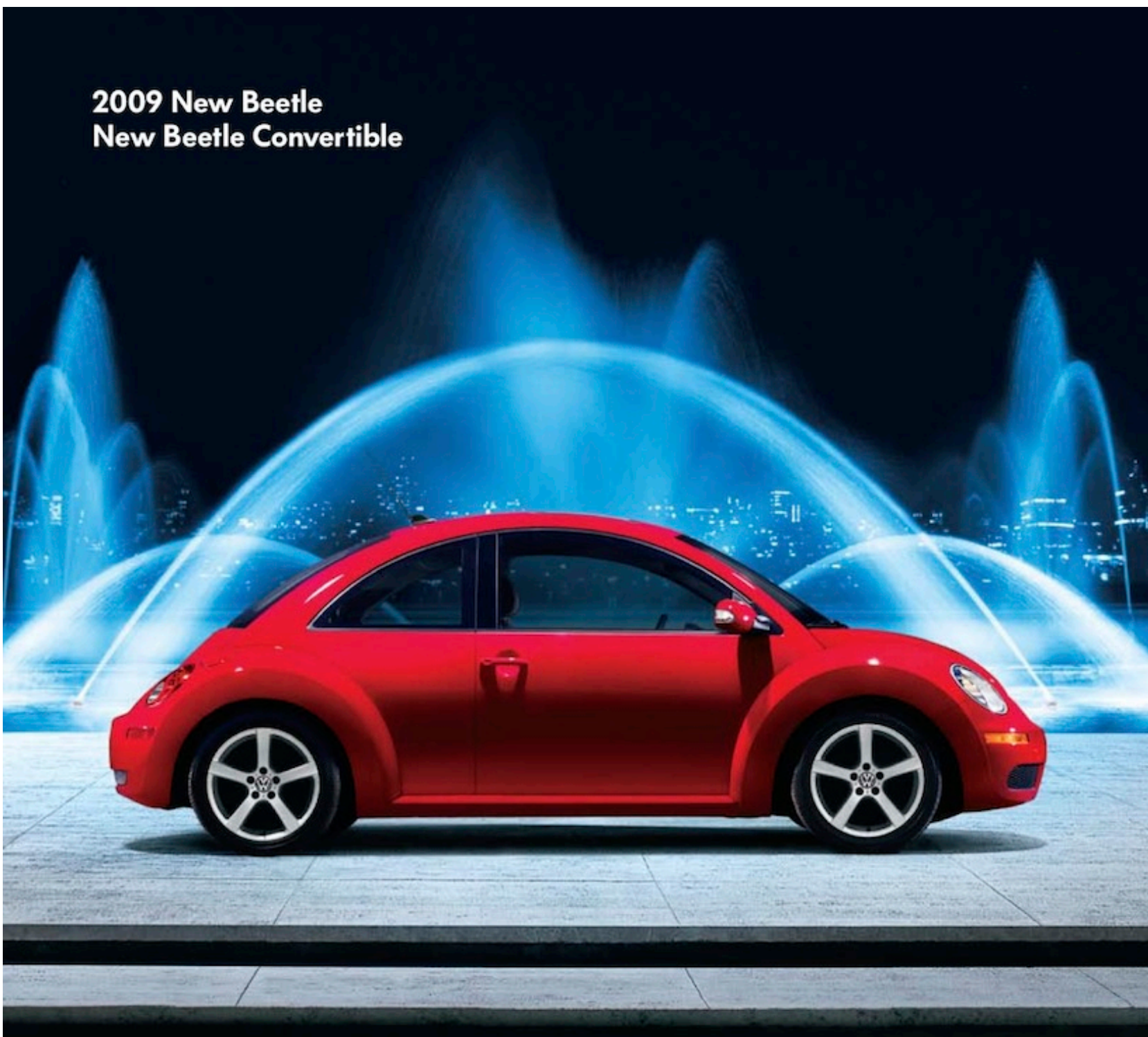


2009 New Beetle
New Beetle Convertible



Das Auto.



