



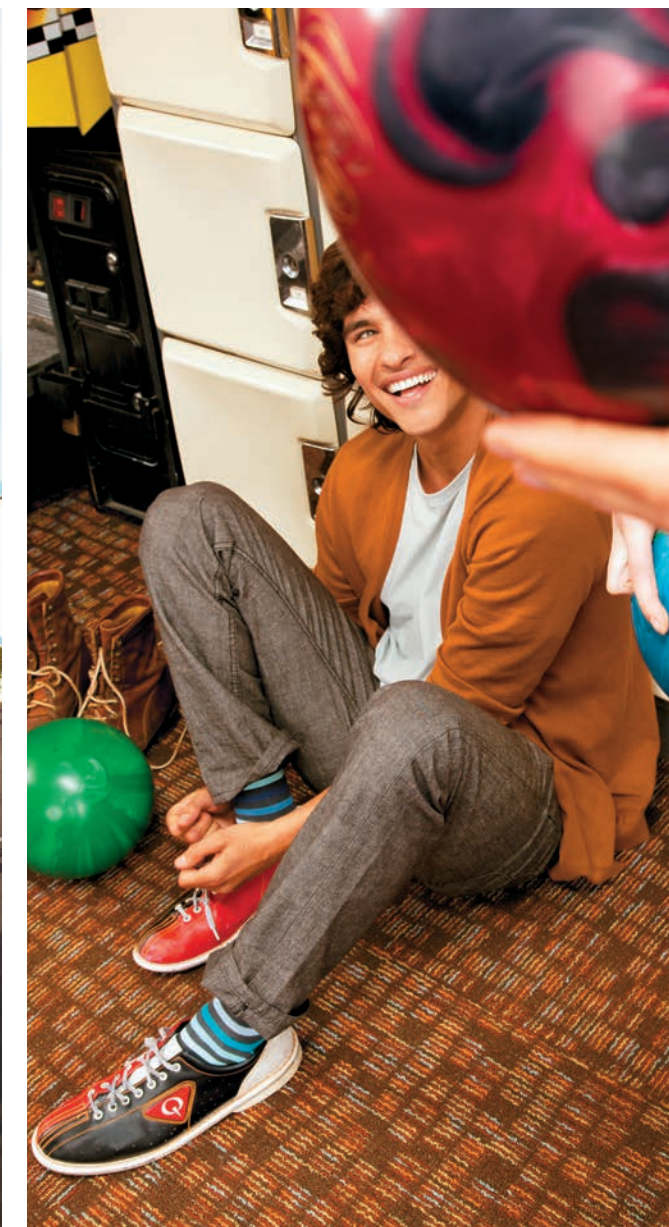
2013 Beetle



Das Auto.



Beetle TDI with Sunroof shown in Platinum Gray Metallic and Beetle Turbo with Sunroof, Sound, and Navigation shown in Tornado Red

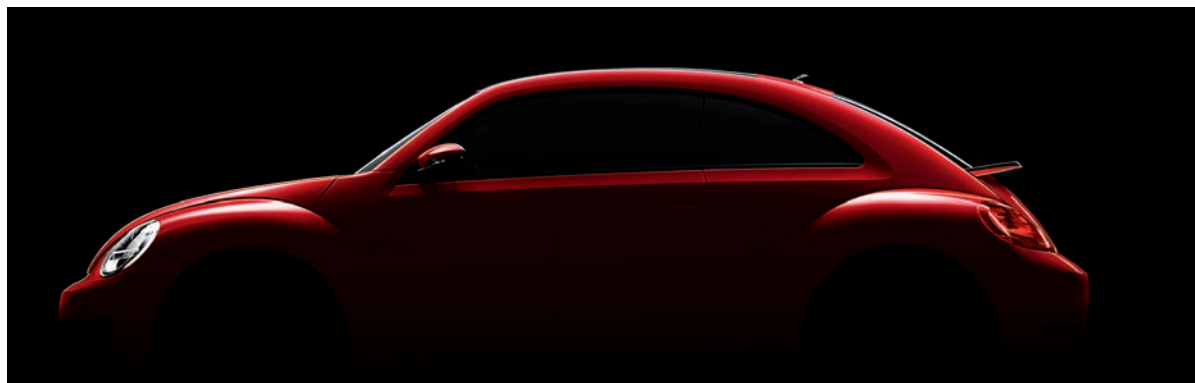


It's always the year of the Beetle.

