2012 **Beetle**

Das Auto.

Same soul. Different everything else.

Beetle Turbo with Sunroof, Sound, and Navigation shown in Tornado Red

It's okay to stare. Its very design is magnetic, iconic, and utterly unique. That gorgeous arcing profile and famous front end are recognizable around the world, and there are dozens of nicknames to prove it. To say that it's a Volkswagen is actually an understatement.

It's *the* Volkswagen. It's the soul of the brand. It's the face that launched a global company. It's the shape of things to come. And now, we are pleased to introduce the latest evolution in Volkswagen history: The all-new 2012 Beetle.

- Famous profile
- Iconic headlight design
- Signature front wheel well
- New sporty look

Available Bi-Xenon headlights with LED Daytime Running Lights

Beetle 2.5L in Tornado Red

Design

Museum quality.

Dynamic. Agile. And certainly sportier. It's not the first Beetle to be featured in a museum, and it won't be the last. Those crisp, clean, curved lines hark back to the original, with a completely modern and streamlined twist on the classic. It's hard to look without picturing yourself inside it, sweeping around bends on a never-ending road. What color would you drive in your adventure? Tornado Red? Reef Blue? Deep Black? It's like a canvas waiting to be painted that perfect shade of fun and fast.

1964 | 2012

Beetle Turbo with Sunroof and Sound, with 19" Tornado accessory wheels shown in Candy White

Beetle Turbo with Sunroof, Sound, and Navigation shown in Reflex Silver Metallic

Performance

Still turns heads. Just faster.

One look at the curves on the all-new Beetle, and you can see that it's meant to be driven. In fact, it looks fast even standing still. That's because the available 200-hp, turbocharged engine with 207 lbs/ft of torque, paired with either a six-speed manual or six-speed automatic DSG® transmission with Tiptronic,® make this the fastest production turbocharged Beetle ever. Imagine the powerful hum of the engine as you accelerate around a curve. Or a fantastically curvy parking structure. When the Beetle first entered the market, it redefined the entire notion of transportation. And we just redefined it again.

Beetle Turbo with Sunroof and Sound, with 19" wheels and Bi-Xenon headlights package shown in Reflex Silver Metallic

Beetle Turbo with Sunroof and Sound shown in Reflex Silver Metallic

Performance

Beetle 2.5L with Sunroof and 18" Silver Helix wheels shown in Saturn Yellow

More curve on the curves.

The only way to completely understand German engineering is to experience it. Climb into the all-new Beetle and find a stretch of winding road. Then picture yourself effortlessly cresting a hill. Or cruising down a scenic straightaway and just letting the road guide you. That nimble and precise handling you're experiencing? That's the gutsy 2.5L, 170-hp, in-line five-cylinder engine with 177 lbs/ft of torque, boasting an impressive 29 highway mpg.* Also known as German engineering at its finest.

*2012 2.5L automatic transmission: 22 city/29 highway mpg EPA estimate. Your mileage will vary.

Heritage

Glimpse the future in the rearview mirror.

When we set out to design the all-new 2012 Beetle, we looked backwards for inspiration. All the way back to the original Beetle, in fact. Its one-of-a-kind features deserved a second life, especially when we could take them for a turbocharged spin into the present. Like the Käferfach glovebox cleverly integrated into the color-matched dash. On the original it was the only one, but on the 2012 Beetle you have two different gloveboxes for double the stash. Close your eyes and picture the wheels—those beautiful curved discs with graceful vents to let in the breeze. They're too iconic to forget, right? Now open your eyes and see how cool they look taking us into the future. Just remember to hold onto the band hanging next to the door if the nostalgia gets too intense.

2012

Modernized Käferfach glovebox.
Maybe you should get some gloves.

Beetle 2.5L with Sunroof shown in Black

Original

Käferfach glovebox.
Käfer means Bug in German.

Color-matched dashboard. Cool then, cool now.
The 2012 take on classic rims.

Beetle 2.5L with Sunroof and 17" Heritage wheels shown in Black

Color-matched dashboard. Black car, black dash.
Iconic wheels. Always in style.

Technology

Smooth operator.

That's right, the all-new 2012 Beetle comes with a streamlined set of buttons you can push and more bells and whistles than ever. Take the available touchscreen navigation system. We almost dare you to try and get lost. With fancy Bluetooth® technology in the mix, you can make calls just by pressing a button and saying someone's name, and answer them just as easily. But perhaps the most important button is the push-button start that comes with the available keyless access. Leave your keys in your pocket, grip the driver's door handle to unlock your Beetle, and push the button to start the ignition. Go.

Ever wonder what customizable colored lighting would look like inside your car? The mystery has been solved in a style that has Beetle written all over it. With the ambient lighting feature, you can switch between red, white, and blue lighting. Let the party begin.

