

# 2012 Beetle



# Same soul. Different everything else.



and utterly unique. That gorgeous arcing profile and face that launched a global company. It's the shape famous front end are recognizable around the world, of things to come. And now, we are pleased to and there are dozens of nicknames to prove it. To say introduce the latest evolution in Volkswagen history: that it's a Volkswagen is actually an understatement. The all-new 2012 Beetle.



It's okay to stare. Its very design is magnetic, iconic, It's the Volkswagen. It's the soul of the brand. It's the

Famous profile

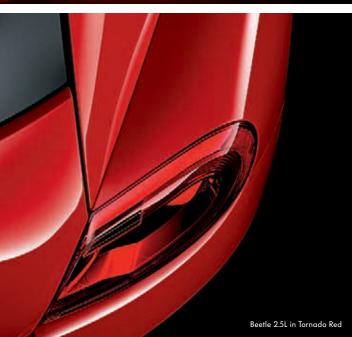
Iconic headlight design

Signature front wheel well

New sporty look







### Design

Museum quality.

Dynamic. Agile. And certainly sportier. It's not the first Beetle to be featured in a museum, and it won't be the last. Those crisp, clean, curved lines hark back to the original, with a completely modern and streamlined twist on the classic. It's hard to look



without picturing yourself inside it, sweeping around bends on a never-ending road. What color would you drive in your adventure? Tornado Red? Reef Blue? Deep Black? It's like a canvas waiting to be painted that perfect shade of fun and fast.





### Performance

#### Still turns heads. Just faster.

One look at the curves on the all-new Beetle, and you can see that it's meant to be driven. In fact, it looks fast even standing still. That's because the available 200-hp, turbocharged engine with 207 lbs/ft of torque, paired with either a six-speed manual or six-speed automatic DSG<sup>®</sup> transmission with Tiptronic,<sup>®</sup> make this the fastest production turbocharged Beetle ever. Imagine the powerful hum of the engine as you accelerate around a curve. Or a fantastically curvy parking structure. When the Beetle first entered the market, it redefined the entire notion of transportation. And we just redefined it again.









Beetle Turbo with Sunroof and Sound shown in Reflex Silver Metallic

### Performance







#### More curve on the curves.

The only way to completely understand German engineering is to experience it. Climb into the all-new Beetle and find a stretch of winding road. Then picture yourself effortlessly cresting a hill. Or cruising down a scenic straightaway and just letting the road guide you. That nimble and precise handling you're experiencing? That's the gutsy 2.5L, 170-hp, in-line five-cylinder engine with 177 lbs/ft of torque, boasting an impressive 29 highway mpg.\* Also known as German engineering at its finest.

Beetle 2.5L with Sunroof and 18" Silver Helix wheels shown in Saturn Yellow

### Heritage

2012

Original

Modernized Käferfach glovebox. Maybe you should get some gloves.



Color-matched dashboard. Cool then, cool now. The 2012 take on classic rims.



Käferfach glovebox.

Käfer means Bug in German.

Glimpse the future in the rearview mirror.

When we set out to design the all-new 2012 Beetle, we looked backwards for inspiration. All the way back to the original Beetle, in fact. Its one-of-a-kind features deserved a second life, especially when we could take them for a turbocharged spin into the present. Like the Käferfach glovebox cleverly integrated into the color-matched dash. On the original it was the only one, but on the 2012 Beetle you have two different gloveboxes for double the stash. Close your eyes and picture the wheels those beautiful curved discs with graceful vents to let in the breeze. They're too iconic to forget, right? Now open your eyes and see how cool they look taking us into the future. Just remember to hold onto the band hanging next to the door if the nostalgia gets too intense.

Color-matched dashboard. Black car, black dash. Iconic wheels. Always in style.





