



Media Information

VOLKSWAGEN OF AMERICA, INC.
2200 Ferdinand Porsche Drive,
Herndon, VA 20171
media.vw.com
@VWNews

FOR IMMEDIATE RELEASE

2016 VOLKSWAGEN BEETLE CONVERTIBLE: EVERYDAY DROP-TOP FUN FOR FOUR

- *New MIB II infotainment system brings USB connectivity and smartphone integration with VW Car-Net[®] App-Connect technology*
- *Revised naming strategy simplifies the lineup*
- *Five new exterior colors to be introduced throughout model year: Silk Blue, Habanero Orange, Dark Bronze, Sandstorm Yellow, and Stonewashed Blue*
- *Fast-acting softtop opens in 9.5 seconds, can be operated at speeds of up to 31 mph*
- *Split-folding rear seat makes this a highly practical convertible*
- *Choice of torquey 1.8 TSI and powerful 2.0 TSI engines*

Herndon, VA — The Beetle has been one of the most popular open-top cars ever built since the type 15 Convertible debuted in 1949, with more than 500,000 examples being built between its release and the current car, which went on sale in 2012 as a 2013 model. Each iteration has reinforced the Beetle's iconic design and inspired a whole new generation of buyers. Driver Assistance technology also takes a step forward, with all Beetle models adding Automatic Post-Collision Braking.

New for 2016

The addition of a new infotainment system for 2016 provides a comprehensive suite of connectivity features. Volkswagen Group of America is one of the first in the industry to support all three available connected car systems: Apple CarPlay[®], Android Auto[™] and MirrorLink[®]. The new MIB II system offers USB and VW-Car Net[®] App-Connect, allowing owners with these systems to access select apps from their smartphones directly through the vehicle's head unit. VW Car-Net's connected vehicle services umbrella also includes connected car services, advanced telematics, and enhanced navigation available by subscription.

To simplify the Beetle range, a new naming strategy is adopted for 2016: 1.8T and R-Line[®] models run S, SE, SEL trimlines. Despite the new names, most of the content carries over. The 1.8T S and R-Line S replace the base models; SE models replace 1.8T w/ Technology and R-Line w/ Sound models; all SEL models replace models w/ Sound and Navigation. Automatic headlights are standard on all models now and voice control is added to SE models. In addition, regular gasoline is now recommended for all 1.8T and R-Line models.

A new lighting package is available for 2016 on 1.8T and R-Line S and SE models, including Bi-Xenon headlights; LED Daytime Running Lights; and LED rear license plate light.

Exterior

The Beetle Convertible retains the bold, purposeful stance of the Coupe, thanks to wider tracks and a longer wheelbase than the previous New Beetle Convertible. The latest Beetle Convertible is 71.2 inches wide; 58.0 inches tall; and 168.4 inches long.

To help with rigidity, the Beetle Convertible's body needed reinforcements. This included the use of partial body reinforcements and sheetmetal with greater strength such as:

- The A-pillar's interior bar is 0.5 mm thicker and made from ultra-high-strength hot-formed steel instead of cold-formed metal. There is also a reinforcement in the "bend area"
- The front roof crossmember has an additional central plate
- Additional tubing made of ultra-high-strength (hot formed) steel between the B-pillars as well as a stronger heel plate
- More sheetmetal in the lower body sidemembers
- An extra rear panel that integrates the Automatic Rollover Support System is made of high-strength steel

Due to the targeted use of materials and laser welding of selected parts, the body stiffness was increased by 20 percent over that of the previous New Beetle Convertible: the torsional rigidity is now 17.8 Hz.

Top up, the Beetle Convertible has an even lower roofline than the Coupe's. Volkswagen decided to stick with a traditional softtop because it allows for a roofline that's more like the original 1949 type 15's. Also, a softtop takes up less space than a folding hardtop, thus giving more trunk space. The heatable rear window is made of tempered safety glass.

The top is powered by two electric motors and latches and unlatches at the touch of a button, which is located on the upper rail of the windshield surround. The top takes just 9.5 seconds to stow and 11.0 seconds to be raised (the difference is in the time it takes to latch the roof's header to the windshield). The top can be raised and lowered at speeds of up to 31 mph.

