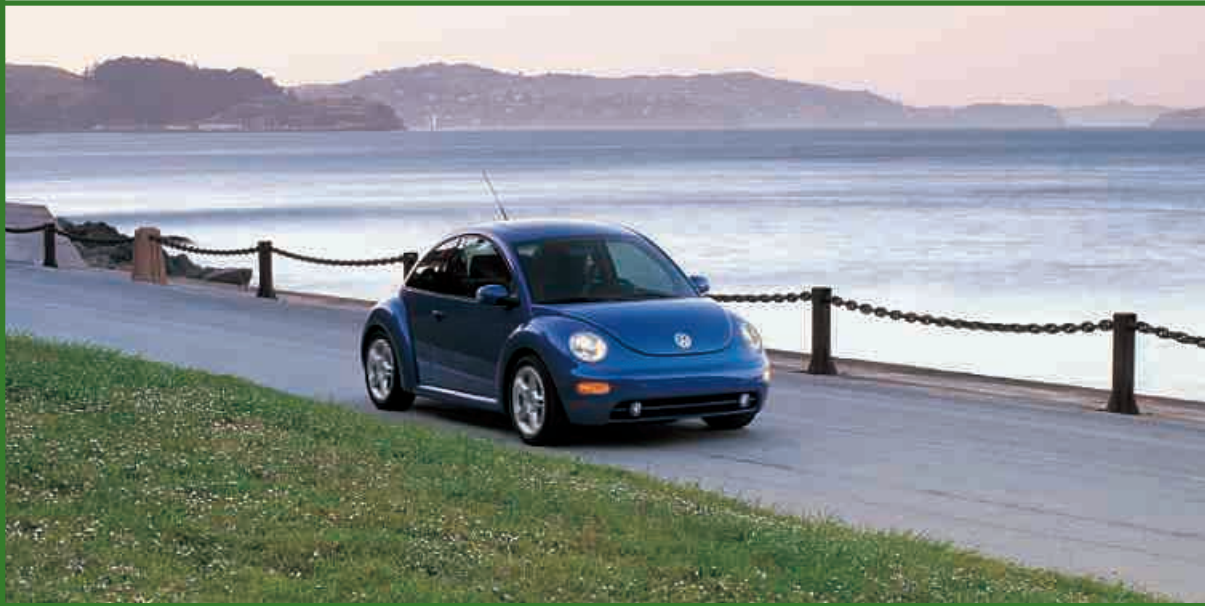


The New Beetle/New Beetle Convertible



Think it's easy being recognized everywhere you go?

Drivers wanted. 

SEDAN



DESIGN

Call us obsessive about design.

We'll take it as a compliment.

16" Alloy Wheels. More rim and less tire provide better cornering and more accurate turns. This eleven-spoke design also evokes strength and momentum even when the car's at a red light. So you're moving when you're standing still. Kind of.



Headlamps. Thanks to their unique shape, they've been known to light up a smile or two. Courtesy of some projector clear lens halogens, they've also been known to light up the road ahead.

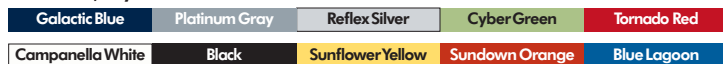


UP CLOSE

Power Sunroof. When you're looking for inspiration from above, the New Beetle asks, "How much?" With 14 position settings on the power sunroof, the perfect amount of sunlight (or moonlight, for that matter) is just a turn of the knob away.



Pick a color, any color.



New Beetle GLS shown with optional 17-inch alloy wheels.
1 16-inch alloys are standard on the GLS with either the 2.0L or TDI® engine.

Drivers wanted.®





It's much more Autobahn-y than it is quirky. (Or something like that.)

Sunroof Dial. Know when you're craving sunshine, say, four inches worth, and you're forced to wait with your finger pressed on some button? Well, 14 automatic settings on this dial mean no more pressing and waiting. Ever again.



MP3 Sound System. Just look at this car and you hear music. That's why we've included an MP3 sound system. Play your MP3 files on CD or simply connect your MP3 player through the included outlet. You'll be driving and singing, and singing and driving.



Temperature and Time Display. It's easy for time to slip away behind the wheel of a New Beetle. Fortunately, a gentle reminder (and an informative temperature display) sits right above the rearview mirror – a place your eye goes to naturally. It's all in the details.



Some fabrics to choose from.

