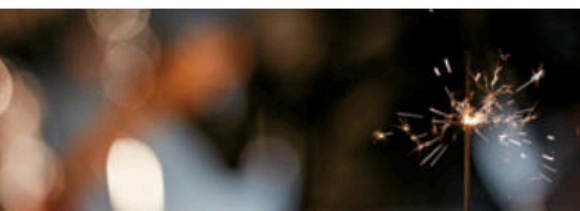
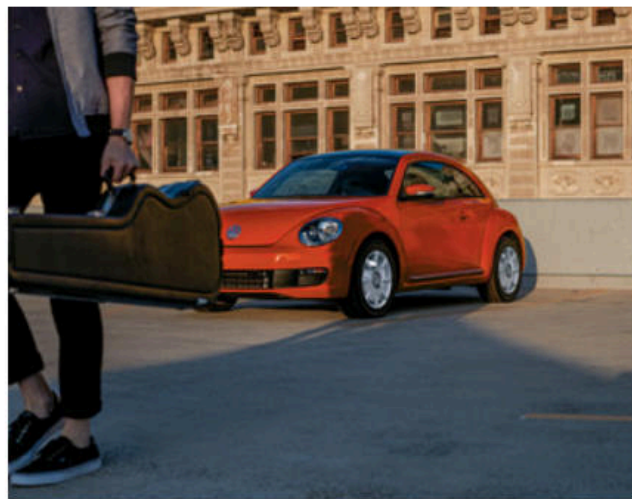
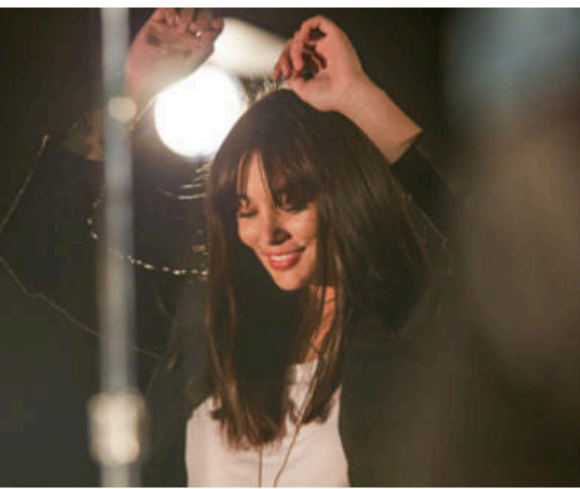


≡ 2016 Beetle



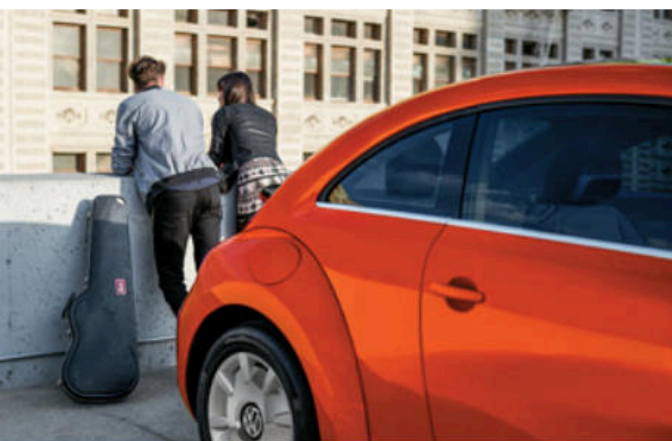


Beetle



By breaking the mold every chance it gets, the Beetle is no stranger to attention. Its iconic design nods to its heritage while exuding modern style. Its standard turbocharged engine delivers on performance, and the tech-savvy interior with available Volkswagen Car-Net® App-Connect syncs you up with navigation, entertainment, and other select apps.* Which means that the Beetle is filled with the advances and innovations of modern society.

*App-Connect features require compatible device, operating system, and mobile app. Standard text and data usage rates apply. See mobile app provider for terms and privacy.



The iconic goes bionic.

The Beetle has never been one for convention. Originality is more its style. The Beetle is designed with a sleek, sporty stance that transcends any trend. With a rear spoiler and available Bi-Xenon headlights, every curve and line serve to celebrate its unique spirit.



STANDARD FEATURES

Iconic exterior design. The Beetle has always been ahead of its time. And we've taken its iconic look to the next level. The Beetle unites classic styling and modern technologies.

