

# The Beetle

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# The Beetle



Das Auto.



It only takes 3 seconds to fall in love.  
So, are you smitten?



# There's no mistaking the Beetle. Even in the most remote areas.

No other car has ever fascinated people quite as much as the Beetle, as its countless nicknames around the world testify, even in the remotest locations. Now the iconic Beetle is back, reinvented for the 21st century. More powerful, more dynamic, more exciting than ever before, equipped with cutting edge technology, new levels of interior comfort and a host of options to suit your individual taste. One thing hasn't changed, however, it still makes you smile.



Model shown is Sport with optional 18 inch 'Discus' alloy wheels.

Not every sixties icon looks as good  
in the 21st century.





The 21st Century Beetle.  
An icon redefined.

*Model shown is Sport.*



True to its roots.  
But now with attitude.



Model shown is Beetle with optional Bi-Xenon headlights.



Once upon a time it was the car for everybody.  
Today it's the car for you.

The Beetle has always been unique. But now it's as individual as you want it to be. Design and Sport models build over the already well-equipped entry level Beetle, providing additional style and sportiness, while optional

extras such as satellite navigation, a panoramic glass sunroof and keyless entry allow you to individualise it still further.

Model shown is Sport with optional Bi-Xenon headlights.



Interior shown is Beetle with optional 'Black' paint.

The **Beetle** marks the start of the future of the most famous car in the world. The new generation updates the classic design of the original Beetle and combines it with the technology of the 21st century. The highest quality standards and everyday practicality guarantee that the Beetle still draws attention even after seven decades. Sporty and more dynamic, the longer bonnet, the more steeply angled and set-back windscreen and the flatter roofline give the Beetle a supreme air of sportiness. The new interior creates an agile, driver-oriented coupé experience and a significantly greater sensation of space for everyone.

The dashboard is both refined and ergonomically well designed, with the stunning 'Gloss Black' finish complementing the interior and also highlighting the unique 'Beetle' storage compartment. Relevant information such as current and average consumption figures, average speed, range, distance driven, the time and outside temperature can be viewed on the multifunction display during the journey. And to maximise your comfort and enjoyment, we thought you'd appreciate loads of great features, such as front electric windows, driver's and front passenger's seat height adjustment, easy entry sliding seats (for access to rear seats) and height and reach adjustable steering wheel. Hill hold function is a convenient addition which, for approximately two seconds, prevents your Beetle from rolling back when pulling away on a gradient or during a hill start.



We've included numerous features for your convenience, such as the two cup holders incorporated into the centre console and allowed plenty of storage space too. The handy glovebox, unique 'Beetle' storage compartment in the dashboard and the **front centre armrest** with storage compartment provide a space for all your travel essentials.



The **RCD 310 DAB digital radio/MP3 compatible CD player** with eight speakers provides exceptional acoustics and also offers an AUX-in socket for connection to an external multimedia source (e.g. iPod and MP3 player). DAB digital reception enables you to listen to national and local digital stations in crystal clear digital sound.



The **'Climatic' semi-automatic air conditioning** system is extremely user-friendly. Whether it be steamy hot or wintry cold, it provides your required cabin temperature quickly and efficiently, while maintaining your selected temperature on every journey.



Interior shown is Design with optional 'Fender' premium soundpack.

The **Design** model, as you'd expect, is both elegant and stylish, featuring such details as 17 inch 'Orbit' alloy wheels, front fog lights, body-coloured door handles and front air intake with chrome trimmed louvre. Inside, the aesthetics include body-coloured dash, door panels and steering wheel inserts, while chrome trim detailing around the air vents, radio and instrument cluster will complement your chosen interior colour.

Luxurious 'Tixo' upholstery, carpet mats for the front and rear and the unique 'Beetle' storage compartment in the dashboard add a further touch of individuality. The RCD 510 touch-screen DAB digital radio/dash-mounted MP3 compatible six CD autochanger not only provides excellent acoustics, but along with the multifunction steering wheel and multifunction computer, provides controls for the Bluetooth telephone preparation system for HFP (Hands Free Profile) enabled telephones\*. An MDI (Multi Device Interface), providing USB and iPod connectivity, will allow you to connect and charge a compatible iPod or MP3 player, while an alarm with interior protection will provide additional peace of mind.



