



Volkswagen

Media Information

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VOLKSWAGEN OF AMERICA, INC.
2200 Ferdinand Porsche Drive,
Herndon, VA 20171
media.vw.com
[@VWNews](https://twitter.com/VWNews)

2017 VOLKSWAGEN BEETLE: EVEN MORE STYLE FOR THE ICON

- New *limited-edition #PinkBeetle*
- *1.8T Dune coupe, with raised ride height and off-road design elements, continues in MY17*
- *All 1.8T Beetles receive more aggressive front and rear bumper styling for 2017*
- *SE & SEL gain new painted center console & climate faceplate to freshen up interior*
- *SEL gains premium features: Climatronic® dual-zone automatic climate control, Fender® Premium Audio System, and Park Distance Control*
- *MIB II infotainment system offers USB connectivity and compatible smartphone integration with Volkswagen Car-Net® App-Connect technology*

Herndon, VA — When the first Beetle rolled off the production line, it was simply called the Volkswagen—"the people's car"—but its distinctive shape inspired nicknames across the globe and, in the end, Beetle stuck. In total, 21.5 million cars were sold, making it the most popular car manufactured off a single platform of all time. Now, even after more than 60 years of being sold in America, the Beetle still rekindles the spirit and imagination of the original for a new generation of Volkswagen owners.

New for 2017

The 2017 #PinkBeetle will be offered in limited quantities across the United States. With a 1.8-liter turbocharged and direct-injection TSI® engine and a six-speed automatic transmission, #PinkBeetle produces 170 horsepower and 184 pound-feet of torque, and is poised to become an immediate automotive trending topic.

Offered in its own unique shade of Fresh Fuchsia Metallic paint, the limited-edition Beetle model's eye-catching paint is contrasted by gloss-black mirror caps and black side skirts with chrome accents. #PinkBeetle coupes are fitted with 17-inch multi-spoke "Linas" aluminum-alloy wheels, as well as Bi-Xenon® headlights with LED Daytime Running Lights, LED taillights and LED rear license plate lighting as standard.

Interior design features of the #PinkBeetle include a black dashpad with surrounding pink accent and a leather-wrapped multifunction steering wheel. The pink "Club" cloth seats are reminiscent of the signature plaid inserts of the GTI, replacing the classic design's red striping with a perfectly-matched pink hue. Standard equipment includes Volkswagen's MIB II infotainment system, which serves as the foundation for the Volkswagen Car-Net®

suite of features. USB and Bluetooth® connectivity for compatible devices is standard, along with a rearview camera and a 3-month trial of SiriusXM® Satellite Radio. Other standard equipment includes heatable front seats and KESSY® keyless access with push-button start.

All 1.8T Beetle models receive new, more aggressive front and rear bumpers, with chrome accents on higher trims. Also, this is the first full year for the 1.8T Dune trim, which offers a rugged addition to the rest of the Beetle lineup, and draws its inspiration from classic Baja Bugs.

Exterior

Placing the original Beetle and the latest car next to one another, it's clear that the lines of the rear sections are nearly identical, but the overall look is bolder and more dynamic. The Beetle also breaks free of the design geometry defined by three semi-circles—front fender, rear fender, and domed roof above it. The roof profile runs distinctly lower and the result is that today's Beetle is bolder than any of its predecessors.

The regular Beetle is 71.2 inches wide, 58.5 inches tall, and 168.4 inches long. The development team also increased the car's track widths and wheelbase compared with the New Beetle. The changed proportions give the latest Beetle a powerful and dynamic appearance.

The Beetle 1.8T Dune is inspired by classic Baja Bugs and offers a rugged addition to the rest of the model lineup. Overall, the Dune has a bolder appearance in the Beetle range, thanks to the fitment of new front and rear fascias and pronounced black wheelarch extensions that flow into the bumpers. Additionally, the Dune's raised ride height of 0.4 inches and a 0.6-inch wider body give it a more rugged stance.

Highlighting the front end's new look, the bumper features a large central air intake that widens towards its bottom edge, and a black honeycomb screen has an aluminum-look surround that morphs into the underside of the bumper. On either side of the intake, two black honeycomb vents contain the foglights. A Lighting Package is available, which adds Bi-Xenon headlights with LED Daytime Running Lights and LED rear license plate lighting.