When Ferdinand Porsche designed the first Beetle, no one could have predicted how ready the world was for something different. Millions of cars later, people still haven't gotten enough. Today's Beetle harkens back to the original coupe in all the right ways, with a modern, sporty twist on the classic. The smiles you'll get when you drive one are to be expected. Because you're not driving just any Volkswagen, this is *the* Volkswagen. This is the Beetle for the next generation. **That's the Power of German Engineering.**



2013 Beetle



Beetle Turbo with Sunroof, Sound, and Navigation shown in Candy White

Features

- Unmistakable profile
- Legendary headlight design
- Signature front fender arch
- Updated sporty look
- Käferfach glovebox
- Color-matched dashboard*
- Heritage wheels*

*Feature available on select models.



Style

High-five to the designers.

It's okay to stare. That sleek arcing profile and famous front end are recognizable around the world for a reason: There's beauty in simplicity. See the familiar headlight? Even the available LED Daytime Running Lights are graceful in their purpose and serve to accent the unblinking design. That iconic profile needed almost no adjustments, just a bit shaved off the top and a little stretch to the hood to streamline things for the sporting set. The gearshift is made to feel good in your grip, as you sweep around bends on the never-ending road to adventure. So grab a friend, and pick a direction. Everyone speaks Beetle.

Customize

Whether you prefer the streamlined California Look or the dune-buggy style of the Baja Bug, the Beetle inspires customization. We offer a variety of different mods to make your original even more unique. Wrap it in a Second Skin, add a nickname badge, choose new rims, customize your key fob, and more.

Nickname badging. In every country where the Beetle is sold, there's a nickname to match. Bug, Käfer, Vocho, Fusca, Maggiolino... the list goes on. So whatever language you speak, or want to speak, your Beetle can speak it too. So to speak.

Beetle

Bug | *Käfer* | *Vocho* | *Maggiolino*



Second Skin. Do you love the super-sporty look of the Beetle but still want more? Wrap it in a custom Volkswagen Second Skin. Choose from eleven wraps specially designed to suit the Beetle. Spice up the side or go for a racing stripe to cruise the streets in style.

For more, visit VWSecondSkin.com.

Accessory wheels. 17-, 18-, or 19-inch rims are yours for the choosing. Go classic as a nod to the past. Or go sporty and zip into the future.



Custom mats. Red Beetle? Red mats. Blue Beetle? Blue mats. That is, if you want to match your mats to your Beetle. It does look pretty slick.

Key fob skins. Your keys are definitely key here. Add a black or white turbo stripe to remind you that speed and style go hand in hand.





Beetle Turbo with Sunroof, Sound, and Navigation shown in Deep Black Pearl



Actions speak louder than words.

When kids pretend they're driving a car, they make vroom sounds for a reason. Engines sound good. Really good. Listen for the turbo boost in the available 2.0L turbocharged engine, and you're hearing the sounds of the fastest U.S. production Beetle ever.* Start the TDI® Clean Diesel model and hear the surprisingly quiet purr of the first clean diesel Beetle, designed for both power and efficiency.** Choose the gutsy 2.5L engine, and feel the nimble and precise handling of the standard engine that's anything but standard. The Beetle may not have changed that much over the decades, but our philosophy is to only change what you can improve. So far, that seems to be working out quite well.