Beetle 2.5L with Sunroof and 17" Heritage wheels shown in Black



## Technology

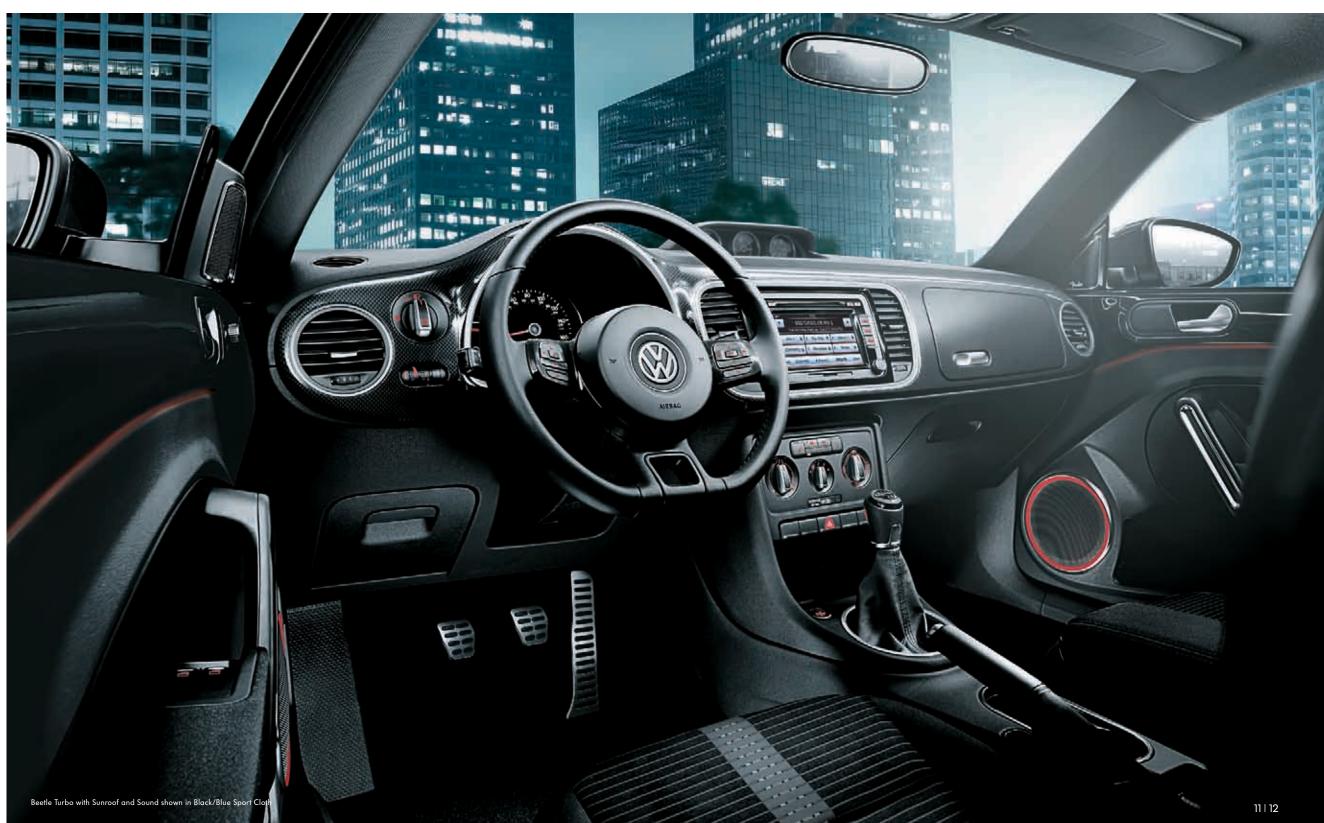
#### Smooth operator.

That's right, the all-new 2012 Beetle comes with a streamlined set of buttons you can push and more bells and whistles than ever. Take the available touchscreen navigation system. We almost dare you to try and get lost. With fancy Bluetooth® technology in the mix, you can make calls just by pressing a button and saying someone's name, and answer them just as easily. But perhaps the most important button is the push-button start that comes with the available keyless access. Leave your keys in your pocket, grip the driver's door handle to unlock your Beetle, and push the button to start the ignition. Go.

Ever wonder what customizable colored lighting would look like inside your car? The mystery has been solved in a style that has Beetle written all over it. With the ambient lighting feature, you can switch between red, white, and blue lighting. Let the party begin.

\*Feature available on select models. \*\*Requires compatible phone.



