



2014 Beetle



Das Auto.

History repeats itself. And sometimes, outdoes itself too.

Few cars are as iconic as the Beetle. Even fewer are better the next time around. So how do you make a sequel that delivers something new, but is still true to the original? Start by keeping the classic design, and then lower the roofline a bit, for a sleeker, sportier appearance. Next, add available

turbocharged engines to make it the fastest production Beetle ever.* And just for good measure, throw in a handful of limited-production, special-edition models. Finally, what you have is the reinvented Beetle. Still independent. Still fun. Still cool. But now, a whole lot faster. That's the Power of German Engineering.



Beetle R-Line with Sunroof and Sound shown in Tornado Red



Beetle, by the numbers.

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The classic design of the Beetle may look familiar, but with your choice of powerful engines, its performance is anything but.

This high-torque engine can move smartly off the line, while going up to 594 miles on a single tank of fuel.*

The Beetle Convertible is a great choice if you'd like to get a breath of fresh air—and some sun too.

The iconic style of the Beetle has been updated with new looks from every angle. Which happen to match its sporty new personality.

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Get inside the Beetle and its classic inspired design will take you back. But it's still got a few new tricks up its sleeve.

We packed the Beetle with technologies that are simple and easy to use. What a novel idea.

With all the improvements we made to the Beetle over the years, this is one of our proudest achievements.

No-charge scheduled maintenance.** Just another solid reason the Beetle makes sense. Specs and accessories make a Beetle your Beetle.

*2014 Beetle 2.0L TDI Clean Diesel, manual transmission: 28 city/41 highway mpg, EPA estimate. Range based on 41 highway mpg EPA estimate and a 14.5-gallon tank. Your mileage may vary and depends on several factors, including your driving habits and vehicle condition. **The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance for two years or 24,000 miles, whichever occurs first, only on 2014 models. This program does not apply to 2009-2013 models. Some limitations apply. See dealer or vehicle maintenance program booklet for details, including scheduled service intervals.

210 horsepower

PERFORMANCE

This Beetle really flies. Figuratively speaking, of course. An available 210-hp engine on the Beetle R-Line helps maximize its performance, making this the fastest U.S. production Beetle ever. But if your idea of performance is maximizing your mileage, the fuel-efficient TDI Clean Diesel version can take you up to 594 miles on a single tank.* Did we mention that's best-in-class cruising range?*** And with an innovative new 170-hp turbocharged engine, the Beetle balances fun and fuel efficiency like never before.† With the powerful and efficient engines available in the Beetle, it's still good at passing filling stations. And now, other cars too.††

Dash-mounted performance gauges†

Sport suspension†

Sport seats†

XDS (Cross Differential System)†

DSG® performance transmission†



Beetle R-Line shown in Platinum Gray Metallic



01 1.8L TSI® engine. This innovative turbocharged engine boasts excellent efficiency and delivers a boost of power when you need it. Because we believe you can be eco-conscious and still have fun.



02 TDI Clean Diesel engine. Can fuel efficiency also be fun? We think so. That's why the available turbocharged diesel puts out an impressive 236 lbs/ft of torque for excellent performance off the line. And it gets 41 highway miles per gallon.‡‡



03 2.0L TSI engine. This available turbocharged engine packs more air in to pack a punch. And it can take your breath away at the same time. Seems like our 30 years of experience in turbocharging has paid off.

*Range based on 41 highway mpg EPA estimate with manual transmission and a 14.5-gallon fuel tank. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition. **Based on manufactures' published data and EPA estimates comparing nonpremium compact coupes. †See www.fueleconomy.gov for EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition. ††Always obey speed and traffic laws. ‡Feature available on select models. ‡‡28 city/41 highway mpg (2014 Beetle TDI Clean Diesel Convertible, 6-speed manual transmission). EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition.



2.0L TDI Clean Diesel engine. Engineered with the idea that less is more. The Beetle TDI has lower CO₂ emissions compared to 84% of other vehicles.* So every getaway you make will be a cleaner one.