All around the world, it's

Did you know that Volkswagen has ESP® standard on all 2009 vehicles? Or that we provide a Carefree Maintenance™ Program* on all our 2009 cars? Or that we expect to be the first to make clean diesel available in all 50 states? Or that when people in Europe buy a car, they most often buy Volkswagen?*** How about that right now, the VW forest is growing in Mississippi thanks to the Volkswagen Carbon Neutral Project—the first U.S. carbon offsetting program initiated by a car manufacturer? There may be a lot you don't know about Volkswagen. In the pages to come, get to know the most iconic and fun-loving members of the Volkswagen family—The Volkswagen New Beetle and New Beetle Convertible.

What will we do first, next?



*The Volkswagen Carefree Maintenance Program covers the New Beetle's 10k, 20k and 30k scheduled maintenance intervals, during the term of the new vehicle limited warranty, at no additional charge. See dealer or vehicle maintenance program booklet for details. **2007 Bloomberg.com. 2007 AEP. @Agence France-Presse.

what the people want.



Candy White, 17" Goal Wheels



Gecko Green Metallic, 16" Multi-Wheels



An icon then and now.

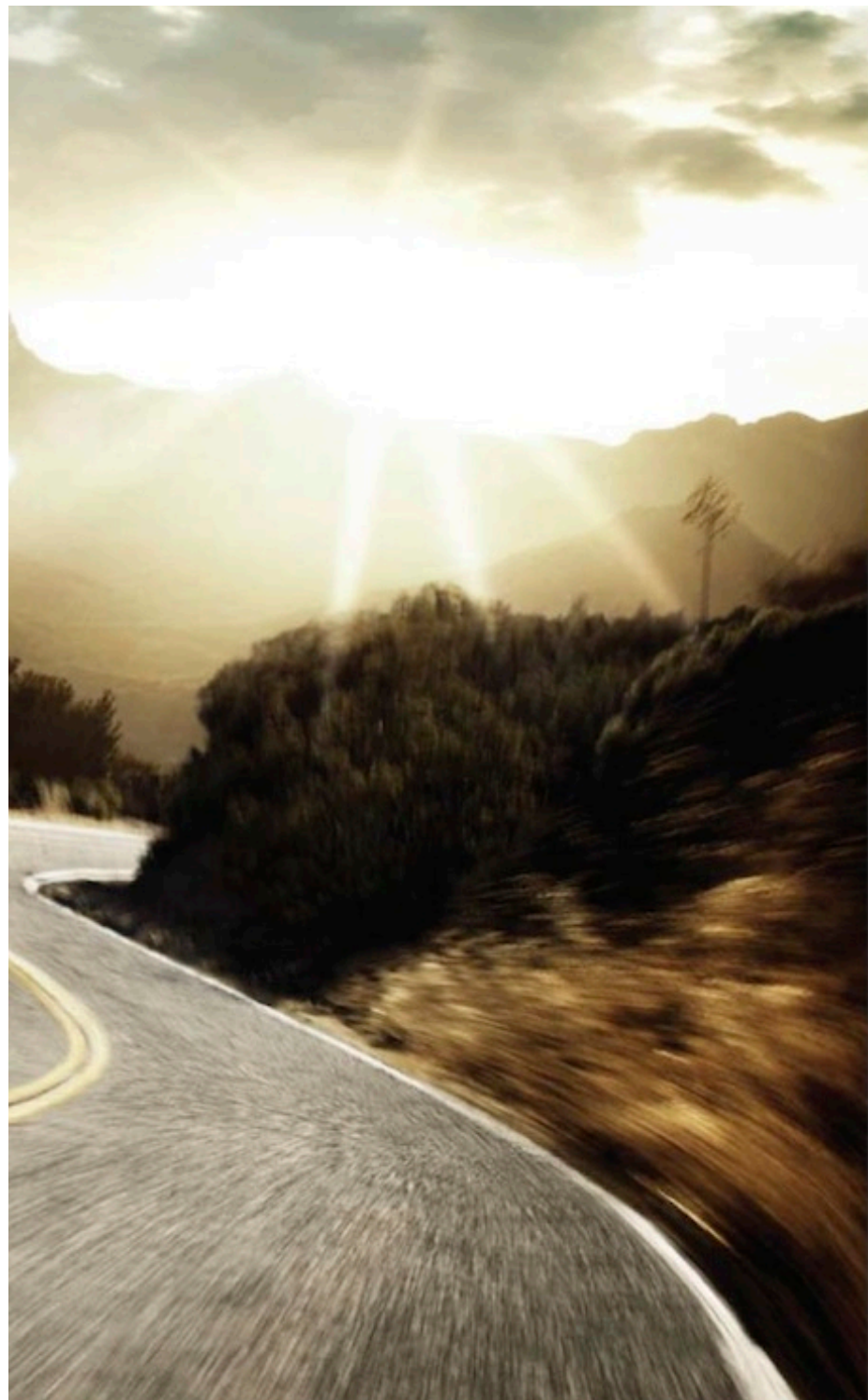
No vehicle is more iconic or enduring than the Volkswagen Beetle. First brought to the people back in 1938, 'the little car that could' soon motored all over the world and became the longest-running and most-produced automobile of a single design. In America, the Beetle did everything from winning the Baja 500, to winning the hearts of Americans in every walk of life. This journey is far from over, as the New Beetle brings the fun and fashion of an iconic shape and combines it with the latest in German-tuned engineering and European styling. So hop in, buckle up and take off. The world is waiting.