2.5L	TDI	Turbo
31 hwy mpg	41 hwy mpg	30 hwy mpg
177 lbs/ft torque	236 lbs/ft torque	207 lbs/ft torque
170 horsepower	140 horsepower	200 horsepower
2.5 liter engine	2.0 liter engine	2.0 liter engine
		

Features

- 170-hp engine with 177 lbs/ft of torque
- 140-hp TDI Clean Diesel engine with 236 lbs/ft of torque†
- 200-hp turbocharged engine with 207 lbs/ft of torque†
- DSC® performance automatic transmission with Tiptronic® and Sport mode†
- Sport suspension†
- Dash-mounted performance gauges†

*Always obey speed and traffic laws. **2012 2.5L manual transmission: 22 city/31 highway mpg EPA estimate. 2013 2.0L TDI Clean Diesel, manual transmission: 29 city/41 highway mpg EPA estimate. 2012 2.0L TSI® manual transmission: 21 city/30 highway mpg EPA estimates. Your mileage will vary. †Feature available on select models.



Sound

There's no doubt the Beetle is the result of sound engineering. In fact, you could say it's all about the sound. The sound system. The sound of the engine. The sounds the Beetle makes. The sounds it doesn't make. And, of course, the sound feeling you get when you know you've made a sound investment. See what we mean?



Turn it up. We partnered with Fender® to bring available concert-quality sound to your Beetle and fill the cabin with the raw emotion of a live performance. Get ready to take your show on the road.



Solid example. You know solid construction when you hear it. That “thunk” the door makes when you shut it tells you that your Beetle is built to last.



Beetle 2.5L shown in Black with Second Skin Streifen Stripes



Sound investment. Every new Beetle comes with a 3-year or 36,000-mile no-charge scheduled maintenance plan. We call it Carefree Maintenance. You'll call it peace of mind.



Beep, beep. It sounds so simple. Create a confirmation sound that lets you know when you've locked the car. Those two little beeps will become your best friends when you're searching for your car in the parking lot too.



Music in the air. Did you know that you can stream music wirelessly through your car's speakers? Start playing music on your synced device, select Bluetooth® audio, and...*voilà!* Instant concert.*



Quiet, please. Diesel engines are incredibly efficient.** And with VW advanced engineering, this also means a quiet ride. We all like the sound of that.

*Requires compatible device. **39 highway mpg based on manufacturer's preliminary estimates. EPA mpg estimates not available at time of printing.

Inside an icon.

It's a rare perspective to have, as if you're a pair of fuzzy dice or an air freshener hanging on the rearview mirror and looking back into the empty car, just before the passengers fill it up. From this angle, you get the perfect look at the available sport seats. If you could turn around, you'd see the heritage Käferfach glovebox and the available dash-mounted performance gauges. It's one thing to look back at the road as it unfolds behind you. It's another thing entirely to see the road ahead and choose where it takes you. Thankfully, the choice is yours.

Features

- Heated front seats
- V-Tex leatherette seating surfaces
- Leather seating surfaces*
- Customizable interior ambient lighting
- Panoramic sunroof*
- Multi-function steering wheel*



Interior

*Feature available on select models.



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



Beetle Turbo with Sunroof and Sound shown in Black/Blue sport cloth



Features

- Keyless access with push-button start[†]*/**
- Touchscreen sound and navigation systems**
- Bluetooth with audio streaming[†]
- SiriusXM Satellite Radio with 3-month trial subscription**
- MDI with iPod[®] cable**
- Fender™ Premium Audio System**



*See back cover for important information on this feature. **Feature available on select models. †Requires compatible device.

Modern touch.

Remember maps? Those impossible-to-fold, huge paper guides to your little part of the world? They seem almost quaint now that we have navigation built into our smartphones and available in our cars. Keys are a bit superfluous too, now that there's available keyless access with push-button start.* And who needs wires when you have Bluetooth connectivity for your cell phone. It's hard to believe how much technology is packed into a Beetle. But once you get used to it, it's just as impossible to imagine going back.