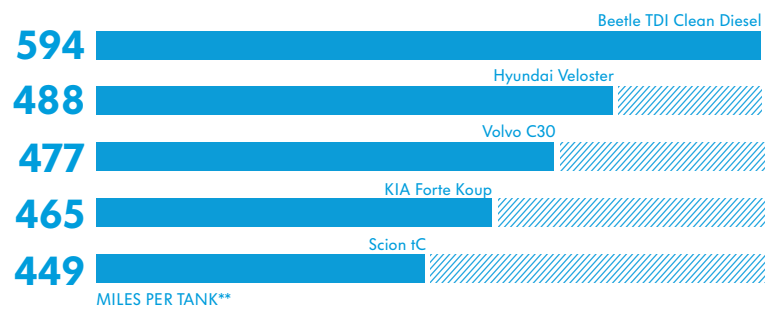
594
miles per tank.**

TDI CLEAN DIESEL

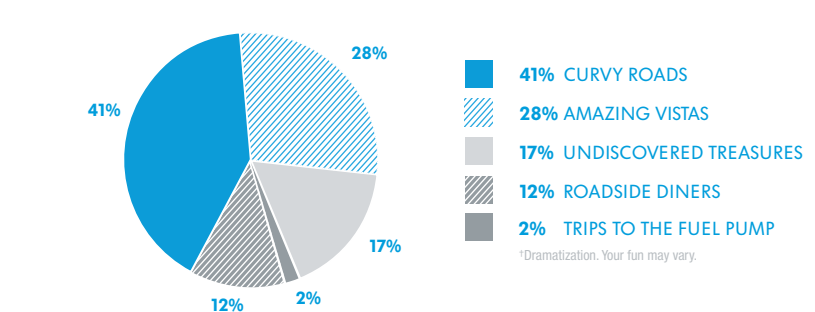
Extended play. You know that feeling on a trip when you don't want it to end? We do too. This direct-injection engine was engineered to really go the distance—an impressive 594 miles.** Add in all the addictive torque and turbocharged power that the TDI is known for, and you may never stop driving. Because it's always more fun finding your next destination than finding the nearest fuel pump.



Going longer



Longer-lasting fun†



*Based on 2013 Federal Emissions Guide for Department of Energy comparing grams per mile of Combined CO₂ emissions as shown on Federal Emissions label. **2014 2.0L Beetle TDI Clean Diesel, manual transmission. Range based on 41 highway mpg EPA estimate and a 14.5-gallon tank. Comparisons based on manufacturers' published data and EPA estimates. 2013 1.6L Hyundai Veloster, automatic transmission. Range based on 37 highway mpg EPA estimate and a 13.2-gallon tank. 2013 2.5L Volvo C30, automatic transmission. Range based on 30 highway mpg EPA estimate and a 15.9-gallon tank. 2013 2.0L KIA Forte Koup, automatic transmission. Range based on 34 highway mpg EPA estimate and a 13.7-gallon tank. 2014 2.5L Scion iC, manual transmission. Range based on 31 highway mpg EPA estimate and a 14.5-gallon tank. Some model year 2014 estimates not available at time of printing. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition.

Open up the possibilities.

BEETLE CONVERTIBLE

With the Beetle Convertible, you'll see the Beetle in a whole new light. Simply press a button, and watch the sun fill the cabin as the top goes down. And then you'll feel your spirits instantly lift up. Because few things will brighten your day like driving a Beetle Convertible. With a storied history of being loved by surfers and sun lovers, and everyone in between, it's a car that just makes you want to drive. And maybe even fuels your drive to seek out new adventures. Because when you own a Beetle Convertible, you'll find that a whole new world opens up.

Power-retracting soft top with simple 1-step operation

Automatic Rollover Support System

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

50/50-split folding rear seats

Remote convertible top operation*



Beetle Convertible shown in Black with Heritage accessory wheels



Beetle R-Line Convertible with Sound shown in Reef Blue Metallic with accessory wind deflector

*Feature available on select models.



