

2017

Beetle



Volkswagen

Exceptional exists for
less than you think.



From only \$21,735.*

*Base MSRP of a new and unregistered 2017 Beetle 1.8 TSI® Trendline with 5-speed manual transmission is \$21,735, \$1,645 freight and PDI and \$100 a/c levy included. Licence, insurance, registration, options, any dealer or other charges and applicable taxes are extra. Dealer may sell for less. Higher trimlines of the 2017 Beetle are shown and some include optional equipment.

There's no mistaking the Beetle. It's an original, just like the people who drive it. The 2017 Beetle fits perfectly into a lifestyle where fun is the name of the game and life is one big adventure. It even drives with a unique personality all its own. And of course, it's also big on affordability. Because everyone should own a Beetle once in their life.

Performance

The 2017 Beetle has a lively and efficient TSI® engine tucked neatly under the hood. It provides loads of driving joy whether you're heading for a burger or out on the open highway.

Technology

We packed the 2017 Beetle with technology that lets you be you – whether it's listening to your signature song or staying connected with the people that matter most.

Design & interior

From the outside it's a Beetle through and through. Inside you'll find a whole bunch of modern touches to make every drive fun, comfy, and just the way you like it.

Tech. And savvy.



Having the right technology can certainly make it a lot easier to express your personal sense of style and originality. Let the 2017 Beetle show you a few tricks.

Speakers shown for information only. Actual speakers vary in shape and size.



Available App-Connect*

It's intuitive and easy to use. With simple voice commands you can search for your favourite tunes, find an interesting new place to eat, and stay in touch with family and friends. You can also dictate text messages and have incoming texts read to you. Works via Android Auto™, Apple CarPlay™ and MirrorLink™.

Available Fender® Premium Audio System

Hear the difference a premium sound system can make. This 400-watt system delivers rich sound in high, low and mid ranges. And each speaker has been carefully situated to give you the very best listening experience possible.

Available LED tail lights

LED lights come on quicker so your brake lights alert those behind you sooner, which is an advantage when every millisecond can count. Plus they last a whole lot longer than conventional bulbs. On top of that, they also look really cool.

*Do not drive distracted.



It's a Beetle. 'Nuff said.

The Beetle has stayed true to its origins with a classic shape that has stood the test of time. But along the way, we've added lots of cool technology, which you'll delight in when you discover the 2017 rendition.

Available 17" Heritage black alloy wheels

Old-school styling takes centre stage with these classic wheels that will give your 2017 Beetle a distinctive blast-from-the-past look.

Available Bi-Xenon headlights with LED signature daytime running lights

Distinctive LED running lights let everyone know there's a 2017 Beetle coming while Bi-Xenon headlights let you see in the dark with amazing clarity.

Available rear "Volkswagen" badge

In a nod to the original air-cooled Beetle models of yesterday, you can add this nostalgic touch to give your 2017 Beetle a super-cool retro look that also looks right at home today.



All it needs is your personal touch.

We think we've thought of pretty much everything you'll need to enjoy your time behind the wheel. But it won't be your Beetle until you add the extra something – a superhero air freshener, perhaps.

Painted centre console

Beetle drivers like to celebrate the unconventional. So does the 2017 Beetle. On select colour choices, the centre console is painted to match the exterior colour.

Available two-tone Sioux checkered seat fabric

Sioux Brown and beige complement each other perfectly on these smartly styled two-tone seating surfaces. It's the perfect way to add a touch of nostalgic flair to your Beetle.

Ambient interior lighting

With three distinctive lighting colours to choose from, you can set the mood just the way you want and add fun times to any nighttime drive.



Packed full of safety.



We filled the 2017 Beetle with safety – inside and out. Whether you're driving in heavy traffic, in rain or at night, you've got a car that is looking out for you. It's even got your back when you're backing up.



Available Blind Spot Detection*

Be certain of your surroundings at all times. Radar sensors trigger a blinking symbol on your side mirrors that warns you when another vehicle is in your blind spot.

Available rain-sensing wipers

Whether it's just a few drops or a downpour, the sensor knows what's happening on your windshield and automatically turns on the wipers and adjusts to the correct speed or interval. It lets you concentrate more easily on what's in front of you.



