

2018 Beetle



Volkswagen



Two fun to drive.

What could possibly be better than the iconic, fun-to-drive Beetle? That's easy — two of them. Take your pick from the always-classic coupe or the sun-loving convertible. Then enjoy the comforts of modern technology with the spirit of an old soul. This Beetle is the perfect one-two punch.

The People First Warranty*

6 Years or 72,000 Miles
Bumper-to-Bumper • Limited Warranty



SE shown in Bottle Green and Coast shown in Pure White

*6 years/72,000 miles (whichever occurs first) New Vehicle Limited Warranty on MY2018 VW vehicles excluding e-Golf. See owner's literature or dealer for warranty exclusions and limitations.



Bi-Xenon headlights with LED Daytime Running Lights

Available Bi-Xenon headlights with sleek LED Daytime Running Lights boast a longer life and use less energy. It's a bright side to this headlight story.

6-speed automatic transmission with Tiptronic® and Sport Mode

The 6-speed automatic transmission offers acceleration and smooth gear changes. But if you're looking for more control, shift manually in Tiptronic mode and, to enhance your experience, drop it into Sport mode to amplify the fun.



Rear spoiler

The rear spoiler on the Beetle gives a sleeker edge to the overall appearance of the car. So while you're turning corners, it's turning heads.

Iconic 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 technology.



The original original.

It's an icon and an original, once again. That's because we gave this classic some modern touches. Like a 2.0L TSI® 174-hp turbocharged engine. Available Bi-Xenon headlights with LED Daytime Running Lights in front and LED taillights in back. Plus a 6-speed automatic transmission to put everything into high gear.* The Beetle shows that fun never goes out of style.



*Always obey local speed and traffic laws.

SE shown in Deep Black Pearl

Sit down. Stand out.

It's not just the outside that thinks outside the box. Thanks to its retro-modern gauges and multi-function steering wheel, as well as the available customizable interior lighting and heritage-inspired glovebox, it's sure to turn heads even standing still.

FEATURES

Leather-wrapped, multi-function steering wheel

USB port

Composition Color touchscreen sound system

AVAILABLE FEATURES

Keyless access with push-button start*

V-Tex leatherette seating surfaces

Heated front seats

Käferfach heritage-inspired glovebox



Fender® Premium Audio System

With 400 watts of power, every pulsating beat that pumps out of the available Fender Premium Audio System will give you clear, concert-quality sound to make sure you rock while you roll.

Discover Media touchscreen navigation system

Navigation gets even more savvy with an available sleek 6.33" touchscreen display with voice control and a proximity sensor that can enlarge certain menus for easier touch control. The system can also give you turn-by-turn directions and points of interest.

Rear View Camera System

Benefit from the view of a wide lens when you need it. It can help you see obstacles when backing up, a feature so helpful you'll wonder how you ever managed without it.

Power tilting/sliding panoramic sunroof

This available feature opens to help give you maximum exposure. You're one twist away from letting the sun shine on your drive (Coupe only).



Volkswagen Car-Net® App-Connect**

Available VW Car-Net App-Connect allows you to connect your compatible smartphone with Apple CarPlay™, Android Auto™, or MirrorLink® to access select apps on the touchscreen display. From streaming music to mobile apps, it can be accessed on the touchscreen.



*See Owner's Manual for further details and important warnings about the keyless ignition feature. Do not leave vehicle unattended with the engine running, particularly in enclosed spaces. **Always pay careful attention to the road, and do not drive while distracted. Not all features available on all operating systems. Standard text and data usage rates apply. App-Connect features require compatible device, operating system, and mobile apps. See mobile device and app providers for terms and privacy. Android Auto is a trademark of Google Inc. Apple CarPlay is a trademark of Apple Inc. MirrorLink is a registered trademark of the Car Connectivity Consortium LLC.



Wave hello.

This Beetle Coast brings the beach with its two-tone cloth seats and wood surfboard-inspired dash. Hit the road, then the waves.

BEETLE COAST FEATURES

- Unique Pepita two-tone cloth seating surfaces
- Wood surfboard-inspired dash design
- 17" Heritage alloy wheels
- Composition Media touchscreen sound system
- VW Car-Net App-Connect*
- Blind Spot Monitor**



Fun worshippers.

You're always looking for a good time. Good thing the Beetle offers so many ways to find it. The sky's the limit with the convertible when you drop the top. The Beetle Coast can take you back to a time when surfer movies ruled. And with the Beetle Dune, you'll soon be taking the desert roads by storm. No matter which direction you go, it'll always end up being a blast.



