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 an available turbocharged engine 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.

History repeats itself. And sometimes, outdoes itself too.
Beetle, by the numbers.

1. PERFORMANCE page 05
   The classic design of the Beetle may look familiar, but with your choice of powerful engines, its performance is anything but.

2. TOP CLEAN DIESEL page 07
   This high-torque engine can move smartly off the line, while going up to 594 miles on a single tank of fuel.

3. BEETLE CONVERTIBLE page 09
   The Beetle Convertible is a great choice if you'd like to get a breath of fresh air—and some sun too.

4. STYLE page 11
   The iconic style of the Beetle has been updated with new looks from every angle. Which happen to match its sporty new personality.

5. INTERIOR page 15
   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.

6. TECHNOLOGY page 17
   We packed the Beetle with technologies that are simple and easy to use. What a novel idea.

7. SAFETY page 19
   With all the improvements we made to the Beetle over the years, this is one of our proudest achievements.

8. SPECS & ACCESSORIES page 23
   Colors. Trims. Wheels. All the things that make a Beetle your Beetle.
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 like the original Beetle, the tried-and-true 5-cylinder engine continues to balance both fun and fuel efficiency. With the powerful and efficient engines available in the Beetle, it’s still good at passing filling stations. And now, other cars too?

2.0L TSI® engine. This available turbocharged engine packs more air 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.

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 get 41 highway miles per gallon.

2.5L engine. Different strokes for different folks. A 5-cylinder engine may seem odd to some, but it makes perfect sense to us. It provides more torque, adding a dose of fun to its efficiency.

Dash-mounted performance gauges
Sport seats
XDS (Cross Differential System)
DSG® performance transmission
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.

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.

TDI CLEAN DIESEL

594 miles per tank.**

Going longer

<table>
<thead>
<tr>
<th>594</th>
<th>488</th>
<th>477</th>
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</thead>
<tbody>
<tr>
<td>Beetle TDI Clean Diesel</td>
<td>Right Street</td>
<td>Side Sci</td>
<td>Fast Lane</td>
<td>Back Door</td>
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</tbody>
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Going longer Longer-lasting fun

41% CURVY ROADS
28% AMAZING VISTAS
17% UNDISCOVERED TREASURES
2% ROADSIDE DINERS
41% TRIPS TO THE FUEL PUMP

Based on 2013 Federal Emissions Guide for Department of Energy comparing grams per mile of Combined CO₂ emissions as compared to 84% of other vehicles. **2013 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 30 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 14.5-gallon tank. 2013 2.5L Scion tC, manual transmission. Range based on 31 highway mpg EPA estimate and a 14.5-gallon tank. Your mileage will vary and depends on several factors, including your driving habits and vehicle condition. Model year 2014 estimates not available at time of printing.
Open up the possibilities.

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
Dakota convertible with an available clean diesel in the U.S.
50/50 split folding rear seats
Bi-Xenon headlights with LED Daytime Running Lights (DRL)*

Exclusive, sporty front and rear bumpers*

Rear spoiler*

18” or 19” alloy wheels*

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.

Déjà vu. This time, in the fast lane.

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.

*Feature available on select models.
There’s one for everyone.

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.

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.

04 VW Second Skin Custom Graphics by original wraps/3M are covered by a 3M limited warranty. Please visit VWSecondSkin.com for additional information.
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

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. An available sport steering wheel, 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.
Presses all the right buttons.

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 system*
Bluetooth® with audio streaming**
MMI® with “Next” color**
Fender® Premium Audio System*
SiriusXM® Satellite Radio with 3-month available 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, 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 includes services that may collect location information. See applicable Terms of Service available at vw.com/carnet for details.
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 an accident occurring in the first place. And should the unthinkable become unavoidable, we’ve implemented multiple passive safety systems to do our very best to help protect you and your passengers. It’s no wonder that the 2013 Beetle Coupe was awarded a 5-star Overall Rating from the National Highway Traffic Safety Administration — its highest rating possible. That’s a pretty dear endorsement.

SAFETY

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 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. Ratings are based on NHTSA’s crash test results and provide an overall crashworthiness rating for the vehicle. NHTSA’s testing protocol is designed to reproduce real-world crashes in order to evaluate the safety performance of a vehicle. These tests include: frontal impact, side impact, roof strength, and rollover. Ratings range from 1 to 5 stars, with 5 stars indicating the best overall crashworthiness performance. Safety belt use is strongly encouraged. Always use your safety belts and secure children in the back seat using appropriate child restraint systems for their size and age. Airbags are supplemental restraints and will not deploy under all crash circumstances. Always use safety belts and secure children in the back seat using appropriate child restraint systems for their size and age. The Intelligent Crash Response System (ICRS) will only activate in a collision that activates both airbags and the vehicle’s fuel pump. Safety belt pretensioners activate. Not all collisions cause airbags to deploy or safety belt pretensioners to activate. 

Dramatization. **
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.

Encouraging eco-conscious behavior

The first LEED Platinum auto plant

Partnering with other progressive organizations like MoMA, the Surfrider Foundation, and PeopleForBikes

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### Beetle 2.5L

**Beetle 2.5L Convertible**
- Includes all Beetle 2.5L Convertible features, plus: 19" alloy wheels; leather-wrapped steering wheel; one-touch power windows; power locks, mirrors, and trunk; 4-spoke, leather-wrapped steering wheel; multi-function, 7-inch touch-screen display with MyFordLink; MyColor interior ambient lighting; MyKey feature; dual-zone automatic climate control; rear view camera system; 3-step operation; rear spoiler; 6-speed automatic transmission with Tiptronic and Sport mode.