In Chile, they call me Moncho.
In Japan, it's Kabuto-mushi!





New Beetle Convertible, Black, Cream Boot Cover, 17" Versus Wheels
New Beetle, Black, 16" Multi Wheels



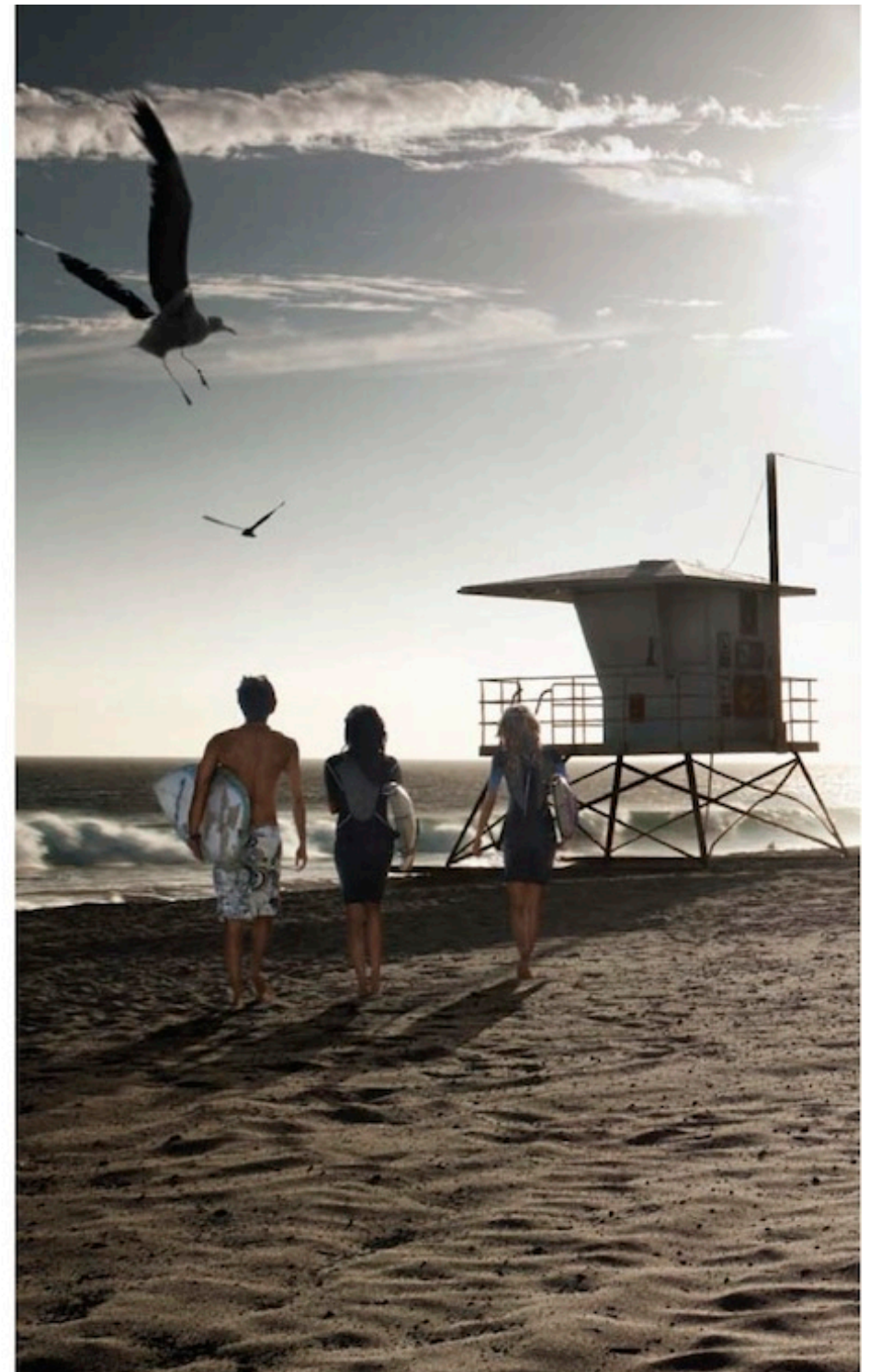
The people want to make getting there more than half the fun.

Fun to look at. Even more fun to drive. That's the best way to describe the New Beetle. A German-engineered 2.5L, 5-cylinder DOHC gasoline engine delivers 150hp, 170 lbs-ft. of torque and unlimited good times when you hit the pedal. It also delivers 20 city/29 highway mpg (20 city/28 highway mpg for Convertible).^{*} In addition, the vehicle has a partial-zero emissions certification. Paired up with this unbeatable engine is our beloved Tiptronic[®] automatic transmission. It's an automatic that you can drive like a sporty manual. Pair that pairing with the standard Electronic Stabilization Program (ESP), and your new best friend zigs, zags and puts a smile on your face. And speaking of fun, don't even get us started on the New Beetle Convertible. It's iconic. It's a ragtop. It's ridiculously fun.

*New Beetle: standard transmission 20 city/28 highway mpg. EPA estimates; your mileage may vary.

Well-rounded, inside and out.

From a historic past to a bright tomorrow, the New Beetle comes at you with a big smile and loads of innovative features. Start down the road with the New Beetle's elliptical headlights, semi-transparent taillights and an unforgettable body design. Once inside, you'll notice an inordinate amount of room, with comfortable seating for four adults. We mean truly comfortable, not 'okay, I guess I can sit here for a while until my legs fall asleep' comfortable. You'll also find innovations like the armrest storage compartment, an iPod® docking area, and even a rear-seat pass-through on the Convertible. And you'll take some of that innovation and fun with you, in the form of your New Beetle's key. It opens doors and windows, has a panic button, and even the sophisticatedly cool switchblade key.





New Beetle, Candy White, 16" Multi Wheels
New Beetle Convertible, Candy White, Black Boot Cover, 17" Versus Wheels





Finely tuned from bumper to bumper.

