Exterior color-matched dashboard and door trim	●	●	–
Carbon fiber appearance dashboard trim	–	–	●
Heated front seats	●	●	●
6-way manual adjustable front seats	●	●	●
Center front armrest with integrated storage box	●	●	●
Käferfach heritage-inspired glovebox	●	●	●

Interior cont.	1.8T	TDI	R-Line
Fully upholstered luggage compartment	●	●	●
V-Tex leatherette seating surfaces	●	●	CV
Sport seats with cloth seating surfaces	–	–	C
Sport seats with leather seating surfaces	–	–	○

Technology	1.8T	TDI	R-Line
8-speaker sound system with MP3- and WMA-compatible in-dash CD player and AM/FM radio	●	●	●
Premium VIII touchscreen sound system with HD Radio, MP3- and WMA-compatible in-dash 6-disc CD changer, SD memory card reader, and 8 speakers	○	●	○
RNS 315 navigation system with 5" color touchscreen in center console and SD memory card reader	○	○	○
Fender® Premium Audio System	○	○	○
Volkswagen Car-Net® connected car features*	●	●	●
Bluetooth with audio streaming**	●	●	●
Media Device Interface (MDI) with iPod® cable**	●	●	●
SiriusXM® Satellite Radio with 3-month trial subscription	○	●	○
Keyless access with push-button start	○	●	○
AUX-in for portable audio player	●	●	●

Safety	1.8T	TDI	R-Line
Crash-optimized front end	●	●	●
Immobilizer III theft-deterrent system	●	●	●
Driver and front passenger front airbag supplemental restraint system†	●	●	●
Driver and front passenger combined head/thorax side airbag supplemental restraint†	●	●	●
3-point safety belts for all 4 seating positions	●	●	●
LATCH (Lower Anchors and Tethers for CHildren) child seat anchor points	●	●	●
Electronic Stability Control (ESC), Anti-Slip Regulation (ASR), Electronic Differential Lock (EDL), and Engine Brake Assist (EBA)	●	●	●
Anti-lock Braking System (ABS), Electronic Brake-pressure Distribution (EBD), Hydraulic Brake Assist (HBA)	●	●	●
Automatic Rollover Support System	CV	CV	CV
Intelligent Crash Response System (ICRS)††	●	●	●
Tire Pressure Monitoring System (TPMS)	●	●	●
XDS® Cross Differential System	–	–	●

Quality	1.8T	TDI	R-Line
12-year/unlimited distance Limited Warranty Against Corrosion Perforation‡	●	●	●
5-year/60,000-mile (whichever occurs first) Powertrain Limited Warranty‡	●	●	●
3-year/36,000-mile (whichever occurs first) New Vehicle Limited Warranty‡	●	●	●
3-year/36,000-mile (whichever occurs first) Roadside Assistance‡‡	●	●	●
1-year/10,000-mile (whichever occurs first) no-charge scheduled Carefree Maintenance® Program‡	●	●	●

Dimensions	
Wheelbase	99.9 inches (2,537 mm)
Front track	62.2 inches (1,579 mm)
Rear track	60.9 inches (1,546 mm)
Length	168.4 inches (4,278 mm)
Width	71.2 inches (1,808 mm)
Height	58.5 inches (1,486 mm)
Ground clearance	5.7 inches (144 mm)
Cargo volume	15.4 cu. ft. (Coupe) 71 cu. ft. (Convertible)
Cargo volume with rear seats folded down	29.9 cu. ft. (Coupe only)

- Standard, no additional cost
 - Not Available
 - Optional, additional cost
- CV Standard, Convertible only
C Standard, Coupe only
OC Optional, additional cost; Coupe only