**Beetle 2.5L Coupe**
- Includes all Beetle 2.5L Coupe features, plus: 19" alloy wheels; power locks, mirrors, and trunk; 4 -spoke, leather-wrapped steering wheel; multi-function, 7-inch touch-screen display with MyFordLink; MyColor interior ambient lighting; MyKey feature; dual-zone automatic climate control; rear view camera system; 3-step operation; rear spoiler; 6-speed automatic transmission with Tiptronic and Sport mode.

### Beetle TDI Clean Diesel

**Beetle TDI Clean Diesel Convertible**
- Includes all Beetle TDI Clean Diesel features, plus: 19" alloy wheels; leather-wrapped steering wheel; one-touch power windows; power locks, mirrors, and trunk; 4 -spoke, leather-wrapped steering wheel; multi-function, 7-inch touch-screen display with MyFordLink; MyColor interior ambient lighting; MyKey feature; dual-zone automatic climate control; rear view camera system; 3-step operation; rear spoiler; 6-speed automatic transmission with Tiptronic and Sport mode.

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### Beetle R-Line

**Beetle R-Line Convertible with Sound and Navigation**
- Includes all Beetle R-Line Convertible features, plus: 20" alloy wheels; Adaptive Cruise Control; dual-zone automatic climate control; rear view camera system; 3-step operation; rear spoiler; 6-speed automatic transmission with Tiptronic and Sport mode and with auto stop-start capability.

**Beetle R-Line Convertible with Sound**
- Includes all Beetle R-Line Convertible features, plus: Advanced 360° camera; adaptive cruise control; automated emergency braking; blind spot information system; lane keeping assist; rear view camera system; 3-step operation; rear spoiler; 6-speed automatic transmission with Tiptronic and Sport mode.

**Beetle R-Line Convertible with Navigation**
- Includes all Beetle R-Line Convertible features, plus: Advanced 360° camera; adaptive cruise control; automated emergency braking; blind spot information system; lane keeping assist; rear view camera system; 3-step operation; rear spoiler; 6-speed automatic transmission with Tiptronic and Sport mode.

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### Beetle R-Line Trim Level Options

- Includes all Beetle R-Line features, plus: 19" alloy wheels; leather-wrapped steering wheel; one-touch power windows; power locks, mirrors, and trunk; 4 -spoke, leather-wrapped steering wheel; multi-function, 7-inch touch-screen display with MyFordLink; MyColor interior ambient lighting; MyKey feature; dual-zone automatic climate control; rear view camera system; 3-step operation; rear spoiler; 6-speed automatic transmission with Tiptronic and Sport mode.

### Beetle 2.5L Convertible with Sound and Navigation

- Includes all Beetle 2.5L Convertible features, plus: 20" alloy wheels; Adaptive Cruise Control; dual-zone automatic climate control; rear view camera system; 3-step operation; rear spoiler; 6-speed automatic transmission with Tiptronic and Sport mode and with auto stop-start capability.

### Beetle 2.5L Coupe with Sound and Navigation

- Includes all Beetle 2.5L Coupe features, plus: 20" alloy wheels; Adaptive Cruise Control; dual-zone automatic climate control; rear view camera system; 3-step operation; rear spoiler; 6-speed automatic transmission with Tiptronic and Sport mode and with auto stop-start capability.

### Beetle TDI Convertible with Sound and Navigation

- Includes all Beetle TDI Convertible features, plus: 20" alloy wheels; Adaptive Cruise Control; dual-zone automatic climate control; rear view camera system; 3-step operation; rear spoiler; 6-speed automatic transmission with Tiptronic and Sport mode and with auto stop-start capability.

### Beetle TDI Coupe with Sound and Navigation

- Includes all Beetle TDI Coupe features, plus: 20" alloy wheels; Adaptive Cruise Control; dual-zone automatic climate control; rear view camera system; 3-step operation; rear spoiler; 6-speed automatic transmission with Tiptronic and Sport mode and with auto stop-start capability.

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### Beetle Options (Coupe only)

- 6-speed automatic transmission with Tiptronic and Sport mode.
Beetle Accessories

- Locking Wheel Bolts
- Driver Side Power Mirror
- Mirror Trim
- Custom Vehicle Graphics™
- Matte Black" Wheels
- 17" Anthracite Helix Wheel
- 18" Silver Helix Wheel
- 18" Spokane Wheel
- 18" Tornado Wheel

Standard Wheels

- Beetle 2.5L 17" Turbine
- Beetle R-Line 18" Twister
- Beetle 2.5L with Sunroof, Sound, and Navigation 18" Disc
- Beetle TDI 17" Rotor
- Beetle R-Line with Sunroof, Sound, and Navigation and Beetle R-Line Convertible with Sound and Navigation 19" Tornado
- Beetle R-Line with Sunroof, Sound, and Navigation and Beetle R-Line Convertible with Sound and Navigation 19" Tornado

11 exterior paint choices.

- Candy White
- Monarch Silver Metallic
- Yellow Flash
- Sienna Red
- Denim Blue Metallic
- Reflex Silver Metallic
- Platinum Gray Metallic
- Black
- Deep Black Pearl
- Toffee Brown Metallic
- Yellow Rush
- Reef Blue Metallic
- Reflex Silver Metallic

Interior

- V-TEX LEATHERETTE
- SPORT CLOTH
- LEATHER

- Beige
- Time Black
- Time Black
- Black/Blue
- Time Black
- Black/Red
- Black/Blue
- Beige

To see more cool stuff for you and your Volkswagen, visit DriverGear.VW.com or see your Consultant.
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.

VOLKSWAGEN FAMILY

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*Average mileage based on Wolfram Alpha data (www.wolframalpha.com). Vehicles on the road based on Polk global registrations of 2001 models and older in 48 countries, as of September 2012.