Rear spoiler. As if this car won't spoil you enough, added touches like the rear spoiler help make it more appealing, too.

Automatic headlights with Coming/Leaving Home feature. Need a little extra light when walking away from or towards your Beetle? You can customize how long your headlights stay on after you lock or unlock your car. These lights automatically help light the way, your way.

AVAILABLE FEATURES

Bi-Xenon headlights with LED Daytime Running Lights (DRL). These headlights create bright beams of light to help improve visibility, lasting longer and using less energy than halogen bulbs. The LED Daytime Running Lights add style to your VW.

Power tilting/sliding panoramic sunroof. It tilts to help give you maximum exposure. You're one touch away from letting the sun shine on your drive.

R-Line front and rear bumpers. Style is amped up with slick front and rear bumpers on the Beetle R-Line trim that give it a more aggressive appearance. R-Line shows off its racier side.

19-inch alloy wheels. The Beetle is already distinctive. But that didn't stop us from designing every detail. These substantial wheels not only give your Beetle a proud stance, but their unique design lets the world know this is how you roll.



R-Line SE shown in Tornado Red with Lighting Package

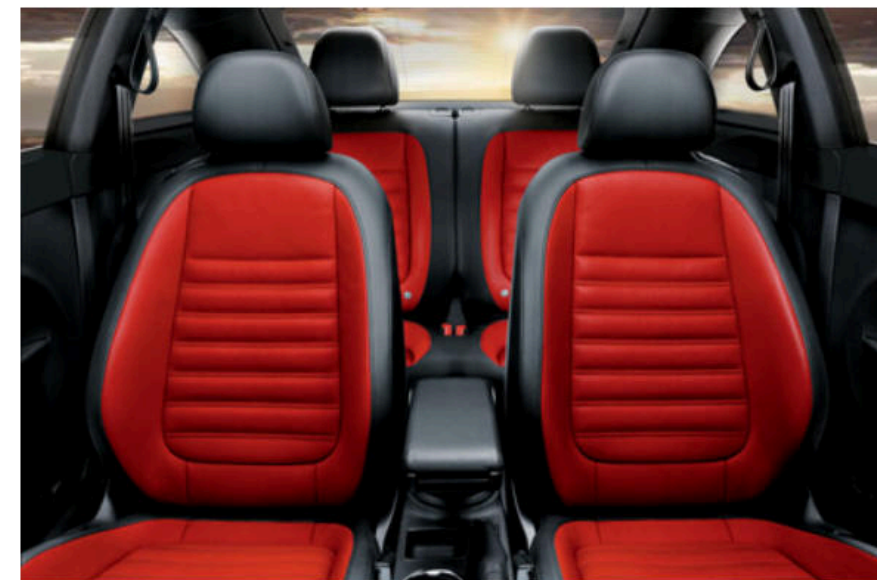


R-Line SE shown in Black sport cloth



Life is Beetle-ful.

As sleek as the Beetle is on the outside, it's equally as stylish on the inside. Design and function go happily hand in hand to create an interior environment that is modern, comfortable, and ergonomic. Grab the leather-wrapped multi-function steering wheel and take control of the road, your music, and more. Retro-modern gauges display information and style in equal measure. And make sure you set the right mood with available interior ambient lighting. Once you're inside the Beetle, you just may want to stay for a while.



STANDARD FEATURES

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.

Leather-wrapped multi-function steering wheel. Grab the multi-function steering wheel and control your tunes and how you communicate. It feels nice in more ways than one, especially since it's leather-wrapped.

Auto-dimming rearview mirror. Lessen glaring lights from those traveling behind you. The self-dimming rearview mirror helps handle that garish light by dimming when things get too bright.

AVAILABLE FEATURES

Sport seats with leather seating surfaces. The sport seats help keep you in place while the leather seating surfaces add a touch of luxury.

Heated front seats. Thanks to these heated seats, you can keep warm on cold nights or chilly mornings. The three different settings will help you easily find your comfort zone.

Paddle shifters. These track-inspired paddle shifters, located near your fingers on the steering wheel, let you shift without having to use a clutch. Take the wheel, and take control.*

Customizable interior ambient lighting. An interior this well designed deserves lighting to match. Dial in the perfect mood from brighter to more subtle with the customizable ambient lighting.

*Always obey local speed and traffic laws.

