

**The New Beetle.**



**It's bigger than all of us.**



Salsa Red car shown is not available in Canada.

## It's a good car.

**Force  
of  
Good**

The New Beetle isn't like other automobiles. A zippy little peace pod on wheels, it just makes everyone around a little happier. It makes everything groove a little better, too. (It's ironic how standing out actually makes merging easier.) And the driving experience? Anyone who's been behind the wheel knows it's the ultimate mood enhancer. In the new New Beetle you'll find a few improvements. (Call us perfectionists.) But no worries. It's still the same old New Beetle.





## Force of Good

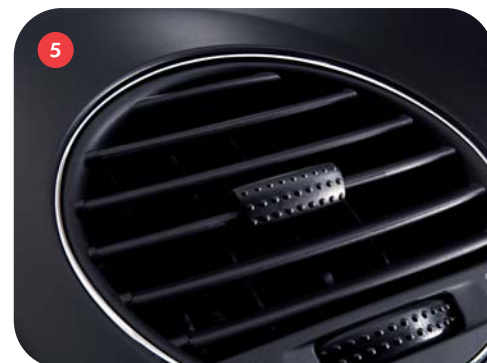
Many non-Beetle drivers say seeing a New Beetle on the road made them feel more optimistic about life in general. This may be why New Beetle drivers get more "hello" honks and very few of the other kind.

# CARE + RESPECT



Somewhere along the way, the spirit of the New Beetle became a Force of Good in the world and that's just not something you want to mess with. And so, in updating the car, we tread lightly. Applying great care to the driver's needs and an undying respect for the car's soul. Improvements have made the new New Beetle more powerful. More efficient. And, you'll notice, a little more graphic. In fact sometimes, when you look at it, you'll swear it's smiling back.

- 1** The biggest story of the New Beetle is the new engine. The mighty potent 2.5L engine packs in 5 cylinders, giving it more displacement and power with increased smoothness. (Many who have driven it compare the feel to a traditional V6.) With 4 valves per cylinder instead of the usual 2, the New Beetle's engine breathes easier and is more efficient, too.
- 2** A finer point. A new little storage compartment sits right underneath the MP3 player connector. Conveniently, it's just the right size for an MP3 player.
- 3** You don't want to be twisting and turning to grab your next sip, so our designers created bigger cupholders that are easier to reach. Check them out. You'll find them right where your hand reaches naturally.
- 4** Newly designed semi-transparent taillights give the back end a look that's at once classic and modern. New, more elliptical headlights offer increased visibility and also look pretty cool.
- 5** Not too much. Not too little. Just the right amount of chrome detailing now surrounds the vents and updated dashboard.









On the inside, it's all about you.





## New Beetle Interior Features

- 1 Redesigned center console with infotainment
- 2 Six-speaker CD stereo with MP3 player connector
- 3 Chrome detailing on vents and dashboard
- 4 New storage unit under MP3 player connector
- 5 6-speed automatic transmission with Tiptronic®
- 6 Lockable, lighted glove box

Features listed may be optional. Consult features and specifications for details.

# Force of Good

Do you know Kevin from San Jose? He's a New Beetle driver. A few years ago Kevin fell off his scooter and broke his hip. Instead of recovering in front of the TV, Kevin did some research and wrote about his experience online. He still gets emails from people who have since met similar unfortunate circumstances and have found his site helpful. Check out his site at [http://med.stanford.edu/personal/boydhouse/broken\\_hip/](http://med.stanford.edu/personal/boydhouse/broken_hip/).



# Catalyst.

# Goodness prevails.

Studies show that New Beetle drivers tend to reach out to those around them more than other drivers do. (Really. We have honest-to-goodness quantifiable studies that say it's so.) We're not sure why New Beetle drivers tend to be really cool, good people who are very connected to the world around them, but that's the way it worked out. What came first? The good car? The good experience? The good people? It really doesn't matter as long as it keeps going around and around and around.

(For more on this, please look inside the back cover of this book.)

