



Das Auto.

## 2010 New Beetle



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## An icon then and now.

No vehicle is more iconic or enduring than the Volkswagen® Beetle®. First introduced back in 1938, "the little car that could" soon appeared all over the world and became the longest-running and most-produced automobile of a single design. In North America, the Beetle did everything from winning the Baja 500® to winning the hearts of Canadians from every walk of life. This journey is far from over, as the New Beetle® keeps bringing the fun and fashion of a great shape, and combines it with the latest in German engineering and European styling. So hop in, buckle up and take off. The world is waiting.



## At a glance.

### **Grin and share it.**

The 2010 New Beetle is designed for driving pleasure of the peppy kind. This is due to the 2.5L, 5-cylinder engine that unleashes 150 hp, 170 lb-ft of torque and a ton of euphoria on the road. Kudos also goes out to the available 6-speed automatic transmission that performs like a sporty manual, much to the delight of New Beetle drivers, and passengers, everywhere.



European model shown.

### **Even more reasons to give a big warm smile.**

Heatable front seats, heatable washer nozzles and heatable power exterior mirrors mean the New Beetle is custom-made for Canadian winters. There's also a premium in-dash, single CD player with 6 speakers for your next outstanding car karaoke performance. And when the sun is warm and you feel like sharing your music with the outside world, the New Beetle Convertible lets you do it with 10 speakers. No matter which you choose, both cars offer a nice little package that puts a big, German-engineered accent on fun.

### **Who needs therapy?**

It's impossible not to feel happy in a New Beetle. There's just something about the inimitable body design, unparalleled spirit and nostalgic past that puts a big, wide smile on your face. Innovative features like elliptical headlights, semi-transparent taillights and armrest storage compartment make the experience even more joyful. And with more and more drivers discovering the pleasures of the New Beetle, the feeling is catching on.



## German engineering you can hear.

An MP3 format-readable in-dash CD player with 6-speaker stereo system and SIRIUS Satellite Radio\* is the core of the New Beetle audio system. It comes standard with the convenience of an auxiliary input jack to plug in any MP3 player. Choose the New Beetle Convertible and take the next technological step up with a 10-speaker stereo system. More speakers, more power, and more boom boom. SIRIUS Satellite Radio\* delivers 120 channels, including 100% commercial-free music. Enjoy everything from news to sports to classical to metal to hip hop to honky tonk. SIRIUS has it all. And if there's such a thing as hip tonk or honky hop, you better believe you're getting that too.

\*With limited complimentary subscription.





New Beetle Convertible shown with accessory roof cover.

## Make getting there more than half the fun.

Fun to look at. Even more fun to drive. That's the best way to describe the New Beetle. A German-engineered 2.5L, 5-cylinder DOHC gasoline engine delivers 150 hp, 170 lb-ft of torque, and unlimited good times when you hit the pedal. It also delivers 10.4 city / 6.8 highway L/100 km (10.2 city / 7.1 highway L/100 km for the Convertible)\*. Paired up with this unbeatable engine is our available 6-speed automatic transmission—not the usual 4- or 5-speed—with Tiptronic®, which allows you to drive the New Beetle like a sporty manual. Pair that pairing with the standard Electronic Stabilization Programme (ESP), and your new best friend zigs, zags and puts a smile on your face. And speaking of fun, don't even get us started on the New Beetle Convertible. It's iconic. It's a ragtop. It's ridiculously fun.

\*Fuel consumption figures are estimates based on the Government of Canada's approved criteria and testing methods. Refer to the Government of Canada publication *Fuel Consumption Guide*. Your fuel consumption may vary.

## Well-rounded, inside and out.

From a historic past to a bright tomorrow, the New Beetle comes at you with a big smile and loads of innovative features. Start down the road with the New Beetle's elliptical headlights, semi-transparent taillights, and an unforgettable body design. Once inside, you'll notice an inordinate amount of room, with comfortable seating for four adults. We mean truly comfortable, not "okay, I guess I can sit here for a while until my legs fall asleep" comfortable. You'll also find innovations like the armrest storage compartment, and even a rear-seat pass-through on the Convertible.

