



Volkswagen

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Media Information

FOR IMMEDIATE RELEASE

2019 VOLKSWAGEN BEETLE CONVERTIBLE: FINAL EDITION FOR THE CULTURAL ICON

- *Beetle Convertible will end production in 2019—a Final Edition celebrates its rich heritage*
- *Blind Spot Monitor and Rear Traffic Alert standard across the lineup*
- *Fast-acting soft top opens in 9.5 seconds, can be operated at speeds of up to 31 mph*
- *Beetle Convertible is powered by 2.0-liter EA888 TSI® engine with 174 hp and 184 lb-ft*
- *Six-year or 72,000-mile “bumper-to-bumper” New Vehicle Limited Warranty beats its competitors’ bumper to bumper coverage in years and mileage*
- *MSRP starts at \$25,995*

Herndon, VA (September 17, 2018) — The Volkswagen Beetle Convertible is one of the most recognizable open-top vehicles ever built, with the type 15 Convertible debuting in 1949. More than 500,000 examples have been 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.

New for 2019

The 2019 Beetle Convertible is offered with an automatic transmission with Tiptronic® in four trims—S, SE, Final Edition SE, and Final Edition SEL.

All Beetle Convertible models for the 2019 model year come equipped with standard Blind Spot Monitor and Rear Traffic Alert.

The Final Edition SE offers standard 17-inch aluminum-alloy wheels, KESSY® keyless access with push-button start, rhombus cloth seating surfaces with leatherette inserts, leather-wrapped multi-function steering wheel with unique “Beetle” clip, stainless steel pedal caps and metal sill scuff plates, unique Safari Uni color dashpad, Climatronic®, gloss-black center console, Composition Media infotainment, SiriusXM® radio, Volkswagen Car-Net® App-Connect, and a “Beetle” badge on tailgate replaces the typical “Turbo” badge.

The Final Edition SEL features standard 18-inch aluminum-alloy wheels, Bi-Xenon® headlights with LED Daytime Running Lights (DRLs), LED taillights and rear license-plate lighting, fog lights, diamond-stitched

leather seats, Discover Media infotainment with navigation, Car-Net Security & Service and Guide & Inform, Fender® Premium Audio, and Park Distance Control.

Pricing for the 2019 Volkswagen Beetle Convertible starts at \$25,995. The destination charge for all Beetle models is an additional \$895.

Exterior

The Beetle Convertible shares the same iconic silhouette of the third generation Beetle Coupe, retaining a bold, purposeful stance. At 71.2 inches wide; 58.0 inches tall; and 168.4 inches long, wide tracks and a long wheelbase give the car sporty proportions, without losing any charm.

To help with rigidity, the Beetle Convertible uses partial body reinforcements and sheet metal with greater strength than the Beetle coupe, including:

- Thicker A-pillar interior bar, made from ultra-high-strength hot-formed steel instead of cold-formed metal; there is also a reinforcement in the "bend area"
- Additional central plate on the front roof crossmember
- Additional tubing made of ultra-high-strength (hot formed) steel between the B-pillars as well as a stronger heel plate
- More sheet metal in the lower body side members
- An extra rear panel that integrates the Automatic Rollover Support System is made of high-strength steel

The Beetle Convertible retains a traditional soft top, which allows for more space than a folding hardtop, freeing up more trunk space. The soft top also allows for a roofline more akin to the original 1949 type 15's. 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 driving 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. 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 can be housed in the trunk under the convertible top area 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.

The Beetle Convertible S rides on 16-inch aluminum-alloy wheels, while SE models offer standard 17-inch aluminum-alloy wheels, with 18-inch aluminum-alloy wheels available in the Premium Package. Final Edition SE features 17-inch aluminum-alloy wheels, while Final Edition SEL has standard 18-inch aluminum-alloy wheels.

All models feature body-colored side mirrors with integrated turn signals, body-colored door handles, body-colored side sills with chrome accents, chrome window trim and bumper accents, heated washer nozzles, an integrated spoiler, and "Turbo" badging on the tailgate.

SE models have standard automatic headlights and rain-sensing wipers. The Premium Package (\$2,500) adds Bi-Xenon headlights with LED Daytime Running Lights (DRLs), LED taillights and license plate light, and fog lights. Final Edition SEL models feature these premium features as standard equipment.

The Final Edition models replace the "Turbo" badge on the tailgate with the Beetle nameplate.

Interior

Similar to the original Beetle, the car has an extra glovebox integrated into the dashboard—the *kaeferfach* or "Beetle bin." The lid folds upward, while the standard glovebox opens downward.

Standard features on the Beetle include a rearview camera; power windows with one-touch up/down; three-color ambient lighting, body-colored dashpad (Safari Uni on Final Edition models), heated seats, and a leather-wrapped multifunction steering wheel, shift knob, and brake lever. Final Edition SE models include KESSY keyless access with push-button start, rhombus cloth seating surfaces with leatherette inserts, leather-wrapped multi-function steering wheel with unique "Beetle" clip, stainless steel pedal caps and metal sill scuff plates, Climatronic, and gloss-black center console. All models above the entry-level S receive an auto-dimming rearview mirror.