*Feature available on select models. **Requires compatible phone.

Keyless access with push-button start*

Three colors of customizable ambient lighting

Touchscreen navigation system*

Bluetooth technology**

Beetle Turbo with Sunroof and Sound shown in Black/Blue Sport Cloth

Audio

Sound investment.

One icon deserves another. And in the case of Beetle and Fender, that's a combination destined to become a classic. Nothing could be better than an available Fender™ Premium Audio System filling your Beetle with sound that evokes the raw emotion of a live performance. Its 400-watt amp, subwoofer, and eight speakers make any genre of music sound good. So sit back and enjoy the marriage of German engineering and the brand that's known for starting the rock 'n' roll revolution. And feel free to blast your music as you cruise the streets in style.

On the available touchscreen stereo, you've got an in-dash six-CD changer, AM/FM radio with crystal-clear HD Radio™ technology, and a three-month trial subscription to SiriusXM radio, all playing tunes through eight speakers. Plus, all of that music, entertainment, and more can be easily navigated using the intuitive touchscreen interface right in the dash of your Beetle.

*Feature available on select models. **"iPod" is a registered trademark of Apple Inc. All rights reserved. iPod is not included.

SiriusXM SATELLITE RADIO

Fender Premium Audio System*

Touchscreen sound system*

MDI with iPod® cable**

Beetle Turbo with Sunroof and Sound shown in Reflex Silver Metallic

Beetle Turbo with Sunroof and Sound shown in Reef Blue Metallic

Comfort

Hugs corners.
And passengers.

From the leatherette and available leather seating surfaces wrapped around bolstered sport seats, to the available tilting, sliding panoramic sunroof, the allure of the all-new 2012 Beetle is hard to resist. Not only are the seats sporty, but they also come with lumbar support and three available heat settings, so you and your passengers can easily find your happy place. And that panoramic sunroof? It's 80% larger than before, and reflects 99% of UV radiation, 92% of heat, and 90% of light. When it's closed, that is. Open, it's a big window to the sky during the day, and a front seat to the stars at night.

Seats four. Comfortably. We know, normally cars this sporty don't even have backseats, or if they do, they're more like a nod to the idea of a backseat rather than a real one. But in the all-new 2012 Beetle, you can have your sport and seat four, too.

*Feature available on select models.

Heated front seats

Panoramic sunroof*

Leather seating surfaces*

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

Utility

A stealth of storage.

When we said we completely redesigned the all-new Beetle, we meant it. It's longer, wider, and sleeker than the previous models. Which means it looks like a sports car on the outside, and it has serious room on the inside. We're not kidding when we say it seats four adults. And the rear seats fold down, one at a time, to hold even more. So if you're looking for a sporty little number that can stow your stuff and still packs a punch, you should get this one's digits.

Beetle 2.5L with Sunroof, Sound, and Navigation shown in Reflex Silver Metallic

And now we present to you the 50/50 split.

That means you have three different options for folding down the rear seats to take that already spacious trunk to a whole new level. So you can put a few suitcases and a set of golf clubs in back. Or a stylish modern chair. Or your guitar and an amp. Then you can close the hatch and take your show on the road.

Seats four.

Comfortably.

Yes, really.

Safety

Active

- Engine Braking Assist (EBA)
- Hydraulic Brake Assist (HBA)
- Tire Pressure Monitoring System (TPMS)
- Anti-Slip Regulation (ASR)
- Electronic Differential Lock (EDL)
- Signal mirrors

It's safe to say we've got you covered.

When you buy a Volkswagen Beetle, you're driving home more than just a car. You're taking home total peace of mind. You don't even have to think about how its doors thunk solidly into place. Or how it has a comprehensive system of active safety features that can help you prevent a collision, such as headlights, turn signals, mirrors, brakes, steering, and traction control. Because every Beetle is designed to help you maintain control in a variety of situations and assist in avoiding collisions. That's why they're called active safety features. Because they're actively working to help you stay safe.

Passive

- Crash-optimized front end
- Pressure sensors for side airbags*
- Combined side and curtain airbag system*
- Collapsible steering column
- Anti-intrusion side door beams
- Crash-optimized pedal controls

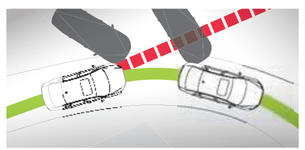
There's safe. And then there's Volkswagen safe.