In a sound laboratory in Germany, the heart and soul of the New Beetle's entertainment system was born. The finest electronics and ingenuity combine to create the kind of system that audiophiles dream about. An MP3 format-capable in-dash CD with a 6-speaker stereo system and SIRIUS® Satellite Radio is the core of the New Beetle system. Also standard is the simple pleasure of an auxiliary input jack to plug in any MP3 player.* Choose the New Beetle Convertible and audio lovers take the next technological step up with a 10-speaker stereo system. More speakers, more power and more boom boom.

SIRIUS Satellite Radio delivers over 130 channels, including 100% commercial-free music. Enjoy six introductory months of everything from news to sports to classical to metal to hip hop to honky tonk, SIRIUS has it all. And if there's such thing as hip tonk or honky hop, you better believe you're getting that too.



*Requires optional cable.



Safe happens.

The New Beetle comes standard with the multi-safety feature package that makes up the Prevent and Preserve Safety System. The features work in harmony 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 safety, there's always room for improvement. Visit vw.com/safehappens to learn more.

ESP

Electronic Stabilization Program is standard on every Volkswagen. It helps the driver stay the intended course by detecting slick and slippery road conditions, and kicking in corrective forces.

Anti-Intrusion Side Door Beams

Ultra-reinforced structures designed to help keep occupants safe.

ABS

Anti-lock Braking System helps you stop safely.

ASR

Anti-Slip Regulation controls spin of the front wheels under acceleration, making for a smoother, safer (and faster) take-off.



*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.

HBA

Hydraulic Brake Assist senses emergency braking and increases stopping power.

Safety Belt Pre-tensioners

Activates within a fraction of a second to help reduce slack in safety belts during a crash.

Crash Optimized Front End

Buckles according to specific engineering data to sacrifice the vehicle, not the occupant.

4 Standard Airbags*

Advanced safety technology designed to deploy instantly in the event of a collision.



Sunflower Yellow

I have a sense of humor
about lots of things.
Safety isn't one of them.



The space inside.

From the very first time you take a seat in the New Beetle, you feel welcome. Maybe it's the roomy dome-shaped interior, ample passenger room and flip-down rear seats. Maybe it's the exterior color trim panels that match perfectly with the interior colors and textures. Maybe it's the bud vase/lollipop holder/inspiration pod that's comfortably tucked into the dash, the red and blue cockpit illumination or the heatable seats. The fact is, when our German engineers do their thing on a German interior, the results are pure Volkswagen.

The German engineering
is standard.
So is the fun.



New Beetle Convertible, Black, V-Tex



Personalize your icon.

To drive, and thrive in a New Beetle, you have to be a unique kind of person. Here's where you can push that to the maximum. The Autobahn-bred brothers of the New Beetle are the GTI and GLI. They've been nice enough to offer their optional Goal wheel set to increase your sport factor. You can also upgrade to R-line pedal caps so your feet have as much fun as you do. Downforce, aerodynamics and style are the inspiration for your choice of a top-mounted roof spoiler or mid-mounted hatch spoiler. You can lock down your convertible roof and make your auto's appearance a little more sleek with an interior-matching boot cover. Factory cargo organizers help, you know, organize your cargo. Add a base rack system to carry everything from bikes to skis to kayaks to who-knows-what, and your New Beetle just became a sherpa.



