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 no surprise, because you’re driving just any Volkswagen, this is the Volkswagen. This is the Beetle for the next generation. That’s the Power of German Engineering.
Features

- Unmistakable profile
- Legendary headlight design
- Signature front fender arch
- Updated sporty look
- Käferflügel grille
- Color-matched dashboard
- Heritage wheels

High-five to the designers.

It’s okay to stare. That sleek arcing profile and famous front and rear 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 cone profile needed almost no adjustment, just a bit shaved off the top and a little stretch to the hood to streamline things for the sporting set. The gearbox 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 driver-buggy style of the RSR Shop, the Beetle marries customization. We offer a variety of different modes 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 badges. In every country where the Beetle is sold, there’s a nickname to match. RSR, Beetle, Veloce, Prinz, Maggiolino... the list goes on. In whatever language you speak, or want to speak, your Beetle can speak it back. Go ahead and give it a try.

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

For more, visit VWSecondSkin.com

Accessory wheels. 15-, 16-, or 17-inch rims are yours for the choosing. Go classic as a nod to the past. Or go sporty and slip into the future.

Custom mats. Real Beetle? Real mats. Real Beetle? Real mats. That is, if you want your mats to look pretty slick.

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

Beetle
RSR | RSR Shop | Veloce | Maggiolino
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.

**Actions speak louder than words.**

### Features

- 2.5L
  - 177-hp engine with 177 lbs/ft of torque
  - DSG® 7-speed automatic transmission with Tiptronic®
  - Sport suspension
  - Dash-mounted performance gauges

- TDI®
  - 140-hp TDI Clean Diesel engine with 236 lbs/ft of torque
  - DSG® performance automatic transmission with Tiptronic®
  - Sport suspension
  - Dash-mounted performance gauges

- Turbo
  - 200-hp turbocharged engine with 207 lbs/ft of torque
  - DSG® performance automatic transmission with Tiptronic®
  - Sport mode
  - Dash-mounted performance gauges

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**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
**DSG® performance automatic transmission with Tiptronic®
**Sport mode
**Sport suspension
**Dash-mounted performance gauges
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?

Sound Investment. Every new Beetle comes with a 3-year or 36,000 mile re-charge scheduled maintenance plan. We call it Carefree Maintenance. You’ll call it peace of mind.

Beep, beep. A sound so simple. Creates a confirmation sound that lets you know 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.

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

Music in the air. Did you know that you can stream music wirelessly through your car’s speakers? Just playing music on your special device, select Bluetooth® radio, and... well, it’s pretty cool.

Quiet please. Small engines are incredibly efficient. And with VW advanced engineering, it’s also means a quiet ride. We like the sound of that.
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 get in. From this angle, you get the perfect look at the available sport seats. If you could turn around, you’d see the heritage KäferTech 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
- Microfibersteer wheel surfaces
- Leather seating surfaces*
- Customizable interior ambient lighting
- Panoramic sunroof*
- Multi-function steering wheel*

*Standard with Sport Graphite Leather steering wheel surfaces
Features

- Keyless access with pushbutton start™
- Touchscreen sound and navigation system™
- Bluetooth with audio streaming™
- SiriusXM Satellite Radio with 3 months trial subscription™
- MIDI with iPod® cable™
- Fender® Premium Audio System™

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 pushbutton 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.
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.

Tire Pressure Monitoring System (TPMS). The TPMS helps monitor tire pressure and alerts you when it’s 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 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.

Surrounded by safety. In addition to airbags, every Beetle has a specially perforated safety cage complete with anti-intrusion side beams and form-hardened pillars, designed to help protect you in the event of a collision. Surrounding that are runs, which provide space and material to help contain and absorb the impact while the safety cage insures 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.
No-charge scheduled Carefree Maintenance.*

Changing your oil, rotating your tires, topping off the windshield washer fluid—do you remember to do all that stuff? Your car does. Right there in your instrument panel. But 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 narrating scheduled maintenance checks. It's that simple.

*The Volkswagen Maintenance Program covers the scheduled maintenance items for three years or 36,000 miles, whichever comes first. For warranty claims, please refer to your Volkswagen Warranty Information Guide for a list of additional services. Prior to service, please call your dealer to verify the items to be performed at no additional charge. Fees apply for items that are not covered by the warranty. Volkswagen reserves the right to change and/or discontinue programs at any time. See a dealer for exact terms and conditions. Check Volkswagen’s website for a list of participating dealers.
Beetle 2.5L

Includes:
- 2.5L, 150-hp 5-cylinder engine
- 6-speed automatic transmission
- Sport suspension
- Front wheel drive
- 2.5L, 20-valve, DOHC, in-line 5-cylinder engine; 170 hp, 177 lbs/ft of torque
- 6-speed DSG® automatic transmission with Tiptronic and Sport mode
- 17” alloy wheels with all-season tires; body color
- Includes all Beetle 2.5L features, plus: 2.0L, 200-hp TSI® engine; 6-speed manual transmission; 3-pod dash-mounted gauge cluster including boost pressure, sport temp/tpms, and oil temperature; multifunction steering wheel; adjustable front center console with integrated storage space; Fender Premium VIII touchscreen sound system with HD Radio,™ Bluetooth® wireless technology, and with steering wheel-mounted paddle shifters.
- 3-year/36,000-mile (whichever occurs first) no-charge scheduled Carefree Maintenance®
- 12-year/unlimited distance Limited Warranty Against Corrosion Perforation
- Standard, at no additional cost
- $500.00 coupon for VW Service
- 10% off genuine parts when purchased as part of a service.
- 18% off genuine parts when purchased as part of a service.

