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.

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.
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.

**2.0L 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.

**1.8L TSI® engine**

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

**2.0L TDI® Clean Diesel engine**

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

<table>
<thead>
<tr>
<th>Engine Type</th>
<th>Horsepower</th>
<th>Lbs/ft of Torque</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.8L TSI® engine</td>
<td>170</td>
<td>177</td>
</tr>
<tr>
<td>2.0L TSI engine</td>
<td>210</td>
<td>207</td>
</tr>
<tr>
<td>2.0L TDI® Clean Diesel engine</td>
<td>150</td>
<td>236</td>
</tr>
</tbody>
</table>

*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.
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.

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. **

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.

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.*

Power-retracting soft top with simple 1-step operation

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

LED license plate lighting*

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

Leather-wrapped, multi-function steering wheel
Leather seating surfaces**
Touchscreen navigation system**
Customizable interior ambient lighting

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.

Fender® Premium Audio System

*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.
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?
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.

One cannot get by on good looks alone. So we also made it safe.

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.

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.

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.

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.

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.

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.

Adaptive airbags.* Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and other safety systems. Rollover airbags are designed to help protect front seat outboard passengers and those in the rear seat. When deploying, these airbags rise under the seats and the rear seatback. Use of safety belts is required for all passengers. Passenger safety, including head restraints and the seat position, can affect the operation of the airbag system.** The Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. Not all vehicles are equipped with the ICRS. ††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.† Model year 2014 estimates not available at the time of printing. Post-production changes may affect ratings. †Model year 2014 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. **The Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. Not all vehicles are equipped with the ICRS. ††Government star ratings are part of the National Highway Traffic Safety Administration’s (NHTSA’s) New Car Assessment Program (www.safercar.gov).
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.

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!"

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.

It's your ride.

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

Dimensions

- **Height**: 56.5 inches (1,435 mm)
- **Width**: 71.2 inches (1,808 mm)
- **Length**: 168.4 inches (4,278 mm)
- **Wheelbase**: 99.9 inches (2,537 mm)
- **Ground clearance**: 5.7 inches (144 mm)
- **Rear track**: 60.9 inches (1,546 mm)
- **Front track**: 62.2 inches (1,579 mm)
- **Cargo volume with rear seats folded down**: 29.9 cu. ft. (Coupe only)
- **Cargo volume**: 15.4 cu. ft. (Coupe)
- **Dimensions**: 2,537 mm (length), 1,531 mm (width), 1,395 mm (height)
- **Rear seat legroom**: 31.8 inches (810 mm)
- **Front headroom**: 75.6 inches (1,921 mm)
- **Rear seat headroom**: 34.9 inches (901 mm)
- **Fuel economy**: 27/38 mpg (city/hwy)

Exterior

- **Exterior Colors**:
  - Pure White
  - Reflex Silver Metallic
  - Tornado Red
  - Denim Blue
  - Reef Blue Metallic
  - Black
  - Rotor
  - Twister
  - Tornado

Interior

- **Seating**:
  - Sport Cloth
  - V-Tex Leatherette
  - Fully upholstered luggage compartment
- **Audio/Video**:
  - AUX-in for portable audio player
  - Fender® Premium Audio System
  - RNS 315 navigation system with 5” color touchscreen in center console and SD memory card reader
  - Media Device Interface (MDI) with iPod® cable*
  - Bluetooth with audio streaming**
- **Safety**:
  - Automatic Vehicle Illumination
  - Electronic Stability Control (ESC)
  - Anti-Slip Regulation (ASR)
  - Electronic Differential Lock (EDL)
- **Technology**: 4-speaker sound system with 6.5” speakers

Standard Wheels

- **17” alloy wheels**
- **18” alloy wheels**
- **19” alloy wheels**
- **6-speed automatic transmission with Tiptronic® and Sport mode**
- **Sport suspension**
- **Red brake calipers**
- **4-link suspension**
- **1.8L TSI, 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and direct fuel injection; 150 hp, 236 lbs/ft of torque**
- **2.0L, 16-valve, in-line 4-cylinder turbocharged clean diesel engine with common rail direct fuel injection; 210 hp, 207 lbs/ft of torque**
- **2.0L, 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and FSI® injection; 200 hp, 207 lbs/ft of torque**

