

**2017**

# **Beetle Convertible**



**Volkswagen**



Exceptional exists for  
less than you think.

From only \$27,135.\*

\*Base MSRP of a new and unregistered 2017 Beetle Convertible 1.8 TSI® Trendline with 6-speed automatic transmission is \$27,135, \$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 Convertible are shown and some include optional equipment.

**Look up, waaaaay up.** Because with the top down, there's nothing but sunny skies and starry nights to enjoy. It's impossible not to be in a happy mood driving this car. Make your mark in the world behind the wheel of a cultural icon that also lets you enjoy a big breath of fresh air, without the big price tag.

#### Performance

A car that looks really fun should drive that way too. The Beetle Convertible doesn't disappoint. Dart around town with a zippy turbocharged engine that will ensure you enjoy every minute under the sun.

#### Technology

Having all the latest gadgets and gizmos at the ready can sure make a journey more enjoyable. That's why we packed the 2017 Beetle Convertible with lots of cool, forward-thinking technology.

#### Design & interior

Sometimes less is more. That's what inspired the creation of a Beetle without a roof. It's the only way we could think to make a super-fun car even more fun.



## Soft top meets top tech.



The right technology can sure make a fun ride a whole lot more fun. The 2017 Beetle Convertible packs a lot of cool tech under its top so you can truly enjoy the sights and sounds of the open road.

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



### 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 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. Works via Android Auto™, Apple CarPlay™ and MirrorLink™.

### 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.

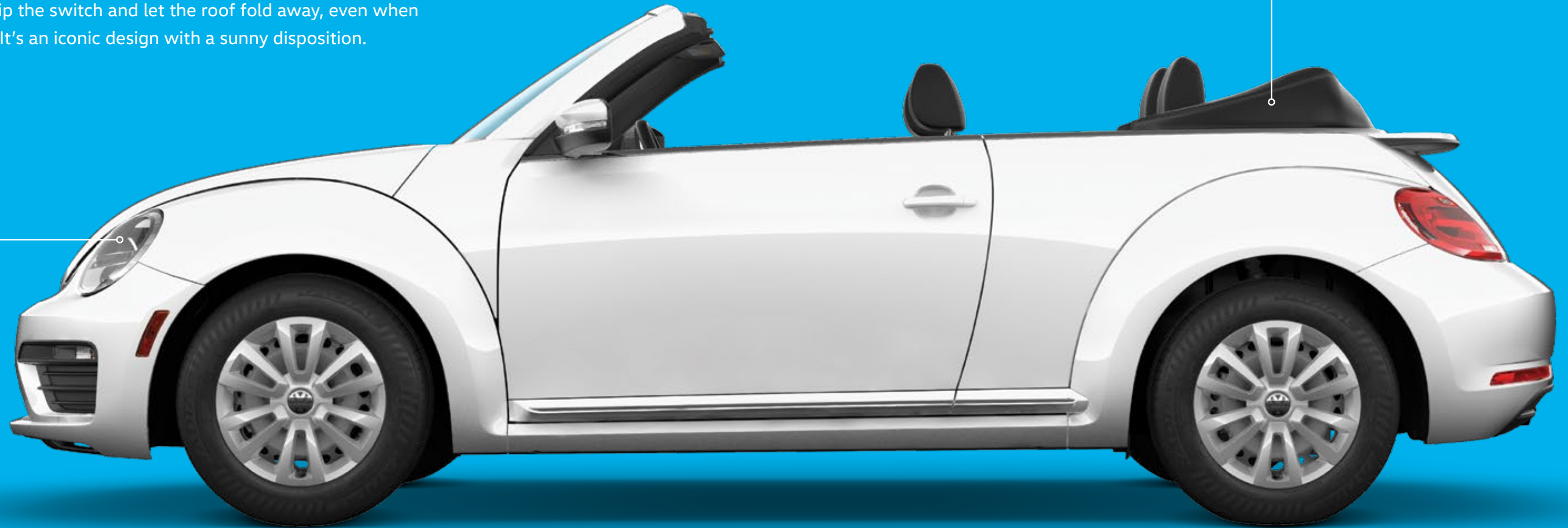
\*Do not drive distracted.

# Got your head in the stars? Perfect.

The 2017 Beetle Convertible lets you show off your individuality – literally. Just flip the switch and let the roof fold away, even when you're driving. It's an iconic design with a sunny disposition.

## Convertible

Lowering the power-folding soft top is virtually effortless: just a flip of the switch on the overhead console and you're sunny side up in less than 10 seconds at speeds of up to 50 km/h.



## Available Bi-Xenon headlights

When you've found the perfect back road where the stars shine just a little brighter, see your way back home with amazing clarity.



# The great indoors. And outdoors.

Whether you're breezing through town top-down or the forecast is calling for a shower, you'll be surrounded in style, comfort and panache. Even if there is a chill in the air, the heatable seats will keep you toasty warm.