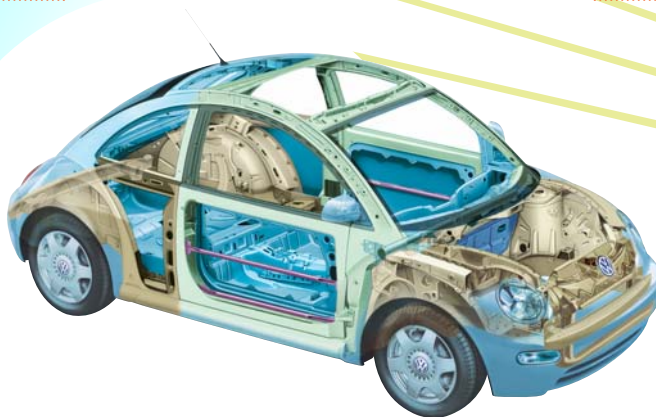


# Safety. Above all else.

In 145 BC, the Romans built the aqueducts using an arch design for strength and structural integrity. Over two thousand years later, the same design protects the New Beetle. In a collision, the circular curves of the car allow even force distribution throughout the reinforced body panels. And the bumpers crush to absorb energy, giving other safety devices, like airbags<sup>1</sup> and safety belts, more time to slow the driver's body down. As it turns out, sometimes good ideas are better than new ideas.



Roman Era Aqueduct, Pont du Gard, France, 19 BC



## **VOLKSWAGEN SAFETY CAGE** **A.K.A. FORCE FIELD OF GOOD.**

A rigid cell of reinforced, high-strength steel is built into every Volkswagen, helping to ensure maximum protection. Laser-welded seams help hold rigid pillars and pillar attachments in place, while anti-intrusion side door beams add to the cabin's already sturdy construction.

## **FRONT CRUSH ZONE**

Helps to divert impact energy away from occupants in the event of a collision.

## **4-WHEEL ABS**

An onboard control unit designed to prevent wheel lock-up, for enhanced control in all driving conditions.

## **ANTI-THEFT ALARM SYSTEM**

Scares away uninvited guests. (Otherwise known as not-so-good guys.)

## **IMMOBILIZER**

Prevents the New Beetle from being started up if an unauthorized key is used.

## **DAYTIME RUNNING LIGHTS**

For improved daytime visibility, turn the key and on they come.

## **ELECTRONIC STABILIZATION PROGRAMME**

For better handling and control. (Why skid if you don't have to?)

### **REAR CRUSH ZONE**

Helps to divert impact energy away from occupants in the event of a collision.

### **FULL-SIZE SPARE TIRE**

A good thing to have on hand.

### **LATCH SYSTEM**

Lower Anchors and Tethers for Children. A standardized child seat attachment system for vehicles.

### **ANTI-THEFT WHEEL LOCKS**

A good idea. (We didn't make the wheels this sharp so that just anyone could walk away with them.)

### **REINFORCED BODY PANELS**

Contributing to the structural integrity of the New Beetle.

### **TRACK-CORRECTING TORSION BEAM REAR AXLE**

Angled mounts increase vehicle control as turns are completed.

### **DUAL FRONT AND FRONT SIDE AIRBAGS<sup>1</sup>**

Deploying within a tenth of a second if needed.

### **REMOTE CENTRAL LOCKING SYSTEM**

Don't fumble for keys when you're in a rush to get in.

### **ANTI-INTRUSION SIDE DOOR BEAMS**

Buying precious time for the side airbags<sup>1</sup> to deploy.

### **RISING RAMP SEAT DESIGN**

Working with a padded knee bar, the effectiveness of the restraint system is maximized.

### **STEERING COLUMN AND WHEEL**

Telescoping, height adjustable, and collapsible on impact. (Not bad for a steering wheel.)

### **SAFETY CELL CONSTRUCTION**

A rigid cell of reinforced steel is built into every New Beetle.



<sup>1</sup>Airbags are supplemental restraints only and will not deploy under all accident scenarios. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.

# 0–100? Yes. And then some.

More than just a pretty face, the New Beetle's front end is home to some pretty aggressive technology. A powerful new (and surprisingly efficient) engine is ready to deliver a driving experience that will paste a smile right smack in the middle of your soul. Innovative Tiptronic technology offers an automatic transmission with the feel of a manual – when you want it. Advanced stabilization technology makes sure you're going where you want to go. And that's just the beginning. But then again, isn't everything?

Mr. Foot meet Mr. Pedal.

## Engines



### 2.5L 5-cylinder

The New Beetle's innovative new 2.5L, 5-cylinder engine delivers a smooth, yet powerful, ride. It's heavy on torque, light on noise. Packing in four valves per cylinder makes it super-efficient. And it also uses chain driven cams instead of belt driven cams, which require less maintenance. (Just the way New Beetle drivers like it.)