Beetle R-Line Convertible

- **Exterior**:
  - R-Line badging
  - R-Line front and rear bumpers
  - Red brake calipers
  - Black-painted running boards and exterior mirrors
  - 19” alloy wheels

Beetle TDI®

- **Exterior**:
  - Black-painted running boards and exterior mirrors
  - 18” alloy wheels

Leather

- **Interior**:
  - Sport Cloth
  - Black
  - Black/Red
  - Black Blue
  - Black
  - Beige

Standard Features

- **Interior**:
  - Leather-wrapped gearshift knob
  - 3-spoke, leather-wrapped, multi-function steering wheel, height-adjustable with telescopic steering column
- **Technology**:
  - Intelligent Crash Response System (ICRS)
  - ABS, EBD, ESC, ASR, Electronic Differential Lock (EDL), and Engine Brake Assist (EBA)
- **Safety**:
  - Driver and front passenger front airbag supplemental restraint system†
  - 3-point safety belts for all 4 seating positions
  - Automatic Vehicle Illumination
  - Electronic Stability Control (ESC)
  - Anti-Slip Regulation (ASR)
  - Electronic Differential Lock (EDL), and Engine Brake Assist (EBA)

Comprehensive

- **Interior**:
  - Power-folding soft top with simple 1-step operation
  - Power tilting/sliding, tinted panoramic sunroof
  - R-Line badging
- **Exterior**:
  - 6-disc CD changer, SD memory card reader, and 8 speakers
  - Power folding exterior mirrors
  - Xenon headlights with clear, lightweight, chip-resistant polycarbonate lenses and automatic vehicle illumination

Choose Your Beetle

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

Always pay careful attention to the road, and do not drive while distracted. Whenever possible, use 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. ‡‡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.

For additional details, visit www.vw.com/carnet/info.
Beetle Accessories

- 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

To see more accessories for your VW, visit [www.parts.vw.com](http://www.parts.vw.com) or see your Consultant.

©2014 Volkswagen Group of America, Inc. Printed in USA. Volkswagen of America, Inc., believes the information and specifications in this brochure to be correct at the time of printing. Specifications, standard features, and options, fabrics, and colors are subject to change without notice. Some features may be unavailable when your vehicle is built. Some vehicles are pictured with options that may be available at extra cost or may not be available on some models. Ask your dealer about the availability of options and verify that the vehicle you ordered includes the equipment you ordered. Times are supplied and warranted by their manufacturer. "Volkswagen," the Volkswagen logo, "Das Auto," "Beetle," "DSG," "XDS," "TDI," and "TSI" are registered trademarks of Volkswagen AG. "Climatronic," "Car-Net," "Carefree Maintenance," "MojoMats," "Monster Mats," and the Carfree Maintenance logo are registered trademarks of Volkswagen Group of America, Inc. "iPad" is a registered trademark of Apple Inc. All rights reserved. iPod® is not included. "Bluetooth®" is a registered trademark of Bluetooth SIG, Inc. FENDER® is a registered trademark of Fender Musical Instruments Corporation. All rights reserved. Subscriptions to SiriusXM services are sold separately after 3-month trial expires. If you decide to continue your SiriusXM service at the end of your subscription, the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius U.S. satellite services available only to those at least 18 years of age in the 48 contiguous U.S.A., D.C., and P.R. with coverage limitations. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. Volkswagen DVD navigation depends on the signals from the worldwide Global Positioning Satellite network. The vehicle’s electrical system, and existing wireless and satellite technologies, must be available and operating properly for the system to function. The system is designed to provide you with suggested routes to location addresses, destinations, and other points of interest. Changes in street names, construction zones, traffic flow patterns, points of interest, and other road system changes are beyond the control of Volkswagen of America, Inc. Complete detailed mapping is updated periodically and your actual location. Please rely on your individual judgment in determining whether or not to follow a suggested navigation route. Periodically, the mapping is updated and a new DVD will be required in order to maintain the latest navigation information available to us. These will be available for purchase from time to time at additional cost. For further information regarding any Volkswagen model, please call 1-800-DRIVE-VW or just look us up at vw.com. VW15NBSBUS