The side of the vehicle is characterized by the contrast between the polished aluminum sills and black trim strips that are reminiscent of the original Beetle running boards. Distinctive 18-inch Canyon aluminum-alloy wheels are fitted with 235/45 all-season tires. The side mirrors have contrasting black lower portions and Reflex Silver uppers, and "Dune" graphics are displayed on both doors. At the back, the Dune features a large rear spoiler, standard LED taillights, and a new bumper design that integrates matte black and aluminum elements.

Interior

Similar to the original Beetle, the current model has an extra glovebox integrated into the dashboard on the #PinkBeetle trimline and above—the *kaeferfach* or "Beetle bin." The lid folds upward, while the standard glovebox opens downward. Standard features on the Beetle include a rear spoiler; rearview camera; power windows with one-touch up/down; and a leather-wrapped multifunction steering wheel, shift knob, and brake lever.

Available premium features include a panoramic sunroof; V-Tex leatherette seating surfaces; heatable front seats; KESSY keyless access with push-button start; three-color ambient lighting; voice control; navigation; and the Fender® Premium Audio System. The 1.8T Dune features sport seats with contrasting orange stitching and a leather-wrapped multifunction steering wheel. Sandstorm Yellow Dunes have an interior that features body color upper door trims and dashpads, whereas the Pure White and Deep Black Pearl vehicles have black door and dashpad trim.

Front and rear passenger headroom is plentiful. The car has 37.1 inches of rear-seat headroom, 41.3 inches of front legroom, and 55.3 inches of front shoulder room. The overall interior volume is 85 cubic feet. The trunk offers 15.4 cubic feet of space: with the seats folded, the capacity increases to 29.9 cubic feet. A split-folding rear seat and a wide opening trunk lid help ease loading and unloading.

One of the most technologically advanced features in the 2017 Beetle comes in the form of its MIB II touchscreen infotainment system. 1.8T S models feature a Composition Color touchscreen radio with a 5.0-inch resistive 400x240 color display and a host of standard features including AUX-in, SD card slot, and a USB multimedia interface with Apple iPhone® and iPod® compatibility, reverse camera display, and Bluetooth® technology for compatible devices.

The infotainment system offers one of the most comprehensive suites of connected vehicle services and features available in the automotive industry today. Features available through Car-Net are divided into three key areas, "App-Connect," "Security & Service," and "Guide & Inform."

App-Connect. The Composition Media unit is standard on the #PinkBeetle, 1.8T SE, and Dune models. Incorporating the features from the Composition Color unit, the Composition Media unit adds an 800x480 capacitive color touch display with proximity sensor, with a 6.3-inch screen. Other standard features include: App-Connect smartphone integration featuring Apple CarPlay™, Android Auto™, and MirrorLink®; Bluetooth® wireless technology with the ability to send and receive SMS text messages with compatible phones and sync two phones simultaneously; two SD card slots; a JPEG viewer; SiriusXM Satellite Radio; HD Radio; and support for lossless audio file format (Free Lossless Audio Codec FLAC).

The Beetle 1.8 TSI SEL, and R-Line® SEL models feature the Discover Media unit, which captures the features available in the previous unit and adds 2.5D navigation, one-shot voice destination entry, predicts possible destinations based on often used routes, and Destination Entry with Quick Search and Auto-complete, and Car-Net Guide & Inform.

Security & Service. With the Car-Net Security & Service suite, owners can access their VW remotely through vw.com/carnet as well as a smartphone app, providing access to the features available from virtually anywhere your mobile device is connected to wireless internet.

Available security related features include Automatic Crash Notification, which can automatically notify an operator who can contact first responders in the event of an collision; Manual Emergency Call, a feature that allows for quick access to customer specialists at the touch of a button; Roadside Assistance, for added peace-

of-mind in the event of trouble on the road; and Stolen Vehicle Location Assistance, which uses VW Car-Net Security & Service to assist law enforcement with locating your vehicle in the event that it is stolen.

In addition, Volkswagen Car-Net Security & Service offers layers of convenience, such as remote vehicle access, remote door lock and unlock, remote honk and flash (of lights), last parked location information, and remote status check (doors and windows).