A selection of nine vibrant paint finishes are available to match the interior **dash and door panels** to your chosen exterior colour, enabling you to make a very personal colour choice.



The **RCD 510 touch-screen DAB digital radio/dash-mounted MP3 compatible six CD autochanger features Bluetooth telephone preparation\*** for a HFP (Hands Free Profile) enabled telephone. While your phone stays in your pocket, it automatically connects to the vehicle's audio system and external vehicle aerial using Bluetooth wireless technology, providing the highest standards of convenience and ease of use.

\* Phones must be Bluetooth HFP (Hands Free Profile) compatible, please contact your Volkswagen retailer for specific phone compatibility.



Stylish **7J x 17 'Orbit' alloy wheels with 215/55 R17 tyres**, chrome effect plastic caps and anti-theft wheel bolts add the finishing touch to the exterior.



Interior shown is Sport with optional 'Fender' premium soundpack, Light and sight pack, Salsa Red/Black 'Vienna' leather upholstery and metallic paint.

With its 'Gloss Black' and body-coloured rear spoiler, 18 inch 'Twister' alloy wheels and 'Gloss Black' door sills with chrome inserts, the Beetle **Sport** is designed to be noticed. Heat insulating tinted glass on the rear windows and 'Gloss Black' door mirrors with integrated indicators enhance the exterior styling still further, while interior aesthetics include aluminium-look pedals and 'Gloss Black' decorative dash and door panels. A leather trimmed three-spoke multifunction steering wheel continues the theme with stylish 'Gloss Black' inserts. The multifunction steering wheel also provides controls for the RCD 510 touch-screen DAB digital radio, dash-mounted MP3 compatible six CD autochanger, multifunction computer and Bluetooth telephone preparation for HFP (Hands Free Profile) enabled telephones\*. There are also front sports seats with height and lumbar adjustment, upholstered in stylish and durable 'Ferris' cloth, which provide excellent support while cornering. Or, if you want something truly out of the ordinary, go for optional 'Vienna' leather† upholstery, shown here in eye-catching 'Salsa Red/Black'. 2Zone electronic climate control and ultrasonic parking sensors front and rear are also fitted as standard, as is cruise control, ambient lighting and the unique 'Beetle' storage compartment in the dashboard. Exclusive, trendsetting and sporty, this is Beetle styling as you've never seen it before.

\* Phones must be Bluetooth HFP (Hands Free Profile) compatible, please contact your Volkswagen retailer for specific phone compatibility.  
 † Some parts of leather interior will contain artificial leather.



Sporty 8J x 18 'Twister' with 235/45 R18 tyres and anti-theft wheel bolts create a dynamic look to the exterior.



**Parking sensors**, both front and rear, assist in parking manoeuvres by emitting both audible and visual signals, alerting the driver to any obstacles: the closer you are to an obstacle the faster the sound frequency. In addition an optical parking display extends the functions of the parking sensors by indicating your position during parking on the touch-screen colour display of the RCD 510 DAB digital radio. Not only do they make it easier to park, but safer too, as you are more aware of any obstacles that may be in your way.



**2Zone electronic climate control air conditioning** controls the temperature electronically and divides the interior into two different climate zones, enabling the driver and front passenger to adjust the temperature, air supply and distribution to suit their individual preference.

# Safety

The redesigned Beetle defines Volkswagen's commitment to provide the highest level of protection for you and your passengers. The chassis, for example, is strengthened at important points across the bodywork. Such joints absorb energy, and help to keep the inner protective safety cell intact following a collision.

In addition to front airbags, with passenger's airbag deactivation switch, the driver and front seat passenger have the reassurance of a combined head and side airbag system, front seat belts and whiplash-optimised front head restraints which help lower the risk of whiplash injuries in the event of an accident. The two rear passengers are protected by three-point seat belts and height adjustable head restraints.