Pressing and holding the button opens the top, while pulling and holding closes it. The side windows automatically drop when the top is opened and are raised when it closes. There is an indicator light located in the instrument panel. On Beetle Convertibles equipped with keyless access with push-button start, it's possible to operate the top remotely, from outside the vehicle. Trunk space remains the same whether the top is open or closed.

An integrated wind blocking system is available on the Beetle Convertible as a Volkswagen Genuine Accessory. It is housed in the trunk under the convertible top area and can be safely and neatly stowed when folded and not in use. The storage compartment for the wind blocker is designed to allow full use of the trunk area.

Interior

Similar to the original Beetle, the new car has an extra glovebox integrated into the dashboard—the *kaeferfach* or “Beetle bin”. The lid folds upward, while the standard glovebox opens downward. Another classic feature is the auxiliary instrumentation package located above the audio/navigation system that consists of an oil temperature gauge, a sport chronometer, and a boost pressure gauge. This is standard on the R-Line models.

All 2016 Beetle Convertibles are exceptionally well equipped. The base 1.8-liter model has standard 17-inch “Turbine” aluminum-alloy wheels; automatic headlights; a leather-wrapped multifunction steering wheel; leather-wrapped shift knob and brake lever; three-color adjustable ambient lighting; heatable front seats and exterior mirrors; cruise control; V-TEX leatherette seating surfaces; an eight-speaker sound system.

Available features include Keyless access with push-button start; leather seating surfaces; navigation system; the award-winning Fender® Premium Audio System; a rearview camera; Bi-Xenon headlights; and Sirius XM® Satellite Radio.

Even though the latest Beetle Convertible has a sleek and sporty roofline, front and rear passenger headroom remains plentiful, especially compared with its predecessor. The longer roof section results in 0.5 inches more rear-seat headroom. Front legroom is improved, too, by 1.6 inches, and front shoulder room grows by 2.5 inches. Overall, the interior volume has increased from 78 to 81.4 cubic feet.

The trunk is larger, offering 7.1 cubic feet of space, compared with the New Beetle Convertible model’s 5.0 cubic feet. A split-folding rear seat—new on this Beetle—allows the car to carry bulkier and larger items than is normal with a convertible.

One of the most significant advances in the 2016 Beetle comes in the form of its new MIB II touchscreen infotainment system. 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 slots, and a USB multimedia interface with Apple iPhone® and iPod® compatibility, reverse camera display, and Bluetooth® technology.

The all-new infotainment system not only creates the foundation for the next generation of Volkswagen’s Car-Net connected vehicle services platform, but also offers one of the most comprehensive suites of connected vehicle services and features available in the automotive industry today. Features available through the new Car-Net are divided into three key areas, “App-Connect,” “Security & Service,” and “Guide & Inform.”

App-Connect. The Composition Media unit is available on SE and R-Line SE models. Incorporating the features from the Composition Color unit, the Composition Media unit adds an 800 x 480 capacitive color touch display with proximity sensor, with a 6.3-inch screen. Other standard features include App-Connect smartphone integration, Bluetooth with the ability to send and receive SMS text messages with compatible phones, sync two phones simultaneously, two SD card slots, and a JPEG viewer, SiriusXM Satellite Radio, HD Radio and support for lossless audio file format (Free Lossless Audio Codec FLAC).

SEL and R-Line SEL models feature the Discover Media unit, which captures the features available in the previous two units 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. Consumers have the ability to access the Car-Net Security & Service suite through the innovative online Customer Web Portal as well as an advanced app for smartphones, providing access to all the features available from virtually anywhere your mobile device is connected to wireless internet.

Available security related features include Automatic Crash Notification, which automatically notifies an operator who can quickly 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 Car-Net Security & Service to assist law enforcement with locating your vehicle in the event that it is stolen.

In addition, VW Car-Net Security & Service offers other new features for 2016 model year including new 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). Consumers will also be able to send a location from their connected smart device to the factory-installed compatible navigation system on select models. For consumers that prefer a more personal touch, agent destination assist is also available.

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

Diagnostics and maintenance information is also available through Car-Net. A Vehicle Health Report allows Volkswagen customers to quickly check to see if their vehicle is in proper running order. When it's time for scheduled service, Car-Net Security & Service not only notifies the customer, but provides a simple way to schedule a dealer visit. It can even identify the closest dealer in case you need a recommendation.