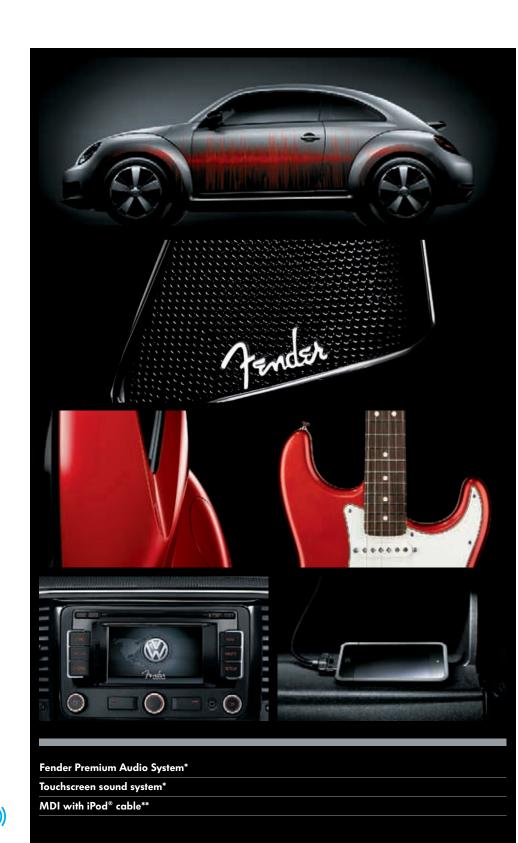


### Audio

#### Sound investment.

One icon deserves another. And in the case of Beetle and Fender, that's a combination destined to become a classic. Nothing could be better than an available Fender™ Premium Audio System filling your Beetle with sound that evokes the raw emotion of a live performance. Its 400-watt amp, subwoofer, and eight speakers make any genre of music sound good. So sit back and enjoy the marriage of German engineering and the brand that's known for starting the rock 'n' roll revolution. And feel free to blast your music as you cruise the streets in style.

On the available touchscreen stereo, you've got an in-dash six-CD changer, AM/FM radio with crystalclear HD Radio<sup>™</sup> technology, and a three-month trial subscription to SiriusXM radio, all playing tunes through eight speakers. Plus, all of that music, entertainment, and more can be easily navigated using the intuitive touchscreen interface right in the dash of your Beetle.





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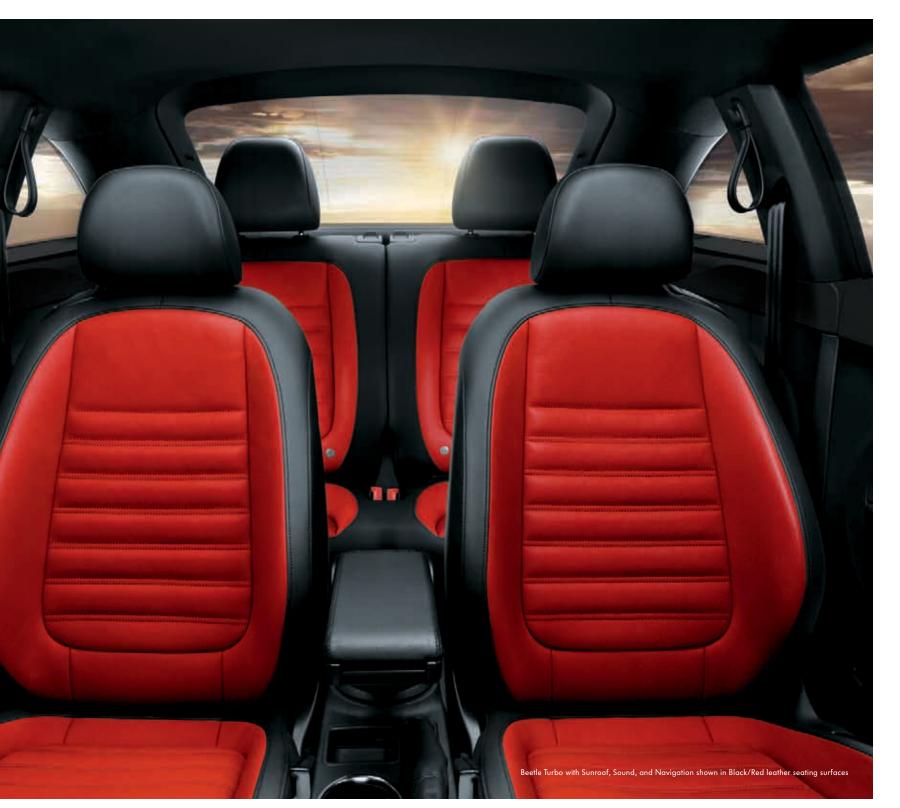
### Comfort