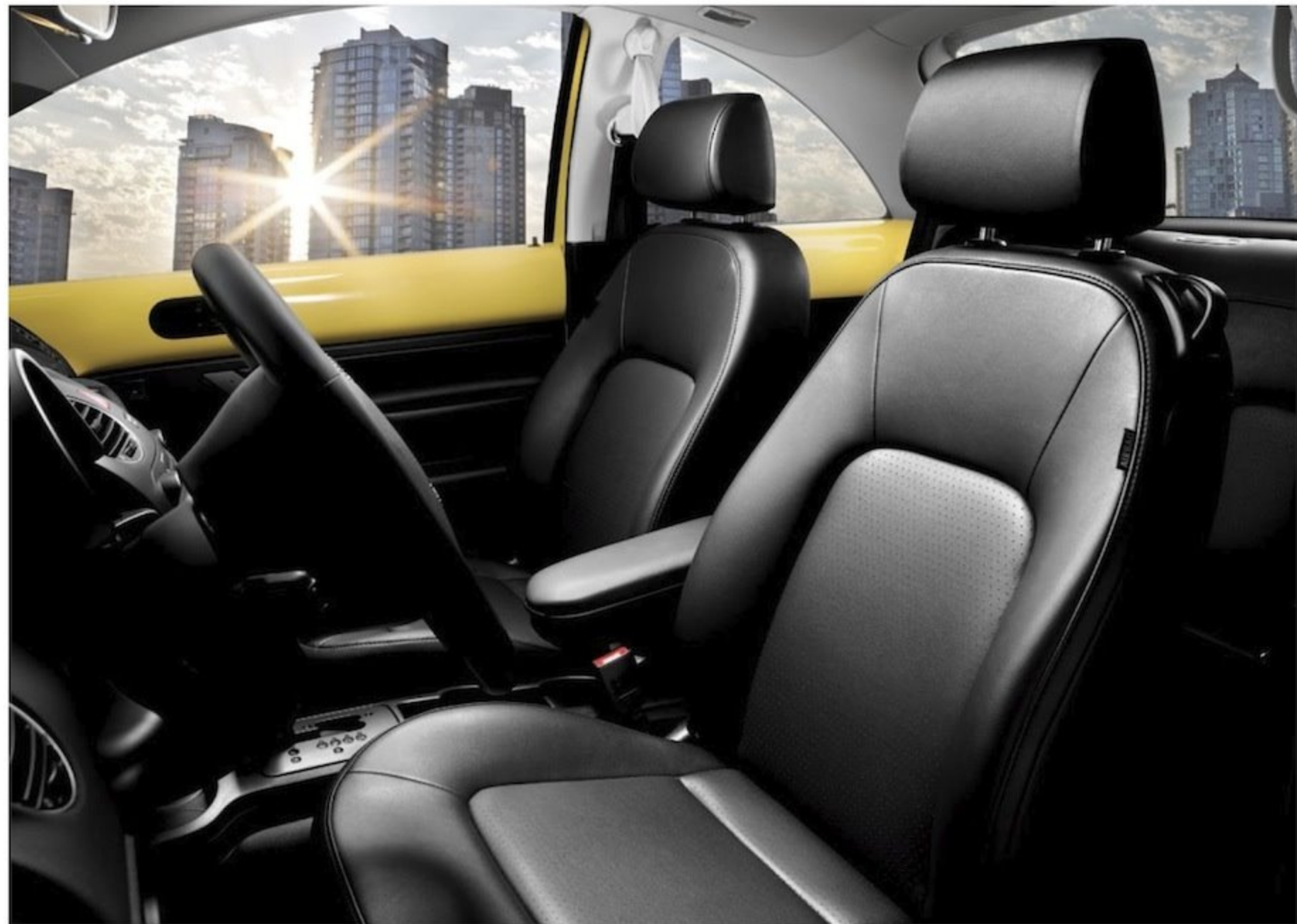


New Beetle Convertible shown with accessory roof cover.

Properly secure all cargo. Pass through not available on Sedan.

## Give yourself some space.

From the very first time you take a seat in the New Beetle, you feel welcome. Maybe it's the roomy dome-shaped interior, ample passenger room, and flip-down rear seats in the Sedan. Maybe it's the exterior colour trim panels that match perfectly with the interior colours and textures. Maybe it's the bud vase / lollipop holder / inspiration pod that's comfortably tucked into the dash, the red and blue cockpit illumination or the heated front seats. The fact is, when our German engineers do their thing on a German interior, the results are pure Volkswagen.







## Safety doesn't happen by accident.

Every Volkswagen comes standard with lots of features that work in harmony to both help you avoid an accident and help protect you if an accident is unavoidable. And we are constantly updating it, because when it comes to safety, there is no finish line.



### 4 Standard Airbags\*

Two front and two side thorax airbags for front seat passengers provide additional safety if deployed in a severe collision.