### 1.9L, 4-cylinder TDI<sup>®</sup> Diesel

The fact that the fuel-efficient TDI can take you 1000 kms between fill-ups<sup>1</sup> is only part of the story. Thanks to a pump injector system called Pumpe Düse (pronounced pump-ah du-sah), the TDI boasts a surprising amount of horsepower and torque – more than enough to get that adrenaline pumping. And if cleaner emissions and a quieter engine excite you, then this is your lucky day.

<sup>1</sup>Based on a fuel tank capacity of 55.0 litres. EPA estimates only. Your fuel consumption may vary.



## Performance

Have you hugged a road today?



### Tiptronic

By linking a Tiptronic transmission to the engine, you get an automatic that offers the option to drive with the racecar feel of a manual. To drive in automatic, just leave the selector in the "D" position. For manual, slide the selector to the right and push forward to upshift, or pull backward to downshift. Like the New Beetle itself, Tiptronic is all about freedom.



### Electronic Stabilization Programme






















You can never be too careful on a curvy road. Electronic Stabilization Programme continuously makes sure the direction you're steering and direction the New Beetle is headed is one and the same. If Electronic Stabilization Programme senses you have too much momentum, it works with ABS to help you maintain control, selectively applying brakes to individual wheels.

# Go ahead. Pick a you hue.

Driving the New Beetle makes you feel good, inside and out. Especially when you've made it yours, inside and out. A refreshing palette of colors and some nice interior options make personalizing your New Beetle a lot of fun. And remember, the color you choose says a lot about you. But don't worry. No matter which you pick, it's all good.



The colour red has been known to raise blood pressure and quicken the pulse. However, people who test drive a Salsa Red New Beetle tend to leave the showroom more content and at-ease. Weird, huh?

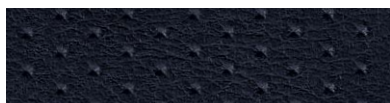
									
Beige									
Black									



Black Leather



Beige Leather



Black Leatherette



Beige Leatherette





Reflex Silver

So easy to see yourself in.



Harvest Moon

It shines on us all.



Aquarius Blue<sup>1</sup>

Don't park it in the sky. You might not find it again.



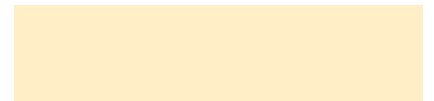
Sunflower Yellow<sup>2</sup>

Follows the sun.



Platinum Gray<sup>2</sup>

Solid.



Mellow Yellow<sup>1</sup>

Whatever.



Salsa Red

A perfect partner.



Shadow Blue

Deep. Very deep.



Gecko Green<sup>2</sup>

Yes, if it follows you home you can keep it.

# Standard Features

## New standard features.

1. The 2.5L, 150hp, 5-cylinder engine
2. Slightly redesigned exterior with sharper lines and a bigger smile
3. Redesigned head and taillights for increased visibility
4. Redesigned centre console
5. Larger, thoughtfully-designed cup holders
6. A new storage compartment under the standard audio auxillary port
7. Redesigned front armrest
8. Chrome detailing on dash and vents
9. Driver side-window sun visor
10. Sunglass holder located above rearview mirror (sedan without sunroof only)
11. Electronic Stabilization Programme traction control with brake assist (HBA)
12. Four new colours – Gecko Green, Salsa Red, Shadow Blue and Aquarius Blue
13. Newly-designed wheel option
14. Redesigned front and rear grille



## VOLKSWAGEN CREDIT

For some people, the hardest thing to decide on when buying a new car isn't colour. Or figuring out which options they just can't live without. It's financing. That's why the friendly folks at Volkswagen Credit are there to help. Go to [vw.ca](http://vw.ca) for more information.

