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2018

# Beetle



Volkswagen



## After all these years, it's still the shape of things to come.

An icon. A modern classic. A true original. The Beetle is so many things. It's also sassy with style, super sporty, and a real adrenaline rush. Passengers shriek with delight. Onlookers point and smile adoringly. And you? You're enjoying the drive of a lifetime.

### Technology

Perhaps the only thing cooler than the Beetle itself is all the technology we built in. Staying informed, entertained, and connected to your digital life makes disconnecting from the mundane easier than ever.

### Design

Some things simply improve with time, and the Beetle's legendary good looks and sense of style are no exception. Brilliant illumination, bold accents, sinewy lines – and that's just for starters.

### Safety

The Beetle has never played it safe in the style department. But you'll always benefit from the latest safety, warning, and driver assistance systems to help ward off hazards and keep everyone confidently protected with added reassurance.

# Technology



## Available App-Connect\*

Just plug in your compatible smartphone with Apple CarPlay™, Android Auto™ or MirrorLink® and you're good to go. Access apps on your dash screen, or search, play music, navigate, and send and receive text messages hands-free using voice commands.

## Available Fender® Premium Audio System

When you drive a legend, bring along the audio maker behind music's greatest legends. Enjoy 400 watts of premium sound, from deep lows to brilliant highs. Every speaker is optimally situated to deliver an unparalleled listening experience.

## Available KESSY keyless access with push-start button

What's the key to greater convenience? Keyless, of course. Simply unlock your door by pulling on the handle. Once inside, just push the start button and you're off. Plus, you can't lock your keys inside. Talk about smart.

# Hard-wired for happiness.

The Beetle gets a big high-five in the high-tech department. Enjoy your favourite tunes, get directions, and stay informed and in touch. Just get in, get plugged in, and get wired for serious fun.

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# Design



## Sleekly styled. Slickly appointed.

What's a legend made of? Lots. Classic, iconic looks outside. And full of thoughtful new touches, tech, and comfy accents inside. Proving the Beetle is all grown up but still knows how to have fun. Just like you.

### Iconic design

Perhaps nothing in the automotive world has a more distinctive look and enduring presence than the Beetle. Without a doubt, it's a kingpin. A heavy hitter. A true design icon. Instantly recognizable. And irresistibly lovable.

### Available Bi-Xenon headlights with LED daytime running lights

Today's Beetle has come a long way, with innovative lighting that helps you see a long way. Powerful Bi-Xenon headlights and LED running lights make sure you get the visibility you need. And the admiring looks you deserve.

### Available power sunroof

It may not be a convertible, but you can still experience all the thrill and open-air freedom with an available power sunroof. Enjoy a mild breeze, open up to the big wide world, or seal out the elements and still soak up the scenic sky views.

# Interior

## Thinking outside of the box, inside.

Forever challenging the status quo, the Beetle's interior is as incomparable as its celebrated silhouette. Retro-modern gauges, sublime sportiness, superb seating, and ergonomic everything. Come inside and see what driving was meant to be.

### Available dashboard in surfwood design

Love that outdoorsy sensation of sand and splashing waves? Take it to go, with a sporty surfwood-design dashboard evocative of those bygone beach buggy days. The ultimate laid-back complement to your high-tech Beetle.

### Available leather-wrapped multifunction steering wheel, handbrake and gearshift knob

Suit up with luxurious leather, and step up to a feeling of added control. Plus, you can adjust the music, phone, trip info and more right from the wheel without ever taking your eyes off the road.