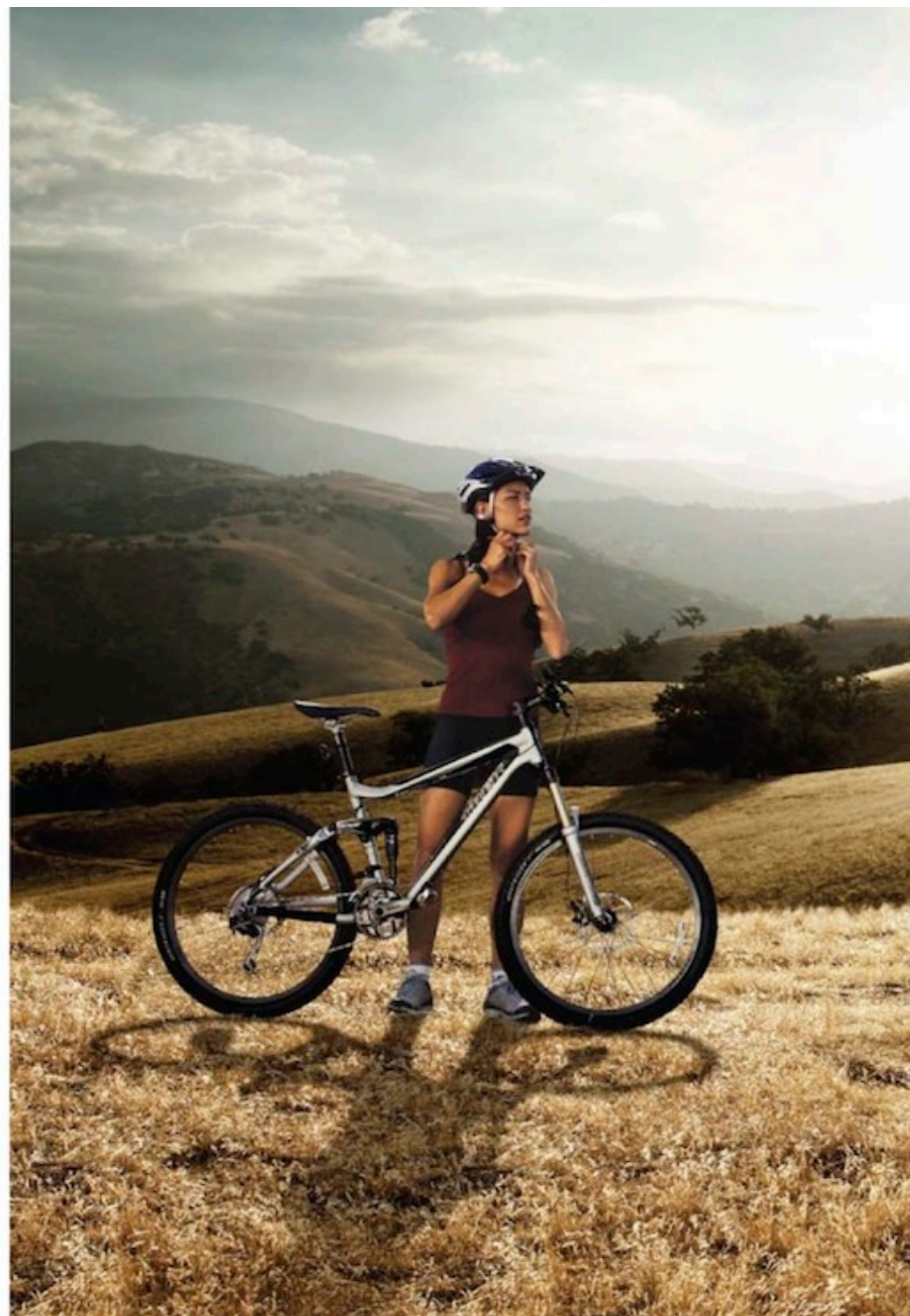
New Beetle/
New Beetle Convertible-16" Mali



New Beetle Convertible-17" Versus



Accessory-17" Goal





Block, Base Carrier Bars, Barrocuda™ Bike Holder, 15" Multi-Wheels

How are you feeling inside?

The New Beetle is iconic on the outside, roomy on the inside and full of Volkswagen engineering all over. When building your version, you'll get V-TEX seating surfaces, sleek European black trim, and all the interior bells and whistles you've grown to expect in a VW. You'll also have the choice of a cream or black interior color scheme.