In fact, there are numerous electronic features that are constantly monitoring and assessing driving situations and they are ready to react in milliseconds should the need arise. Such features include the ABS (Anti-lock Braking System) with HBA (Hydraulic Brake Assist) to prevent the wheels from locking, and ESP (Electronic Stabilisation Programme), utilising EDL (Electronic Differential Lock) and ASR (Traction Control) to help correct oversteer, understeer and loss of stability of the vehicle. We believe that prevention is the safest form of protection. And when you feel safe, you can enjoy the touring experience of the Beetle even more.



\* Image shown is for illustration purposes only and may not necessarily reflect UK specification.

# Alloy wheels



17 inch **'Orbit'** alloy wheels with 215/55 R17 tyres, chrome effect plastic caps and anti-theft wheel bolts. Standard on Design.



18 inch **'Twister'** alloy wheels with 235/45 R18 tyres and anti-theft wheel bolts. Standard on Sport and optional on Design.



16 inch **'Whirl'** alloy wheels with 215/60 R16 tyres and anti-theft wheel bolts. Optional on Beetle.



17 inch **'Rotor'** alloy wheels with 215/55 R17 tyres and anti-theft wheel bolts. No cost option on Design.



18 inch **'Discus'** alloy wheels with 235/45 R18 tyres and anti-theft wheel bolts. Optional on Design and a no cost option on Sport.

Model shown is Sport with optional 18 inch 'Discus' alloy wheels, Bi-Xenon headlights and panoramic sunroof.



Interior shown is Sport with optional 'Fender' premium soundpack, Light and sight pack, Black 'Vienna' leather upholstery, panoramic sunroof and metallic paint.

The **electrically operated panoramic glass sunroof** adds an extra dimension by filling the interior with natural light and fresh air. Easily operated and adjusted via the practically located control panel, it also includes a wind deflector, enabling you to enjoy the sun and fresh air on faster journeys, while tinted glass ensures a pleasant interior temperature even in strong sunlight. As required, the sunroof can either be opened or raised at the touch of a button, letting in light and fresh air. Optional on Design and Sport.



**Darkened rear side and rear windows** reduce the amount of sunlight entering the cabin by up to 65% from the B pillar back, contributing to a pleasant interior temperature. Enhancing privacy, protecting rear passengers and luggage from unwelcome glare and enhancing sports appeal, tinted glass is a practical and stylish addition to the exterior. Standard on Sport and optional on Beetle and Design.

Optional **Bi-Xenon dipped and main beam headlights** ensure optimum illumination, while LED rear tail lights and rear number plate lights together with integrated LED daytime running lights ensure the vehicle can be seen better by other road users. Optional on all models.





Interior shown is Beetle with optional leather trimmed multifunction steering wheel and RCD 510 touch-screen DAB radio system.



The **2Zone electronic climate control with automatic air recirculation** features separate controls for both the driver and front passenger, enabling both to adjust the temperature setting according to their individual preference, while maintaining your chosen temperature throughout your journey. An air quality sensor continually monitors the outside air, automatically activating the interior air recirculation if necessary. As a handy addition on Design, this option includes cruise control which maintains your chosen speed over 19 mph. When the brakes or clutch are depressed, the speed control system automatically switches off again. Optional on Design and standard on Sport.

The optional **Winter pack** includes heated front seats with three preset temperature settings and heated windscreen washer jets, ensuring you are fully prepared to face any cold spell. Optional on all models.



The **leather trimmed multifunction steering wheel** is exceptionally user friendly, enabling you to control a whole host of functions, such as the radio, multifunction computer, or optional MDI (Multi Device Interface) without taking your hands off the wheel. Together with the gear knob and handbrake grip, it is finished in high grade leather, and is pleasant to hold, as well as providing excellent grip and adding a touch of elegance to the interior. Standard on Design and Sport and optional on Beetle.

When used in conjunction with the dual clutch DSG (Direct Shift Gearbox), the **paddle shift** enables you to change gear without taking your hands off the wheel. Optional on Design, and optional on Beetle when ordered in conjunction with the leather trimmed multifunction steering wheel.



The **Keyless entry system** enables you to enter and exit your vehicle without taking the key out of your pocket. Once inside, as long as you have the key on you, the engine can be started without inserting the key in the ignition by simply pressing a button in the centre console. Optional on Design and Sport.



