

2008 New Beetle



Dare  
to be  
happy.



We  
dare  
you...

To sing in an elevator.  
And don't stop until  
someone joins you.



**Dare to be happy.**

These days, negativity is all the rage. Just look around you, the proof is everywhere. Cynical is considered smart, brood and you're deep, get angry and you're labeled passionate. But you don't have to buy into it. You can be different. Sure, some may point. People may even shake their heads. Why play their game? They can have all the gloom. Dare to be happy.

**The power of positive.**

You wouldn't expect such a friendly car to have a little devil under the hood. The design of the New Beetle's 2.5L, 5-cylinder engine is based on a Lamborghini's V10. Team that engine up with electronic stabilization and a Tiptronic® transmission, and you can take a drive on the wild side.



We  
dare  
you...

To perform a positive poem at a coffee shop spoken word night.

The positive powerplant.

There's a little storage compartment that sits underneath the auxiliary input jack. Conveniently, it's just the right size for an iPod®. Imagine that.



The New Beetle is like a mini dome-shaped theater complete with a 6-speaker stereo system. The New Beetle Convertible has 10 speakers in case you want to share your SIRIUS™ satellite radio with the outside world.



What you decide to keep in the armrest storage compartment is really none of our business. We just wanted to let you know it's there if you need it.



You know when you get out of the car and realize you've left a window rolled down? You can close it from outside the driver's door by simply turning your key. And it's great for making kids think you can do magic too.



Who doesn't  
like surprises?





When driving by moonlight, our signature red and blue-lit interior display helps you see the gauges and odometers more easily. But more importantly it puts a healthy and happy glow on your face.



The Inspiration Pod is for self-expression, not just for flowers. So, use it to sport one of those giant lollipops, or a slide whistle or, if you're hungry, a stick of beef jerky.



Elliptical headlights offer increased visibility and also look pretty sharp. Semi-transparent taillights give the back-end a look that's at once both classic and modern.



# Happiness has its benefits.

## New Beetle special features

For some reason, when most people see a New Beetle, they feel good. And whenever people get into a New Beetle, they feel even better. That's because we've made sure the driving experience is a pleasure inside and out.



## The New Triple White Sedan.

With a white exterior, white interior and a white spoiler, the Triple White Beetle certainly lives up to its name. And while we gave it strong ties to its 1976 convertible predecessor, you have to look no further than under the hood to find major, and we do mean major, differences. Since their rebirth, these cars have been going fast, in more ways than one.

**We dare you...**

To invent a dance and perform it at a stuffy restaurant.

#### PREVENT AND PRESERVE SAFETY SYSTEM

Every Volkswagen model comes standard with 47 safety features that make up our Prevent and Preserve Safety System. The features work together to both help you avoid an accident and protect you if an accident is unavoidable. And we are constantly updating it because when it comes to your safety, there's always room for improvement.

#### DUAL FRONT AND FRONT SIDE AIRBAGS\*

Deploy within a tenth of a second.

#### VOLKSWAGEN SAFETY CAGE

The one time a New Beetle owner likes being caged in is when it's a rigid cell of reinforced, high-strength steel that helps to ensure maximum protection. Laser-welding helps to hold rigid pillars and pillar attachments in place, while anti-intrusion side door beams add to the cabin's already sturdy construction.

#### CRASH-OPTIMIZED FRONT END

Designed to help divert impact energy away from cab occupants.

#### ANTI-INTRUSION SIDE DOOR BEAMS

VW uses steel reinforcements in the doors, which are designed to help absorb and redirect impact energy upon a side impact.

\*Airbags are supplemental restraints only and will not deploy under all crash scenarios. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. \*\*Tethers available on sedan only.



#### FRONT SEAT SAFETY BELT PRE-TENSIONERS WITH LOAD LIMITERS

In a severe front impact, the turbines in the pre-tensioners activate, reeling in safety belt slack.