A classic. Digitally remastered.



The Beetle has a storied past, but it also looks to the future. The available Volkswagen Car-Net[®] connected car suite brings you many ways to connect to your Beetle. Take, for instance, VW Car-Net App-Connect, which can display select apps from your compatible smartphone onto your touchscreen.* Once you plug your smartphone into the USB port, App-Connect lets you use your apps on the dash, using either Apple CarPlay[™], Android Auto[™], or MirrorLink[®]. Staying in touch has never been this easy.



STANDARD FEATURES

Bluetooth[®] technology with audio streaming for compatible devices. Connect your smartphone or other compatible device for talking and streaming. This way you can handle business without missing a beat.

USB port. The USB port makes it easy to plug in, charge up, and rock out to your favorite tunes.

AVAILABLE FEATURES

Volkswagen Car-Net Guide & Inform. With easy access to gas prices, weather, sports scores, and more through SiriusXM Travel Link[™] services with 3-month trial subscription and a 4-year trial subscription to SiriusXM Traffic, which offers real-time traffic information, you get your info front and center.**

Volkswagen Car-Net Security & Service. Provides a seamless link from your compatible devices — your smartphone, computer, or tablet — to your Beetle. VW Car-Net Security & Service can call for help in an emergency, monitor speed and boundary alerts, check the status of your VW when you're away, and more.†

Volkswagen Car-Net App-Connect. VW Car-Net App-Connect lets you link your compatible smartphone with Apple CarPlay, Android Auto, or MirrorLink to use select apps on the touchscreen display of your Volkswagen.* From streaming music and mobile maps, it can be accessed on the touchscreen.



androidauto

MirrorLink

Fender[®] Premium Audio System. The Fender sound has defined music for generations. Now it helps define your drive. The 9-speaker system includes a subwoofer for detailed, full-range, audiophile-approved sound.

Blind Spot Monitor. Proximity sensors can help detect if another vehicle is coming up from behind or alongside you. So when you're trekking forward, your VW can alert you if a car is in your blind spot.††

Keyless access with push-button start. The key fob does the job. Leave it in your pocket. You can automatically unlock the door of your Beetle as you grip the door handle. Then, once you're inside, with the push of the start button your engine starts and you're ready to go.

*Always pay careful attention to the road, do not drive while distracted. App-Connect features require compatible device, operating system, and mobile app. Standard text and data usage rates apply. See mobile app provider for terms and privacy. Apple CarPlay is a trademark of Apple Inc. Android Auto is a trademark of Google Inc. **Vehicle includes 3-month no-charge SiriusXM Travel Link trial subscription, which has separate terms and conditions. See www.siriusxm.com/infotainment for details; 4-year trial subscription for SiriusXM Traffic applies to original owner only. †Verizon Telematics, Inc., is the service provider for VW Car-Net Security & Service. Available on select trims. Trial or paid subscription required. These 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. Always pay careful attention to the road, and do not drive while distracted. ††Driver Assistance features are not a substitute for attentive driving. See Owner's Manual for further details and important limitations.



R-Line SEL shown in Pure White



Outruns the fast crowd.

Leave the imitators in the rearview mirror.* With three available, powerful, turbocharged engines to choose from, the Beetle delivers German-engineered performance on curves and straightaways. With 210 horsepower** and 4-corner independent suspension, feel connected to the road as you travel over it. When it comes to performance, the Beetle has it where it counts.



1.8L TSI® engine

With a 170-hp** direct-injection turbocharged engine, the Beetle is ready and revved up to show off its performance and handling. The 4-corner independent suspension makes quick, surefooted work out of nearly any road. Agility and stability help make for a smooth ride while the horsepower can make for a fun one.*