### Anti-intrusion Side Door Beams

High strength steel reinforcements in each door absorb impact energy to provide additional protection in side impacts.



### Anti-lock Braking System (ABS)

ABS helps drivers maintain steering control of a vehicle during hard emergency braking by reducing wheel lock-up.



### Anti-Slip Regulation (ASR)

Reduces wheel spin under acceleration, by reducing the torque output of the engine.

### Crash-optimized Front End

The front of the vehicle is sacrificed in the event of a serious crash. The engine bay and structure of the car crumple in a pre-determined way to help keep the integrity of the cabin intact.



### Electronic Stabilization Programme (ESP)

ESP helps to maintain the intended course by generating corrective forces. ESP is most effective when the driver is taking evasive action during sudden maneuvers, like when avoiding an accident.

### Safety Belt Pre-tensioners

In the event of a collision, the safety belts are automatically tightened in a fraction of a second to reduce slack in the belts for improved occupant protection.

\*Airbags are supplemental restraints only and will not deploy under all accident scenarios. Always use safety belts and seat children only in the rear seat, using restraint systems appropriate for their size and age. Drivers should always exercise care and control and drive according to weather and road conditions. Obey all traffic laws.

## Accessories.

To drive and thrive in a New Beetle, you have to be a unique kind of person. Here's where you can push that to the maximum. Stainless steel pedal caps will allow your feet to have as much fun as you do. Downforce, aerodynamics and style are the inspiration for a rear hatch spoiler. You can protect your convertible roof and make your car's appearance a little more sleek with an interior-matching boot cover. Choosing factory cargo organizers will help organize your cargo. And Monster Mats™ will keep your carpets clean. Splash guards will protect the underbody from gravel, sand and salt. Add a base rack system to carry everything from bikes to skis to kayaks to who-knows-what, and your New Beetle can let you tackle all the great outdoors.



Aluminum luggage platform and soft luggage carrier



Monster Mats



Splash guards



## A ton of fun.

With so many unparalleled features and benefits, the New Beetle can very well allow itself the big grin you see when looking at it face on. And you'll be grinning right back as you enjoy its German engineering, European styling, spirited performance, roomy interior, innovative features ... the list really does go on and on. That said, there's even more to the 2010 New Beetle than meets the eye. So take a closer look and see just how fun it can be.



New Beetle Convertible shown with accessory roof cover.

## Colour combinations New Beetle



Candy White



Salsa Red



Black



Sunflower Yellow



Heaven Blue Metallic



Gecko Green Metallic\*



New Beetle	Candy White	Salsa Red	Black	Sunflower Yellow	Heaven Blue Metallic	Gecko Green Metallic
Leatherette Black	●	●	●	●	●	●
Leatherette Cream	●	●	●			●



\*Limited quantity.



## Colour combinations New Beetle Convertible



Candy White\*



Salsa Red



Sunflower Yellow\*



Harvest Moon Beige



Shadow Blue Metallic\*\*

New Beetle Convertible with Black Roof	Candy White	Salsa Red	Sunflower Yellow	Harvest Moon Beige
Leatherette Black	●	●	●	
Leatherette Black Cream				●
Leatherette Cream				●

New Beetle Convertible with Beige Roof	Salsa Red	Harvest Moon Beige	Shadow Blue Metallic
Leatherette Cream	●	●	●

New Beetle Convertible		
<b>Leatherette Black</b> 	<b>Leatherette Black Cream</b> 	<b>Leatherette Cream</b> 

\*Only available with black roof.  
\*\*Only available with beige roof.