### Ambient interior lighting

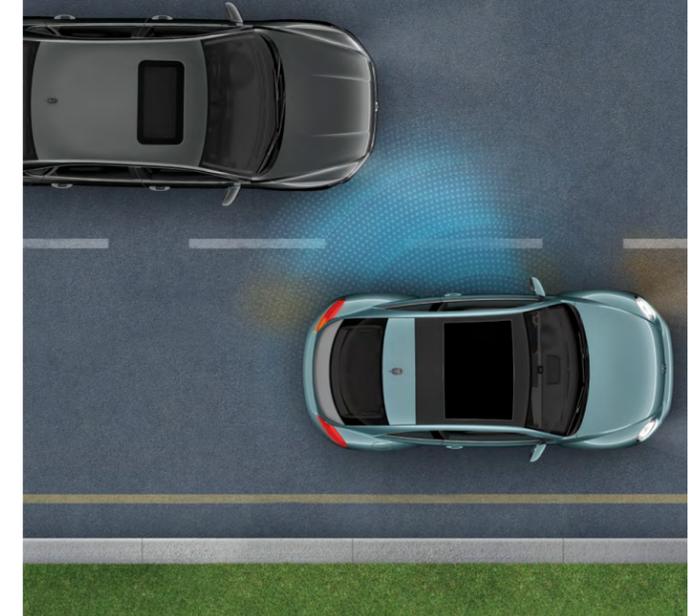
Set the mood with ambient interior lighting that offers practical illumination while accenting your interior's snazzy lines and sporty curves. Available in three distinctive colours for a calm, cool, relaxed vibe.

# Safety



## Have fun, for safety's sake.

Everyone knows the best fun is safe fun. So we made sure the Beetle is engineered with all kinds of added reassurance. From helping to protect you in an accident, to helping ensure safe manoeuvres in tricky parking spots, you're covered, bumper to bumper – and everything in between.



### Standard rearview camera\*

With a camera installed behind the Volkswagen badge on the rear of your Beetle, simply look at the screen in front of you to see what's behind you when reversing.\*\* It always pays to have a good backup plan.

### Available automatic headlights with coming and leaving home function

Here's a bright idea in safety and convenience. Head, exterior mirror, tail, and licence plate lights that briefly remain on when you park, and when you unlock your doors before heading out. All automatically controlled via your remote key fob.

### Available cruise control\*

Maintain a consistent speed without having to touch the gas or brake pedals. Set your speed, resume after slowing down, and gradually increase the set cruising speed – all conveniently at your fingertips on your turn signal lever.

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

Missed that vehicle sneaking up beside you when changing lanes? Can't tell if pedestrians or cars are behind you when reversing? No sweat. The Beetle's got all eyes on the road. Radar and sonar trigger driver alerts to help prevent dangerous driving situations.

### Available rain-sensing wipers

Rain sensors use an infrared and photodiode system that automatically regulates wiper speed depending on how hard it's raining. One of the many technological feats that puts the Beetle ahead of the curve, even on straightaways.

### Front and rear disc brakes

The Beetle lets you keep moving forward and live life in the fun lane. But it's nice to know that when you have to take things a little slower, you've got added stopping power and control courtesy of disc brakes in both the front and the rear.

\*Driver assistance features. Drivers must continue to perform manual checks and pay full attention to the road and safe driving at all times. Please review the owner's manual for feature limitations.  
\*\*Manual check must be performed before reversing.

# Performance

## Geared up for good times.

The Beetle delivers performance and power to match its powerful good looks. With a specially stabilized suspension, driver-centric transmission, and an exhilarating turbocharged engine, it'll beckon you to shift the fun into overdrive.



### 2.0 TSI 174 HP engine

Under the hood, a powerful 2.0L engine propels your party forward with ease and grace, while offering refreshingly good fuel economy. So you get legendary performance truly befitting a legendary icon.

### 6-speed automatic transmission with Tiptronic®

Take a more hands-on approach and experience sheer exhilaration with every drive. Tiptronic® offers the convenience of an automatic transmission but lets you shift like a manual – great for cornering or negotiating steep inclines.

### Multi-link rear suspension

This ingenious suspension is based on configuring longitudinal and transverse dynamics precisely. That translates to maximum stability and superior comfort for a smoother ride – roughly speaking.