170
HORSEPOWER**

184
LB-FT OF TORQUE



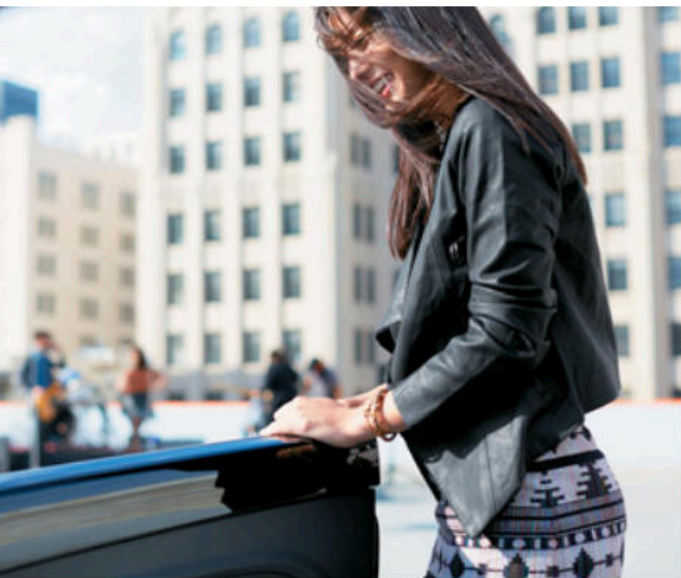
2.0L TSI engine

The available 2.0L TSI turbocharged engine under the hood of the Beetle R-Line is tuned to have a broad, flat torque curve with a nice, wide power band that makes you feel connected to the road. The available 6-speed DSG® transmission features a dual-clutch design, which provides quicker gear shifts. Just step on the gas when the light turns green.* That'll tell you all you need to know.

210
HORSEPOWER**

207
LB-FT OF TORQUE

*Always obey speed and traffic laws. **Achieved with premium fuel.



Top down, performance up.

Now the rush of wind complements the rush of driving this Beetle. A simple push of the button on the Beetle Convertible lifts the roof for some serious fun. But even with the top wide open, you'll still see those unmistakable Beetle curves and trademark headlights. Now, who's ready to raise to the roof?



STANDARD FEATURES

Power-folding soft top with simple one-step operation.

All it takes is one finger to put the top in motion. It couldn't be easier to let in the sun and fresh air. Of course, in case of a suddenly cloudy sky, the one-step operation closes the top just as easily.

AVAILABLE FEATURES

Discover Media touchscreen navigation system. Technology has an advanced touch. The updated navigation system boasts a large, sleek touchscreen display that offers voice control, proximity sensors, and multiple phone-pairing capabilities. It also offers a USB port and VW Car-Net App-Connect.* Modern technology, more accessible than ever.

Rearview Camera System. Hindsight is now foresight. The rearview camera helps you see and avoid obstacles when backing up, and it can make parking easier.



Beetle Convertible SE shown in Silk Blue Metallic with accessory wind deflector



More than a tough outer shell.

It begins with a protective safety cage construction that provides rigidity with strategically placed crumple zones. Then we add active and passive safety features that work in tandem to help offer more peace of mind. The intelligent safety features and advanced technologies on the Beetle add up.

STANDARD FEATURES

Automatic Post-Collision Braking System. Not every collision brings a car to an immediate stop. That's why we engineered the Automatic Post-Collision Braking System. By automatically slowing down your car after a collision, you have a better opportunity to take control and help reduce the chance of any additional impacts.

Automatic Rollover Support System (Convertible only). When it comes to a convertible, safety is as important as the fun. The Automatic Rollover Support System deploys two hidden steel beams from behind the rear head restraints to help keep you safe in the event of a rollover.

Adaptive airbags. Our airbags have been engineered to adapt to crash severity, and special door sensors will deploy Side Curtain Protection[®] airbags in the event of a side impact.*

Intelligent Crash Response System (ICRS). In the event of a collision that activates the vehicle's airbags,* the Intelligent Crash Response System can automatically disable the fuel pump, unlock all the doors, and turn on the hazard lights.**

Safety cage. The safety cage for the Beetle has been designed to help protect you during front, rear, or side impacts. In addition, advanced thermoformed steel B-pillars offer strong reinforcements on top.

Seven stability-enhancing systems. From Electronic Brake-pressure Distribution (EBD), which helps maintain appropriate stopping power during a hard braking situation, to Electronic Stability Control (ESC), which adjusts engine throttle and applies corrective forces to the wheels that need them most, there are seven systems in total to help you stay in control.

Tire Pressure Monitoring System (TPMS). The right amount of air pressure is needed to help maximize your riding comfort. Thanks to this feature, you'll know when your tire pressure is low and air needs to be added.

*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.



Blend out. Not in.

Once you own it, feel free to make it your own. We make it easy to push the look of your Beetle with a variety of available custom graphics. Opt for an available racing stripe down the hood. Add the iconic flower vase to amp up the irreverent charm. Or give your ride a more aggressive vibe with available large, sporty alloy wheels. And that's just the start of the heads you'll turn. From this point on, it's up to you and your imagination.