#### PINCH-PROTECTION ON POWER WINDOWS

A closing window reverses if there's any obstruction.

#### OPTIMIZED HEAD RESTRAINTS

Help minimize whiplash injuries from rear-end collisions.

ABS + EBD + HBA = enhanced control

#### ESP

Complex traction-control system helps prevent over or under steer.

#### ASR, EDL, EBA

These features help improve handling and prevent compression-induced skidding in slippery conditions.

#### LATCH

Lower Anchors and Tethers™ for Children. A standardized child-safety seat system.

#### STEERING WHEEL

Deformable/collapsible on impact.

#### AUTOMATIC LOCKING FEATURE

Locks automatically engage at 8 mph and unlock automatically when airbags\* deploy.

#### ROADSIDE ASSISTANCE

4-year, 50,000 mile, 24-hour protection by Cross Country Automotive Services, Inc. Peace of mind when you're out on the road.

### New Beetle safety features

A New Beetle's shape does more than make someone feel good. It makes them feel safe. In a collision, the circular curves of the car allow even force distribution throughout the reinforced body panels. And the bumpers crush to help absorb energy, giving other safety devices, like airbags\* and safety belts, more time to slow the driver's body down.

# Safe, sound and happy.



## Making Mother Nature Proud.

Environmentally speaking, fuel is a 4-letter word. Fortunately the New Beetle doesn't use as much as most others—20 city MPG and 29 highway MPG. It's also classified as a "Partial Zero Emissions Vehicle." That's one notch better than the rating "Super Ultra-Low Emissions Vehicle." Not bad. We think Mother Nature would be proud.

\*EPA fuel mileages are estimates only. Your fuel consumption may vary. \*\*PZEV are only sold in CA, CT, MA, ME, NY, PA, RI, and VT.

Driving a New Beetle is, by itself, an expression of who you are. But driving a New Beetle in your favorite color is a dramatic statement. That's why the New Beetle comes in 9 unique hues so you can wear your personality on your wheels.



**Salsa Red**  
A perfect partner.



**Harvest Moon Beige**  
It shines on us all.



**Sunflower Yellow**  
Follows the sun.

Interior	Black	Cream	Gray	White
	SC	SC		
		SC		
	SC			
	S*		S*	
	S	SC		
	S*		S*	
	SC	C	S	
				S*
	SC	SC		



**Platinum Gray**  
Solid.



**Gecko Green**  
Yes, if it follows you home you can keep it.



**Reflex Silver**  
So easy to see yourself in.



**Laser Blue**  
It's blue and yet it's happy.



**Triple White**  
Amazingly it still doesn't blend in.



**Black**  
It's never been so friendly.

s = sedan c = convertible \*limited availability

**We dare you...**

To play hopscotch in a hallway at work.

**Show your colors.**



## Good inside and out.

We're too proud of our outside to tell you that what's inside is all that counts. But just look at those V-Tex seating surfaces. And underneath all that comfort you'll feel the heatable seats\* doing their job and toasting your back pockets. Just one more reason people inside a New Beetle always seem to be smiling.



3-spoke steering wheel



Heatable Seats\*



Cream Upholstery



Gray Upholstery

\*Optional.

# Specs

S = standard O = optional

## Exterior Specs

	S	SE
Power, heated exterior side mirrors with integrated side blinkers	S	S
2-speed windshield wipers with 4-speed, adjustable, intermittent wipe feature	S	S
Temporary use spare tire	S	S
Projector lens halogen headlamps with polycarbonate, chip-resistant lenses	S	S
Heated windshield washer nozzles, front	O	S