## Ambient interior lighting

Nighttime is the right time to really show off your personal style. And it's easy when you can select from three distinctive colours to light things up.

## 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.

## Available leather-wrapped multifunction steering wheel

Turn up the volume on your favourite tune without taking your hands off the wheel. Take care of other functions too while enjoying the soft feel of leather on your palm.

## Available Climatronic® dual-zone electronic climate control

Allows both driver and passenger to set the temperature for their side of the cabin. If the passenger feels hot, they can simply adjust their temperature for a cooler blast of air. It's ideal when one side of the cabin has the sun coming in.



# All-around fun. All-around safety.

We didn't compromise one single bit on safety features in the 2017 Beetle Convertible. An abundance of features will make sure every drive you take is a confident one.



## Automatic post-collision braking system

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



## Available Blind Spot Detection with Rear Traffic Alert\*

Be more certain of your surroundings. Radar sensors trigger a blinking symbol on your side mirrors that warns you when a car is in your blind spot.

## Rollover Protection System

As soon as the crash sensors detect a possible rollover or collision at the front, rear or side, a solid aluminum rollover bar springs up behind the rear head restraints in milliseconds. Combined with an extremely rigid windshield frame, the 2017 Beetle Convertible provides exceptional protection for all four occupants.



## 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.

## 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.

Fuel Consumption <sup>1</sup>	Engine	City L/100 km	Highway L/100 km
Automatic	1.8 TSI*	9.7	7.2
Automatic (Beetle Dune)	1.8 TSI*	9.6	7.5

<sup>1</sup>Fuel 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 Convertible



**Go off the beaten track.** Then turn left. The 2017 Beetle Dune Convertible was made for the sun seekers and the convention breakers. A tougher, lifted suspension keeps it higher off the ground, while a wider track helps improve traction. And with a powerful turbocharged engine, you can escape civilization quickly and blue-sky it all the way.

#### **Inspired by the famous Baja Bugs of the '60s**

The 2017 Beetle Dune Convertible 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 Convertible to a whole new level of cool. As does the contrasting bright yellow stitching on the grippy bucket seats.



# 2017 #PinkBeetle Convertible



**It started as a concept at an auto show but quickly became a social media superstar.**

The public had spoken, and #PinkBeetle and its cousin #PinkBeetle Convertible 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



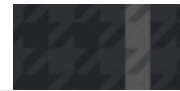
18" Canyon alloy wheel  
DUN



18" Ravenna alloy wheel  
PNK

## Exterior & Interior Colours

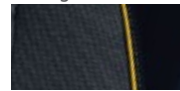
Titan Black  
Pepita cloth



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



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 Convertible.



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.

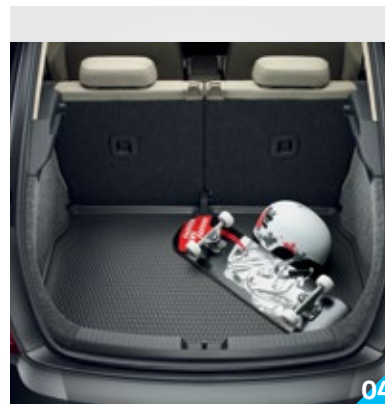
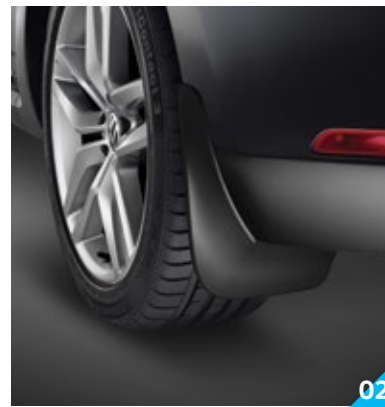
**02 Splash guards†**  
Temperature-resistant guards protect against road debris.

**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.



**07 Cargo net**  
Designed to prevent movement of cargo in your vehicle's trunk.

**08 Side stripes – black**  
Give your Beetle its own unique profile with these nickname films.

**09 Front valance†**  
This aerodynamically formed front spoiler gives an aggressive but elegant look to your Beetle.

**10 Exhaust tips**  
Set of two corrosion-resistant slip-on tips

**11 Decklid nickname inscription**  
Add your personal signature to your Beetle with the decklid nickname inscription.

**12 Beetle licence plate frame**  
This licence plate frame is engineered to look beautiful and last.

**13 Wind deflector – black**  
Elegant and classically styled, this precision-fit unit is designed to minimize annoying air turbulence.

**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)

**Engine:**

- 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<sup>†</sup>
- 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
- 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
- Power soft top featuring remote operation with key fob
- Rear spoiler
- Rearview camera
- Tonneau cover
- Trip computer
- Wind blocker

**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)

**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:**

- 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
- Sioux Brown roof
- 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
- KESSY – keyless access with push-start button
- LED tail lights

## 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
- 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
- KESSY – 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
- 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
- KESSY – 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
- 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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