## More standard features.

### ► Interior

1. Premium in-dash CD stereo system with MP3 player connector
2. Speed-adjustable cruise control
3. CFC-free air-conditioning
4. Power windows with key-operated convenience close and open feature
5. Rearview mirror with integrated clock and temperature display
6. Reading lights for all four passengers
7. Two power outlets (one in the trunk, one in the centre console)
8. One-piece folding rear seat (sedan only)
9. Front centre arm rest with storage compartment
10. Electric rear window defroster
11. Luggage compartment light
12. Trunk escape handle
13. Fully carpet-lined trunk space
14. Illuminated vanity mirrors for driver and front passenger
15. Driver and front passenger fully reclining, height adjustable comfort seats with adjustable (height and angle) head restraints
16. Two front and one rear cupholders
17. Blue and red illuminated instrument panel
18. Front seatback storage compartments
19. Lockable, lighted glove box
20. Tinted glass
21. Heatable front seats and washer nozzles

### ► Safety

22. Anti-intrusion side door beams
23. Automatic locking feature at 13 km/h
24. Anti-theft vehicle alarm system for doors, hood, trunk lid, radio and starter

25. Daytime Running Lights (DRL)
26. Crash-optimized front end
27. Driver front and front side airbags<sup>1</sup>
28. Head/Thorax Airbags<sup>1</sup>
29. Active head restraints for driver and front passenger
30. CSTAP System (Child Seat Tether Anchorage Points)
31. LATCH System (Lower Anchors and Tethers for Children)
32. Remote central power locking system
33. Valet key
34. Key opening and closing feature for power windows
35. Headlights-on warning tone
36. Front and rear three-point safety belts (outboard passengers only)
37. Front safety belt pre-tensioners with load limiters
38. Rear seat Automatic Rollover Supports (convertible only)
39. Telescoping, height-adjustable steering column with leather-wrapped, three-spoke padded steering wheel (collapsible upon impact)

### ► Exterior

40. Power, heated exterior side mirrors with integrated side blinkers
41. Two-speed windshield wipers with four-speed, adjustable, intermittent wipe feature
42. Full-size steel spare tire
43. Projector lens halogen headlamps with polycarbonate, chip-resistant lenses
44. 16-inch steel wheels with full wheel covers
45. Manually operated convertible cloth top with defoggable rear glass window (convertible only, semi-automatic optional)

### ► Technology

To compare these features between the New Beetle sedan and convertible use the chart at far right.

## WARRANTY & ROADSIDE ASSISTANCE

Every Volkswagen is covered by a bumper-to-bumper New Vehicle Limited Warranty for 4 years or 80,000 km, whichever comes first. The Volkswagen Limited Powertrain Warranty provides 5 years or 100,000 km of protection, whichever comes first. And the fully galvanized steel body is covered by a 12-year unlimited distance Limited Warranty Against Corrosion Perforation Protection. In addition, a 24-hour-a-day Roadside Assistance package<sup>2</sup> for 4 years, unlimited distance. Help when you need it. Kind of like Force of Good Superheros.

<sup>1</sup>Airbags are supplemental restraints only and will not deploy under all accident scenarios. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. <sup>2</sup>Provided by Professional Dispatch Group. See dealer for details.

# Options

## 1. Pick an Engine.

1. **2.5L, 150 hp, 170 lb-ft torque, 5-cylinder**
2. **1.9L, 100 hp, 177 lb-ft torque, 4-cylinder TDI Diesel** (sedan only)

See previous page for more information on engines.

## 2. Choose your Options.

### ► Sedan Luxury Package

1. Tilt-and-slide power glass sunroof with tinted glass
2. Front fog lamps
3. 16" alloy wheels

### ► Sedan Luxury Leather Package

(includes Sedan Luxury Package)

1. Leather-trimmed surfaces with front, fully reclining, height-adjustable, comfort seats
2. Leather-wrapped steering wheel, shift knob and handbrake grip

### ► Convertible Luxury Package

1. Semi-automatic convertible roof
2. Front fog lamps
3. 16" alloy wheels

### ► Convertible Luxury Leather Package

(includes convertible Luxury Package)

1. Leather-trimmed surfaces with front, fully reclining, height-adjustable, comfort seats
2. Leather-wrapped steering wheel, shift knob and handbrake grip
3. Ski sack

## 3. Wheel Options.



Standard 16-inch steel wheels



Optional 16-inch alloy wheels

## Fuel Consumption

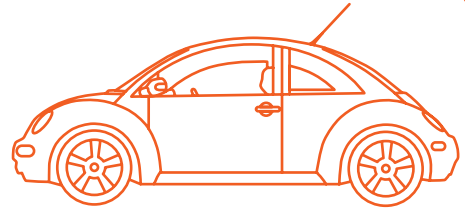
	Sedan		Convertible	
	City	Highway	City	Highway
2.5L Manual	10.4L/100km	7.1L/100km	10.8L/100km	7.2L/100km
2.5L Automatic	10.4L/100km	6.8L/100km	11.0L/100km	7.2L/100km
TDI Manual	6.2L/100km	4.6L/100km	•	•
TDI Automatic	6.8L/100km	5.1L/100km	•	•
Fuel tank capacity	55.0 litres			
Fuel requirement	Unleaded (Premium recommended) Diesel for optional TDI engine			