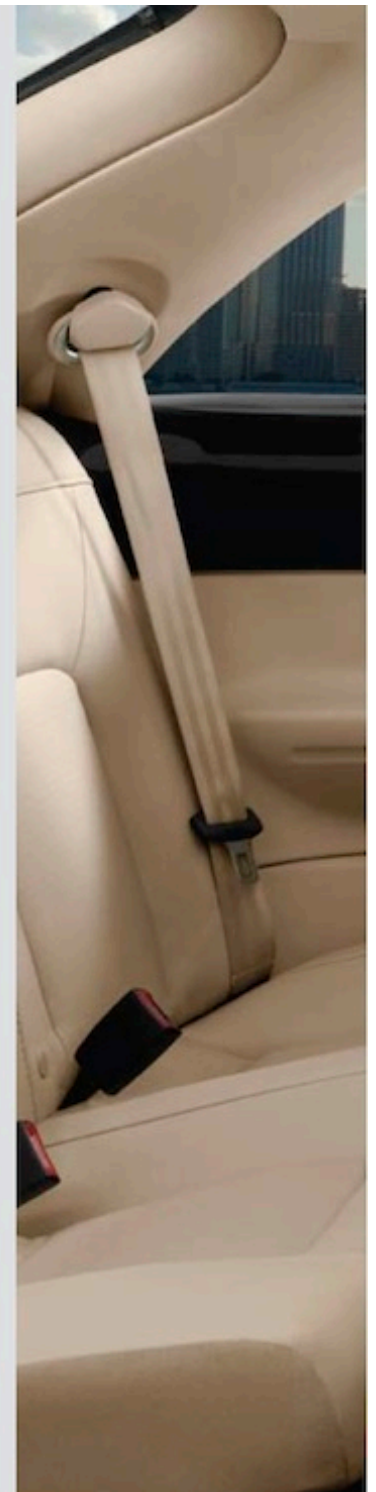
"The lap of luxury." Whose "lap" is that referring to?
I've always wondered that.



Cream



Black





Exterior colors



Candy White



Gecko Green Metallic



Harvest Moon Beige



Black



Heaven Blue Metallic



Salsa Red



Sunflower Yellow

New Beetle, Gecko Green Metallic, 16" Mali Wheels
New Beetle Convertible, Gecko Green Metallic, Cream Roof Cover



Standard Features

New Beetle

16" Mali alloy wheels with all-season tires; V-Tex interior; In-dash CD player with MP3 compatibility and AUX-in; SIRIUS Satellite Radio; CD changer preparation (trunk); "Easy entry" front seat; Heatable front seats and heated washer nozzles; Leather-wrapped steering wheel, brake handle, and shift knob; Manual air conditioning; Cruise control; Adjustable, front center armrest with integrated storage box; Front floor mats; ESP, ASR, EDL, EBD, ABS, TPMS.



New Beetle Convertible

16" Mali alloy wheels with all-season tires; V-Tex interior; In-dash CD player with MP3 compatibility and AUX-in; Premium audio system (Amplifier); SIRIUS Satellite Radio; "Easy entry" front seat; Heatable front seats and heated washer nozzles; Leather-wrapped steering wheel, brake handle, and shift knob; Manual air conditioning; Cruise control; Semi-automatic power roof mechanism; Windblocker; Center console with adjustable armrest and integrated storage box; EPS, ASR, EDL, EBD, ABS, TPMS.



Specification overview

Sedan Convertible

Sedan Convertible

Exterior

Power, heated exterior side mirrors with integrated turn indicators	\$	\$
2-speed windshield wipers with 4-speed, adjustable, intermittent wipe feature	\$	\$
Temporary use spare tire	\$	\$
Projector lens halogen headlamps with polycarbonate, chip-resistant lenses	\$	\$
Power glass sunroof with tilt, slide, tinted glass, manual sunshade, pinch protection, and driver's door power lock operated convenience closing feature	O	-
Semi-automatic power convertible roof	-	\$
Heated windshield washer nozzles, front	\$	\$