Automatic post-collision braking system

Automatically applies the brakes after the vehicle suffers a collision, to help reduce the chance of a secondary collision.

Intelligent Crash Response System (ICRS)**

Looking out for you when you need it most, this automatic safety system disables the fuel pump, turns on the hazard lights and unlocks all doors in the event of a collision.



Standard rearview camera*

See what lies on the road behind. With a camera installed behind the Volkswagen emblem on the back of the car, you'll be able to see what's behind you when you're reversing.

Available auto-dimming interior rearview mirror

Helps make those nighttime drives a little less stressful. The rearview mirror automatically dims to eliminate those pesky glaring headlights shining in your eyes.

Fuel Consumption ¹	Engine	City L/100 km	Highway L/100 km
Manual	1.8 TSI*	9.5	7.1
Automatic	1.8 TSI*	9.7	7.2
Automatic (Beetle Dune)	1.8 TSI*	9.6	7.5

¹Fuel consumption figures are estimates based on Natural Resources Canada's approved criteria and testing methods. Your fuel consumption will vary.

*Driver assistance feature. Drivers must continue to perform manual checks before proceeding and pay full attention to the road.

**ICRS will only engage if an airbag is deployed or a safety belt tensioner fires.

2017 Beetle Dune



Go off the beaten track. Then turn left. The 2017 Beetle Dune was made for the curious, the adventurers, and the convention breakers. A tougher, lifted suspension keeps it higher off the ground, while a wider track helps improve traction. And with an energetic turbocharged engine, you can escape civilization as quickly as you need to.

Inspired by the famous Baja Bugs of the '60s

The 2017 Beetle Dune features fender extensions, a honeycomb front air intake and a rear spoiler for a look that says, "Let's go."

Striking "Dune" interior on the available Sandstorm Yellow exterior

Colour-matched interior highlights take the Sandstorm Yellow 2017 Beetle Dune to a whole new level of cool. As does the contrasting bright yellow stitching on the grippy bucket seats.

2017 #PinkBeetle



It started as a concept at an auto show but quickly became a social media superstar. The public had spoken, and #PinkBeetle became a reality. It's a car that makes a statement, in a big, big way. Quantities are limited. So if you want one, get moving.

Fashion a-go-go

Pink accents highlight the doors, steering wheel clip, radio, air vents, floor mats and seats, while gorgeous black and grey checkerboard upholstery with pink stitching adorns the seats.

It'll turn heads, and drop jaws

It starts with the retina-riveting "Fresh Fuchsia" metallic paint and continues to the dressy black accents on the mirrors and running boards, all the way down to its stylish 18" wheels.

Standard Wheels



16" Propeller steel wheel
TL



17" Heritage black alloy wheel
CL



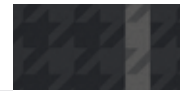
18" Canyon alloy wheel
DUN



18" Ravenna alloy wheel
PNK

Exterior & Interior Colours

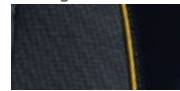
Titan Black
Pepita cloth



Sioux Brown two-tone cloth and leatherette with checkered beige



Dark Ceramique cloth with black leatherette bolsters and surrounds; Curry yellow piping and stitching throughout



Check Pink black-grey checkerboard pattern with pink stitching and pink accents



	Titan Black Pepita cloth	Sioux Brown two-tone cloth and leatherette with checkered beige	Dark Ceramique cloth with black leatherette bolsters and surrounds; Curry yellow piping and stitching throughout	Check Pink black-grey checkerboard pattern with pink stitching and pink accents
Pure White	TL	CL	DUN	-
Tornado Red	TL	-	-	-
Bottle Green Metallic	TL	CL	-	-
Dark Bronze Metallic	TL	CL	-	-
Fresh Fuchsia Metallic	-	-	-	PNK
Habanero Orange Metallic	TL	-	-	-
Platinum Grey Metallic	TL	CL	-	-
Sandstorm Yellow Metallic	-	-	DUN	-
Silk Blue Metallic	TL	CL	-	-
White Silver Metallic	TL	CL	-	-
Deep Black Pearl	TL	CL	DUN	-



Volkswagen Original Accessories

Ready for anything.
Custom-tailor your Beetle.