Technology



Tire Pressure Monitoring System (TPMS). The TPMS helps monitor tire pressure and alerts you when it is too low. Properly inflated tires greatly increase safety by helping create better stability, handling, and braking in almost all situations.



Intelligent Crash Response System (ICRS). After the airbags have been deployed in a collision,* the ICRS automatically unlocks all doors, disables the fuel pump, and turns on the hazard lights.** That's why we call it intelligent.



5-star side-impact rating. The Beetle received a 5-star side-impact safety rating from the National Highway Traffic Safety Administration (NHTSA). Which means that in the event of a side collision, the Beetle is designed to protect you and your passengers at the highest level.



Surounded by safety. In addition to airbags, every Beetle has a specially reinforced safety cage complete with anti-intrusion side beams and form-hardened B-pillars, designed to help protect you in the event of a collision. Surrounding that are crumple zones that provide space and material to help cushion and absorb the impact while the safety cage insulates you.



ABS and HBA. The Anti-lock Braking System (ABS) helps to keep the brakes from locking up during sudden stops and helps you retain control over the steering during emergency braking. Hydraulic Brake Assist (HBA) works with ABS to help ensure that you get the maximum braking power from the brake system.



Electronic Stability Control (ESC). ESC helps prevent oversteer or understeer during an evasive maneuver by applying corrective forces to each of the wheels. In other words, it helps you maintain control when you need it most.

Safety

You know that German engineering you admire under the hood? It's actually throughout the entire car. There are more than a dozen safety features specifically designed to help you prevent a collision. And even more to help protect you in the event of one. So no matter what happens, we'll do our best to help keep you safe.



*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 restraints 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.

Years **3** or
1,291 unsolicited compliments

No-charge scheduled Carefree Maintenance.*

Changing your oil, rotating your tires, topping off the windshield wiper fluid — do you remember to do all that stuff? Your car does. Right there in your instrument panel. Both it and your dealer will let you know when it's time to schedule your appointment. And for three years, or 36,000 miles, we've got you covered. That's why we call it carefree. 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.

*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.



3 Years or 36,000 Miles of No-Charge Scheduled Maintenance.
Whichever occurs first. Some restrictions. See dealer or program for details.



Beetle Turbo with Sunroof, Sound, and Navigation shown in Reef Blue Metallic

Beetle 2.5L

Beetle 2.5L

Includes: 2.5L, 170-hp 5-cylinder engine; 5-speed manual transmission; 17" alloy wheels with all-season tires; body color running boards; body color dashboard and door trim; 3-color, 4-position interior ambient lighting; heritage-inspired Käferfach glovebox; leather-wrapped steering wheel; power-operated, heated side mirrors with integrated turn signals; Climatic manual climate control; V-Tex leatherette seating surfaces; heated front seats; 50/50-split folding rear seats; Bluetooth® with audio streaming;* 8-speaker sound system with MP3- and WMA-compatible in-dash CD player, AM/FM radio, and AUX-in for portable audio players; Media Device Interface (MDI) with iPad® cable; Electronic Stability Control (ESC); Anti-lock Braking System (ABS); Anti-Slip Regulation (ASR); Tire Pressure Monitoring System (TPMS).

Beetle 2.5L with Sunroof

Includes 2.5L features, plus: power tilting/sliding, tinted panoramic sunroof; Premium VIII touchscreen sound system with HD Radio,™ 6-disc CD changer, SD memory card reader, and SiriusXM Satellite Radio with 3-month trial subscription; multi-function steering wheel; adjustable front center armrest with integrated storage box; keyless access with push-button start;** multi-function trip computer with trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, miles to empty, radio station display, and personalizing functions.

Beetle 2.5L with Sunroof, Sound, and Navigation

Includes 2.5L with Sunroof features, plus: 18" alloy wheels; RNS 315 navigation system with 5" color touchscreen in center console; Fender™ Premium Audio System.