Options:
- Power sunroof
- Premium sound system
- 6-speed automatic transmission
- Sport steering wheel

Beetle TDI Clean Diesel

Includes:
- 2.0L, 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and FSI® technology
- 6-speed manual transmission
- Sport suspension
- Front wheel drive
- 2.0L, 140-hp TDI Clean Diesel
- 6-speed automatic transmission with Tiptronic and Sport mode
- Independent front MacPherson struts with twist beam rear suspension
- Hydraulic power steering, speed sensitive
- Power-operated, heated side mirrors with integrated turn signals
- 3-spoke, leather-wrapped steering wheel, height-adjustable with telescopic steering column
- 6-way manual adjustable front seats
- Grab handles
- Black painted mirrors
- Power windows, power locks, and remote keyless entry
- Automatic locking feature (doors lock when vehicle reaches 8 mph)
- ClimaControl® dual-zone automatic climate control with pollen filter
- 3-spoke, leather-wrapped, multi-function steering wheel, height-adjustable with telescopic
- Driver/Passenger airbags
- Front side airbags
- Advanced Front Crash Protection (AFCP)
- StabiliTrak® electronic stability and traction control system
- Electronic Brakeforce Distribution (EBD) and Brake Assist
- Electronic Stability Control (ESC), Anti-Slip Regulation (ASR), Electronic Differential Lock
- LATCH (Lower Anchors and Tethers for Children) child seat anchor points
- Rear Park Assist®
- Electronic Stability Control (ESC)
- Anti-Slip Regulation (ASR)
- Tire Pressure Monitoring System (TPMS)
- Intelligent Crash Response System (ICRS)
- Driver Information Center (DIC)
- Multi Function Trip Computer
- Parking Distance Information (PDI)
- Fender Premium VIII touchscreen sound system with HD Radio,™ 6-speed DSG® automatic transmission with Tiptronic and Sport mode
- 17” alloy wheels with all-season tires; body color
- Includes all Beetle TDI Clean Diesel with Sunroof features, plus: power tilting/sliding, tinted panoramic sunroof; Premium VIII touchscreen sound system with HD Radio,™ Bluetooth® wireless technology, and with steering wheel-mounted paddle shifters.
- 3-year/36,000-mile (whichever occurs first) no-charge scheduled Carefree Maintenance®
- 12-year/unlimited distance Limited Warranty Against Corrosion Perforation
- Standard, at no additional cost
- $500.00 coupon for VW Service
- 18% off genuine parts when purchased as part of a service.

Options:
- Power sunroof
- Premium sound system
- 6-speed automatic transmission
- Sport steering wheel

Beetle Turbo

Includes:
- 2.0L, 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and FSI® technology
- 6-speed automatic transmission
- Sport suspension
- Front wheel drive
- Includes all Beetle TDI Clean Diesel with Sunroof features, plus: 2.5L, 170-hp 5-cylinder engine; 5-speed manual transmission; 3-pod dash-mounted gauge cluster including boost pressure, sport temp/tpms, and oil temperature; multifunction steering wheel; adjustable front center console with integrated storage space; Fender Premium VIII touchscreen sound system with HD Radio,™ Bluetooth® wireless technology, and with steering wheel-mounted paddle shifters.
- 3-year/36,000-mile (whichever occurs first) no-charge scheduled Carefree Maintenance®
- 12-year/unlimited distance Limited Warranty Against Corrosion Perforation
- Standard, at no additional cost
- $500.00 coupon for VW Service
- 18% off genuine parts when purchased as part of a service.

Options:
- Power sunroof
- Premium sound system
- 6-speed automatic transmission
- Sport steering wheel

Specifications

Beetle Turbo

## Extérieur
- **Turbocharged 2.0L 4-cylinder engine**
- **6-speed automatic transmission**
- **SUNROOF**
- **Wheels**
- **Wheelbase**
- **Width**
- **Length**
- **Ground Clearance**
- **Cargo Volume**
- **Front Track**
- **Wheelbase**

## Contenu de présentation
- **Standard 6-speed automatic transmission with integrated storage box**
- **6-speed automatic transmission**
- **Turbocharged 2.0L 4-cylinder engine**
- **Opti-white**
- **Opti-black**
- **Magnetic Silver Metalllic**
- **Galactic Silver Metallic**
- **Exagon Blue Metallic**
- **Opti-white**
- **Opti-black**
- **Magnetic Silver Metalllic**
- **Galactic Silver Metallic**
- **Exagon Blue Metallic**
- **3-year/36,000-mile (whichever occurs first) no-charge scheduled Carefree Maintenance®**
- **12-year/unlimited distance Limited Warranty Against Corrosion Perforation**
- **Standard, at no additional cost**
- **$500.00 coupon for VW Service**
- **18% off genuine parts when purchased as part of a service.**

## Dimensions

- **Wheelbase:**
- **Width:**
- **Length:**
- **Ground Clearance:**
- **Cargo Volume:**
- **Front Track:**
- **Wheelbase:**

## Caractéristiques de sécurité

- **Intelligent Crash Response System (ICRS)**
- **Driver Information Center (DIC)**
- **Multi Function Trip Computer**
- **Parking Distance Information (PDI)**

## Équipements standard

- **Volkswagen Carefree Maintenance®**
- **12-year/unlimited distance Limited Warranty Against Corrosion Perforation**
- **Standard, at no additional cost**
- **$500.00 coupon for VW Service**
- **18% off genuine parts when purchased as part of a service.**

## Équipements en option

- **Power sunroof**
- **Premium sound system**
- **6-speed automatic transmission**
- **Sport steering wheel**
2013 Volkswagen Family

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.