- Cream Cloth¹
- Gray Cloth¹
- Black Cloth¹
- Cream Leatherette²
- Gray Leatherette²
- Black Leatherette²
- Cream Leather³
- Gray Leather³
- Black Leather³

GLX interior shown. Some features may not be available on some trim levels. ¹Cloth is standard on the GL and GLS. ²Leatherette is optional on the GL and GLS. ³Leather is optional on the GLS.

CONVERTIBLE



DESIGN

Only Germans prepare for fun so thoroughly.

Rear Wind Screen: It's hard to sound smart when you're shouting over wind noise. It's also difficult to look sexy when you're being rudely buffeted. So we came up with this easy-to-install screen that helps solve both problems.



Lockable Center Console. Nothing quite cramps your style like coming back from the quickie mart to find your sunglasses have been swiped. So presto, a handy, surprisingly spacious, lockable console to keep things safe.



UP CLOSE

Automatic Rollover Supports.TM Concealed behind the rear seat are two spring-loaded aluminum posts. When the situation warrants, the posts deploy in .25 seconds to form an extremely rigid roll-over protection system. Your passengers would never guess. And we hope they never find out.



Pick a color, any color.

Galactic Blue	Platinum Gray	Reflex Silver	Cyber Green	Tornado Red
Aquarius Blue	Black	Harvest Moon	Sundown Orange	Mellow Yellow

¹Available as an accessory.

Drivers wanted.



The New Beetle Convertible.

Nice to meet you, too.

Convertible Top Locking Handle.

There's a very satisfying feeling you get when something slides smoothly and locks securely into place. Like a well-engineered deadbolt. It feels solid. Safe. Both, we think you'll agree, are good feelings to have in a convertible.



Animated Activation Display.

Whenever you raise or lower the top, this cool little animated display confirms that everything is going pretty much as planned. And if that wasn't enough of a job, you can also use it to check the time and temperature.



INTERIOR

Roof Activation Switch.

There used to be ancient societies that worshipped the sun. And great prestige was bestowed on those few powerful individuals who could, by just pointing their finger, make the sun appear. Well, with this little switch, that could be you.



Some fabrics to choose from.

- Cream Leather¹ Gray Leather¹ Black Leather¹ Cream Leatherette² Gray Leatherette² Black Leatherette²
- Cream Sport Leather¹ Gray Sport Leather¹ Black Sport Leather¹ Cream Cloth Top Gray Cloth Top Black Cloth Top

GLX interior shown. Some features may not be available on all trim levels.
¹Leather and Sport Leather are optional on the GLS. ²Leatherette is standard on the GL and GLS.

NEW BEETLE



PERFORMANCE

For us, it's unlikely the thrill of making great engines will ever wear off.

115 hp

2.0L

This smooth performing engine benefits from a simple and true design. (Some would say it's a classic.) It's compact, pretty lightweight, and requires less space under the hood. All good things. And, to top it all off, it offers lowered emissions, too.

100 hp

TDI®

We couldn't leave well enough alone. Again. Thanks to a new pump injector system called Pumpe Düse (pronounced pump-ah du-sah), the TDI® now boasts more horsepower and torque. Cleaner emissions and quieter operation. And all without compromising the diesel-sipping goodness that makes it our most fuel-efficient engine!

150 hp

1.8T

Light in weight, compact in design, this engine has 5 valves per cylinder. That means you get better breathing for enhanced performance. Coupled with a Turbo, you get high torque starting at low rpm so you're quicker off the line. And high horsepower at high rpm provides you with exceptional passing power. Your fuel economy¹ is improved, and there are lowered emissions, too.

THERE'S MORE @ UW.COM/NEWBEETLE



¹EPA fuel mileages are estimates only. Your fuel consumption may vary.

Drivers wanted.®





ALL-AROUND
SAFETY

If the New Beetle conforms to anything,
it's high safety standards.

Front Crush Zone. Helps to divert impact energy away from occupants in case there's a collision.

4-Wheel ABS. An onboard control unit designed to detect wheel lock-up, for enhanced control in poor driving conditions.

Anti-Theft Alarm System. Scares away uninvited guests. (Otherwise known as burglars.)

Immobilizer. Prevents the New Beetle from being started up if an unauthorized key is used.

Daytime Running Lights. For improved daytime visibility, turn the key and on they come.

Electronic Stabilization Program¹ Provides better handling and control. (Why skid if you don't have to?)

Rear Crush Zone. Helps to divert impact energy away from occupants in case there's a collision.

Full-Size Spare Tire. You never know when it might come in handy.

LATCH System. Lower Anchors and Tethers for Children. A standardized child seat attachment system for vehicles.

Anti-Theft Wheel Locks¹ We didn't make the wheels pretty so that just anyone could walk away with them.