## Measurements

	Sedan	With Sunroof	Convertible
Wheelbase	2,508 mm	2,508 mm	2,509 mm
Overall Length	4,091 mm	4,091 mm	4,091 mm
Width	1,724 mm	1,724 mm	1,724 mm
Height	1,498 mm	1,498 mm	1,502 mm
Front Headroom	1,049 mm	970 mm	1,033 mm
Rear Headroom	932 mm	932 mm	944 mm
Front Shoulder Room	1,340 mm	1,340 mm	1,340 mm
Rear Shoulder Room	1,252 mm	1,252 mm	1,069 mm
Front Legroom	1,001 mm	1,001 mm	1,001 mm
Rear Legroom	852 mm	852 mm	800 mm
Passenger Volume	2.4 cu m	2.3 cu m	2.2 cu m
Cargo Area	0.3 cu m	0.3 cu m	0.1 cu m

## Engineering and Technology

	Sedan	Convertible
2.5L, 20 valve, 150 hp, 5-cylinder engine	S	S
1.9L, 8 valve, 100 hp, 4-cylinder, Turbo-charged direct injection diesel	O	•
5-speed manual transmission	S	S
6-speed automatic transmission with Tiptronic <sup>3</sup>	O	O
6-speed automatic transmission with Tiptronic and DSG <sup>4</sup>	O	•
Power-assisted rack and pinion steering	S	S
Independent front McPherson struts with stabilizer bar and independent track-correcting torsion beam rear axle with integrated stabilizer bar	S	S
ABS (anti-lock) power-assisted, vented front discs with solid rear discs	S	S
205/55R16H tires on 16-inch steel wheels	S	S
225/55R16H tires on 16-inch alloy wheels	P	P
ASR (Anti-Slip Regulation)	S	S
EDL (Electronic Differential Lock)	S	S
Electronic Stabilization Programme	S	S
Laser beam-welded, unitized construction, fully galvanized steel body	S	S
LEV II/BIN 5 emissions concept (2.5L only)	S	•
ULEV II/BIN 5 emissions concept (2.5L only)	•	S
BIN 10 emissions concept (1.9L TDI only)	O	•



An anonymous New Beetle Driver just:

- a. Fed your expired meter.
- b. Shut off your headlights.
- c. Paid your toll.
- d. \_\_\_\_\_.

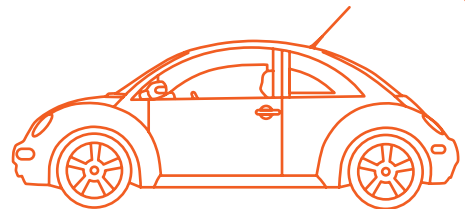
Feel free to return the favour with a random act of kindness to someone else. Or nominate a do-gooder New Beetle person at [forceofgood.com](http://forceofgood.com).



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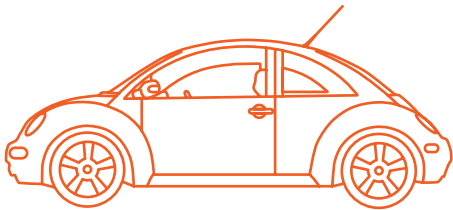
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## Good deed cards.

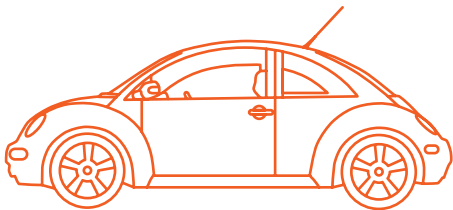
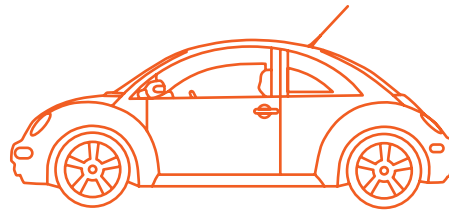
As we said, the New Beetle has, for some reason, become a Force of Good in the world. Does it inspire it or attract it? It doesn't really matter. We just want to keep it going. So, if you find yourself practicing a random act of kindness, please leave one of these handy calling cards behind. You can have them handed to your beneficiary or just tuck it in their windshield.