The Beetle is the only vehicle in Europe equipped with a 'Fender' sound system. The **'Fender' premium soundpack** comprises two tweeters each in the mirror triangle and rear side trim, and a subwoofer located in a closed bass box in the boot. Heart and soul of the system is a 10 channel amplifier with eight speakers delivering a 400 watt output, while ambient lighting around the speakers and door panels creates a relaxed atmosphere. Optional on Design and Sport.



The **RCD 510 touch-screen DAB digital radio/dash-mounted MP3 compatible six CD autochanger** features a large 6½ inch colour display, with intuitive menu navigation and touch-screen operation. It also features an AUX-in socket for connection to an external multimedia source, such as iPod or MP3 player and an SD card slot. Standard on Design and Sport and optional on Beetle.



The **RNS 315 touch-screen navigation/DAB digital radio system with MP3 compatible CD player** features a 5 inch colour display, preloaded navigation data with clearly arranged map navigation, as well as an SD card reader and practical AUX-in socket for connecting external audio devices, such as an iPod or MP3 player. A DAB digital radio receiver allows access to both local and national DAB stations. Optional on all models.

RCD 510 DAB radio system, RNS 315 navigation/DAB radio system and RNS 510 navigation/DVD radio system cannot be specified in conjunction with each other.



The **RNS 510 touch-screen voice-activated navigation/DVD radio system** responds to spoken voice commands for navigation, CD and radio functions. It features a large 6½ inch colour screen, DVD drive, 30 GB hard drive with preloaded navigation data, SD card reader, AUX-in socket for connection to an external multimedia source, and offers MP3, WMA and DVD video data files compatibility. Optional on Design and Sport.

DVD playback will not function whilst the navigation system is in use, or the vehicle is in motion. RNS 510 navigation/DVD radio system in lieu of standard DAB digital radio receiver.



# Technical specification

PETROL ENGINES		1.2 litre TSI 105 PS	1.4 litre TSI 160 PS
		Beetle, Design	Design, Sport
Engines			
	engine type	Four cylinder	Four cylinder
	cubic capacity, ltrs/cc	1.2/1197	1.4/1390
	max. output, PS <sup>1</sup> /kW at rpm	105/77 @ 5000	160/118 @ 5800
	max. torque, lbs.ft./Nm at rpm	129/175 @ 4100	177/240 @ 4500
	gearbox:	7 speed auto DSG	6 speed manual
Weights, kgs			
	unladen weight <sup>2</sup>	1297	1359
	gross vehicle weight	TBA	1750
	payload <sup>2</sup>	TBA	466
	axle load limit: front/rear	TBA/TBA	980/820
Roof load			
	max. roof load	50	50
Performance			
	top speed, mph (km/h), where the law permits	111 (180)	129 (208)
	acceleration, secs 0 - 62 mph	10.9	8.3
	ABl insurance group, 1 - 50	10E, 11E	18E, 18E
Environmental information			
	fuel grade, minimum <sup>3</sup>	Unleaded, 95 RON	Unleaded, 95 RON
	fuel tank capacity, galls/ltrs	12/55	12/55
	official fuel consumption, mpg/ltr per 100 km <sup>4</sup>		
	urban	38.7/7.3	32.5/8.7
	extra-urban	56.5/5.0	53.3/5.3
	combined	47.9/5.9	42.8/6.6
	official CO <sub>2</sub> emission, g/km <sup>5</sup>	137	153
	emission class	EURO 5	EURO 5
	noise, dB	69.0	72.0

The Beetle offers a choice of two TSI petrol engines, designed to deliver dynamic performance, impressive fuel economy and lower emissions. The first unit, a 1.2 litre 105 PS engine with a seven speed auto DSG gearbox is sure to please, with a CO<sub>2</sub> figure of 137 g/km and capable of achieving 47.9 mpg over the Combined fuel cycle. If it's a real sports performer you're after, then look no further than the second unit, the 1.4 litre 160 PS manual engine. Delivering excellent performance and torque, it accelerates the Design or Sport to 62 mph in just 8.3 seconds on its way to a top speed of 129 mph, where the law permits, while still returning 42.8 mpg on the Combined fuel cycle. Kinder to your pocket and the environment, what better way to enjoy your Beetle?