AVAILABLE FEATURES

Nickname badging. As a car that's loved the world over, it has 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.

Accessory wheels. Custom wheels let your Beetle make even more of a statement. Choose your alloy wheels in different sizes and looks. Then watch the heads start turning.

Second Skin graphics. 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.

Flower Vase. It's a sign of the times — because we've never lived in a world more eco-conscious or more customizable.



Beetle

Bug

Käfer

Vocho

Maggiortuna

Beetle Specs

EXTERIOR	1.8T	R-LINE
Automatic headlights	●	●
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)	○	○
R-Line front and rear bumpers	-	●
R-Line badging	-	●
Power tilting/sliding, tinted panoramic sunroof	OC	OC
Power-folding soft top with simple 1-step operation	CV	CV
Power-operated, heated side mirrors with integrated turn signals	○	●
Halogen reflector lens foglights with low-speed corner-illuminating feature	-	●
16" alloy wheels	●	-
17" alloy wheels	○	-
18" alloy wheels	○	●
19" alloy wheels	-	○
Heated windshield washer nozzles	CV/OC	●
Exterior color-matched running boards and exterior mirrors	○	-
Black-painted running boards and exterior mirrors	-	●
Rear spoiler	●	●
PERFORMANCE	1.8T	R-LINE
1.8L TSI [®] , 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and direct fuel injection; 170 hp,* 184 lb-ft of torque	●	-
2.0L, 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and FSI [®] direct fuel injection; 210 hp,* 207 lb-ft of torque	-	●
Front vented disc brakes and rear solid disc brakes	●	●
Red brake calipers	-	●
Electromechanical power steering with variable assistance	●	●
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	-	○
INTERIOR	1.8T	R-LINE
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	●	●
2 remote key fobs with lock, unlock, trunk release, and panic button	●	●
Cruise control	●	●
R-Line door sill plates	-	●
3-color, 4-position interior ambient lighting	CV/OC	●
Automatic locking feature (doors lock when vehicle reaches 8 mph)	●	●
3-spoke, leather-wrapped, multi-function steering wheel, height-adjustable with telescopic steering column	●	●
Leather-wrapped gearshift knob	●	●
Exterior color-matched dashboard and door trim	CV/OC	-
Carbon fiber appearance dashboard trim	-	●
R-Line appearance dashboard trim	-	○
Heated front seats	CV/OC	●
6-way manual adjustable front seats	●	●
Center front armrest with integrated storage box	●	●
Käferfach heritage-inspired glovebox	CV/OC	●
Fully upholstered luggage compartment	●	●
Auto-dimming rearview mirror with on/off switch	●	●
V-TEX leatherette seating surfaces	CV/OC	CV

●	Standard, no additional cost
-	Not Available
○	Optional, additional cost
CV	Standard, Convertible only
C	Standard, Coupe only
OC	Optional, additional cost; Coupe only
OCV	Optional, additional cost; Convertible only

INTERIOR CONT.	1.8T	R-LINE
Cloth seating surfaces	●	-
Sport seats with leather seating surfaces	-	○
Sport seats with cloth seating surfaces	-	C
TECHNOLOGY	1.8T	R-LINE
Composition Color touchscreen sound system, MP3/WMA-compatible CD player, AM/FM radio, and SD memory card reader	●	CV
Composition Media touchscreen sound system with proximity sensor, MP3/WMA/FLAC-compatible CD player, AM/FM/HD Radio [™] , SD memory card reader, and voice control	○	C/OCV
Discover Media touchscreen navigation system with proximity sensor, MP3/WMA/FLAC-compatible CD player, AM/FM/HD Radio, SD memory card reader, and voice control	○	○
Fender [®] Premium Audio System	CV	○
Volkswagen Car-Net [®] App-Connect ^{**}	○	C/OCV
Volkswagen Car-Net Guide & Inform [†]	○	C/OCV
Volkswagen Car-Net Security & Service ^{††}	○	C/OCV
Bluetooth [®] technology with audio streaming for compatible devices	●	●
USB port	●	●
SiriusXM [®] Satellite Radio with 3-month trial subscription [‡]	○	C/OCV
Keyless access with push-button start	○	○
AUX-in for portable audio player	●	●
Rearview Camera System	○	C/OCV
Blind Spot Monitor ^{††}	○	○
Rear Traffic Alert ^{††}	○	○
SAFETY	1.8T	R-LINE
Crash-optimized front end	●	●
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)	●	●
Automatic Rollover Support System	CV	CV
Intelligent Crash Response System (ICRS) ^{§§}	●	●
Automatic Post-Collision Braking System	●	●
Tire Pressure Monitoring System (TPMS)	●	●
XDS [®] (Cross Differential System)	-	●
QUALITY	1.8T	R-LINE
12-year/120,000-mile (whichever occurs first) 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 ^{¶¶}	●	●
DIMENSIONS	1.8T	R-LINE
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 cu. ft. (Coupe) 7.1 cu. ft. (Convertible)	
Cargo volume with rear seats folded down	29.9 cu. ft. (Coupe only)	