Leatherette seating surfaces are standard on S and SE models. Final Edition SE models feature rhombus cloth seating surfaces with leatherette inserts, while SEL models have standard leather seating surfaces with diamond stitching. Final Edition SEL models also feature Sport seats, while all other models feature Comfort seats.

Even with a sleek and sporty roofline, the Beetle Convertible offers plenty of front and rear passenger headroom. The longer roof section allows for 37.6 inches of rear-seat headroom. The front provides 41.3 inches of legroom and 55.3 inches of shoulder room. Overall interior volume is 81.4 cu-ft, the trunk offers 7.1 cu-ft of space, and a split-folding rear seat allows this convertible to haul bulkier and larger items.

MIB II Infotainment. All 2019 Beetle Convertible models feature Volkswagen's innovative MIB II touchscreen infotainment system. The display utilizes a capacitive-touch sensor (as in smartphone and tablet technology) rather than the more common resistive touchscreens that require pressure, enabling gesture controls like swiping and even pinch-zooming.

The Beetle S is equipped with the Composition Color unit, which features a 5-inch capacitive touchscreen display. The infotainment system also offers aux-in and USB (one port) multimedia interfaces, as well as a rearview camera and standard Bluetooth® technology for compatible devices.

All other Beetle models are equipped with a 6.3-inch capacitive touchscreen display—SE and Final Edition SE with the Composition Media unit; SE models equipped with the optional Premium Package and Final Edition SEL models with the Discover Media system with navigation.

Both units offer a USB port, SiriusXM radio for a three month trial period, and HD Radio. Both units also have the ability to send and receive SMS text messages with Bluetooth with compatible phones and pair two phones simultaneously. The Discover Media unit offers 2.5D navigation, featuring one-shot voice destination entry, destination entry with search and auto-complete, and predicts possible destinations based on often used routes.

Volkswagen Car-Net. Volkswagen is committed to driving the development of more connected and intelligent vehicles, and the Car-Net connectivity system is a major element in achieving that goal. Features available through Car-Net are divided into three key areas: "App-Connect," "Security & Service," and "Guide & Inform."

Car-Net App-Connect smartphone integration for compatible devices is standard on all Final Edition and SE models. App-Connect offers users the ability to run select smartphone apps directly on the vehicle's display through services such as Apple CarPlay™, Android Auto™ and MirrorLink®.

Equipped on SE and Final Edition SEL models, Car-Net Security & Service is a suite of elements that provides security features and also allows owners to access their VW remotely through vw.com/carnet as well as a smartphone app.

Customers purchasing new Volkswagen models equipped with VW Car-Net Security & Service will receive a six-month trial subscription from Verizon Connect Inc. that starts on date of your Volkswagen purchase for no additional charge. To extend the benefits of this system after the trial, customers can choose from a number of payment options: One year for \$199 and two years for \$378, or month-to-month for \$17.99, plus applicable taxes and fees. App-Connect can be used free-of-charge and is not included as part of the subscription-based services.

Available Car-Net Security & Service features include Automatic Crash Notification, which can help automatically notify an operator who can quickly contact first responders in the event of a 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, Car-Net Security & Service offers 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 who prefer a more personal touch, Agent Destination Assist is also available.

Car-Net Security & Service also includes Family Guardian, which offers features such as: speed alert, which notifies you when the pre-determined maximum speed limit is exceeded; boundary alert, which lets you know

when the vehicle has traveled outside of a pre-set virtual boundary; curfew alert, which notifies you if your vehicle is driven while curfew alert is on; and valet alert, which lets you know if your vehicle is driven more than 0.2 miles from the valet drop-off location.

Diagnostics and maintenance information is also available through Car-Net Security & Service. In addition to the vehicle's warning and indicator lights, a Vehicle Health Report provides customers easy access to diagnostic information. 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.

The available VW Car-Net app for smartwatch (supports select Apple Watch® and Android Wear™ operating systems) allows VW customers to control a host of Security & Service features and functions available through the iPhone® and Android™ apps and Customer Web Portal, directly from their wrist. Smartwatch wearers can keep tabs on their vehicle from afar, remotely locking and unlocking doors and viewing the status of doors, windows and sunroof (open or closed). These consumers can also find a parked vehicle more quickly, with a map of the current vehicle location, and get walking or driving directions to the vehicle. Drivers can check their fuel level and receive alerts with a compatible smartwatch.

Equipped on Final Edition SEL models and SE models equipped with the optional Premium Package, 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. The in-vehicle navigation system features 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 three-month SiriusXM Traffic trial.

Powertrain

All 2019 Beetle models, both convertible and coupe, are powered by Volkswagen's most advanced EA888 engine ever. For the 2018 model year, the engine capacity was increased from 1.8 to 2.0 liters and incorporated the so-called Budack cycle for improved combustion efficiency. The upshot is 174 horsepower that kicks in at 4,400 rpm, and is maintained until 6,000 rpm. Maximum torque of 184 lb-ft is achieved at 1,600 to 3,940 rpm. All models are paired with a six-speed automatic transmission and the EPA-estimated fuel economy rating is 26 mpg city, 33 mpg highway and 29 mpg combined.