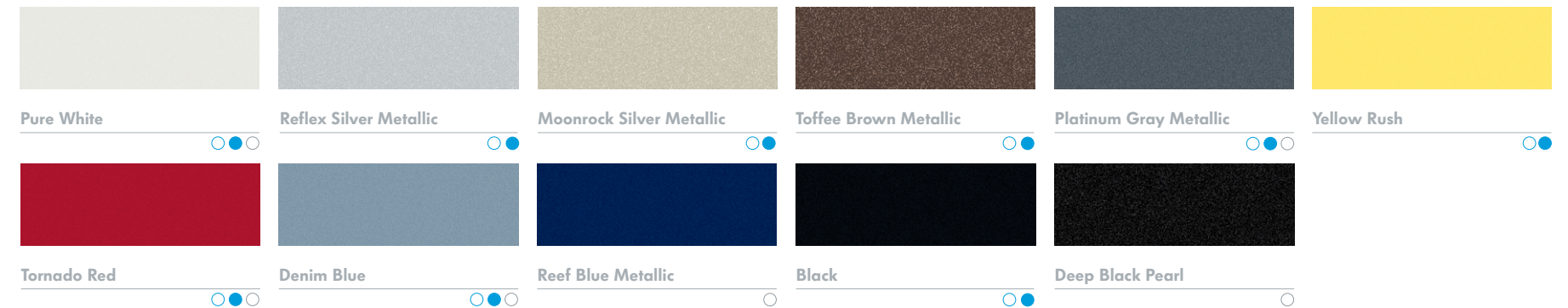
Standard Wheels

- Beetle 1.8T Beetle R-Line Coupe
- Beetle TDI® Beetle R-Line Convertible Beetle R-Line Coupe and Convertible



- 17" Turbine
- 18" Disc
- 17" Rotor
- 18" Twister
- 19" Tornado

Exterior Colors



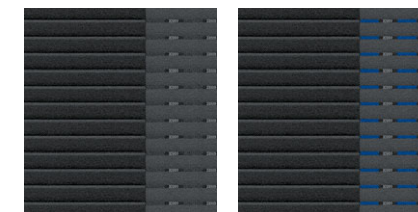
Interior

V-Tex Leatherette



- Beige
- Titan Black

Sport Cloth



- Titan Black
- Black/Blue

Leather



- Titan Black
- Black/Red
- Black/Blue
- Beige

*VW Car-Net services provided by Verizon Telematics, Inc. Available on select models. Trial or paid subscription required to access all features. Destinations feature requires compatible factory-installed navigation system. VW Car-Net services require vehicle cellular connectivity and availability of vehicle GPS signal; certain services may collect location information. See Terms of Service, Privacy Policy, and other details at www.vw.com/carnet/info. Always pay careful attention to the road, and do not drive while distracted. **Requires compatible device. †Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. ††The Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. Not all collisions cause airbags to deploy or safety belt pretensioners to activate. ‡See dealer or warranty booklet for details. ‡‡Roadside Assistance provided by Allstate. ‡The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance for one year or 10,000 miles, whichever occurs first, only on 2015 models. Some limitations apply. This program does not apply to 2009-2014 models. The maintenance services listed are examples only. See dealer or vehicle maintenance program booklet for details, including scheduled service intervals.

Beetle Accessories



Das Auto.



To see more accessories for your VW, visit www.parts.vw.com or see your Consultant.



17" Heritage Wheel and Center Cap



Black Mirror Caps



Body Styling Kit



Custom Vehicle Graphics



Nickname Badges



Custom Car Covers*



MojoMats® and Monster Mats®



Rear Hatch Spoiler

No-Charge Scheduled Maintenance

Volkswagen Carefree Maintenance[®] for 1 Year or 10,000 Miles.
Whichever occurs first. 2015 models. Some restrictions. See dealer or program for details.

Some products have a warranty that differs from Volkswagen of America's duration of New Car Limited Warranty or its 12-month/12,000-mile (whichever occurs first) Parts and Accessories Limited Warranty. See dealer for details of Volkswagen limited warranty. *VW Custom Car Covers by Cover King are covered by a Cover King limited warranty. Please visit www.vwccovers.com for additional information.

The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance for one year or 10,000 miles, whichever occurs first, only on 2015 models. This program does not apply to 2009-2014 models. Some limitations apply. See dealer or vehicle maintenance program booklet for details, including scheduled service intervals.

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