## The Volkswagen Warranty

### Three-year Warranty

The Volkswagen Beetle comes with a three-year/60,000 miles warranty, which protects your car against the failure of most mechanical and electrical components due to manufacturing defects. This comprises a two-year manufacturer's warranty with unlimited mileage plus a further one-year/60,000 miles (whichever is soonest) Retailer Warranty. Should the mileage exceed 60,000 miles within the first two years, the manufacturer's two-year warranty will still be valid. If an additional warranty for subsequent years or higher mileage is desired, it may be purchased from an authorised Volkswagen retailer or repairer; however, this additional warranty must be purchased before the mileage reaches 60,000\*. Full details of the three-year warranty are available from your authorised Volkswagen retailer or repairer.

\* All warranty work must be completed by an authorised Volkswagen retailer or repairer.

### Three-year Paint Warranty

The paintwork of the Beetle is covered against manufacturing defects for a period of three years. Naturally, the Beetle must be cared for in compliance with the operating instructions which will be found in your vehicle handbook. Please consult your authorised Volkswagen retailer or repairer for full warranty details.

### 12-year Body Protection Warranty

The internal body sections and panels of the Beetle are covered against rusting through from the inside for 12 years. Naturally, the Beetle must be cared for in compliance with the operating instructions. Please consult your authorised Volkswagen retailer or repairer for full warranty details.

### Service Intervals

Volkswagen are pleased to offer you a choice on how your Beetle is serviced. The appropriate selection is entirely dependent on how the car is likely to be driven and its general use. To help you identify which type of service would be most suitable, please refer to the following guide.

The Time and Distance Service is recommended for vehicles that will cover less than 10,000 miles in 12 months and if the vehicle is likely to be used in the following way:

- Predominantly urban driving, short journeys with frequent cold starts.
  - Activities regularly producing high engine loading, e.g. frequent hill climbs, driving with vehicle fully loaded and towing.
  - Uneconomical driving style using high rpms with heavy acceleration and heavy braking.
- The service intervals for the Time and Distance Service are as follows:
- Oil change service  
Every 10,000 miles/1 year (whichever is soonest).
  - Interval service  
Every 20,000 miles/2 years (whichever is soonest).
  - Inspection service  
Every 40,000 miles/3 years (whichever is soonest).

The LongLife Service is recommended for vehicles with a daily mileage of more than 25 miles where the vehicle is driven regularly mainly on longer distance journeys. The vehicle is driven mainly at a constant speed with minimum vehicle and engine loading, minimal towing and driven in an economical manner.

With the LongLife Service the vehicle can cover anywhere between 10,000<sup>†</sup> and a maximum of 18,000<sup>†</sup> miles or 24 months (whichever is soonest) between oil changes. Inspection service is typically in the third year of ownership and thereafter every second year, for vehicles with an approximate annual mileage of 10,000 miles.

<sup>†</sup> Please note that mileages are approximate as the service indicator system uses kilometres as the distance measurement. Please consult your authorised Volkswagen retailer or repairer for advice and full details.

### Approved Accessories

A comprehensive range of accessories from alloy wheels to carpet mats is available to complement the factory-fitted option list. Volkswagen approved accessories purchased from and fitted by your authorised Volkswagen retailer at the point of vehicle sale will also benefit from the three-year vehicle warranty.

### Extended Warranty

You may purchase additional protection from your authorised Volkswagen retailer or repairer, or contact 0870 9000 115.

## Volkswagen Insurance<sup>‡</sup>

We want you to start enjoying your new car from day one and thanks to Volkswagen Insurance complimentary one and seven day cover, you can. Call free on 0800 316 7892 (lines are open Monday to Friday 8 am – 9 pm and Saturday 9 am – 5 pm), provide a few details and a cover note will be sent to your retailer. They will then tax your car and you can drive it away.

Visit [www.insurewithvolkswagen.co.uk](http://www.insurewithvolkswagen.co.uk) for details of the full range of insurance products available. Here you can also get a quote for your annual car insurance and buy it online too. All of our insurance products are designed to ease the pain of making a claim.

