



The new 2013 **Beetle Convertible**

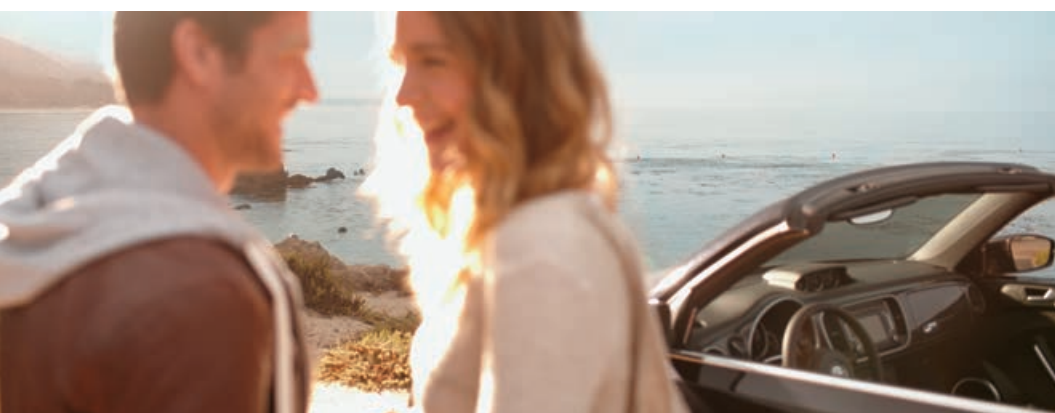


Das Auto.

The Beetle comes out of its shell.

Not that the Beetle would ever shy away from the spotlight. Or sit in the corner quietly. But the new Beetle Convertible is ready for its moment in the sun. The unmistakable spirit of the original is alive and well, only now it's more sporty, sleek, and built to perform. Fitted with an available 200-hp turbocharged engine, this soft top is ready to raise the roof. So say hello to freedom. And goodbye to everything else in your rearview mirror. **That's the Power of German Engineering.**

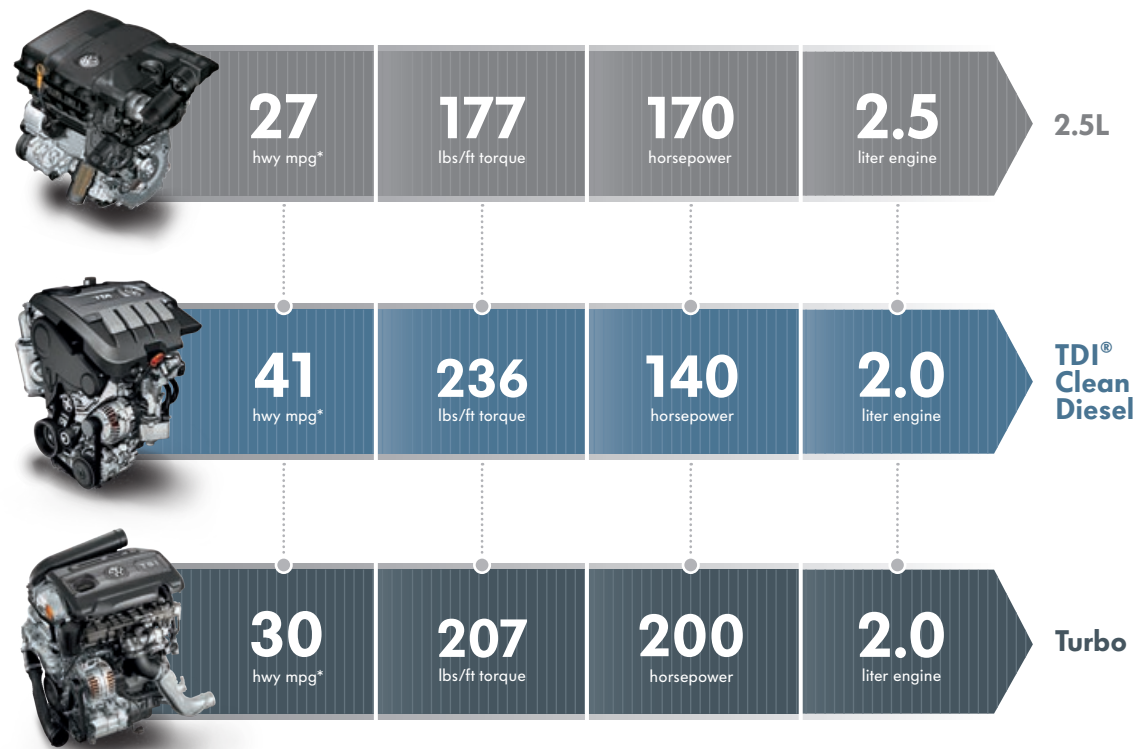




**Don't just
hit the gas.
Punch it.**

Take one look under the hood and it's clear the Beetle Convertible is just itching to go all out. That's where you'll find an available 200-hp turbocharged engine waiting to lay down some serious rubber, or a gutsy 2.5L engine that will make fast work of any straightaway. Whichever engine you choose, one thing's for sure—you're going to blow the roofs off other cars.*

*Always obey local speed and traffic laws.



