

2017 #PinkBeetle

Exceptional exists
for less than you think.

From only \$28,635.*



Retouched American model shown
for illustration purposes only.



Exteriors & Interiors

Some people have such a commanding presence, that when they enter a room, it's like there's an electric charge in the air. Now there's a car that fits that bill too. The 2017 #PinkBeetle is in a league of its own. We pumped up the panache. We elevated the elegance. We stepped up style. And kept the affordability. There's absolutely no mistaking the "Fresh Fuchsia" metallic paint, fashionably accented with black trim on the mirrors and running boards. Inside, pink accents highlight the doors, steering wheel clip, radio, air vents, floor mats and seats. And the seats are the definition of swank with gorgeous black and grey checkerboard upholstery with pink stitching.

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



Fresh Fuchsia Metallic



Key Features

Iconic design

The Beetle's unique shape is like nothing else on the road. It's distinctive. It's classic and modern at the same time. And now the 2017 #PinkBeetle takes that iconic shape to a whole new dimension with a striking paint job that goes way beyond radiant.

Checked seating surfaces with pink highlights

A car this fashionable deserves an equally stylish interior. Soft cloth seating surfaces feature a chic grey-on-grey checkerboard pattern highlighted, of course, by bright pink stitching.

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 #PinkBeetle also comes in a soft-top version so you can enjoy sunny skies and moonlit nights to your heart's content.

LED tail lights

LED lights come on quicker to alert those behind you and last a whole lot longer than conventional bulbs. On top of that, they look really cool.

[†]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
- Centre console painted, Platinum Grey Metallic
- 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
- Illuminated vanity mirrors
- Interior chrome accents
- Multi-link rear suspension
- Power door locks/windows
- Rear spoiler
- Rearview camera

#PinkBeetle adds the following:

- 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
- Heatable front seats and washer nozzles
- 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)
- Power soft top featuring remote operation with key fob (Convertible only)
- 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

Visit your Volkswagen dealer to schedule a test drive today.



Volkswagen

*Base MSRP of a new and unregistered 2017 Pink Beetle Coupe 1.8 TSI® with 6-speed automatic transmission is \$28,635, \$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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