The Car-Net Security & Service also offers Family Guardian, a suite of features that help families. Features including speed alert, which can notify the owner of the vehicle when the preset maximum speed limit is exceeded; and boundary alert, which can alert you if the vehicle has traveled outside of a pre-set virtual boundary.

Diagnostics and maintenance information is also available through VW Car-Net. A Vehicle Health Report allows Volkswagen customers to check to see an overview of vehicle diagnostics. When it's time for scheduled service, Car-Net Security & Service can not only alert the customer, but also provide a simple way to schedule a dealer visit. It can even identify the closest dealer in case you need a recommendation.

Customers purchasing new Volkswagen models equipped with Volkswagen Car-Net Security & Service connected vehicle services (not including App-Connect) will receive a no-charge trial for six months after purchase. To extend the benefits of this connectivity system, customers can choose from a number of Volkswagen Car-Net payment options: 1 year, for \$199; 2 years for \$378; 3 years for \$540; or, month-to-month, for \$17.99.

Guide & Inform. Car-Net Guide & Inform offers an enhanced navigation and infotainment experience for Volkswagen customers. Volkswagen has incorporated technologies that enhance existing navigation offerings while adding an additional level of information that empowers owners.

Satellite navigation is refined with Car-Net Guide & Inform, which incorporates several layers of information right onto the screen. MIB II-equipped Volkswagen models with in-vehicle navigation systems feature real-time fuel prices, sports scores, movie information and weather data as part of the three month SiriusXM Travel Link trial. Volkswagen customers will also enjoy real-time traffic information and a complimentary three-month SiriusXM Traffic trial.

Powertrains

The 2017 Beetle offers two engines and transmissions: The 1.8-liter TSI turbocharged and direct-injection four-cylinder engine with six-speed automatic and the 2.0-liter TSI turbocharged four-cylinder engine with the acclaimed DSG® six-speed dual-clutch automatic transmission.

The 1.8T Beetle models feature an EA888 Gen 3 turbocharged and direct-injected four-cylinder engine that is made in Silao, Mexico. This 1.8-liter engine produces 170 horsepower and 184 pound-feet of torque. The EPA

estimated fuel economy rating is 24 mpg city and 33 mpg highway for the 1.8T and 24 mpg city and 31 mpg highway for the Dune.

The EA888 TSI engine powers the R-Line models in 2.0-liter form. This award-winning double-overhead cam, 16-valve, 2.0-liter turbocharged inline four-cylinder engine produces 210 hp and 207 lb-ft of torque (achieved on premium fuel). While it gives the R-Line exhilarating performance, it is also efficient, netting the R-Line an EPA estimated fuel economy of 23 mpg city and 29 mpg highway.

The DSG dual-clutch transmission combines the comfort and ease-of-use of an automatic with the responsiveness and economy of a manual. The six-speed, transversely-mounted DSG unit features two wet clutches with hydraulic pressure regulation. One clutch controls the "odd" gears—first, third, fifth and reverse—while the other operates the even gears.

With DSG, the setup allows the next-higher gear to be engaged but remain on standby until it is actually selected. In other words, if the Beetle is being driven in third gear, fourth is selected but not yet activated. As soon as the ideal shift point is reached, the clutch on the third-gear side opens, the other clutch closes and fourth gear engages under accurate electronic supervision.

Since the opening and closing actions of the two clutches overlap, a smoother gearshift results and the entire shift process is completed in less than four-hundredths of a second. In addition to its fully automatic shift mode, DSG has a Tiptronic® function to permit manual gear selection.

Chassis

All Beetle models are fitted with a strut-type front suspension with a lower control arm and an anti-roll bar: on the Beetle, this is 22 mm in diameter and is increased to 23 mm on the R-Line. All Beetle models feature a multi-link independent rear suspension, with coil springs, telescopic dampers, and an 18-mm-diameter anti-roll bar.

Beetle models have standard anti-lock brakes (ABS) with electronic brake pressure distribution (EBD). The Beetle has 11.3-inch-diameter vented front discs and 10.7-inch-diameter rear disc brakes. The R-Line has larger 12.3-inch-diameter vented front discs, with red calipers.