Every Beetle is built to the highest standards. Volkswagen standards. Which is why it has four airbags* standing guard. And a crash-optimized front end that helps absorb energy on impact and protect you in the event of a collision. Those are all part of our comprehensive system of passive safety features that help protect you during an accident. They include safety belts, airbags, steel-reinforced seating, a safety cage, and crumple zones, just to name a few. And they work together when they're needed most to help keep you safe. Because we believe that once you've achieved a certain level of excellence, there's no going back. That's why we call it a standard.

ESC

Electronic Stability Control

You know when you have to swerve around something unexpectedly? Well, ESC helps prevent oversteer or understeer during an evasive maneuver by applying corrective forces to each of the wheels. And that helps you intuitively engage in proper counter-steering, thereby working with your Beetle to correct the problem. As for the thing that made you swerve, here's to that happening only once in a blue moon.



ABS

Anti-lock Braking System (ABS)

ABS serves two purposes when it comes to safety. It helps keep the brakes from locking up during sudden stops and it helps you retain control over the steering in the event of emergency braking.

*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.

ICRS

Intelligent Crash Response System**

You may have heard or experienced how time seems to slow down when you're in a collision. It's an overwhelming experience. Which is why your Beetle is designed to do all the thinking for you in your time of need. After the airbags have been deployed, the ICRS automatically unlocks all doors, disables the fuel pump, and turns on the hazard lights. That's why we call it intelligent.

Chassis

Safety cage

Beneath all that sheet metal, every Beetle has a specially reinforced safety cage complete with anti-intrusion side beams and heat-formed B-pillars. Surrounding the cage are crumple zones that provide space and material to help cushion and absorb the impact while the cage helps insulate you. So even if you never see them coming, we've got you covered.

Carefree Maintenance®

Wellness for your wheels.

At Volkswagen, we believe in our products so much that we give you three years or 36,000 miles of Carefree Maintenance—for no extra charge. 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. So relax and enjoy every carefree mile in your new VW. That's what it's there for. And because it's a Volkswagen, it'll keep that new car feeling for many years to come.

Volkswagen Carefree Maintenance®

No-charge scheduled Carefree Maintenance

3 Years or 36,000* Miles

*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.

Beetle Turbo with Sunroof and Sound, with 19" Tornado accessory wheels shown in Reef Blue Metallic

Special Features

Your Beetle says a lot about you.

Want to make your Beetle unlike any other? Wrap a Second Skin around every curve, or choose a custom nickname badge, accessory wheels, unique key fob, or a variety of other accessories. Go turbo and you get a host of stylish features that practically scream fast. This is definitely a case where actions speak louder than words.

Customization

Nickname badging

Body-colored carpeted mats

Accessory wheels

Unique key fob covers

VW Second Skin

Do you love the super sporty new look of the all-new Beetle but still want more? Wrap it in a custom Volkswagen Second Skin. Choose from one of four wraps specially designed to suit the all-new Beetle. Every angle, from the iconic wheel wells to the classic tail end, will be wrapped in extra-sporty, race-inspired graphics designed to bring out the performance driver in all of us.

Turbo Styling

Choosing the Turbo model gets you some pretty fancy features. Like red brake calipers, a dash-mounted turbo boost gauge and lap timer, unique bolstered bucket seats, and turbo badging like another German sports car we're fond of. Because we think people should know what car you're driving, no matter how fast you're going.

Rear spoiler

Dual exhaust

Special Features

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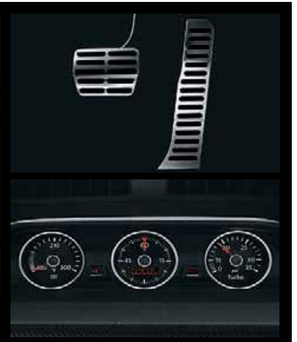
Turbo

Turbo badging

Red brake calipers



18" wheels

Race-inspired steering wheel

Sport pedals

Performance gauges

Sport seats

Turbo Styling

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Rear spoiler

Dual exhaust

Wheels

Standard

2.5L 17" Turbine

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

Turbo 18" Twister

Available Turbo 19" Tornado

Accessories

drivergear.vw.com

VW Valve Stem Caps

Custom Car Cover

MDI Cables (iPod is not included)