Interior

Heatable front seats	\$	\$
V-Tex seating surfaces	\$	\$
Easy entry front seats	\$	\$
MP3-compatible, in-dash CD stereo system with AM/FM radio, SIRIUS Satellite Radio and 6 speakers	\$	-
Premium MP3-compatible, in-dash CD stereo system with AM/FM radio, and 10 speakers; Includes SIRIUS Satellite Radio (including hardware, activation fee, plus 6 months trial service)	-	\$
Auxiliary input jack	\$	\$
Speed-adjustable cruise control	\$	\$
CFC-free air-conditioning	\$	\$
Power windows with key-operated convenience close and open feature	\$	\$
Front reading lights	\$	\$
12V power outlet in center console	\$	\$
One-piece folding rear seat	\$	-
Rear seat with pass-through	-	\$
Front center armrest with storage compartment	\$	\$
Electric rear window defroster	\$	\$
Illuminated vanity mirrors for driver and front passenger	\$	\$
Driver and front passenger fully reclining, height adjustable comfort seats with adjustable head restraints	\$	\$
Leather-wrapped 3-spoke steering wheel, brake handle and gear selector	\$	\$
2 front and 1 rear cupholders	\$	\$
Blue and red illuminated instrument panel	\$	\$
Front seatback storage pockets	\$	\$
Lockable, lighted glove box	\$	\$
Storage tray under the standard 1/8" auxiliary input jack	\$	\$

Safety

Anti-intrusion side door beams	\$	\$
Automatic locking feature at 8mph	\$	\$
Anti-theft vehicle alarm system for doors, hood, trunk lid, radio and starter	\$	\$
Daytime Running Lights (DRL)	\$	\$
Crash-optimized front end	\$	\$

Safety

Driver and front passenger front airbags*	\$	\$
Driver and front passenger head/thorax side airbags*	\$	\$
Lower Anchors and Tethers for Children (LATCH) restraint system	\$	\$
Remote central power locking system with selective unlocking	\$	\$
Valet key	\$	\$
Front and rear 3-point safety belts	\$	\$
Front safety belt pre-tensioners with load limiters	\$	\$
Automatic Rollover Protection System	-	\$
Telescoping, height-adjustable steering column with 3-spoke padded steering wheel (collapsible upon impact)	\$	\$
Tire Pressure Monitoring System (TPMS)	\$	\$

Technical

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

Warranty

12-year/unlimited distance Limited Warranty against corrosion perforation	\$	\$
5-year/60,000 mile (whichever occurs first) Powertrain Limited Warranty	\$	\$
3-year/36,000 mile (whichever occurs first) New Vehicle Limited Warranty	\$	\$

Roadside Assistance

3-year/36,000 mile (whichever occurs first)	\$	\$
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Dimensions

Wheelbase	98.8 inches (2,508 mm)
Length	161.1 inches (4,098 mm)
Width	67.9 inches (1,724 mm)
Height	59 inches (1,498 mm)
Cargo Volume (New Beetle)	12 feet ³ (0.3 m ³)
Cargo Volume (New Beetle Convertible)	5 feet ³ (0.1 m ³)
Cargo Volume with Rear Seat Folded (New Beetle)	27.1 feet ³ (0.77 m ³)

Introducing our Volkswagen Carefree Maintenance Program.*

Volkswagen is proud to provide three years of complimentary scheduled maintenance on the New Beetle. The program includes oil and filter changes, brake checks, fluid checks, tire rotation, and airbag checks, just to name a few.



*The Volkswagen Carefree Maintenance Program covers the New Beetle's 10K, 20K and 30K scheduled maintenance intervals, during the term of the new vehicle limited warranty, at no additional charge. See dealer or vehicle maintenance program booklet for details.



Black, Black Boot Cover, 17" Versus Wheels



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. So far, the Volkswagen community has planted 278,496 trees and offset 413,609 tons of carbon. And that's just the beginning. Learn more at vw.com.



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