Chassis

All Beetle Convertible models are fitted with a strut-type front suspension with lower control arms and an anti-roll bar. 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-inch-diameter solid rear disc brakes.

Safety

To help protect occupants, the Beetle Convertible provides a combination of both passive and active safety systems. It features four airbags (front airbags and head-thorax side airbags for front seat passengers), along with a number of electronic safety systems, such as an Anti-lock Braking System (ABS) and Electronic Stability Control (ESC).

In a convertible, it's especially 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 protection for the occupants of all four seats within milliseconds.

A standard feature on the 2019 Beetle Convertible is Volkswagen's Automatic Post-Collision Braking System. This 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, in certain crash scenarios, by applying the brakes when a primary collision is detected by the airbag sensors, thus potentially reducing 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.

All Beetle Convertible models feature a standard rearview camera.

Driver-Assistance Systems

To meet the demands of American drivers, the 2019 Beetle Convertible offers a comprehensive suite of driver-assistance technology. Available features include: Blind Spot Monitor; Rear Traffic Alert; and Park Distance Control.

Blind Spot Monitor is standard on all Beetles, and uses two radar sensors at the rear of the vehicle to scan the approaching traffic and is intended to warn drivers of potential danger in adjacent lanes. If the driver uses the turn signal to indicate a lane change while a vehicle is detected in a blind spot, the system utilizes a flashing LED symbol in the outer area of the side mirrors. Even if the driver does not use a turn signal, the LED symbol in the mirror will illuminate if a vehicle is detected in the blind spot. The system is designed to help alert drivers in specific situations; stationary objects or oncoming vehicles do not trigger warnings, nor do vehicles more than one lane across away from the vehicle.

The Rear Traffic Alert system, also standard across the lineup, is intended to detect vehicles approaching from the side that may be difficult for the driver to see while reversing. It offers a sizable range of about 65 feet on either side of the vehicle, and will present a visual and an acoustic warning, if a potential collision with a crossing vehicle is detected. If the driver does not react, the system can apply the brakes to help mitigate and, in the best case, can prevent a collision. The system is activated by putting the car in reverse.

Park Distance Control, standard on Final Edition SEL models and available in the Premium Package on SE models, uses ultrasonic sensors located in the front and rear bumpers to monitor a range of up to approximately five feet in front or behind the vehicle. The system is activated when reverse gear is engaged or below a speed of 9 mph and helps provide guidance when parking or in tight spaces. The system has audible and visual warnings when the car starts to approach parked cars or static objects from the front or rear.

Warranty

For the 2019 model year, Volkswagen Beetle Convertible models in the United States will come with the People First Warranty, a six-year or 72,000-mile (whichever occurs first) bumper-to-bumper New Vehicle Limited Warranty, the remainder of which can be transferred to a subsequent vehicle owner throughout its duration.

The six-year/72,000-mile People First Warranty includes powertrain coverage for engines, transmissions and optional 4Motion® all-wheel-drive systems. Additionally, all the elements of the remaining warranty coverage can be transferred to a subsequent vehicle owner.

Most mainstream competitors to the Volkswagen brand in the United States such as Honda, Toyota and Ford offer only a three-year/36,000 mile basic warranty and a five-year/60,000 mile powertrain warranty on their cars and SUVs. While Hyundai and Kia offer a five-year/60,000 mile basic warranty and a higher time and mileage limit on their powertrain limited warranties, if the vehicle is sold to a second owner, the powertrain limited warranty is not transferable beyond five years or 60,000 miles from the date it was first sold new.

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 Atlas, Beetle, Beetle Convertible, e-Golf, Golf, Golf Alltrack, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, Tiguan, and Tiguan Limited vehicles through more than 650 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 2019 Beetle Convertible are available at media.vw.com. Follow us @VWNews.

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This information is preliminary and subject to change.

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.

Always pay careful attention to the road, and do not drive while distracted.

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.

Not all App-Connect 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 Connect, 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.

Automatic Crash Notification may be enabled for up to six months without activating a trial or paid subscription; Manual Emergency Call feature and all other VW Car-Net Security & Service features require trial or paid subscription.

Roadside Assistance provided by a third party.

Stolen Vehicle Location Assistance is for use by law enforcement authorities only. See Terms of Service for details.

Standard text and data rates apply. Do not use Last Parked Location feature to locate stolen vehicles.

Refer to your vehicle's warning and indicator lights for the most current diagnostic information. Always consult owner's manual for maintenance guidelines.

Smartwatch app features are limited. Standard text and data rates apply.

SiriusXM audio and data services each require a subscription sold separately, or as a package, by SiriusXM 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.

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

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.

Always obey local speed and traffic laws.

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

6 years/72,000 miles (whichever occurs first) New Vehicle Limited Warranty on MY2019 VW vehicles, excluding e-Golf. Claim based on manufacturers' published data on transferability of car and SUV Bumper-to-bumper/Basic warranty only. Not based on other separate warranties. See owner's literature or dealer for warranty exclusions and limitations.