#### Hugs corners. And passengers.

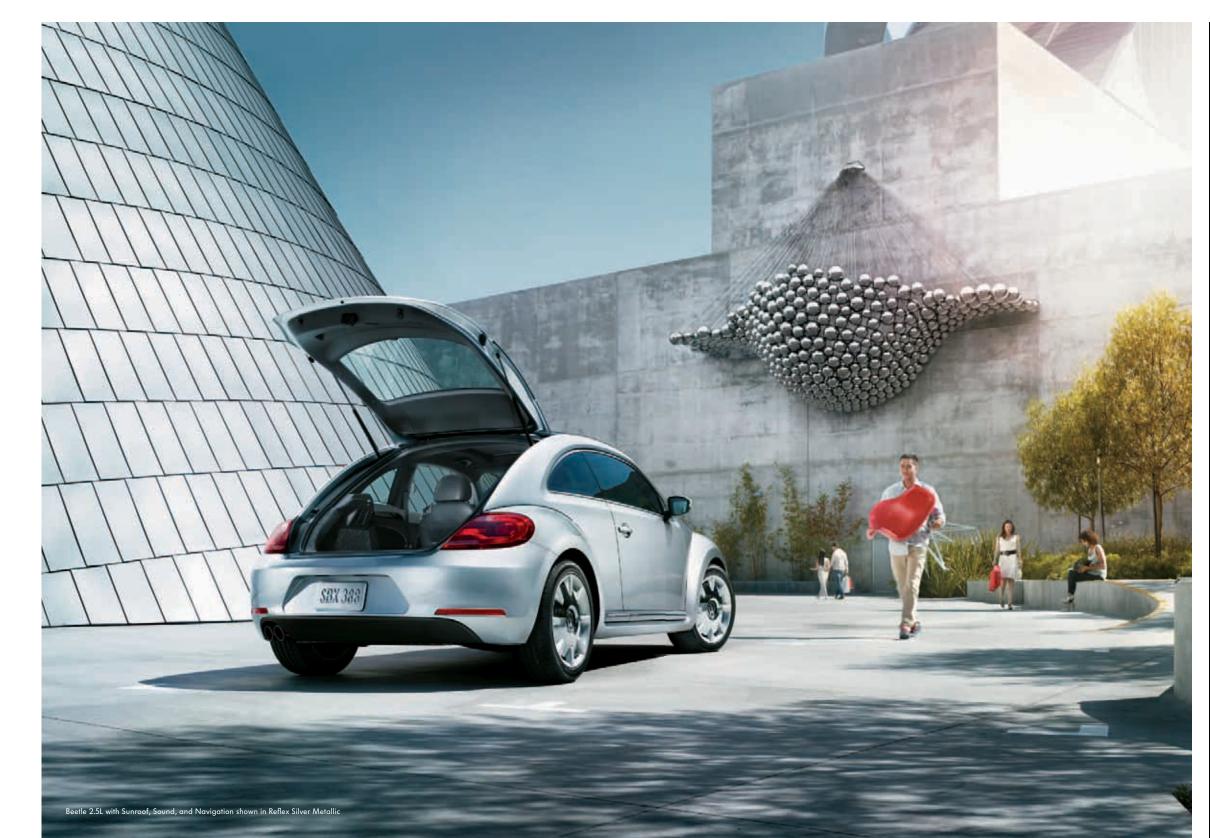
From the leatherette and available leather seating surfaces wrapped around bolstered sport seats, to the available tilting, sliding panoramic sunroof, the allure of the all-new 2012 Beetle is hard to resist. Not only are the seats sporty, but they also come with lumbar support and three available heat settings, so you and your passengers can easily find your happy place. And that panoramic sunroof? It's 80% larger than before, and reflects 99% of UV radiation, 92% of heat, and 90% of light. When it's closed, that is. Open, it's a big window to the sky during the day, and a front seat to the stars at night.

Seats four. Comfortably. We know, normally cars this sporty don't even have backseats, or if they do, they're more like a nod to the idea of a backseat rather than a real one. But in the all-new 2012 Beetle, you can have your sport and seat four, too.





### Utility



### A stealth of storage.

When we said we completely redesigned the all-new Beetle, we meant it. It's longer, wider, and sleeker than the previous models. Which means it looks like a sports car on the outside, and it has serious room on the inside. We're not kidding when we say it seats four adults. And the rear seats fold down, one at a time, to hold even more. So if you're looking for a sporty little number that can stow your stuff and still packs a punch, you should get this one's digits.







