

2017 Beetle Dune

Exceptional exists
for less than you think.

From only \$30,635.*



We took our beloved Beetle and made it, dare we say, "meaner," while still keeping it affordable. One look and we think you'll agree the new 2017 Beetle Dune is something way out of the ordinary. Not only does it look feisty, it's higher off the ground and sports a wider track with a look that was inspired by the famous Baja Bugs from the '60s. Replica skid plates, side graphics and metal trim, an aggressive oversized rear spoiler, fog lamps, LED tail lights, and a sleek honeycomb front air intake complete the picture – while under the hood is a 1.8L 170 HP turbocharged engine.

Exteriors & Interiors

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



Pure White

✓

Sandstorm Yellow Metallic

✓

Deep Black Pearl

✓

Key Features

Iconic design

The 2017 Beetle Dune takes the iconic Beetle shape and blends it with the Baja Bugs from the 1960s to create a Beetle that screams capability, but in a very friendly way.

Two-tone checkered seat fabric

Two-tone cloth and leatherette seating surfaces with contrast stitching deliver a stylish look that can turn heads in an instant.

Ambient interior lighting

With three distinctive lighting colours to choose from, you can set the mood just the way you want.

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 convertible roof

The 2017 Beetle Dune also comes in a soft-top version so you can enjoy sunny skies and moonlit nights when you're on your adventure.

LED tail lights

LED lights come on quicker and last a whole lot longer than conventional bulbs. On top of that, they look terrific.

[†]Do not drive distracted.

Engine:

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

Includes from Beetle Trendline:

- 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
- 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
- Multi-link rear suspension
- Power door locks/windows
- Rear spoiler
- Rearview camera

- 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
- Panoramic sunroof (Coupe only)
- Park Distance Control (PDC)
- Protective side mouldings in black matte grained plastic
- Rain-sensing wipers
- Power soft top featuring remote operation with key fob (Convertible only)
- 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

Beetle Dune adds the following:

- 18" Canyon alloy wheels with all-season tires
- Aluminum pedals (Coupe only)
- 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

The Beetle Dune is not an off-road vehicle.

Visit your Volkswagen dealer to schedule a test drive today.



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*Base MSRP of a new and unregistered 2017 Beetle Dune Coupe 1.8 TSI® with 6-speed automatic transmission is \$30,635, \$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.

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