Beetle Convertible with power-folding soft top

The sun is much closer than you think. In mere seconds, you can bring the outside in by pushing and holding the button that lowers the top. To raise it back up, just pull and hold.



Performance turns up the heat.

The Beetle Dune doesn't just honor the classic dune buggy, it brings it to broil. With its unique bumpers, stylish rear spoiler, and 18" Canyon alloy wheels, it's now hotter than ever.

BEETLE DUNE FEATURES

- | | |
|--|--|
| Dune front and rear bumpers, large rear spoiler, silver mirror caps, and black wheel arches and side sills | Power tilting/sliding panoramic sunroof (Coupe only) |
| Unique seating surfaces with cloth inserts, V-Tex leatherette trim, and yellow piping | Bi-Xenon high-intensity headlights with LED Daytime Running Lights |
| Fender Premium Audio System | LED taillights |
| Front sport seats | Climatronic® dual-zone automatic climate control system |

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**Driver Assistance features are not a substitute for attentive driving. Please see Owner's Manual for further details and important limitations.

Helps you stay out of trouble.

Available Driver Assistance features are designed to give you confidence. For starters, there's Blind Spot Monitor, which can help alert you if a car is in your blind spot, and Park Distance Control (Park Pilot), which can help you pull in or back out of parking spaces. And Rear Traffic Alert to help you back up with more confidence.* Welcome to the 2018 Beetle, now with available peace of mind.



1 | Blind Spot Monitor*

The sensors on the available Blind Spot Monitor are able to help sense what you might miss. When driving, if you attempt to change lanes, the Blind Spot Monitor can help alert you to cars that may be in your blind spot.

2 | Rear Traffic Alert*

The available Rear Traffic Alert comes in handy when you're backing up. It has sensors that can alert you to vehicles crossing in your path when in reverse, and can even help brake the vehicle if needed.

3 | Park Distance Control (Park Pilot)*

The available Park Distance Control (Park Pilot) has sensors that can help alert you as you back out of or drive into a parking spot. Audible signals and the optical parking system on the display indicate how much space you have behind and, on some vehicles, in front of the vehicle when parking. The frequency of the signal tone increases as the vehicle draws closer to the obstacle. If you get too close, a continuous tone sounds as a warning. The display provides additional information to the driver by showing the position of obstacles.



SE with Premium Package shown in Deep Black Pearl

*Driver Assistance features are not a substitute for attentive driving. Please see Owner's Manual for further details and important limitations.



A lot goes in before you do.

We spend long hours engineering and testing safety features before they're ready for you. With seven stability-enhancing systems, an Intelligent Crash Response System (ICRS),* plus a safety cage made of high-strength steel, the Beetle allows you to be comfortable in your own shell, in its shell.



Intelligent Crash Response System (ICRS)*

In the event of a collision that deploys the airbags,** the ICRS can turn off the fuel pump, unlock the doors, and activate the hazard lights. It helps react if you might not be able to.

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 can adjust engine throttle and apply corrective forces to the wheels that need them most, your vehicle is equipped with a total of seven stability-enhancing systems.

Safety cage

Front and rear crumple zones help absorb crash energy, while a rigid safety cage helps deflect it away from the driver and passengers.

Tire Pressure Monitoring System (TPMS)

Monitoring and maintaining proper air pressure in your tires helps with efficiency and safety. The TPMS helps alert you to a loss of tire pressure so you know when to add air.

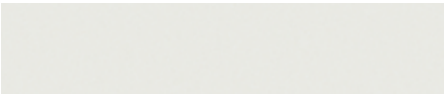
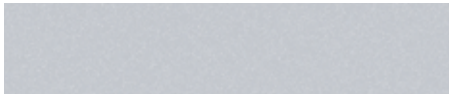
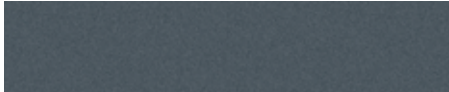
*The Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. Not all collisions cause airbags to deploy or safety belt pretensioners to activate. **Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.