Available later this year, the VW Car-Net app for Apple Watch will allow VW customers to control a host of features and functions available through the iPhone app and Customer Web Portal, directly from their wrist. Apple Watch wearers can keep an eye on their vehicle from afar, remotely locking and unlocking doors and viewing the status of doors, windows and sunroof (open or closed). Consumers will also be able to find a parked vehicle quickly, with a map of the current vehicle location, walking or driving directions to the vehicle, and the ability to honk the horn and flash the lights remotely. Drivers will be able to check their fuel level, right from the Apple Watch. As with the Car-Net app for iPhone, Apple Watch wearers will also be able to receive alerts directly to their Apple Watch from the app.

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

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

Customers purchasing new Volkswagen models equipped with VW Car-Net 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 VW Car-Net payment options: 1 year, for \$199; 2 years for \$378; 3 years for \$540; or, month-to-month, for \$17.99. App-Connect can be used free-of-charge and is not included as part of the subscription-based services.

Powertrains

The 2016 Beetle Convertible offers the following powertrain combinations: the 1.8-liter turbocharged and direct-injection four-cylinder TSI® engine mated to a six-speed automatic transmission and the 2.0-liter TSI turbocharged four-cylinder gasoline engine with six-speed manual or six-speed DSG® dual-clutch automatic transmissions.

The Beetle models feature a 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 and is mated to a six-speed automatic transmission. The EPA estimated fuel economy rating is 24 mpg city and 32 mpg highway.

A version of the EA888 TSI engine, in 2.0-liter form, also powers the R-Line models. 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. While it gives the Beetle R-Line exhilarating performance, it is also highly efficient. With the DSG transmission, the R-Line gets EPA estimated fuel economy of 23 mpg city and 29 mpg highway; for the R-Line with six-speed manual, the figures are 23 mpg city and 31 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. Essentially it is two gearboxes in one.

With DSG, the set-up 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 smooth 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 Convertible models are fitted with a strut-type front suspension with lower control arms and an anti-roll bar: on the R-Line sport suspension, the bar's diameter is increased from 22 mm to 23 mm. At the back, all models get a multi-link independent rear suspension with coil springs, telescopic dampers, and an 18-mm-diameter anti-roll bar.

Beetle Convertibles have standard anti-lock brakes (ABS) with electronic brake pressure distribution (EBD). The Convertible has 11.3-inch-diameter vented front discs and 10.7-inch-diameter solid 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 electronically monitors input from various wheel sensors and, in the event of slippage, transfers extra torque to the wheel or wheels with the most traction.

Safety

The starting point in the Beetle Convertible's safety armory is a rigid body structure that uses seamless laser welds and ultra-high-strength hot-formed steels in the crash-load paths.

In a convertible, it's important to have protection in the event of a rollover accident, which Volkswagen has addressed with a reinforced front roof crossmember, strengthened A-pillar, and the Automatic Rollover Support System. Two roll-over bars are concealed behind the rear bench seat-back, activated by the computer that deploys the airbags in the case of a crash. Along with the fixed A-pillars, they help to provide effective protection for the occupants of all four seats within milliseconds. Front and head-thorax side airbags are also among the standard equipment.

The Automatic Post-Collision Braking system is a new standard safety feature for model year 2016. 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 Convertible 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 Convertible. The system uses radar sensors to help monitor a space around the vehicle with a range of approximately 65 feet.

Beetle Convertible models that are equipped with Blind Spot Monitor are automatically equipped with the Rear Traffic Alert system as well. This not only helps alert the driver to stationary and moving vehicles directly behind the car, 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 will present an acoustic warning and apply the brakes if a potential impending collision is detected.

Limited Warranty

The 2016 Beetle Convertible is offered with Volkswagen's five-year/60,000-mile powertrain limited warranty and three-year/36,000-mile new vehicle limited warranty.

Model Line-up

1.8T S (replaces 2015 base model)

The Beetle Convertible S, which has a starting MSRP of \$25,490, comes standard with: six-speed automatic transmission; automatic headlights; leather-wrapped multifunction steering wheel; trip computer; air conditioning; three-color adjustable ambient lighting; Bluetooth technology; heated front seats; V-Text leatherette seating surfaces; 17-inch "Turbine" aluminum-alloy wheels; eight-speaker sound system; cruise control; *kaeferfach* additional glovebox; 50/50 split folding rear seat; rear spoiler; power adjustable, heatable side mirrors; and MIB II Composition Color touchscreen radio with USB and 5-inch display. A Lighting Package is available for \$795 and includes Bi-Xenon headlights; LED Daytime Running Lights; and LED rear license plate light.