To help ensure that power is applied properly in challenging conditions, the R-Line model features the XDS® cross differential (limited-slip) system that helps electronically monitor input from various wheel sensors and, in the event of slippage, help transfer extra torque to the wheel or wheels with the most traction.

Safety

The starting point for safety in a vehicle is a rigid body structure that uses ultra-high-strength, hot-formed steels in the crash-load paths and seamless laser welds. Electronic Stability Control (ESC) is standard. Front and head-thorax side airbags are also among the standard equipment.

The Automatic Post-Collision Braking system is a standard safety feature for model year 2017. This system builds on the premise that a collision is rarely a single, instantaneous action, but rather a series of events that

follow the initial impact—the most significant of which can cause additional collisions. The Automatic Post-Collision Braking system helps address this by applying the brakes when a primary collision is detected by the airbag sensors, thus helping reduce residual kinetic energy and, in turn, the chance of additional damage.

The Beetle also includes Volkswagen's Intelligent Crash Response System that shuts off the fuel pump, unlocks the doors, and switches on the hazard lights if the car is involved in certain types of collisions.

Driver Assistance Systems

The available Blind Spot Monitor system utilizes a flashing symbol in the outer area of the side mirrors to help indicate the presence of vehicles in the blind spot next to the Beetle. The system uses radar sensors to help monitor a space around the vehicle with a range of approximately 65 feet.

Beetle models that are equipped with Blind Spot Monitor are automatically equipped with the Rear Traffic Alert system as well. This system not only helps alert the driver to stationary and moving vehicles directly behind the Beetle, but also helps detect vehicles approaching from the side that may be difficult for the driver to see. Like the Blind Spot Monitor, it offers a sizable range of 65 feet, and can present an acoustic warning and apply the brakes if a potential impending collision is detected.

Limited Warranty

The 2017 Beetle is offered with Volkswagen's five-year/60,000-mile (whichever occurs first) powertrain limited warranty and three-year/36,000-mile (whichever occurs first) new vehicle limited warranty.

Model Line-up

Destination for all Beetles is \$820

1.8T S

\$19,995

1.8T Classic

\$20,475

#PinkBeetle

\$21,890

1.8T SE

\$22,450

1.8T Dune

\$23,995

1.8T SEL

\$25,975

2.0 R-Line SEL

\$32,550

Competitive Set

Beetle 1.8T: Fiat 500, Mini Cooper

Beetle R-Line: Fiat 500 Abarth, Mini Cooper S

About Volkswagen of America, Inc.

Founded in 1955, Volkswagen of America, Inc., an operating unit of Volkswagen Group of America, Inc. (VWoA) is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. VWoA's operations in the United States include research and development, parts and vehicle processing, parts distribution centers, sales, marketing and service offices, financial service centers, and its state -of-the- art manufacturing facility in Chattanooga, Tennessee. The Volkswagen Group is one of the world's largest producers of passenger cars and Europe's largest automaker. VWoA sells the Beetle, Beetle Convertible, CC, e-Golf, Golf, Golf Alltrack, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, Tiguan and Touareg vehicles through approximately 652 independent U.S. dealers. Visit Volkswagen of America online at www.vw.com or media.vw.com to learn more.

Notes:

This press release and images of the 2017 Beetle are available at media.vw.com. Follow us @VWNews.

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Features and technical data apply to models offered in the USA. They may differ in other countries.

All prices listed are the Manufacturer's Suggested Retail Price and exclude destination, taxes, title, options, and dealer charges. Dealer sets actual prices.

Stated horsepower and torque numbers for the 2.0L TSI engine are achieved using premium gasoline. Performance may decrease slightly with the use of regular fuel.

Where stated, fuel economy values (mpg) are EPA estimates. See www.fueleconomy.gov for details. Actual mileage will vary and depends on several factors including driving habits and vehicle condition.

App-Connect features require compatible device, operating system, and mobile apps. See mobile device and app providers for terms and privacy. Not all features available on all operating systems. Standard text and data usage rates apply.

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Driver assistance features are not substitutes for attentive driving. See Owner's Manual for further details, and important limitations.

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.

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.