17" Heritage

17" Anthracite Helix

18" Silver Helix

Exterior

Paint

Candy White
Titan Black, Beige, Black/Blue, Black, Black/Red

Reflex Silver Metallic
Titan Black, Black/Blue, Black

Platinum Gray Metallic
Titan Black, Black/Blue, Black, Black/Red

Denim Blue
Titan Black

Reef Blue Metallic
Titan Black, Beige, Black/Blue, Black

Saturn Yellow
Titan Black

Tornado Red
Titan Black, Beige, Black, Black/Red

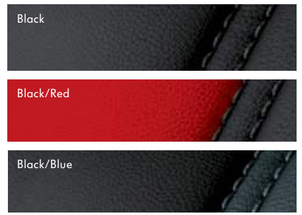
Toffee Brown Metallic
Titan Black

Black
Titan Black, Beige

Deep Black Pearl
Titan Black, Beige, Black/Blue, Black, Black/Red

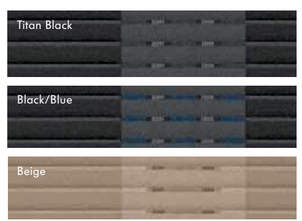
Interior

Leather



V-Tex Leatherette

Cloth



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 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® technology; 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 iPod® 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 panoramic sunroof; touchscreen Premium VIII sound system with 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 personalization 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 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; brushed aluminum appearance foot pedal covers; rear spoiler; halogen reflector lens foglights; dual exhaust; red painted brake calipers.

Beetle Turbo with Sunroof and Sound

Includes all Beetle Turbo features, plus: power tilting/sliding panoramic sunroof; touchscreen Premium VIII sound system with 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 personalization 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.

Options

6-speed DSG® automatic transmission with Tiptronic and Sport mode. 19" alloy wheels and Bi-Xenon high-intensity headlights with LED Daytime Running Lights (DRL) package.

Specifications

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

Exterior	2.5L	Turbo
Fully galvanized sheet metal	●	●
Crash-optimized front end	●	●
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)	–	O
Power tilting/sliding tinted sunroof	SR,SSN	SS,SSN
Power-operated, heated side mirrors with integrated turn signals	●	●
Halogen reflector lens foglights, integrated into front bumper	–	●
17" alloy wheel	●	–
18" alloy wheel	SSN	●
19" alloy wheel	–	O
Windshield wipers, variable intermittent	●	●
Heated windshield washer nozzles	●	●
Body color running boards	●	–
Black running boards	–	●
Body color mirrors	●	–
Black painted mirrors	–	●
Rear spoiler	–	●

Performance	2.5L	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	–	●
Power-assisted, front vented disc brakes; rear drum brakes	●	–
Red brake calipers on front vented disc brakes (312 mm) and rear solid disc brakes (286 mm)	–	●
Hydraulic power steering	●	–
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	–	O
5-speed manual transmission	●	–
6-speed automatic transmission with Tiptronic and Sport mode	O	–
6-speed manual transmission	–	●
6-speed DSG automatic transmission with Tiptronic and Sport mode	–	O

Comfort	2.5L	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 radio-frequency remote transmitter key fobs with lock, unlock, rear trunk release, and panic button for central locking, and selectable access valet key feature	●	●
Cruise control	●	●
3-color, 4-position ambient lighting	●	●
Automatic locking feature (doors lock when vehicle reaches 8 mph)	●	●
Illuminated vanity mirrors	●	●
3-spoke, leather 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
Steering wheel-mounted Tiptronic paddle shifters	–	O
Leather gearshift knob	–	●
Body color dashboard and door trim	●	–
Carbon fiber dashboard trim	–	●
Heated front seats	●	●

Comfort cont.	2.5L	Turbo
6-way manual adjustable front seats	●	–
Sport seats	–	●
Grab handles	●	●
Center front armrest with integraged storage box	SR,SSN	SS,SSN
Käferfach heritage-inspired glovebox	●	●
Glovebox, lockable	●	●
Fully upholstered luggage compartment	●	●
V-Tex leatherette seating surfaces	●	–
Cloth seating surfaces	–	●
Leather seating surfaces	–	SSN

Technology	2.5L	Turbo
8-speaker sound system with MP3- and WMA-compatible in-dash CD player, AM/FM radio	●	–
Touchscreen Premium VIII sound system with MP3- and WMA-compatible in-dash 6-disc CD changer, SD memory card reader, and 8 speakers	SR	SS
RNS 315 navigation system with 5" color touchscreen in center console, SD memory card reader	SSN	SSN
Fender Premium Audio System	SSN	SS
Bluetooth technology	●	●
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	Turbo
Crash-optimized front end	●	●
Driver and passenger front airbag supplemental restraint system*	●	●
Driver and passenger combined side and curtain airbag system*	●	●
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)	●	●
Immobilizer III theft-deterrent system	●	●

Quality	2.5L	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	
Cargo volume	15.4 ft³ (0.436m³)
Cargo volume with rear seats folded	29.9 ft³ (0.85 m³)
Wheelbase	99.9 inches (2,537 mm)
Front track	62.2 inches (1,579 mm)
Rear track	61.3 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)

*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.

That's **Das Auto.**

2012 **Volkswagen Family**

All-new Beetle

All-new Passat

Tiguan

Jetta

Eos

Golf

Touareg

CC

GTI

Jetta SportWagen

Routan

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