#### And now we present to you the 50/50 split.

That means you have three different options for folding down the rear seats to take that already spacious trunk to a whole new level. So you can put a few suitcases and a set of golf clubs in back. Or a stylish modern chair. Or your guitar and an amp. Then you can close the hatch and take your show on the road.

#### Seats four.

Comfortably.

Yes, really.



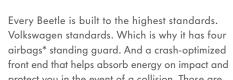
	Engine Braking Assist (EBA)	Anti-Slip Regulation (ASR)	Crash-optimized
Active	Hydraulic Brake Assist (HBA)	Electronic Differential Lock (EDL)	Pressure sensors
	Tire Pressure Monitoring System (TPMS)	Signal mirrors	Combined side a
It's safe to say we've got you cove	and .		There's safe And th

#### It's safe to say we've got you covered.

When you buy a Volkswagen Beetle, you're driving home more than just a car. You're taking home total peace of mind. You don't even have to think about how its doors thunk solidly into place. Or how it has a comprehensive system of active

safety features that can help you prevent a collision, such as headlights, turn signals, mirrors, brakes, steering, and traction control. Because every Beetle is designed to help you maintain control in a variety of situations and assist in avoiding collisions. That's

why they're called active safety features. Because they're actively working to help you stay safe.



s for s

and cu



#### **Electronic Stability Control**

You know when you have to swerve around something unexpectedly? Well, ESC helps prevent oversteer or understeer during an evasive maneuver by applying corrective forces to each of the wheels. And that helps you intuitively engage in proper counter-steering, thereby working with your Beetle to correct the problem. As for the thing that made you swerve, here's to that happening only once in a blue moon.



# ABS

#### Anti-lock Braking System (ABS)

ABS serves two purposes when it comes to safety. It helps keep the brakes from locking up during sudden stops and it helps you retain control over the steering in the event of emergency braking.



end	Collapsible steering column	
de airbags*	Anti-intrusion side door beams	Passive
rtain airbag system*	Crash-optimized pedal controls	

#### There's safe. And then there's Volkswagen safe.

protect you in the event of a collision. Those are

all part of our comprehensive system of passive safety features that help protect you during an accident. They include safety belts, airbags, steelreinforced seating, a safety cage, and crumple zones, just to name a few. And they work together

when they're needed most to help keep you safe. Because we believe that once you've achieved a certain level of excellence, there's no going back. That's why we call it a standard.

# **ICRS**

#### Intelligent Crash Response System\*\*

You may have heard or experienced how time seems to slow down when you're in a collision. It's an overwhelming experience. Which is why your Beetle is designed to do all the thinking for you in your time of need. After the airbags have been deployed, the ICRS automatically unlocks all doors, disables the fuel pump, and turns on the hazard lights. That's why we call it intelligent.

# Chassis

#### Safety cage

Beneath all that sheet metal, every Beetle has a specially reinforced safety cage complete with anti-intrusion side beams and heat-formed B-pillars. Surrounding the cage are crumple zones that provide space and material to help cushion and absorb the impact while the cage helps insulate you. So even if you never see them coming, we've got you covered.

### Carefree Maintenance®

## Wellness for your wheels.

At Volkswagen, we believe in our products so much that we give you three years or 36,000 miles of Carefree Maintenance for no extra charge. Come by for a courtesy vehicle check within the first 90 days, or 6,000 miles, and ask us any questions you have while we give your Beetle a basic checkup. Then come by every year, or 10,000 miles, for your remaining scheduled maintenance checks. It's that simple. So relax and enjoy every carefree mile in your new VW. That's what it's there for. And because it's a Volkswagen, it'll keep that new car feeling for many years to come.



**S** Volkswagen Carefree Maintenance<sup>®</sup>

No-charge scheduled Carefree Maintenance



\*The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance for three years or 36,000 miles, whichever comes first. Coverage during the term of the new vehicle limited warranty at no additional charge. Some limitations apply. See dealer or vehicle maintenance program booklet for details.



### **Special Features**

### Customization



Your Beetle says a lot about you.

Want to make your Beetle unlike any other? Wrap a Second Skin around every curve, or choose a custom nickname badge, accessory wheels, unique key fob, or a variety of other accessories. Go turbo and you get a host of stylish features that practically scream fast. This is definitely a case where actions speak louder than words.