New Beetle Convertible
<b>Mali</b> 16" alloy wheels 

# Specs



## New Beetle Sedan and New Beetle Convertible

### TECHNICAL

<b>Engine</b>				
Type	2.5L, 5-cylinder, in-line, 20-valve			
Bore	82.5 mm			
Stroke	92.5 mm			
Displacement	2,480 cm <sup>3</sup>			
Compression ratio	9.5:1			
Horsepower (SAE), hp @ rpm	150 @ 5,000 (110 kW @ 5,000 rpm)			
Maximum torque, lb-ft @ rpm	170 @ 3,750 (228 Nm @ 3,750 rpm)			
Fuel requirement	Regular unleaded			
<b>Drivetrain</b>	Front-wheel drive			
<b>Interior Volume – SAE</b>	<b>New Beetle® Sedan</b>		<b>New Beetle Convertible</b>	
Seating capacity	4		4	
Passenger volume	2.40 m <sup>3</sup>		2.20 m <sup>3</sup>	
Cargo volume	0.30 m <sup>3</sup>		0.10 m <sup>3</sup>	
Cargo volume with rear seats folded	0.77 m <sup>3</sup>		–	
	<b>Front</b>	<b>Rear</b>	<b>Front</b>	<b>Rear</b>
Volume	1.40 m <sup>3</sup>	1.00 m <sup>3</sup>	1.40 m <sup>3</sup>	0.81 m <sup>3</sup>
Head room	1,049 mm	932 mm	1,034 mm	945 mm
Shoulder room	1,341 mm	1,252 mm	1,341 mm	1,069 mm
Leg room	1,001 mm	851 mm	1,001 mm	800 mm

### TECHNICAL (cont'd)

Dimensions	New Beetle Sedan		New Beetle Convertible	
	Manual	Automatic	Manual	Automatic
Wheelbase	2,509 mm		2,509 mm	
Front track	1,506 mm		1,506 mm	
Rear track	1,487 mm		1,487 mm	
Length	4,091 mm		4,091 mm	
Width	1,724 mm		1,724 mm	
Height	1,502 mm		1,502 mm	
Ground clearance	119 mm		119 mm	
Weights	Manual	Automatic	Manual	Automatic
Curb weight	1,323 kg	1,359 kg	1,430 kg	1,473 kg
Fuel Consumption*	Manual	Automatic	Manual	Automatic
City (L/100 km)	10.4	10.4	10.2	10.5
Highway (L/100 km)	7.1	6.8	7.1	7.0

<b>Brakes</b>	Anti-lock Braking System (ABS)	S	S
	Power-assisted front vented disc brakes, rear solid disc brakes	S	S
	Electronic Brake-pressure Distribution (EBD)	S	S
<b>Suspension</b>	Independent front McPherson struts with stabilizer bar	S	S
	Independent track correcting torsion beam rear axle with integrated stabilizer bar	S	S
<b>Traction Control</b>	Anti-Slip Regulation (ASR)	S	S
	Engine Braking Assist (EBA)	S	S
	Electronic Differential Lock (EDL)	S	S
	Electronic Stabilization Programme (ESP) with Hydraulic Brake Assist (HBA)	S	S
<b>Transmission</b>	5-speed manual transmission	S	S
	6-speed automatic with Tiptronic® and Sport mode	O	O

Legend: S = Standard / O = Optional / P = Available with package / – = Not available

\*Fuel consumption figures are estimates based on the Government of Canada's approved criteria and testing methods. Refer to the Government of Canada publication *Fuel Consumption Guide*. Actual fuel consumption may vary.



#### EXTERIOR

		New Beetle Comfortline	New Beetle Convertible Comfortline
<b>Bumpers</b>	Body-colour bumpers with matching front and rear valance	S	S
<b>Doors</b>	Two doors	S	S
	Body-colour door handles	S	S
<b>Glass</b>	Tinted glass, green	S	S
<b>Grille</b>	Body-colour front grille	S	S
<b>Lights, Front/Rear</b>	Projector lens halogen front headlights with lightweight, chip-resistant polycarbonate lenses	S	S
	Headlights-on warning tone, upon opening of driver door when ignition key is removed	S	S
	Halogen projector lens foglights, integrated into front bumper	S	S
	Side turn signal lights integrated into side exterior mirrors	S	S
<b>Mirrors</b>	Body-colour mirror housings	S	S
	Driver and passenger side power exterior mirrors, heatable	S	S
<b>Roof</b>	Power glass sunroof with tilt, slide, tinted glass, manual sunshade, pinch protection, and driver door power lock operated convenience closing and opening feature	S	-
	Semi-automatic power-operated convertible cloth top	-	S
<b>Tires</b>	205/55 R16 H, all-season tires	S	S
	195/60 R15 H, steel spare wheel	S	S
<b>Wheels</b>	6.5J x 16" alloy wheels + anti-theft locks	S	S
<b>Wipers/Washer</b>	Windshield wipers with variable intermittent wipe feature	S	S
	Heated windshield washer nozzles, front	S	S

Legend: S = Standard / O = Optional / P = Available with package / - = Not available