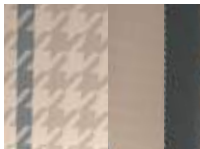
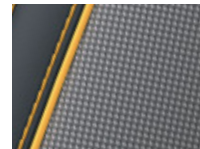
Beetle Specs

EXTERIOR	S	STYLE & COMFORT	COAST	SE	DUNE
Automatic headlights	–	●	●	●	●
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)	–	–	○	○	●
LED taillights	–	–	○	○	●
Power tilting/sliding, tinted panoramic sunroof	–	–	CO	CO	CO
Power-folding soft top with simple one-step operation	CV	CV	CV	CV	CV
Power-operated, heated side mirrors with integrated turn signals	CV	●	●	●	●
Halogen reflector lens foglights with low-speed corner-illuminating feature	–	–	–	○	●
16" alloy wheels	●	–	–	–	–
17" alloy wheels	–	●	●	●	–
18" alloy wheels	–	–	–	○	●
Heated windshield washer nozzles	CV	CV	CV	●	●
Exterior color-matched side sills and exterior mirrors	CV	●	●	●	–
Reflex silver mirror caps	–	–	–	–	●
Black wheel arches and side sills	–	–	–	–	●
Rear spoiler	●	●	●	●	–
Dune large rear spoiler	–	–	–	–	●
Sport-design front and rear bumpers	●	●	●	●	–
Dune front and rear bumpers	–	–	–	–	●
PERFORMANCE	S	STYLE & COMFORT	COAST	SE	DUNE
2.0L TSI [®] , 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and direct fuel injection; 174 hp, 184 lb-ft of torque	●	●	●	●	●
Front vented disc brakes and rear solid disc brakes	●	●	●	●	●
Electromechanical power steering with variable assistance	●	●	●	●	●
Independent MacPherson struts and rear fully independent 4-link suspension	●	●	●	●	●
Raised suspension and wider track	–	–	–	–	●
6-speed automatic transmission with Tiptronic [®] and Sport mode	●	●	●	●	●
INTERIOR	S	STYLE & COMFORT	COAST	SE	DUNE
Climatronic [®] dual-zone automatic climate control	–	–	–	●	●
Multi-function trip computer featuring trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, estimated miles to empty, radio station display, and personalizing function	●	●	●	●	●
2 remote key fobs with lock, unlock, trunk release, and panic button	●	●	●	●	●
Cruise control	●	●	●	●	●
3-color, 4-position interior ambient lighting	CV	CV	CV	●	●
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	●	●	●	●	●
Surfboard appearance dashboard and gloss black door trim	–	–	●	–	–
Heated front seats	CV	●	●	●	●
6-way manual adjustable front seats	●	●	●	●	●
Center front armrest with integrated storage box	●	●	●	●	●
Käferfach heritage-inspired glovebox	CV	CV	●	●	●
Fully upholstered luggage compartment	●	●	●	●	●
Auto-dimming rearview mirror	–	●	●	●	●
V-Tex leatherette seating surfaces	CV	●	–	●	–
Pepita cloth seating surfaces	–	–	●	–	–
Dune seating surfaces with cloth inserts, V-Tex leatherette trim, and yellow piping	–	–	–	–	●
TECHNOLOGY	S	STYLE & COMFORT	COAST	SE	DUNE
Composition Color 5" touchscreen sound system, MP3/WMA-compatible CD player, AM/FM radio, and SD memory card reader	●	–	–	–	–
Composition Media 6.3" touchscreen sound system with proximity sensor, MP3/WMA/FLAC-compatible CD player, AM/FM/HD radio, SD memory card reader, and voice control	–	●	●	●	●
Discover Media 6.3" 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	–	–	–	○	●
Volkswagen Car-Net [®] App-Connect [*]	–	●	●	●	●
Volkswagen Car-Net Security & Service with 6-month trial subscription ^{**}	–	–	–	●	–
Volkswagen Car-Net Guide & Inform with 3-month SiriusXM [®] Traffic trial subscription and 3-month SiriusXM Travel Link [®] trial subscription [†]	–	–	–	○	–
Bluetooth [®] technology with audio streaming for compatible devices	●	●	●	●	●
USB port	●	●	●	●	●
AUX-in for portable audio player	●	●	●	●	●
SiriusXM [®] Satellite Radio with 3-month trial subscription [†]	–	●	●	●	●
Keyless access with push-button start ^{††}	–	●	●	●	●
Rear View Camera System	●	●	●	●	●
Blind Spot Monitor [‡]	–	–	●	●	–
Rear Traffic Alert [‡]	–	–	●	●	–
Park Distance Control (Park Pilot) [‡]	–	–	–	○	●
SAFETY	S	STYLE & COMFORT	COAST	SE	DUNE
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	CV	CV	CV
Intelligent Crash Response System (ICRS) [§]	●	●	●	●	●
Tire Pressure Monitoring System (TPMS)	●	●	●	●	●
QUALITY	S	STYLE & COMFORT	COAST	SE	DUNE
6-year/72,000-mile (whichever occurs first) New Vehicle Limited Warranty ^{¶¶}	●	●	●	●	●
7-year/100,000-mile (whichever occurs first) Limited Warranty Against Corrosion Perforation ^{¶¶}	●	●	●	●	●
3-year/36,000-mile (whichever occurs first) Roadside Assistance [¶]	●	●	●	●	●
DIMENSIONS	S	STYLE & COMFORT	COAST	SE	DUNE
Wheelbase	100 inches (2,540 mm)				
Front track	62.2 inches (1,579 mm) Coupe 62.1 inches (1,578mm) Convertible				
Rear track	60.9 inches (1,546 mm) Coupe 61.2 inches (1,554 mm) Convertible				
Length	168.4 inches (4,278 mm)				
Width	71.2 inches (1,808 mm)				
Height	58.5 inches (1,486 mm) Coupe 58 inches (1,473 mm) Convertible				
Ground clearance	5.7 inches (144 mm) Coupe 5.6 inches (143 mm) Convertible				
Cargo volume	15.4 cu. ft. Coupe 7.1 cu. ft. Convertible				
Cargo volume with rear seats folded down	29.9 cu. ft. Coupe				