### VW Second Skin



Do you love the super sporty new look of the all-new Beetle but still want more? Wrap it in a custom Volkswagen Second Skin. Choose from one of four wraps specially designed to suit the all-new Beetle. Every angle, from the iconic wheel wells to the classic tail end, will be wrapped in extra-sporty, raceinspired graphics designed to bring out the performance driver in all of us.

# Turbo Styling



Choosing the Turbo model gets you some pretty fancy features. Like red brake calipers, a dash-mounted turbo boost gauge and lap timer, unique bolstered bucket seats, and turbo badging like another German sports car we're fond of. Because we think people should know what car you're driving, no matter how fast you're going.

Rear spoiler

Dual exhaust

### **Special Features**

### Turbo



Want to make your Beetle unlike any other? Wrap a Second Skin around every curve, or choose a custom nickname badge, accessory wheels, unique key fob, or a variety of other accessories. Go turbo and you get a host of stylish features that practically scream fast. This is definitely a case where actions speak louder than words.



Turbo badging

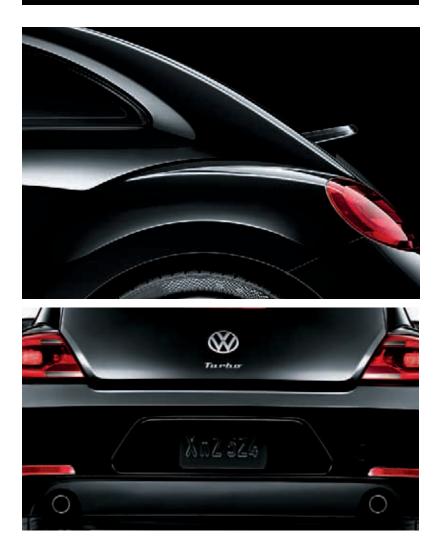
Red brake calipers

18" wheels Race-inspired steering wheel



Sport pedals Performance gauges Sport seats

# Turbo Styling



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Rear spoiler

Dual exhaust

### Wheels

### Accessories

## **E**xterior

Standard





2.5L 17" Turbine

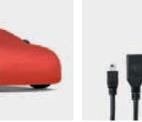


2.5L with Sunroof, Sound, and Navigation 18" Disc



VW Valve Stem Caps





Custom Car Cover



MDI Cables (iPod is not included)



Turbo 18" Twister



Available Turbo 19" Tornado



17" Heritage



17" Anthracite Helix



18" Silver Helix



Paint

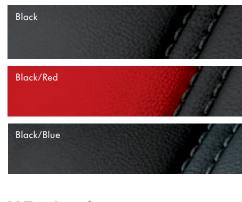
**Candy White** Titan Black, Beige, Black/Blue, Black, Black/Red



Saturn Yellow Titan Black

### Interior

#### Leather

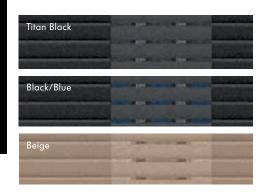


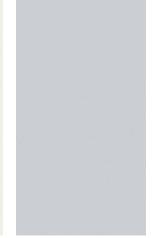
#### V-Tex Leatherette





#### Cloth





**Reflex Silver Metallic** 

Titan Black, Black/Blue, Black



Black/Red

Denim Blue Titan Black, Black/Blue, Black, Titan Black



Reef Blue Metallic Titan Black, Beige, Black/Blue, Black



Tornado Red Titan Black, Beige, Black, Black/Red



Toffee Brown Metallic Titan Black



Black Titan Black, Beige



Deep Black Pearl Titan Black, Beige, Black/Blue, Black, Black/Red

### Beetle 2.5L

### Beetle Turbo

#### Beetle 2.5L

Includes: 2.5L, 170-hp 5-cylinder engine; 5-speed manual Includes all Beetle 2.5L features, plus: 2.0L, 200-hp TSI® engine; transmission; 17" alloy wheels with all-season tires; body color 6-speed manual transmission; 18" alloy wheels; 4-corner independent running boards; body color dashboard and door trim; 3-color, suspension; cloth sport seats; carbon fiber appearance dashboard; 4-position ambient lighting; heritage-inspired Käferfach glovebox; 3-pod dash-mounted gauge cluster including boost pressure, sport leather-wrapped steering wheel; power-operated, heated side lap timer/stopwatch, and oil temperature; brushed aluminum mirrors with integrated turn signals; Climatic manual climate control; appearance foot pedal covers; rear spoiler; halogen reflector lens V-Tex leatherette seating surfaces; heated front seats; 50/50-split foglights; dual exhaust; red painted brake calipers. folding rear seats; Bluetooth® technology; 8-speaker sound system with MP3- and WMA-compatible in-dash CD player, AM/FM radio, Beetle Turbo with Sunroof and Sound and AUX-in for portable audio players; Media Device Interface (MDI) with iPod<sup>®</sup> cable; Electronic Stability Control (ESC); Antilock Braking System (ABS); Anti-Slip Regulation (ASR); Tire Pressure Monitoring System (TPMS).