Options

6-speed automatic transmission with Tiptronic® and Sport mode.

Beetle TDI® Clean Diesel

Beetle TDI Clean Diesel

Includes all Beetle 2.5L features, plus: 2.0L, 140-hp TDI Clean Diesel engine; 6-speed manual transmission; 3-pod dash-mounted gauge cluster including boost pressure, sport lap timer/stopwatch, and oil temperature; multi-function steering wheel; adjustable front center armrest with integrated storage box; SiriusXM Satellite Radio with 3-month trial subscription; multi-function trip computer with trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, miles to empty, radio station display, and personalizing functions; keyless access with push-button start;** chrome grille and window trim.

Beetle TDI Clean Diesel with Sunroof

Includes Beetle TDI Clean Diesel features, plus: power tilting/sliding, tinted panoramic sunroof; Premium VIII touchscreen sound system with HD Radio, 6-disc CD changer, and SD memory card reader.

Beetle TDI Clean Diesel with Sunroof, Sound, and Navigation

Includes Beetle TDI Clean Diesel with Sunroof features, plus: RNS 315 navigation system with 5" color touchscreen in center console; Fender Premium Audio System.

Options

6-speed DSG® automatic transmission with Tiptronic and Sport mode and with steering wheel-mounted paddle shifters.

Beetle Turbo

Beetle Turbo

Includes all Beetle 2.5L features, plus: 2.0L, 200-hp TSI® engine; 6-speed manual transmission; 18" alloy wheels; 4-corner independent suspension; cloth sport seats; carbon fiber appearance dashboard; 3-pod dash-mounted gauge cluster including boost pressure, sport lap timer/stopwatch, and oil temperature; adjustable front center armrest with integrated storage box; brushed aluminum appearance foot pedal covers; rear spoiler; halogen reflector lens foglights with low-speed corner-illuminating feature; dual exhaust; red brake calipers.

Beetle Turbo with Sunroof and Sound

Includes all Beetle Turbo features, plus: power tilting/sliding, tinted panoramic sunroof; Premium VIII touchscreen sound system with HD Radio, 6-disc CD changer, SD memory card reader, and SiriusXM Satellite Radio with 3-month trial subscription; adjustable front center armrest with integrated storage box; multi-function steering wheel; keyless access with push-button start;** multi-function trip computer with trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, miles to empty, radio station display, and personalizing functions; Fender Premium Audio System.

Beetle Turbo with Sunroof, Sound, and Navigation

Includes all Beetle Turbo with Sunroof and Sound features, plus: RNS 315 navigation system with 5" color touchscreen in center console; leather seating surfaces; 19" alloy wheels; Bi-Xenon high-intensity headlights with LED Daytime Running Lights (DRL).

Options

6-speed DSG automatic transmission with Tiptronic and Sport mode and with steering wheel-mounted paddle shifters.