Beetle Dune dimensions may vary.

Colors and Wheels

EXTERIOR COLORS	STANDARD WHEELS				
					
Pure White					
					
Bottle Green Metallic					
					
Sandstorm Yellow Metallic (Limited availability)					
					
Habanero Orange Metallic					
					
Tornado Red					
					
					
	18" Canyon				

INTERIOR CLOTH	INTERIOR V-TEX LEATHERETTE			INTERIOR V-TEX LEATHERETTE WITH CLOTH INSERTS	
					
Black	Pepita	Beige	Titan Black	Ceramique/Black	Dune

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

^{*}Always pay careful attention to the road, and do not drive while distracted. Not all features available on all operating systems. Standard text and data usage rates apply. App-Connect features require compatible device, operating system, and mobile apps. See mobile device and app providers for terms and privacy.

^{**}Verizon Telematics, Inc., is service provider of VW Car-Net Security & Service. Available on select models. Trial or paid subscription required. VW Car-Net Security & Service 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. [†]Always pay careful attention to the road, and do not drive while distracted. SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Sirius, XM, and all related marks and logos are trademarks of Sirius XM Radio Inc. ^{††}See Owner's Manual for further details and important warnings about the keyless ignition feature. Do not leave vehicle unattended with the engine running, particularly in enclosed spaces. [‡]Driver Assistance features are not substitutes for attentive driving. Please 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. ^{¶¶}6 years/72,000 miles (whichever occurs first) New Vehicle Limited Warranty on MY2018 VW vehicles excluding e-Golf. See owner's literature or dealer for warranty exclusions and limitations. [¶]Roadside Assistance provided by a third party.



Volkswagen

The People First Warranty*

6 Years or 72,000 Miles
Bumper-to-Bumper • Limited Warranty

It's important to take care of a classic. So we offer a transferable New Vehicle Limited Warranty, covering you for 6 years or 72,000 miles, whichever comes first.



ACCESSORIES



Stormproof™ Custom Car Covers**



Door Sill Protection Plate



MuddyBuddy™ Trunk Liner**



Wind Deflector

*6 years/72,000 miles (whichever occurs first) New Vehicle Limited Warranty on MY2018 VW vehicles excluding e-Golf. See owner's literature or dealer for warranty exclusions and limitations. **Genuine 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. See dealer for details. The following accessories are covered under separate manufacturer limited warranties: VW Custom Car Covers by Cover King have a one-year limited warranty unless otherwise noted on the product information page. Check our Warranty Policy Page at http://vwcarcovers.com/warranty_policy.php for more information. MuddyBuddy™ Cargo Liners by WeatherTech® are covered by WeatherTech® Lifetime limited warranty. Please visit <http://www.weathertech.com/service/warranty/> for additional information.

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For further information regarding any Volkswagen model, please call 1-800-DRIVE-VW or just look us up at vw.com. VW18BETSBUS