Déjà vu. This time, in the fast lane.

STYLE

You can tell what it is before it even gets close. That kind of iconic style and heritage is rare in the automotive world. In fact, it's rare to have that kind of recognition anywhere in the world. So when we set out to make the Beetle, we kept everything that made the original great. And then we added in a few twists. Like lowering that classic roofline a bit, for a sporty look. Then we sharpened a few edges here and there, producing some muscular wheel arches in the process. Next, we added available LED Daytime Running Lights for a modern take on those classic round headlights. And what we got was a Beetle that's instantly recognizable as a Beetle. Just sleeker. And sportier. Something you'll see very quickly.

Bi-Xenon headlights with LED Daytime Running Lights (DRL)*

Exclusive, sporty front and rear bumpers*

Rear spoiler*

18" or 19" alloy wheels*

*Feature available on select models.

There's one for everyone.

CUSTOMIZE

The Beetle has always been about being independent and doing your own thing. So we decided we'd actually help you do just that. Want to add racing stripes down the middle of your Beetle? Done. Maybe add some color-matching floor mats? Who wouldn't? How about some upgraded wheels? Absolutely. We'd go on, but then we wouldn't want to take the fun out of customizing your Beetle. Besides, no one knows how to make your Beetle your own, but you.



01 Custom Vehicle Graphics.

Want to make your Beetle really stand out? Available Volkswagen Second Skin wraps let you customize your Beetle with things like racing stripes down the middle or down the sides.* We think they'll help you make a good first impression.



02 Key Fob Skins. Even when you're not near your car, your key fob can let everyone know what you drive with additional styling details like this. And that shows you obviously have an eye for detail.



Beetle Bug
Vocha Käfer
Maggotino

03 Nickname Badges. The Beetle has been loved the world over. Which is why it isn't surprising that it has a nickname in just about every country where it's sold. So pick out a nickname for your Bug in the language you speak. Or just the one that speaks to you.



Beetle R-Line with Sunroof, Sound, and Navigation shown in Black/Red leather seating surfaces

Fasten your safety belts.

INTERIOR

Because you'll want to be securely seated once this Beetle gets moving. Luckily, there are available sport seats to help hold you in place when it does. A sport steering wheel, available 3-pod dash-mounted gauge cluster, and carbon fiber dash will make every driver a driving enthusiast. And since the Beetle is all about paying homage to its heritage, all of these sporty features are wrapped in an interior that's pleasingly simple in design. So buckle up. It's going to be a great ride.

- Sport steering wheel*
- Sport seats*
- Split-folding rear seat
- Customizable interior ambient lighting
- V-TeX leatherette seating surfaces*
- Leather seating surfaces*
- Heated front seats
- Carbon fiber appearance dashboard*
- Panoramic sunroof*
- Käferfach glovebox

*Feature available on select models.





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

Presses all the right buttons.

TECHNOLOGY

You don't just want technology. You want technology that's useful and easy to use. That's why we packed the Beetle with available features that you'll really appreciate, like keyless access, touchscreen navigation, and even a 400-watt Fender® Premium Audio System. It's sophistication and simplicity living in perfect harmony. So go ahead and start pressing some buttons. We think you'll be pleasantly surprised with the results.

- Keyless access with push-button start*
- Touchscreen sound and navigation systems*
- Bluetooth® with audio streaming**
- MDI with iPod® cable**
- Fender Premium Audio System*
- SiriusXM® Satellite Radio with 3-month trial subscription*
- Speed-Dependent Volume
- Volkswagen Car-Net™ connected car features†



*Feature available on select models. **Requires compatible devices. †VW Car-Net services provided by Verizon Telematics, Inc. Available only on select models. Automatic Crash Notification may be enabled for up to six months without activating a trial or paid subscription. Manual Emergency Call feature and all other VW Car-Net features require trial or paid subscription. VW Car-Net services require vehicle cellular connectivity and availability of vehicle GPS signal. VW Car-Net includes services that may collect location information. See applicable Terms of Service and Privacy Policy available at vw.com/car-net for details. Always pay careful attention to the road, and do not drive while distracted.