Wheels and Colors

STANDARD WHEELS

16" Whirl 17" Turbine 18" Disc 17" Rotor 18" Twister 19" Tornado

EXTERIOR COLORS

Pure White Reflex Silver Metallic Moonrock Silver Metallic Denim Blue Platinum Gray Metallic Silk Blue Metallic Yellow Rush
Habanero Orange Metallic Tornado Red Toffee Brown Metallic Dark Bronze Metallic Black Deep Black Pearl

INTERIOR CLOTH **INTERIOR V-TEX LEATHERETTE** **INTERIOR SPORT CLOTH** **INTERIOR LEATHER**

Black Beige Titan Black Titan Black Titan Black Black/Red Beige

Packages

LIGHTING PACKAGE

Bi-Xenon high-intensity headlights with LED Daytime Running Lights (DRL), headlight range adjustment, and LED license plate lighting

Available on S, SE, SEL, R-Line SE

^{*}Achieved with premium fuel. ^{**}Always pay attention to the road, and do not drive while distracted. App-Connect features require compatible device, operating system, and mobile app. Standard text and data usage rates apply. See mobile app provider for terms and privacy. Apple CarPlay is a trademark of Apple Inc. Android Auto is a trademark of Google Inc. [†]Vehicle includes 3-month no-charge SiriusXM Travel Link trial subscription, which has separate terms and conditions. See www.siriusxm.com/info/entertainment for details; 4-year trial subscription for SiriusXM Traffic applies to original owner only. ^{††}Verizon Telematics, Inc. is the service provider for VW Car-Net Security & Service. Available on select trims. Trial or paid subscription required. These 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/came1. Always pay careful attention to the road, and do not drive while distracted. [‡]Vehicle includes 3-month no-charge SiriusXM Satellite Radio trial subscription, which has separate terms and conditions. See www.siriusxm.com/info/entertainment for details. ©2015 Sirius XM Radio Inc. Sirius, XM, and all related marks and logos are trademarks of Sirius XM Radio Inc. [§]Driver Assistance features are not a substitute for attentive driving. See Owner's Manual for further details and important limitations. ^{§§}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. ^{¶¶}See dealer or warranty booklet for details. ^{¶¶¶}Roadside Assistance provided by Allstate.



Accessories. For and by Volkswagen.

A diverse lineup calls for an even more diverse array of Volkswagen Accessories. That's why these available items are specially designed and created to fit your Volkswagen. So whether you're preparing for some outings or going for style points, your VW can be customized to your lifestyle.

ACCESSORIES



18" Helix Wheels



Chrome Exhaust Tips



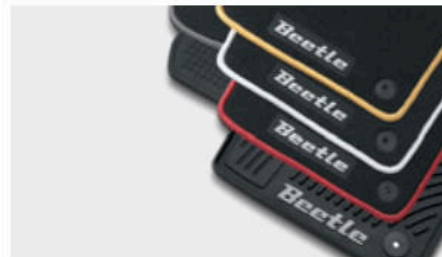
License Plate Frames



Door Sill Protection



Splash Guards



Monster Mats[®] and MojoMats[®]



MuddyBuddy[™] Cargo Liner and CARGOTECH[®] Blocks



Flower Vase

Volkswagen Accessories installed by an authorized Volkswagen dealer are covered for the greater of: (1) the accessory limited warranty period (12 months or 12,000 miles, whichever occurs first) from the time of purchase; or (2) the remainder of the New Vehicle Limited Warranty period (3 years or 36,000 miles, whichever occurs first). See dealer for details.

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