Same soul. Different everything else.

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

Famous profile
Iconic headlight design
Signature front wheel well
New sporty look

Beetle Turbo with Sunroof, Sound, and Navigation shown in Tornado Red
Available Bi-Xenon headlights with LED Daytime Running Lights

Famous profile
Iconic headlight design
Signature front wheel well
New sporty look
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 look 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® transmission with Tiptronic® 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

Beetle Turbo with Sunroof and Sound shown in Reflex Silver Metallic

Beetle Turbo with 19” wheels and Bi-Xenon headlights, shown in Reflex Silver Metallic
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 creating some curves, zig-zagging undetected, letting the road guide you. Your rattle and precise handling are no exaggerations! That’s the gutsy 2.5L, 170-hp, in-line four-cylinder engine with 177 lbs/ft of torque, boasting an impressive 29 highway mpg. * Also known as German engineering at its finest.

*2012 2.5L automatic transmission: 22 city/29 highway mpg EPA estimate. Your mileage will vary.
Heritage

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.

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.

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Glimpse the future in the rearview mirror.
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.
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 makes the re-creation 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 crystal-clear HD Radio™ 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.

*Feature available on select models. **“iPod” is a registered trademark of Apple Inc. All rights reserved. iPod is not included.
Comfort

From the leatherette and available leather seating surfaces wrapped around bolstered sport seats, to the available tilt, 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 is 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.

Hugs corners. And passengers.

Heated front seats
Panoramic sunroof*
Leather seating surfaces*

*Feature available on select models.

Beetle Turbo with Sunroof, Sound, and Navigation shown in Black/Red leather seating surfaces.
Utility

A stealth of storage.

When we said we completely redesigned the all-new Beetle, we meant it: it’s longer, wider, and altogether bigger than the previous models. What’s more, it looks like a sports car on the outside, and it has tons of room on the inside. We’re not kidding when we say it seats four adults. Another rear seat 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 pack a punch, you should get this one’s digits.

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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 in two 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.
**Intelligent Crash Response System (ICRS)**

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**

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.

**ESC**

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 instinctively 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.

**Safety Features**

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 firmly shut without a sound. Or how it has a comprehensive system of active safety features that can help you prevent a collision, all the way from headlights, turn signals, mirrors, brakes, steering, and traction control. Because every Beetle is designed to help you arrive intact in all types of situations and avoid avoiding collisions. That’s why they’re called active safety features. Because they’re actively working to help you stay safe.

Every Beetle is built to the highest standards. Volkswagen standards. Which is why it has four airbags standing guard. And a crash-optimized front end that helps absorb energy on impact and 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, steel-reinforced 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.

It’s safe to say we’ve got you covered. There’s safe. And there’s Volkswagen safe.

**Passive**

There’s safe. And then there’s Volkswagen safe.

**Active**

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It’s safe to say we’ve got you covered. There’s safe. And then there’s Volkswagen safe.
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.

*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.

**Beetle Turbo with Sunroof and Sound, with 19” Tornado accessory wheels shown in Reef Blue Metallic.**
Special Features

Rear spoiler
Dual exhaust
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.

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 Turbo styling, custom wheels, unique key fob, or a variety of other accessories. Get 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, race-inspired graphics designed to bring out the performance driver in all of us.

Customization

- Accessory wheels
- Unique key fob covers
- Body-colored Carpeted Mats
- Nickname badging
- USA Germany Mexico Italy

Your Beetle says a lot about you.
Your Beetle says a lot about you.

Want to make your Beetle unlike any other? Wrap a special look around every curve, or choose a custom vinyl or color package, unique badging, or a variety of other accessories. Get 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 Styling

- Rear spoiler
- Dual exhaust
- Turbo badging
- Red brake calipers
- 18" wheels
- Race-inspired steering wheel
- Sport pedals
- Performance gauges
- Sport seats

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.

Basic equipment
- Dual exhaust
### Beetle Turbo Beetle 2.5L Specifications

<table>
<thead>
<tr>
<th>Feature</th>
<th>2.5L</th>
<th>Turbo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exterior</strong></td>
<td>2.5L</td>
<td>Turbo</td>
</tr>
<tr>
<td>Ground clearance</td>
<td>5.7 in (144 mm)</td>
<td>5.4 in (137 mm)</td>
</tr>
<tr>
<td>Length</td>
<td>168.4 in (4,278 mm)</td>
<td>168.5 in (4,279 mm)</td>
</tr>
<tr>
<td>Width</td>
<td>69.5 in (1,760 mm)</td>
<td>69.6 in (1,768 mm)</td>
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<tr>
<td>Wheelbase</td>
<td>99.9 in (2,537 mm)</td>
<td>99.9 in (2,537 mm)</td>
</tr>
<tr>
<td>Cargo volume with rear seats folded</td>
<td>29.9 ft³ (0.85 m³)</td>
<td>29.7 ft³ (0.83 m³)</td>
</tr>
<tr>
<td><strong>Comfort and Convenience</strong></td>
<td>2.5L</td>
<td>Turbo</td>
</tr>
<tr>
<td>Immobilizer III theft-deterrent system</td>
<td></td>
<td></td>
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<tr>
<td>Keyless access with push-button start</td>
<td></td>
<td></td>
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<tr>
<td>Automatic transmission with Traction Control</td>
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<tr>
<td>My sunroof</td>
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</tr>
<tr>
<td><strong>Technology</strong></td>
<td>2.5L</td>
<td>Turbo</td>
</tr>
<tr>
<td>Daytime Running Lights (DRL) package</td>
<td></td>
<td></td>
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<tr>
<td>AFS (Adaptive Front Light System)</td>
<td></td>
<td></td>
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<tr>
<td>Front fog lights with ClearLight</td>
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<tr>
<td><strong>System Options</strong></td>
<td>2.5L</td>
<td>Turbo</td>
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<tr>
<td>Fender™ Premium Audio System</td>
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<td></td>
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<tr>
<td>Touchscreen Premium VIII sound system</td>
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<tr>
<td>AUX-in for portable audio players</td>
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</tbody>
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**Notes:**
- Specifications are subject to change without notice.
- Combinations of options may not be available on certain vehicle models.
- For complete and current information, visit Volkswagen’s website or contact your local Volkswagen retailer.