Specifications

Exterior	2.5L	TDI	Turbo
Automatic vehicle illumination	●	●	●
Halogen headlights with clear, lightweight, chip-resistant polycarbonate lenses and Daytime Running Lights (DRL)	●	●	●
Bi-Xenon high-intensity headlights with LED Daytime Running Lights (DRL)	–	–	SSN
Power tilting/sliding, tinted panoramic sunroof	SR, SSN	SR, SSN	SS, SSN
Power-operated, heated side mirrors with integrated turn signals	●	●	●
Halogen reflector lens foglights with low-speed corner-illuminating feature	–	–	●
17" alloy wheel	●	●	–
18" alloy wheel	SSN	–	●
19" alloy wheel	–	–	SSN
Heated windshield washer nozzles	●	●	●
Body color running boards	●	●	–
Black running boards	–	–	●
Body color mirrors	●	●	–
Black painted mirrors	–	–	●
Rear spoiler	–	–	●
Performance	2.5L	TDI	Turbo
2.5L, 20-valve, DOHC, in-line 5-cylinder engine; 170 hp, 177 lbs/ft of torque	●	–	–
2.0L, 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and FSI® direct fuel injection; 200 hp, 207 lbs/ft of torque	–	–	●
2.0L, 16-valve, in-line 4-cylinder turbocharged clean diesel engine with common rail direct injection; 140 hp, 236 lbs/ft of torque	–	●	–
Front vented disc brakes and rear solid disc brakes	●	●	●
Red brake calipers	–	–	●
Hydraulic power steering, speed sensitive	●	–	–
Electromechanical power steering with variable assistance	–	●	●
Independent front MacPherson struts with twist beam rear suspension	–	●	–
Independent MacPherson struts and rear fully independent 4-link suspension	–	–	●
Sport suspension	–	–	●
5-speed manual transmission	●	–	–
6-speed automatic transmission with Tiptronic and Sport mode	○	–	–
6-speed manual transmission	–	●	●
6-speed DSG automatic transmission with Tiptronic and Sport mode and with steering wheel-mounted paddle shifters	–	○	○
Comfort	2.5L	TDI	Turbo
Climatic manual single-zone climate control with pollen filter	●	●	●
Multi-function trip computer featuring trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, miles to empty, radio station display, and personalizing function	SR, SSN	●	SS, SSN
2 remote key fobs with lock, unlock, trunk release, and panic button	●	●	●
Cruise control	●	●	●
3-color, 4-position interior ambient lighting	●	●	●
Automatic locking feature (doors lock when vehicle reaches 8 mph)	●	●	●
3-spoke, leather-wrapped steering wheel, height-adjustable with telescopic steering column	●	–	●
3-spoke, leather-wrapped, multi-function steering wheel, height-adjustable with telescopic steering column	SR, SSN	●	SS, SSN
Leather-wrapped gearshift knob	–	●	●
Body color dashboard and door trim	●	●	–
Carbon fiber appearance dashboard trim	–	–	●
Heated front seats	●	●	●
6-way manual adjustable front seats	●	●	●
Sport seats	–	–	●
Grab handles	●	●	●

● Standard, at no additional cost	SSN Sunroof, Sound, and Navigation
SR Sunroof	○ Optional, additional cost
SS Sunroof and Sound	– Not Available

Comfort cont.	2.5L	TDI	Turbo
Center front armrest with integrated storage box	SR, SSN	●	●
Käferfach heritage-inspired glovebox	●	●	●
Fully upholstered luggage compartment	●	●	●
V-Tex leatherette seating surfaces	●	●	–
Cloth seating surfaces	–	–	●
Leather seating surfaces	–	–	SSN
Technology	2.5L	TDI	Turbo
8-speaker sound system with MP3- and WMA-compatible in-dash CD player, AM/FM radio	●	●	●
Premium VIII touchscreen sound system with HD Radio, MP3- and WMA-compatible in-dash 6-disc CD changer, SD memory card reader, and 8 speakers	SR	SR	SS
RNS 315 navigation system with 5" color touchscreen in center console, SD memory card reader	SSN	SSN	SSN
Fender Premium Audio System	SSN	SSN	SS, SSN
Bluetooth with audio streaming*	●	●	●
Media Device Interface (MDI) with iPod cable	●	●	●
SiriusXM Satellite Radio with 3-month trial subscription	SR, SSN	●	SS, SSN
Keyless access with push-button start**	SR, SSN	●	SS, SSN
AUX-in for portable audio player	●	●	●
Safety	2.5L	TDI	Turbo
Crash-optimized front end	●	●	●
Immobilizer III theft-deterrent system	●	●	●
Driver and front passenger front airbag supplemental restraint system†	●	●	●
Driver and front passenger combined head/thorax side airbag supplemental restraint†	●	●	●
3-point safety belts for all 4 seating positions	●	●	●
LATCH (Lower Anchors and Tethers for CHildren) child seat anchor points	●	●	●
Electronic Stability Control (ESC), Anti-Slip Regulation (ASR), Electronic Differential Lock (EDL), and Engine Brake Assist (EBA)	●	●	●
Anti-lock Braking System (ABS), Electronic Brake-pressure Distribution (EBD), Hydraulic Brake Assist (HBA)	●	●	●
Intelligent Crash Response System (ICRS)††	●	●	●
Tire Pressure Monitoring System (TPMS)	●	●	●
Quality	2.5L	TDI	Turbo
12-year/unlimited distance Limited Warranty Against Corrosion Perforation	●	●	●
5-year/60,000-mile (whichever occurs first) Powertrain Limited Warranty	●	●	●
3-year/36,000-mile (whichever occurs first) New Vehicle Limited Warranty	●	●	●
3-year/36,000-mile (whichever occurs first) Roadside Assistance‡	●	●	●
3-year/36,000-mile (whichever occurs first) no-charge scheduled Carefree Maintenance® Program†‡	●	●	●
Dimensions			
Wheelbase	99.9 inches (2,537 mm)		
Front track	62.2 inches (1,579 mm)		
Rear track	60.9 inches (1,546 mm)		
Length	168.4 inches (4,278 mm)		
Width	71.2 inches (1,808 mm)		
Height	58.5 inches (1,486 mm)		
Ground clearance	5.7 inches (144 mm)		
Cargo volume	15.4 ft³ (0.436m³)		
Cargo volume with rear seats folded	29.9 ft³ (0.85 m³)		