1.8T SE (replaces 2015 1.8T with Technology)

Opening at \$28,070, this trim adds the following to the standard equipment on the 1.8T S: Keyless access with push-button start; voice control; MIB II Composition Media touchscreen radio with USB, VW Car-Net App-Connect and a 6.3-inch display; rearview camera; SiriusXM Satellite Radio with three-month subscription; and six-month trial to VW Car-Net connected vehicle services at no additional charge. The Lighting Package is available for \$795.

1.8T SEL (replaces 2015 1.8T with Sound and Navigation)

In addition to the features on the 1.8T SE, this adds: 18-inch "Disc" aluminum-alloy wheels; MIB II Discover Media touchscreen navigation with USB, VW Car-Net App-Connect and 6.3-inch display; the Fender Premium Audio System; and Blind Spot Monitor with Rear Traffic Alert. The Beetle Convertible SEL starts at \$30,500 and the Lighting Package is available.

R-Line S (replaces 2015 base model)

Starting at \$29,790, the R-Line S adds the following equipment over the 1.8T S model: the 210-hp TSI turbocharged engine; a six-speed manual or DSG automatic transmission; a sport suspension; R-Line front and rear bumpers; 18-inch "Twister" aluminum-alloy wheels; red-painted brake calipers; aluminum-alloy-look pedals; gloss black-finished exterior mirror housings and door sills; front foglights; leather-wrapped shifter

knob; R-Line door sill kickplates; R-Line badges on the front fenders; cloth comfort seats; and performance gauge cluster. The Lighting Package is available for \$795.

R-Line SE (replaces 2015 R-Line with Sound)

This model adds Keyless access with push-button start; voice control; MIB II Composition Media touchscreen radio with USB, VW Car-Net App-Connect and a 6.3-inch display; rearview camera; the Fender Premium Audio System; SiriusXM Satellite Radio with three-month subscription; and six-month trial to VW Car-Net connected vehicle services at no additional charge. The starting MSRP is \$31,570, and the Lighting Package is available.

Beetle R-Line Convertible SEL (replaces 2015 R-Line with Sound and Navigation)

The topline R-Line SEL starts at \$34,950 and adds: sport seats; leather seating surfaces and door trims; MIB II Discover Media touchscreen navigation with USB, VW Car-Net App-Connect and 6.3-inch display; 19-inch "Tornado" aluminum-alloy wheels; Bi-Xenon headlights and LED DRLs; and Blind Spot Monitor with Rear Traffic Alert. Black interiors also get an R-Line badge on the steering wheel and a "metallic finish" dash pad.

Competitive Set

Fiat 500

Mini Cooper

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, Eos, e-Golf, Golf, 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 2016 Beetle Convertible are available at media.vw.com. Follow us @VWNews.

"DSG", "R-Line", "TSI", "VW", "Volkswagen", "XDS", all model names and the Volkswagen logo are registered trademarks of Volkswagen AG. "Car-Net" and is a registered trademark of Volkswagen Group of America, Inc. "CarPlay", "iPhone" and "iPod" are registered trademarks of Apple Inc. "Bluetooth" is a registered trademark of Bluetooth SIG, Inc. "MirrorLink" is a registered trademark of the Car Connectivity Consortium LLC. "Fender" is a registered trademark of Fender Musical Instruments Corporation. "Android Auto" is a trademark of Google Inc. "Tiptronic" is a registered trademark of Dr. Ing h.c. F. Porsche Ag. "SiriusXM" and "SiriusXM Satellite Radio" are trademarks of SiriusXM Radio, Inc.

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 transportation, taxes, title, options, and dealer charges.

Stated horsepower and torque numbers for the 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.

Always pay careful attention to the road, and do not drive while distracted. VW Car-Net App-Connect features require compatible device, operating system, and mobile app. Standard text and data usage rates apply. See mobile app provider for terms and privacy.

VW Car-Net connected vehicle services provided by Verizon Telematics, Inc. Available only on select models. See applicable Terms of Service and Privacy Policy available at www.vw.com/carnet for details.

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.