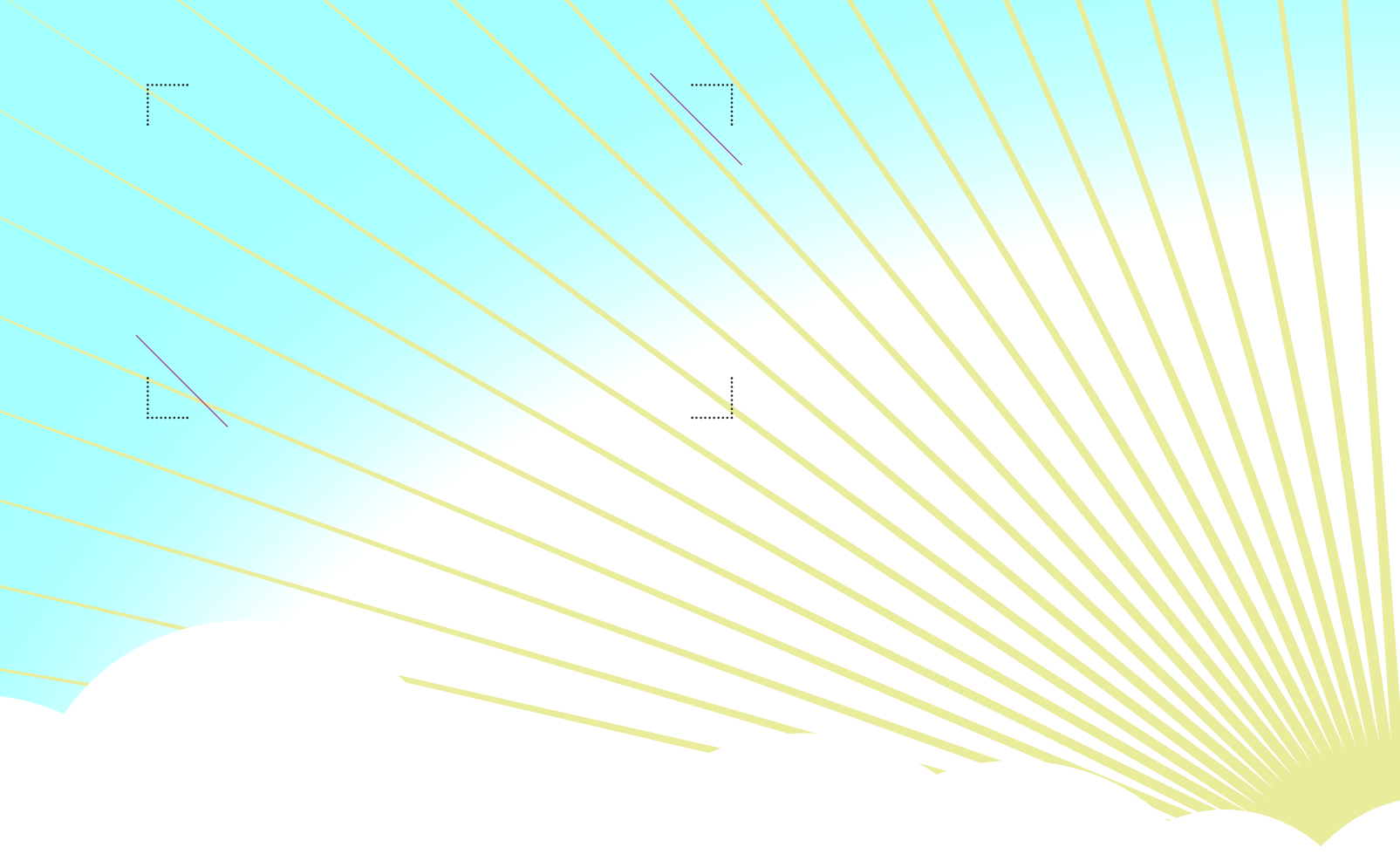
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**Force  
of  
Good**



## On the road of life, there are passengers and there are drivers. Drivers wanted.®



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