*Requires compatible device. **See back cover for important information on this feature. †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. ‡Roadside Assistance provided by Signature Motor Club, Inc., and Signature Motor Club of California, Inc. †‡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.

Wheels

Standard



Beetle 2.5L 17" Heritage



Beetle 2.5L with Sunroof, Sound, and Navigation 18" Disc



Beetle TDI 17" Rotor



Beetle Turbo 18" Twister



Beetle Turbo with Sunroof, Sound, and Navigation 19" Tornado

Accessories

drivergear.vw.com



VW Valve Stem Caps



Custom Car Cover



Variety of MDI Cables for Digital Playback Devices



17" Anthracite Helix



18" Silver Helix



Monster Mats®



License Plate Frame



Foglight Retrofit Kit



Exhaust Tips



Pedal Caps



Door Sill Protection

Exterior

- Beetle 2.5L, TDI
- Beetle Turbo

Candy White

Reef Blue Metallic

Moonrock Silver Metallic

Toffee Brown Metallic

Black

Tornado Red

Platinum Gray Metallic

Denim Blue

Reflex Silver Metallic

Yellow Rush

Deep Black Pearl

Interior

V-Tex® Leatherette

Beige

Titan Black

Quartz

Sport Cloth

Titan Black

Black/Blue

Beige

Leather

Titan Black

Black/Red

Black/Blue

Beige

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



Das Auto.

2013 Volkswagen Family

Beetle



Passat



Jetta



Tiguan



CC



Golf



Jetta SportWagen



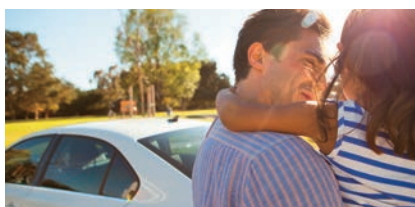
GTI



Touareg



Eos



Think Blue.®

Think Blue is the Volkswagen way to drive progress by creating and producing cars that are more efficient,* eco-conscious, and fun to drive. The Volkswagen line features a variety of BlueMotion® technologies—from TDI engines to precision fuel injection—designed to make our vehicles as blue as possible. Which is likely to make other car companies green with envy. Learn how we think beyond green at vw.com/thinkblue.

vw.com

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*See www.fueleconomy.gov for EPA estimates. Your mileage will vary.