#### Beetle 2.5L with Sunroof

Includes 2.5L features, plus: power tilting/sliding panoramic sunroof; touchscreen Premium VIII sound system with 6-disc CD changer, SD memory card reader, and SiriusXM Satellite Radio with 3-month trial subscription; adjustable front center armrest with integrated storage box; multi-function steering wheel; keyless access with push-button Beetle Turbo with Sunroof, Sound, and start; multi-function trip computer with trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, miles to empty, radio station display, and personalization functions.

#### Beetle 2.5L with Sunroof, Sound, and Navigation

Includes 2.5L with Sunroof features, plus: 18" alloy wheels; RNS 315 navigation system with 5" color touchscreen in center console; Fender<sup>™</sup> Premium Audio System.

#### Options

6-speed automatic transmission with Tiptronic<sup>®</sup> and Sport mode.

#### **Beetle Turbo**

Includes all Beetle Turbo features, plus: power tilting/sliding panoramic sunroof; touchscreen Premium VIII sound system with 6-disc CD changer, SD memory card reader, and SiriusXM Satellite Radio with 3-month trial subscription; adjustable front center armrest with integrated storage box; multi-function steering wheel; keyless access with push-button start; multi-function trip computer with trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, miles to empty, radio station display, and personalization functions; Fender Premium Audio System.

### Navigation

Includes all Beetle Turbo with Sunroof and Sound features, plus: RNS 315 navigation system with 5" color touchscreen in center console; leather seating surfaces.

#### Options

6-speed DSG<sup>®</sup> automatic transmission with Tiptronic and Sport mode. 19" alloy wheels and Bi-Xenon high-intensity headlights with LED Daytime Running Lights (DRL) package.

# **Specifications**

- Fully galvanized sheet metal Crash-optimized front end
- Automatic vehicle illumination
- Halogen headlights with clea Daytime Running Lights (DRI
- Bi-Xenon high-intensity head
- Power tilting/sliding tinted su
- Power-operated, heated side Halogen reflector lens foglig
- 17" alloy wheel
- 18" alloy wheel
- 19" alloy wheel
- Windshield wipers, variable Heated windshield washer r
- Body color running boards
- Black running boards
- Body color mirrors
- Black painted mirrors Rear spoiler

- 2.5L, 20-valve, DOHC, in-lin
- 2.0L, 16-valve, DOHC, in-line direct fuel injection: 200 hp
- Power-assisted, front vented
- Red brake calipers on front
- Hydraulic power steering
- Electromechanical power ste
- Independent front MacPher
- Independent MacPherson str Sport suspension
- 5-speed manual transmissio
- 6-speed automatic transmiss
- 6-speed manual transmissio
- 6-speed DSG automatic tran

- Climatic manual single-zone Multi-function trip computer fuel consumption, current fue
- personalizing function
- 2 radio-frequency remote tr panic button for central lock Cruise control
- 3-color, 4-position ambient
- Automatic locking feature (
- Illuminated vanity mirrors
- 3-spoke, leather steering whe
- 3-spoke, leather-wrapped, r
- steering column Steering wheel-mounted Tip
- Leather gearshift knob
- Body color dashboard and
- Carbon fiber dashboard trir Heated front seats