The right connections are everything.

TECHNOLOGY

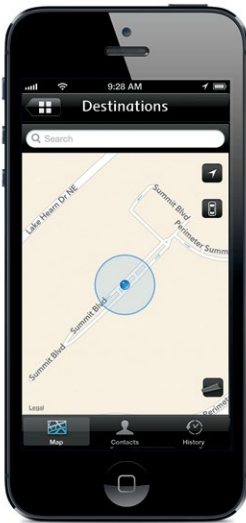
There’s no doubt you’ll bond with your new Volkswagen. With Volkswagen Car-Net,™ you’ll be even more connected.* It provides a seamless link between your car and your smartphone** or computer. So you can do things like get restaurant locations,† remotely unlock your car doors, receive alerts from your car, and even get assistance from a live operator while on the road. It’s safe to say you’ll be pretty well connected.



Who
Need assistance but not sure who to call? We’ve got that one covered with live agents.



What
What’s going on with your car? Now you can find out without even lifting the hood.



Where
Can’t remember where you parked? That’s OK, VW Car-Net has a pretty good memory.



Safe & Secure
Receive automatic agent assistance in the event of an accident
Call for help in an emergency†† or if you need Roadside Assistance‡
Can help law enforcement locate your stolen vehicle using GPS



Remote Vehicle Access
Remotely unlock your vehicle’s doors
Find your vehicle on a map in case you forget where you parked**
Send destinations to your in-car navigation system†
View the status of your vehicle’s doors, hood, trunk, and more
Sound the horn and flash the lights in an unsafe situation
Get assistance from a live agent at the push of the “i-Button”



Family Guardian
Set speed parameters and receive alerts when they’re exceeded††
Set boundary limits and receive alerts when they’re crossed



Diagnostics & Maintenance
Schedule a dealer visit
Search for a dealer and send the address to your vehicle†
Get diagnostics in a monthly email§