Reinforced Body Panels. Contributing to the structural integrity of the New Beetle.

Track-Correcting Torsion Beam Rear Axle. Angled mounts increase vehicle control as turns are completed.



Dual Front and Front Side Impact Airbags, Supplemental Restraint System² Deploying within a tenth of a second if needed.

Remote Central Locking System. Don't fumble for keys when you're in a rush to get in.

Anti-Intrusion Side Door Beams. Buying precious time for the side impact airbags to deploy.

Rising Ramp Seat Design. Working with a padded knee bar, the effectiveness of the restraint system is maximized.

Steering Column and Wheel. Telescoping, height-adjustable, and collapsible on impact. (Not bad for a steering wheel.)

Safety Cell Construction. A rigid cell of reinforced steel is built into every New Beetle.

WARRANTY

Basic Warranty: Every New Beetle comes with a bumper-to-bumper New Vehicle Limited Warranty³ for 4 years or 50,000 miles, whichever comes first.

Powertrain Warranty: The Volkswagen Powertrain Limited Warranty provides 5 years or 60,000 miles of protection, whichever comes first.

Anti-Corrosion Warranty: A fully galvanized steel body means we can offer you a 12-year unlimited mileage Limited Warranty Against Corrosion Perforation.

Roadside Assistance: The New Beetle has a 24-hour-a-day Roadside Assistance package⁴ for 4 years, unlimited mileage. Wherever you go, there we are.

¹ Feature available on certain trim levels.

² Airbags are supplemental restraints only and will not deploy under all accident scenarios. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.

³ Wear and tear items and adjustments are excluded after the first 12 months or 12,000 miles, whichever comes first.

⁴ Roadside Assistance, for 4 years, provided by Roadside America. See dealer for details.

Drivers wanted.®



The New Beetle – Trim Levels

THERE'S MORE @ vw.com/myvw



M.S.R.P. \$16,330¹



M.S.R.P. \$18,520¹



GL

GLS



M.S.R.P. \$21,290¹



M.S.R.P. \$23,040¹



¹Prices exclude taxes, destination charges, optional equipment, registration and dealer charges. Emissions charges may vary by state. Dealer sets actual price.

The New Beetle – Features and Options

THERE'S MORE @ vw.com/myvw



INTERIOR

	GL	GLS
Aesthetically Speaking		
Blue and red illuminated instrumentation panel	s	s
CFC-free air conditioning	s	s
Pollen, dust, and odor filter	s	s
Six-speaker stereo system with cd player, MP3 format capable, and external MP3 player input	s	s
Satellite radio (includes activation and 3-month subscription to XM® and Sirius® satellite radio services)	o	o
Cloth driver and front passenger fully reclining comfort seats with height-adjustable head restraints	s	s
Leatherette-trimmed driver and front passenger fully reclining comfort seats with height adjustable head restraints	o	o
Leather-trimmed driver and front passenger fully reclining comfort seats with height adjustable head restraints	•	p
Leather-trimmed driver and front passenger fully reclining sport seats with height adjustable head restraints ¹	•	p
Heatable front seats ¹	•	p
Tilt and slide power glass sunroof with tinted glass, sunshade, pinch protection, and convenience closing feature operated by driver's door power lock	•	s
Rear seat heat and A/C ducts	s	s
Leather-wrapped steering wheel, hand brake and shift knob	•	p
For Your Convenience		
Brake wear indicator	s	s
Electric rear window and side mirror defrosters	s	s
Cruise control (speed adjustable) with indicator light	s	s
Power windows with key operated convenience close and open feature	s	s
Mirror control pad with joystick control	s	s
Remote releases for fuel filler door and trunk located on driver's door	s	s
Lockable glove box with interior shelf, illuminated when opened	s	s
Center console with front and rear beverage holders	s	s
Front center armrest with storage compartment	s	s
Power outlets in center console and trunk	s	s
Dual rear reading lights	s	s
Fully carpet-lined trunk space	s	s
Grip on inside of trunk lid	s	s

EXTERIOR

	GL	GLS
Front To Back		
Projection lens halogen headlamps with clear, lightweight, chip-resistant polycarbonate lenses	s	s
HID Xenon headlamps	•	o
Fog lamps with clear lens halogen projector lenses	•	s
Side blinker lights integrated into side mirrors	s	s
Two-speed windshield wipers with four-speed, adjustable intermittent wipe feature	s	s
Heated windshield washer nozzles	•	p
Heatable, power side mirrors	s	s
Roof-mounted amplified flexible black whip antenna	s	s
Speed activated rear spoiler (1.8T only)	•	s
Full size spare tire	s	s
16-inch steel wheels with full wheel covers	s	•
16-inch alloy wheels (standard on 1.8T)	•	s
17-inch alloy wheels	•	o