<sup>‡</sup> Volkswagen Insurance is a trading name of Volkswagen Insurance Service (Great Britain) Limited, an appointed representative of Volkswagen Financial Services (UK) Limited, Brunswick Court, Yeomans Drive, Blakelands, Milton Keynes MK14 5LR. Registered in England number 2835230. Volkswagen Insurance is sold, underwritten and administered by Allianz Insurance plc registered in England number 84638. Registered office 57 Ladymead, Guildford, Surrey GU1 1DB. Volkswagen Financial Services (UK) Limited and Allianz Insurance plc are authorised and regulated by the Financial Services Authority. Volkswagen Financial Services (UK) Limited and Allianz Insurance plc are not part of the same corporate group.

## Volkswagen Finance<sup>±</sup>

Volkswagen Finance specialises in providing funding solutions for Volkswagen drivers. Whether your Volkswagen is for private or business use, you can choose from a range of funding options.

- Solutions – a personal contract plan
- Hire purchase
- Lease purchase
- Finance lease
- Contract hire

With all Volkswagen Finance products you can choose a fixed-cost maintenance plan to help you budget for your servicing and maintenance costs.

No matter what finance product you choose, your local Volkswagen retailer will be able to provide you with a personalised quote that could meet your budget and vehicle needs.

<sup>±</sup> Volkswagen Finance is a trading name of Volkswagen Financial Services (UK) Limited. An offer of finance depends on certain conditions. Available to people over 18 in the UK only.

## Volkswagen Roadside Assistance

Every new car is registered for Volkswagen Roadside Assistance for one year. This provides vehicle home and roadside recovery in the unlikely event of a breakdown in the UK and Europe (subject to conditions). Volkswagen Roadside Assistance can also be purchased for subsequent years. For full details, please contact your authorised Volkswagen retailer or repairer.

## Tax Free Sales

For full details, please contact your authorised Volkswagen retailer.

## CO<sub>2</sub> Emissions

Increased weight of a vehicle, including higher trim levels and the addition of options will have a detrimental influence on the level of fuel consumption and CO<sub>2</sub> emissions produced.

The CO<sub>2</sub> and fuel consumption figures are obtained from tests on a representative vehicle of the type, conducted and approved in accordance with Council Directive 80/1268/EEC as amended by Directive 1999/100/EC (or later) on the approximation of the laws of the member states relating to the carbon dioxide emissions and the fuel consumption of motor vehicles.

## Please Note:

Some illustrations in this brochure do not necessarily reflect UK specifications and may not be available. In particular, controls and some items of equipment are positioned differently for the UK.

The specifications contained in this brochure are for information purposes only and are subject to change. If you require any specific feature, you must consult your authorised Volkswagen retailer who is regularly updated with any change in specification. Please check model availability and full specification details with your authorised Volkswagen retailer prior to ordering.

Note: We would like to advise you that telephone calls to Volkswagen Customer Care may be monitored and recorded as part of our training and quality assurance processes. All our monitoring and recording processes meet Ofel regulations.

#### Technical specification notes

- 1 The maximum power output figures are quoted in PS (or Pferdestärke, which is the metric equivalent of horsepower). To convert from metric to imperial horsepower, divide the PS figure by 1.0139.
- 2 Figures are calculated in accordance with manufacturer's criteria. The individual unladen weight depends on the specification of the vehicle, this then reduces the possible payload accordingly. The unladen weight and payload both include the fuel tank 90% full, driver (68 kg) and luggage (7 kg) in line with EU directive 95/48.
- 3 Thanks to the knock control, unleaded four star (at least 95 RON) can be used instead of unleaded Super plus. In order to achieve maximum fuel consumption benefits on the TSI engine, Ultra Low Sulphur Petrol (ULSP) must be used.
- 4 Official fuel consumption according to EU Directive 99/94. The consumption calculation according to 1999/100/EC is based on the actual unladen weight of the vehicle. Additional specifications can lead to a higher weight class and hence to consumption figures of this higher weight class. The driving style, road and traffic conditions, environmental influences and vehicle condition can in practice lead to consumption figures, which may differ from those calculated with this standard.
- 5 The weight of a vehicle will influence the level of CO<sub>2</sub> emission it produces; as a result, vehicles with higher levels of specification and factory-fitted options may emit higher levels of CO<sub>2</sub>.