Features

- 170-hp 2.5L engine with 177 lbs/ft of torque
- 200-hp turbocharged engine with 207 lbs/ft of torque**
- 140-hp TDI Clean Diesel engine with 236 lbs/ft of torque**
- 6-speed manual transmission**
- DSG® performance transmission with Sport mode and steering wheel-mounted paddle shifters**
- Dash-mounted performance gauges**
- 18" alloy wheels**
- Electromechanical steering system**
- Red brake calipers**
- Sport suspension**

*2013 2.5L, automatic transmission: 21 city/27 highway mpg EPA estimate. 2013 2.0L TDI Clean Diesel, manual transmission: 28 city/41 highway mpg EPA estimate. 2013 2.0L TSI® manual transmission: 21 city/30 highway mpg EPA estimate. Your mileage will vary. **Feature available on select models.



Variations on a turbo.

For the first time ever in a Beetle Convertible, there's an available 2.0L TDI Clean Diesel engine in the mix. Which makes the Beetle TDI Convertible the most fuel-efficient convertible in the U.S.* Did we mention it also has a turbo? That's enough to make you greener and them envious.

*Based on EPA estimates comparing 2012 and 2013 convertible models. Your mileage will vary.



Open-air concert.



No doubt you've seen the Fender logo on countless guitars and amps on stage. Now it's available inside your Beetle Convertible. That's because we partnered with Fender to create that same experience through nine high-performance speakers in your Beetle. Before you cue the lighters, make sure to check out the Bluetooth® with audio streaming*, customizable interior ambient lighting, and available touchscreen navigation system. Then you're ready to take your show on the road.

*Requires compatible device.



Features

- Fender™ Premium Audio System*
- Bluetooth with audio streaming**
- Customizable interior ambient lighting
- MDI with iPod® cable†
- Touchscreen sound and navigation systems*
- Heritage-inspired Käferfach glovebox
- Keyless access with push-button start*
- Heated front seats
- V-Tex leatherette seating surfaces
- Robust accessory options including unique floor mats, exterior wraps, and exterior nickname badges*

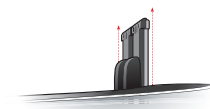
*Feature available on select models. **Requires compatible device. †Available late 2013.



Time machines.

Sometimes a little nostalgia is a beautiful thing. Inspired by the '50s, '60s, and '70s, these limited editions take the best from their eras and put you back in the driver's seat almost as if no time has passed. So whether it's the vintage-style wheels, exclusive color combinations, or classic details, these blasts from the past will be a blast to drive.

Your safety is in great shape.



1 Rollover support. The Beetle Convertible comes with the Automatic Rollover Support System that automatically deploys hidden beams from behind the rear head restraints to help keep you and your passengers safe in the event of a rollover.



2 Intelligent Crash Response System (ICRS). After the airbags* have been deployed in a collision, the ICRS automatically unlocks all doors, disables the fuel pump, and turns on the hazard lights.** That's why we call it intelligent.



3 Electronic Stability Control (ESC). ESC helps prevent oversteer or understeer during an evasive maneuver by applying corrective forces to each of the wheels. In other words, it helps you maintain control when you need it most.

*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.



Das Auto.



2013 Beetle Convertible

- Power-folding soft top with simple one-step operation
- 170-hp 2.5L engine with 177 lbs/ft of torque
- 140-hp TDI® Clean Diesel engine with 236 lbs/ft of torque*
- 200-hp turbocharged engine with 207 lbs/ft of torque*
- 6-speed DSG® performance transmission*
- Dash-mounted performance gauges*
- Fender™ Premium Audio System*
- Bluetooth® with audio streaming**
- Customizable interior ambient lighting
- 50/50-split folding rear seats
- Touchscreen sound and navigation systems*
- Keyless access with push-button start*
- Heated front seats
- V-Tex leatherette seating surfaces
- Second Skin options available

To learn more visit vw.com/beetleconvertible

Think Blue.®

Think Blue is the Volkswagen way to drive progress by creating and producing cars that are more efficient,[†] eco-conscious, and fun to drive. The Volkswagen line features a variety of BlueMotion® technologies—from TDI engines to precision fuel injection—designed to make our vehicles as blue as possible. Which is likely to make other car companies green with envy. Learn how we think beyond green at vw.com/thinkblue.

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**Volkswagen
Carefree Maintenance®**

3 Years or 36,000 Miles of No-Charge Scheduled Maintenance.

Whichever occurs first. Some restrictions. See dealer or program for details.

*Feature available on select models. **Requires compatible device. †See www.fueleconomy.gov for EPA estimates. Your mileage will vary.

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