SAFETY & SECURITY

	GL	GLS
Play It Safe		
Volkswagen Telematics by OnStar®	o	o
Crash optimized front end body panels	s	s
Daytime running lights	s	s
Dual front and front side impact airbags, supplemental restraint system ²	s	s
Head Thorax Airbag ²	s	s
Telescoping, height-adjustable steering column with three-spoke padded steering wheel (collapsible upon impact)	s	s
Telescoping, height-adjustable steering column with leather wrapped three-spoke padded steering wheel (collapsible upon impact)	•	p
Anti-intrusion side door beams	s	s
Front and rear three-point safety belts (window seats only)	s	s
CSTAP System (Child Seat Tether Anchorage Points)	s	s
LATCH System (Lower Anchors and Tethers for Children)	s	s

ENGINEERING & TECHNOLOGY

	GL	GLS
German Engineered, Of Course		
2.0L, 8 valve, 115 hp, 4-cylinder engine	s	s
1.9L, 8 valve, 100 hp, 4-cylinder, Turbo-charged direct injection diesel	o	o
1.8L, 20 valve, 150 hp, 4-cylinder Turbo engine	•	o
5-speed manual transmission	s	s
6-speed automatic transmission with Tiptronic® ³	o	o
Power-assisted rack and pinion steering	s	s
Independent front McPherson struts with stabilizer bar and independent track-correcting torsion beam rear axle with integrated stabilizer bar	s	s
ABS (anti-lock) power-assisted, vented front discs with solid rear discs	s	s
205/55R16H tires on 16-inch steel wheels with full wheel covers	s	•
205/55R16H tires on 16-inch alloy wheels	•	s
225/45R17H tires on 17-inch alloy wheels	•	o ⁴
ASR (Anti-Slip Reduction, 1.8T only)	•	o
EDL (Electronic Differential Lock, 1.8T only)	•	o
ESP (Electronic Stabilization Program)	o	o
Laser beam-welded, unitized construction, fully galvanized steel body	s	s
LEV II/ BIN 5 emissions concept (2.0L only)	s	s
BIN 10 emissions concept (1.9L TDI only)	o	o

Key: s = standard, o = optional, • = not available, p = optional with package

¹Available with the optional 1.8T engine on the GLS. ²Airbags are supplemental restraints only and will not deploy under all accident scenarios. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. ³Available with the TDI engine.

The New Beetle Convertible – Features and Options

THERE'S MORE @ vw.com/myvw



INTERIOR

Aesthetically Speaking

	GL	GLS
Blue and red illuminated instrumentation panel	s	s
CFC-free air conditioning	s	s
Pollen, dust, and odor filter	s	s
Ten-speaker stereo system with cd player, MP3 format capable, and external MP3 player input	s	s
Satellite radio (includes activation and 3-month subscription to XM® and Sirius® satellite radio services)	o	o
Leatherette-trimmed driver and front passenger fully reclining comfort seats with height adjustable head restraints	s	s
Leather-trimmed driver and front passenger fully reclining sport seats with height adjustable head restraints	•	p
Leather-trimmed driver and front passenger fully reclining comfort seats with height adjustable head restraints ¹	•	p
Heatable front seats ¹	•	p
Tilt and slide power glass sunroof with tinted glass, sunshade, pinch protection, and convenience closing feature operated by driver's door power lock	•	s
Rear seat heat and A/C ducts	s	s
Leather-wrapped steering wheel, hand brake and shift knob	•	p

For Your Convenience

	GL	GLS
Brake wear indicator	s	s
Interior rearview mirror with integrated clock, temperature display, and roof active display	s	s
Cruise control (speed adjustable) with indicator light	s	s
Driver's side switch for simultaneous operation of all windows	s	s
Mirror control pad with joystick control	s	s
Remote releases for fuel filler door and trunk located on driver's door	s	s
Lockable glove box with interior shelf, illuminated when opened	s	s
Lockable front center armrest with storage compartment	s	s
Power outlets in center console and trunk	s	s
Lockable rear cargo pass through	s	s
Center console with front and rear beverage holders	s	s
Rear wind screen	•	o
Fully carpet-lined trunk space	s	s
CD changer mounting shelf in center armrest	s	s
Ski sack	•	o