When it comes to accessorizing a Volkswagen, only the best will do. Built to the same quality standards we build our cars and SUVs to, our accessories are custom-fitted to each vehicle and designed to go the distance.

Many accessories can also be included in your lease and financing arrangements, and easily included in your payments to suit your needs.*

Volkswagen Original Accessories are protected by the new vehicle 4-year/80,000 km limited warranty if they're installed prior to vehicle delivery. Or if purchased afterwards, accessories qualify for the balance of the new vehicle warranty coverage or a 1-year/20,000 km limited warranty, whichever is greater.**

01 Monster Mats®
High-quality all-season mats with rounded retention clips.

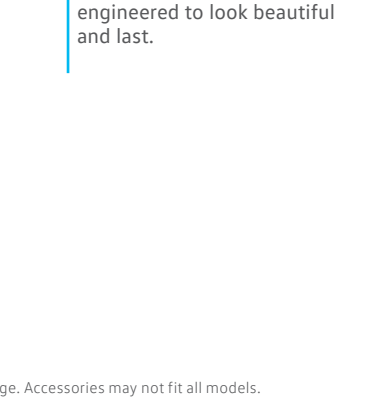
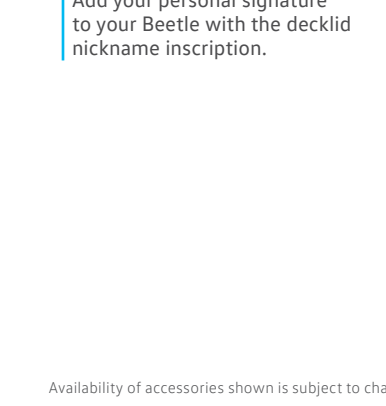
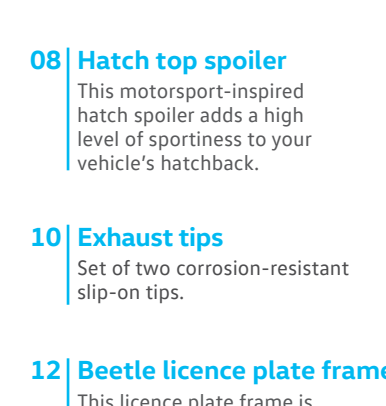
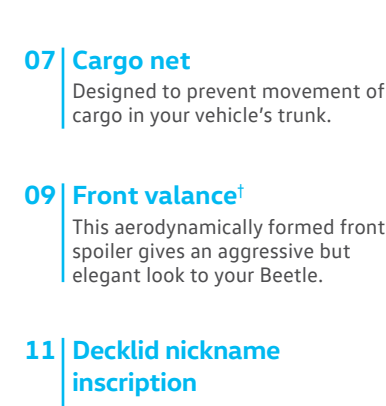
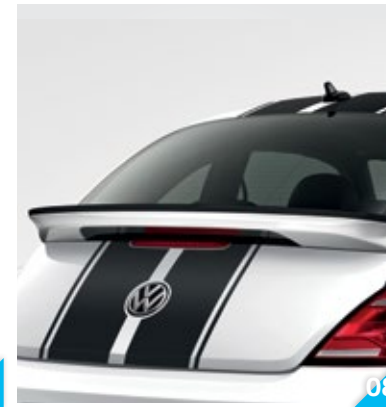
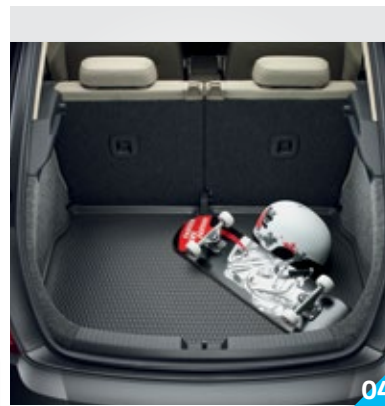
02 Splash guards†
Temperature-resistant guards protect against road debris.

03 Door sill protection trim
Enhances the entry area of your vehicle while protecting the painted door sill from scratches and scuffs.