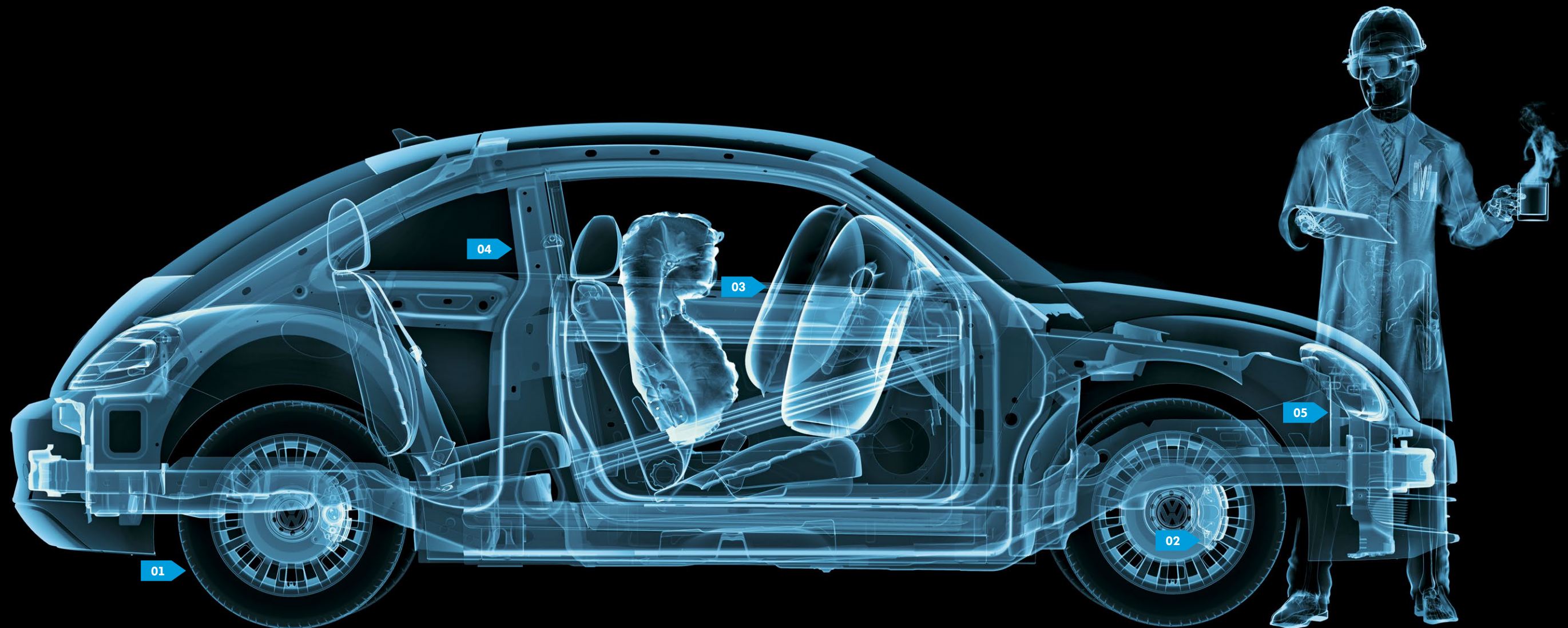


Apple, the Apple logo, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. *VW Car-Net services provided by Verizon Telematics, Inc. Available only on select models. Automatic Crash Notification may be enabled for up to six months without activating a trial or paid subscription; Manual Emergency Call feature and all other VW Car-Net features require trial or paid subscription. VW Car-Net services require vehicle cellular connectivity and availability of vehicle GPS signal. VW Car-Net includes services that may collect location information. See applicable Terms of Service and Privacy Policy available at vw.com/carnet for details. Always pay careful attention to the road, and do not drive while distracted. **Requires VW Car-Net Mobile Application. Standard text and data rates apply. †Requires compatible factory-installed navigation system. ††Automatic Crash Notification may be enabled for up to six months without activating a trial or paid subscription; Manual Emergency Call feature and all other VW Car-Net features require trial or paid subscription. ‡Roadside Assistance is provided by Allstate. §Always obey speed and traffic laws. ‡Refer to your vehicle’s warning and indicator lights for the most current diagnostic information. Always consult owner’s manual for maintenance guidelines.

5★ safety

SAFETY

Safety that's easily transparent. Beneath that attractive Beetle exterior, you'll find even more attractive features designed to help keep you safe. Numerous active safety features help reduce the likelihood of a collision occurring in the first place. And should the unthinkable become unavoidable, we've implemented multiple passive safety systems to help protect you and your passengers. It's no wonder that the 2013 Beetle Coupe received a 5-star Overall Rating from the National Highway Traffic Safety Administration.* That's a pretty clear endorsement.



Dramatization.**

01 Tire Pressure Monitoring System (TPMS).

The TPMS lets you know when the pressure of one of your tires is low, which can help improve overall safety, tire life, handling, and even fuel economy.[†] Good reasons why the Beetle tirelessly monitors your tire pressure.

02 Seven active stability-enhancing systems.

The Beetle features seven active stability systems to help enhance control when accelerating, braking, and while the vehicle is in motion. And it can help enhance your sense of confidence on the road too.

03 Adaptive airbags.

For enhanced protection, the front airbags can tailor their operation based on crash severity and even the weight of the occupants. And pressure sensors within the doors help accelerate the side airbags' response time in side impacts. All to help provide an extra cushion of safety.^{††}

04 Safety cage.

Front and rear crumple zones help absorb crash energy, while a rigid safety cage helps deflect it away from the occupant compartment. Anti-intrusion side beams prove the Beetle not only has your back, but your sides as well.