EXTERIOR

Front To Back

	GL	GLS
Projection lens halogen headlamps with clear, lightweight, chip-resistant polycarbonate lenses	s	s
HID Xenon headlamps	•	o
Side blinker lights integrated into side mirrors	s	s
Two-speed windshield wipers with four-speed, adjustable intermittent wipe feature	s	s
Heatable, power side mirrors	s	s
Exterior chrome accents	s	s
Integrated antenna in front windshield	s	s
Semi-automatic power-operated convertible cloth top with defoggable rear glass window	•	s
Preparation for windblocker	s	s
Full size spare tire	s	s
16-inch steel wheels with full wheel covers	s	•
16-inch alloy wheels	•	s
17-inch alloy wheels	•	o

SAFETY & SECURITY

Play It Safe

	GL	GLS
Volkswagen Telematics by OnStar®	o	o
Crash optimized front end body panels	s	s
Daytime running lights	s	s
Dual front and front side impact airbags, supplemental restraint system ²	s	s
Head Thorax Airbags ²	s	s
Telescoping, height-adjustable steering column with three-spoke padded steering wheel (collapsible upon impact)	s	s
Telescoping, height-adjustable steering column with leather wrapped three-spoke padded steering wheel (collapsible upon impact)	•	p
Anti-intrusion side door beams	s	s
Front and rear three-point safety belts (window seats only)	s	s
CSTAP System (Child Seat Tether Anchorage Points)	s	s
LATCH System (Lower Anchors and Tethers for Children)	s	s
Rear seat Automatic Rollover Supports™	s	s

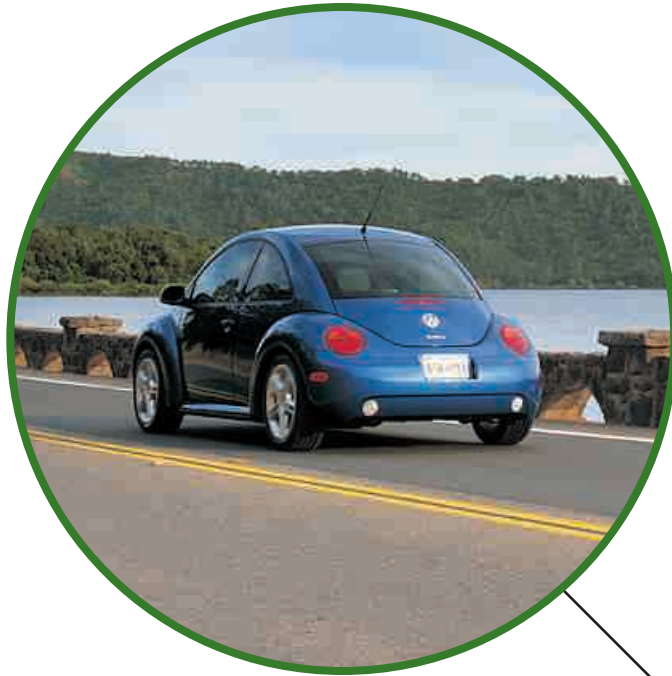
ENGINEERING & TECHNOLOGY

German Engineered, Of Course

	GL	GLS
2.0L, 8 valve, 115 hp, 4-cylinder engine	s	s
1.8L, 20 valve, 150 hp, 4-cylinder Turbo engine	•	o
5-speed manual transmission	s	s
6-speed automatic transmission with Tiptronic ³	o	o
Power-assisted rack and pinion steering	s	s
Independent front McPherson struts with stabilizer bar and independent track-correcting torsion beam rear axle with integrated stabilizer bar	s	s
ABS (anti-lock) power-assisted, vented front discs with solid rear discs	s	s
205/55R16H tires on 16-inch steel wheels with full wheel covers	s	•
205/55R16H tires on 16-inch alloy wheels	•	s
225/45R17H tires on 17-inch alloy wheels	•	o ³
ASR (Anti-Slip Reduction, 1.8T only)	•	o
EDL (Electronic Differential Lock, 1.8T only)	•	o
ESP (Electronic Stabilization Program) ⁴	o	o
Laser beam-welded, uniaxial construction, fully galvanized steel body	s	s
ULEV II / BIN 5 emissions concept (2.0L only)	s	s

Key: s = standard, o = optional, • = not available, p = optional with package

¹Available with the optional 1.8T engine on the GLS. ²Airbags are supplemental restraints only and will not deploy under all accident scenarios. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. ³Available with the 2.0L and 1.8T engines only. ⁴Standard with the 1.8T engine.



PEACE

Drivers wanted. 

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