04 Trunk liner
Helps protect your trunk from dirt and spills.

05 Spare-tire-mount subwoofer
Five-channel Class AB amp with built-in digital sound player.

06 Valve stem caps
Set of four nickel-plated brass stem caps.



13 Racing stripes
Give your Beetle its own unique profile, with these Volkswagen Original Accessories racing stripes.

14 Child seat protective underlay
These seat covers not only look great, but they are also practical.

15 Volkswagen Original Tire Bags
Volkswagen Original Tire Bag set protects tires during transport and storage of tires in the garage or cellar.

16 16" Corvara wheel
The 16-inch Corvara alloy wheel in brilliant silver features a striking five-spoke design that complements your vehicle.

17 17" Helix wheel
This wheel features a helix-style design with conical twin spokes extended out to a flat surface.

18 20" Monterey wheel
This 20-inch Monterey wheel in anthracite gives your car a modern and sporty look.



*Accessories must be dealer installed and approved by Volkswagen Finance. Certain conditions may apply. Contact your approved dealer for full details.
**Limited warranty is supplied by Volkswagen Group Canada Inc.
†Not compatible with Beetle Dune.

Features

Trendline (TL)

Engines:

- 1.8 TSI® 170 HP, 5-speed manual transmission
- 1.8 TSI® 170 HP, 6-speed automatic transmission with Tiptronic®
- Maximum torque: 184 lb-ft at 1,500–4,750 rpm

Trendline includes:

- 16" Propeller steel wheels with full wheel covers and all-season tires
- 50/50 split folding rear seats
- 8-way manually adjustable front comfort seats including manual lumbar support
- Alarm preparation
- Ambient interior lighting
- Auxiliary input
- Bluetooth® mobile phone connectivity with voice activation control
- Body-coloured bumpers
- Centre console painted, Platinum Grey Metallic[†]
- Cloth seating surfaces
- Composition Colour – 5" touchscreen radio with CD player and 1 SD card slot
- Dashboard colour-coded to exterior paint with additional glove box
- Driver and front passenger combined head/thorax side airbag supplemental restraint
- Driver and front passenger front airbags
- Electronic Stability Control (ESC)
- Front and rear disc brakes
- Front centre armrest
- Heatable front seats and washer nozzles
- Hill Hold Assist (manual transmission only)
- Illuminated vanity mirrors
- Interior chrome accents
- Manual climate control
- Multi-link rear suspension
- Plastic 3-spoke steering wheel, shift knob and handbrake lever
- Power adjustable, heatable, body-coloured exterior mirrors with LED turn signals
- Power door locks/windows
- Rear spoiler
- Rearview camera
- Trip computer

Optional equipment:

Convenience Package

- App-Connect smartphone integration (Android Auto™, Apple CarPlay™, MirrorLink™)
- Composition Media – 6.33" touchscreen infotainment system with proximity sensor, voice control, CD player, 8 speakers and 1 SD card slot
- Cruise control
- Multifunction trip computer
- SiriusXM® Satellite Radio
- USB audio input

Classic (CL)

Engines:

- 1.8 TSI® 170 HP, 5-speed manual transmission
- 1.8 TSI® 170 HP, 6-speed automatic transmission with Tiptronic®
- Maximum torque: 184 lb-ft at 1,500–4,750 rpm

Includes Trendline plus:

- 17" Heritage black alloy wheels with all-season tires
- App-Connect smartphone integration (Android Auto™, Apple CarPlay™, MirrorLink™)
- Auto-dimming interior rearview mirror
- Automatic headlights with coming and leaving home function
- Composition Media – 6.33" touchscreen infotainment system with proximity sensor, voice control, CD player, 8 speakers and 1 SD card slot
- Cruise control
- Door panels in leatherette
- Door sill plates
- Leather-wrapped multifunction steering wheel, shift knob and handbrake lever
- Multifunction trip computer
- Rain-sensing wipers
- SiriusXM® Satellite Radio
- Special two-tone cloth and leatherette seating surfaces with contrast stitching
- USB audio input
- VOLKSWAGEN badge, rear decklid

Optional equipment:

Style Package

- Bi-Xenon headlights with LED daytime running lights
- Blind Spot Detection with Rear Traffic Alert
- Climatronic® dual-zone electronic climate control
- Fender® Premium Audio System – 8 speakers plus subwoofer
- Front fog lights
- KESY – keyless access with push-start button
- LED tail lights
- Panoramic power sunroof