05 Intelligent Crash Response System (ICRS).

In the event of a collision that activates the vehicle's airbags,^{††} the ICRS will automatically disable the fuel pump, unlock all the doors, and turn on the hazard lights.[‡] It's how your Volkswagen looks out for you when you need it most.

*Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). **This is a dramatization and does not depict what will happen in a collision. All bags will not inflate simultaneously in real-world collisions, and if multiple bags do deploy, they will be in various stages of inflating/deflating and will never all be inflated at the same time. †See www.fueleconomy.gov for EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition. ††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.



Not paying for scheduled maintenance feels pretty good.

CAREFREE MAINTENANCE

There are so many perks to owning a Volkswagen. But we thought you could use one more. That’s why 2014 Volkswagen models include no-charge scheduled Carefree Maintenance for 2 years or 24,000 miles, whichever occurs first.* Things like scheduled oil changes, tire rotations, and more are covered — all at no additional cost to you. So now you can feel good knowing that the car you’ve always wanted is also the one that makes the most sense.

- Oil and filter changes
- Tire rotations
- Multi-point inspections
- Volkswagen Double Check**
- Dust and pollen filter replacement
- Fuel filter replacement (TDI models only)



**No-Charge
Scheduled Maintenance** | **Volkswagen Carefree Maintenance® for 2 Years or 24,000 Miles.**
Whichever occurs first. 2014 models. Some restrictions. See dealer or program for details.

*The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance for two years or 24,000 miles, whichever occurs first, only on 2014 models. This program does not apply to 2009-2013 models. Some limitations apply. The maintenance services listed are examples only. See dealer or vehicle maintenance program booklet for details, including scheduled service intervals. **Volkswagen Double Check is only available during the first 30 days of ownership. See dealer for details.

R-Line shown in Deep Black Pearl



Our environment.

Building cars comes with responsibilities—not just to you, but to the environment. And this starts before our cars are even built, like at our LEED® Platinum-certified plant in Chattanooga. It follows our “Think Blue. Factory.” philosophy by taking a holistic approach to our ecological activities. Our goal is to reduce the environmental impacts from the Volkswagen brand’s production operations by 25% per vehicle by 2018 by improving resource efficiency and reducing emissions. As you can see, this sort of thinking really does come second nature to us. **Think beyond green. Think Blue.**

Our commitment to the environment

- Encouraging eco-conscious behavior
- The first LEED Platinum auto plant
- Partnering with other progressive thinkers like MoMA, the Surfrider Foundation, and PeopleForBikes



Your enjoyment.

Driving a fuel-efficient* vehicle shouldn’t mean sacrificing performance. There are just too many fun, curvy roads out there, which is why Volkswagen makes a variety of fun-to-drive engines, including a high-range TDI Clean Diesel engine with enough grin-inducing torque to pin you back in your seat. Our TSI engine uses direct injection to be both powerful and efficient, and our Jetta Hybrid sports a turbocharger under its hood, which is the first of its kind in its class. Who knows, this could account for all the happy VW drivers out there. Quite honestly, nothing would make us happier.

Our commitment to your driving enjoyment

- TDI technology uses less fuel and provides more torque than comparable gas engines*
- TSI engines use turbocharging and direct injection to be more powerful and efficient*
- The 48 highway mpg Jetta Hybrid is the first turbocharged hybrid in its class**

Think Blue.®

*See www.fueleconomy.gov for EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition.
**2014 Jetta Hybrid, 7-speed DSG transmission: 42 city/48 highway/45 combined mpg EPA estimates. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition.