## Interior Specs

	S	SE
Heatable front seats	O	S
Premium in-dash CD stereo system with SIRIUS™ satellite radio	S	S
Auxiliary input jack	S	S
Speed-adjustable cruise control	S	S
CFC-free air-conditioning	S	S
Power windows with key-operated convenience close and open feature	S	S
Front reading lights	S	S
Power outlet in center console	S	S
One-piece folding rear seat (sedan only)	S	S
Rear seat pass-through (convertible only)	S	S
Front center armrest with storage compartment	S	S
Electric rear window defroster	S	S
Illuminated vanity mirrors for driver and front passenger	S	S
Driver and front passenger fully reclining, height adjustable comfort seats with adjustable head restraints	S	S
2 front and 1 rear cupholders	S	S
Blue and red illuminated instrument panel	S	S
Front seatback storage compartments	S	S
Lockable, lighted glove box	S	S
Storage tray under the standard 1/8" auxiliary input jack	S	S

## Safety Specs

	S	SE
Anti-intrusion side door beams	S	S
Automatic locking feature at 8mph	S	S
Anti-theft vehicle alarm system for doors, hood, trunk lid, radio and starter	S	S
Daytime Running Lights (DRL)	S	S
Crash-optimized front end	S	S
Driver and front passenger front airbags	S	S
Driver and front passenger head/thorax side airbags	S	S
Lower Anchors for CHild restraint systems (LATCH) (convertible only)	S	S
Lower Anchors and Tethers for CHildren (LATCH) (sedan only)	S	S
Remote central power locking system with selective unlocking	S	S
Valet key	S	S
Front and rear 3-point safety belts	S	S
Front safety belt pre-tensioners with load limiters	S	S

## Safety Specs (cont.)

	S	SE
Rollover Protection System (convertible only)	S	S
Telescoping, height-adjustable steering column with 3-spoke padded steering wheel (collapsible upon impact)	S	S
Tire Pressure Monitoring System (TPMS)	S	S

## Technical Specs

	S	SE
2.5L 150 hp, 170 lbs-ft torque, 20 valve, DOHC, in-line 5-cylinder engine	S	S
5-speed manual transmission	S	-
6-speed automatic with Tiptronic® and sport mode	O	S
Power assisted rack and pinion steering	S	S
Independent front McPherson struts with stabilizer bar and independent track-correction torsion beam rear axle with integrated stabilizer bar	S	S
ABS (Anti-lock Braking System) power-assisted, front vented disc brakes with rear solid disc brakes	S	S
ASR (Anti-Slip Regulation)	S	S
EDL (Electronic Differential Lock)	S	S
ESP (Electronic Stabilization Program)	S	S
EBA (Engine Brake Assist)	S	S
HBA (Hydraulic Brake Assist)	S	S
EBD (Electronic Brake pressure Distribution)	S	S
Uni-body construction, fully galvanized steel frame	S	S
16" alloy wheels with anti-theft wheel locks 205/55 H tires	S	-
17" alloy wheels with anti-theft wheel locks 225/45 H tires	-	S

## Warranty

	S	SE
12-year/unlimited distance limited warranty against corrosion perforation	S	S
5-year/60,000 mile (whichever occurs first) powertrain limited warranty	S	S
4-year/50,000 mile (whichever occurs first) new vehicle limited warranty	S	S
12-month/12,000 mile (whichever occurs first) wear & tear and adjustments warranty	S	S

## Roadside Assistance

	S	SE
Roadside assistance 4-year/50,000 mile, 24-hour, provided by Cross Country Automotive Services, Inc.	S	S



Volkswagen  
Carbon Neutral Project

The Carbon Neutral Project is a partnership with Carbonfund.org designed to start addressing the issue of carbon emissions. With their help, we'll be making it easy for anyone who owns a Volkswagen to determine their vehicle's carbon output and take action towards offsetting it. Learn more at [vw.com](http://vw.com).



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## Spread the good.

The thing about happiness is that it's contagious. Somehow, just the sight of a smile can cause the corners of your own mouth to bend skyward. Maybe that's why certain types of people are drawn to the New Beetle. One look at the smile on the front end and you can't help but smile yourself. Then that smile makes another person smile. And then another. And another. Before you know it, the world is one giant contagious grin.



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