	2.5L	Turbo
al	•	•
	•	•
ion	•	٠
ear, lightweight, chip-resistant polycarbonate lenses and RL)	•	٠
adlights with LED Daytime Running Lights (DRL)	-	0
sunroof	SR,SSN	SS,SSN
de mirrors with integrated turn signals	•	•
ights, integrated into front bumper	-	•
	•	-
	SSN	•
	-	0
e intermittent	•	•
nozzles	•	•
	•	-
	-	-
	-	•
	_	•
		-
	2.5L	Turbo
ine 5-cylinder engine; 170 hp, 177 lbs/ft of torque	•	-
ne 4-cylinder turbocharged engine with intercooler and FSI® p, 207 lbs/ft of torque	-	٠
d disc brakes; rear drum brakes	•	-
t vented disc brakes (312 mm) and rear solid disc brakes (286 mm)	-	•
	•	-
teering with variable assistance	-	•
rson struts with twist beam rear suspension	•	-
truts and rear fully independent 4-link suspension	-	•
	•	0
onssion with Tiptronic and Sport mode	•	_
on	-	•
insmission with Tiptronic and Sport mode	-	0
institusion with riprofile and oport mode		-
	2.5L	Turbo
e climate control with pollen filter	•	•
r featuring trip time, trip length, average trip speed, average trip vel consumption, miles to empty, radio station display, and	SR,SSN	SS,SSN
ransmitter key fobs with lock, unlock, rear trunk release, and king, and selectable access valet key feature	•	•
	•	•
t lighting	•	•
(doors lock when vehicle reaches 8 mph)	•	•
eel, height-adjustable with telescopic steering column	•	•
multi-function steering wheel, height-adjustable with telescopic	SR,SSN	SS,SSN
ptronic paddle shifters	-	0
	-	٠
door trim	•	-
im	-	•
	•	•

<ul> <li>Standard, at no additional cost</li> </ul>	<ul> <li>Optional, additional cost</li> </ul>	
SR Sunroof	SSN Sunroof, Sound, and Navigation	
<b>SS</b> Sunroof and Sound	– Not Available	

Comfort cont.	2.5L	Turbo
6-way manual adjustable front seats	•	-
Sport seats	-	•
Grab handles	•	•
Center front armrest with integraged storage box	SR,SSN	SS,SSN
Käferfach heritage-inspired glovebox	•	•
Glovebox, lockable	•	•
Fully upholstered luggage compartment	•	•
V-Tex leatherette seating surfaces	•	-
Cloth seating surfaces	-	•
Leather seating surfaces	-	SSN
Technology	2.5L	Turbo
8-speaker sound system with MP3- and WMA-compatible in-dash CD player, AM/FM radio	•	-
Touchscreen Premium VIII sound system with MP3- and WMA-compatible in-dash 6-disc CD changer, SD memory card reader, and 8 speakers	SR	SS
RNS 315 navigation system with 5" color touchscreen in center console, SD memory card reader	SSN	SSN
Fender Premium Audio System	SSN	SS
Bluetooth technology	•	•
Media Device Interface (MDI) with iPod cable	•	•
SiriusXM Satellite Radio with 3-month trial subscription	SR,SSN	SS,SSN
Keyless access with push-button start	SR,SSN	SS.SSN
AUX-in for portable audio player	•	•
Safety	2.5L	Turbo
Crash-optimized front end	•	•
Driver and passenger front airbag supplemental restraint system*	•	•
Driver and passenger combined side and curtain airbag system*	•	•
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)	٠	٠
Intelligent Crash Response System (ICRS)**	•	•
Tire Pressure Monitoring System (TPMS)	•	•
Immobilizer III theft-deterrent system	•	•
Quality	2.5L	Turbo
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 <sup>†</sup> 3-year/36,000 mile (whichever occurs first) no-charge scheduled Carefree Maintenance Program <sup>††</sup>	•	•
Dimensions		
	15 / 43 /0 / 2/ 3	
Cargo volume	15.4 ft <sup>3</sup> (0.436m <sup>3</sup> )	
Cargo volume with rear seats folded	29.9 ft <sup>3</sup> (0.85 m <sup>3</sup> )	
Wheelbase	99.9 inches (2,537 mm)	
Front track	62.2 inches (1,579 mm)	
Rear track	61.3 inches (1,54	
Length	168.4 inches (4,278 mm)	
idth 71.2 inches (1,808 mm		,
Height 58.5 inches (1,486		
Ground clearance	5.7 inches (144 n	nm)

\*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 oretensioners to activate. \*Boadside Assistance provided by Signature Motor Club, Inc., and Signature Motor Club of California. Inc. \*\*The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance for three years or 36.000 miles. whichever comes first. Coverage during the term of the new vehicle limited warranty at no additional charge. Some limitations apply. See dealer or vehicle maintenance program booklet for details.





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