Beetle
Accessories



Locking Wheel Bolts



Custom Car Covers*



Door Sill Protection



Monster Mats®



Custom Vehicle Graphics**



Nickname Badges



Splash Guards



17" Anthracite Helix Wheel



18" Silver Helix Wheel



18" Spokane Wheel



18" Tornado Wheel

Standard
Wheels



Beetle 1.8T 17" Turbine



Beetle 1.8T with Sunroof, Sound, and Navigation 18" Disc



Beetle TDI 17" Rotor



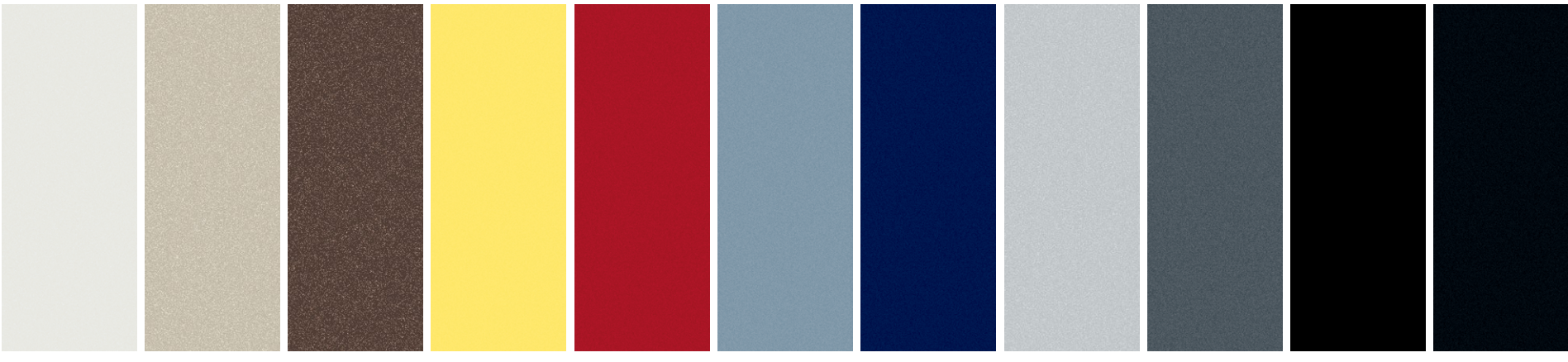
Beetle R-Line 18" Twister



Beetle R-Line with Sunroof, Sound, and Navigation and Beetle R-Line Convertible with Sound and Navigation 19" Tornado

11 exterior
paint
choices.

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



- | | | | | | | | | | | |
|---|--------------------------|-----------------------|-----------------------|---|---|-----------------------|------------------------|---|-----------------------|-----------------------|
| Pure White | Moonrock Silver Metallic | Toffee Brown Metallic | Yellow Rush | Tornado Red | Denim Blue | Reef Blue Metallic | Reflex Silver Metallic | Platinum Gray Metallic | Deep Black Pearl | Black |
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Interior

V-TEX LEATHERETTE

SPORT CLOTH

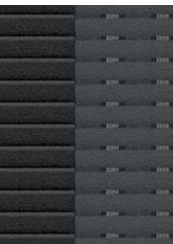
LEATHER



Beige



Titan Black



Titan Black



Black/Blue



Titan Black



Black/Red



Black/Blue



Beige

*VW Custom Car Covers by Cover King are covered by a Cover King limited warranty. Please visit VWCarCovers.com for additional information. **VW Second Skin Custom Graphics by Original Wraps/3M are covered by a 3M limited warranty. Please visit VWSecondSkin.com for additional information.

Not all combinations of exterior paint and interior seating surfaces are available.



Das Auto.



Beetle



Passat



Golf



GTI



Jetta



CC



Eos



Tiguan



Jetta SportWagen



Touareg

10 models to choose from.

VOLKSWAGEN FAMILY

Why VW. It's not a question. It's our philosophy behind why we think everyone deserves a better car. No matter where they are or where they're headed, people should have a quality car they can feel good about and enjoy for a long time. Today, we have ten different models

to choose from—all engineered with this same belief. And it's why we have the most vehicles on the road with over 100,000 miles.* Because Why VW is all about making sure that the VW you have today will still be the one you love to love tomorrow.