#### INTERIOR

		New Beetle Comfortline	New Beetle Convertible Comfortline
<b>Air Conditioning</b>	Manual air conditioning, CFC-free	S	S
<b>Alarm/Anti-Theft</b>	Anti-theft vehicle alarm system for doors, hood, trunk lid, radio, and starter, with warning LED in driver door top sill and with audible and visual activation	S	S
	Immobilizer IV theft deterrent system	S	S
<b>Armrest</b>	Front centre armrest, adjustable/folding with storage compartment	S	S
<b>Cruise Control</b>	Cruise control with active display	S	S
<b>Floor Mats</b>	Front floor mats	S	S
<b>Instrument Cluster</b>	Speedometer, tachometer, odometer, trip odometer, coolant temperature gauge, fuel gauge, gear indicator (if equipped with optional automatic transmission), brake wear indicator, exterior temperature, warning lights, digital clock	S	S
	Illumination of controls and gauges	S	S
	Seatbelt reminder and fuel cap seal warning	S	S
<b>Lighting</b>	Dual front and rear reading lights with time delay	S	S
	Illuminated glove box	S	S
	Luggage compartment light	S	S
<b>Locks</b>	Central power locking system with key-operated closing feature for sunroof (when equipped), opening & closing feature for power windows and selective unlocking at driver door	S	S
	Radio-frequency remote locking system with lock, unlock, rear hatch release and panic button on transmitter	S	S
	Door-mounted lock/unlock switches for central locking system	S	S
<b>Mirrors, Interior</b>	Dual driver and front passenger visor vanity mirrors, illuminated with cover	S	S
	Interior rearview mirror	S	S
	Mirror control pad with joystick control	S	S
<b>Outlets</b>	Two 12V auxiliary power outlets	S	S
<b>Radio/Audio</b>	Premium 5.5 AM/FM radio sound system with single CD changer, MP3 format readable, 6 speakers, theft-deterrent warning light and coding system	S	-
	Premium 5.5 AM/FM radio sound system with single CD changer, MP3 format readable, 10 speakers, theft-deterrent warning light and coding system	-	S
	Auxiliary input jack	S	S
	SIRIUS Satellite Radio with limited complimentary subscription (3 months)	S	S

## INTERIOR (cont'd)

		New Beetle Comfortline	New Beetle Convertible Comfortline
<b>Restraint/Safety Systems</b>	Driver and passenger front airbag* supplemental restraint system	S	S
	Driver and front passenger combined head/thorax side airbag* supplemental restraint system	S	S
	Rear-impact optimized head restraints, front driver & passenger	S	S
	Front seat safety belt pre-tensioners with load limiters	S	S
	Rollover Protection System, automatic, behind rear head restraints	-	S
	LATCH (Lower Anchors and Tethers for CHildren). Child seat lower attachment points and top tethers, rear outboard seating positions	S	S
	Buckle switch (sensor that deploys airbag depending on safety belt use)	S	S
<b>Seating, Front</b>	6-way manually adjustable height and reach front seats and lockable head restraints	S	S
	Easy-entry system for easy access to rear seats	S	S
	Heatable front seats	S	S
<b>Seating, Rear</b>	Folding rear seat	S	-
	Fixed rear seat with lockable pass-through	-	S
	Rear seat head restraints, height adjustable, all seating positions	S	S
<b>Special Features</b>	Roof-mounted integrated clock and temperature display (animated roof display when equipped with semi-automatic roof)	S	S
	Intelligent crash response system	S	S
<b>Steering Wheel</b>	3-spoke leather-wrapped steering wheel	S	S
	Height-adjustable and telescopic steering column	S	S
	Theft-deterrent steering column	S	S
<b>Trunk / Cargo Area</b>	Fully carpeted/lined luggage compartment	S	S
<b>Windows</b>	Power windows with pinch protection. Window lockout feature available on driver side door	S	S
	Power windows with automatic up/down (one touch, all windows)	S	S
	Key opening & closing feature for power windows	S	S

Legend: S = Standard / O = Optional / P = Available with package / - = Not available

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



## Warranty and Roadside assistance

- 4-year/80,000 km (whichever occurs first) new vehicle limited warranty
- 5-year/100,000 km (whichever occurs first) powertrain limited warranty
- 12-year/unlimited distance limited warranty against corrosion perforation
- 4-year/80,000 km (whichever occurs first) 24-hour roadside assistance, provided by Sykes Assistance Services Corporation

## Volkswagen Finance

Once you figure out what car to get, Volkswagen Finance will help you get into it. 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 folks at Volkswagen Finance are there to help. Go to [vw.ca](http://vw.ca) for more information. The choice is yours.

Volkswagen Finance 



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