Beetle Dune (DUN)

Engine:

- 1.8 TSI® 170 HP, 6-speed automatic transmission with Tiptronic®
- Maximum torque: 184 lb-ft at 1,500–4,750 rpm

Includes Trendline plus:

- 18" Canyon alloy wheels with all-season tires
- Aluminum pedals
- App-Connect smartphone integration (Android Auto™, Apple CarPlay™, MirrorLink™)
- Auto-dimming interior rearview mirror
- Automatic headlights with coming and leaving home function
- Bi-Xenon headlights with LED daytime running lights
- Black leatherette bolsters and surrounds with Dark Ceramique cloth and piping and stitching in Curry yellow
- Blind Spot Detection with Rear Traffic Alert
- Chassis, + 10 mm vs. standard
- Climatronic® dual-zone electronic climate control
- Contrasting Curry yellow stitching throughout (steering wheel, floor mats, shifter, handbrake, armrest, seat bolsters)
- Cruise control
- Dash pad and interior door moulding in Sandstorm Yellow (solid black for Pure White and Deep Black)
- Discover Media – 6.33" touchscreen infotainment system with proximity sensor, voice control, CD player, satellite navigation and 2 SD card slots
- DUNE clip located on bottom of steering wheel
- DUNE folio above protective side mouldings along bottom of door
- Exterior mirrors painted in Reflex Silver Metallic
- Fender® Premium Audio System – 8 speakers plus subwoofer
- Front bumper with alternate air intake and honeycomb design
- Front fog lights
- Front stabilizer, solid, 23 mm
- Instrument cluster accents in Sandstorm Yellow
- KESY – keyless access with push-start button
- Leather-wrapped multifunction steering wheel, shift knob and handbrake lever
- LED rear licence plate illumination
- LED tail lights
- Multifunction trip computer
- Panoramic sunroof
- Park Distance Control (PDC)
- Protective side mouldings in black matte grained plastic
- Rain-sensing wipers
- Rear bumper with silver diffuser
- Rough-road suspension
- SiriusXM® Satellite Radio
- Skid plate, front and sides, painted silver
- Sport seats
- USB audio input
- Wider track, + 14 mm vs. standard

#PinkBeetle (PNK)

Engine:

- 1.8 TSI® 170 HP, 6-speed automatic transmission with Tiptronic®
- Maximum torque: 184 lb-ft at 1,500–4,750 rpm

Includes Trendline plus:

- 18" Ravenna alloy wheels with Adamantium finish (dark grey) and all-season tires
- App-Connect smartphone integration (Android Auto™, Apple CarPlay™, MirrorLink™)
- Auto-dimming interior rearview mirror
- Automatic headlights with coming and leaving home function
- Bi-Xenon headlights with LED daytime running lights
- Blind Spot Detection with Rear Traffic Alert
- BUG badge, rear decklid
- Check Pink black-grey checkerboard pattern with pink stitching and pink accents
- Climatronic® dual-zone electronic climate control
- Clip located on bottom of steering wheel in Fresh Fuchsia
- Composition Media – 6.33" touchscreen infotainment system with proximity sensor, voice control, CD player, 8 speakers and 1 SD card slot
- Cruise control
- Dash pad in black
- Door sill plates
- Fender® Premium Audio System – 8 speakers plus subwoofer
- Floor mats with pink stitching
- Front fog lights
- KESY – keyless access with push-start button
- Leather-wrapped multifunction steering wheel, shift knob and handbrake lever with pink stitching throughout
- LED rear licence plate illumination
- LED tail lights
- Multifunction trip computer
- Panoramic sunroof
- Park Distance Control (PDC)
- Radio and air vent surrounds in Fresh Fuchsia
- Rain-sensing wipers
- Side mirrors in Deep Black Pearl
- SiriusXM® Satellite Radio
- Upper door inserts in Fresh Fuchsia
- USB audio input

The Beetle Dune is not an off-road vehicle.

†Centre console matched to exterior colour for Pure White, Tornado Red, Habanero Orange Metallic and Silk Blue Metallic.





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