Fuel Consumption*	Engine	City L/100 km	Highway L/100 km
Automatic	2.0 TSI	9.0	7.2
Beetle Dune Automatic	2.0 TSI	9.1	6.9

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

# 2018 Beetle Dune



## It's a little out there. And isn't that where you want to be?

Dune takes the Beetle's iconic design and pushes it from standout to standalone in seconds flat. Hit the trails, surf, or sand confidently with a wider track, raised suspension, and an eager-to-please turbocharged engine. And behold an oasis of exhilarating performance, daring independence, and sizzling style.

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

Based on the legendary blast-from-the-past Baja Bugs of the '60s, the 2018 Beetle Dune marks a serious step forward for diehard free spirits and nonconformists looking to get lost on their own terms.

### Rough-road suspension

The Beetle Dune gets a beefed-up suspension that's hardier and tougher, to withstand the rigours of the road and help conquer conditions when you veer off the beaten path.

# Options

## Standard Wheels



16" Propeller steel wheels  
TL



17" Heritage alloy wheels  
CO



18" Canyon alloy wheels  
DU

## Exterior & Interior Colours



	Titan Black Pepita cloth	Beige Pepita cloth	Dark Ceramique cloth
Deep Sea Teal		CO	
Pure White	TL	CO	DU
Tornado Red	TL	CO	
Deep Black Pearl	TL	CO	DU
Bottle Green Metallic	TL		
Dark Bronze Metallic	TL		
Habanero Orange Metallic	TL	CO	
Platinum Grey Metallic	TL		DU
Sandstorm Yellow Metallic			DU
Silk Blue Metallic	TL	CO	
White Silver Metallic	TL		DU

TL – Trendline

CO – Coast

DU – Beetle Dune



# Volkswagen Original Accessories

Ready for anything.  
Custom-tailor your Beetle.

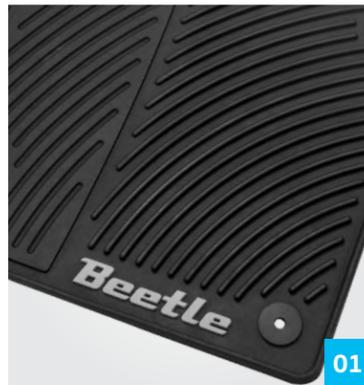


When it comes to accessorizing a Volkswagen, only the best will do. Built to the same quality standards we build our cars and SUVs to, our accessories are custom-fitted to each vehicle and designed to go the distance.

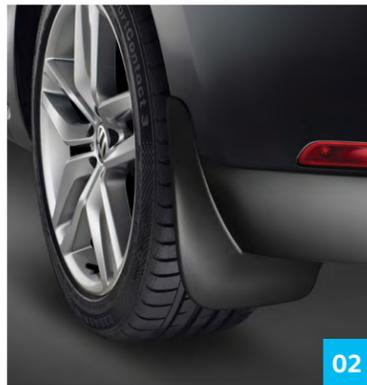
Many accessories can also be included in your lease and financing arrangements, and easily included in your payments to suit your needs.\*

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**  
Elegant protection for your vehicle. The high-quality brushed-aluminum insert features laser-engraved Bug lettering.
- 04 Digital media cables**  
What's worse than a low phone battery? Discovering that you left your charger somewhere else. Our spiral-shaped MIB cable integrates with the factory USB connector.
- 05 Volkswagen Original Ski Bag**  
Hit the slopes in style. The Volkswagen Original Ski Bag can accommodate up to four pairs of skis and poles.
- 06 Licence plate frame – slim with logo, black**  
This licence plate frame is made from stainless steel and is engineered to look beautiful and last.



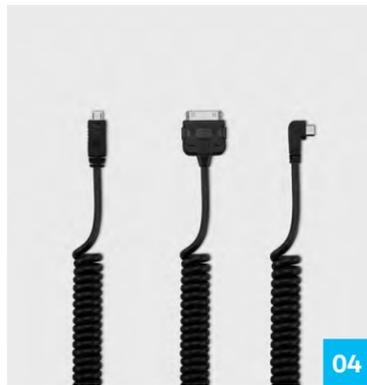
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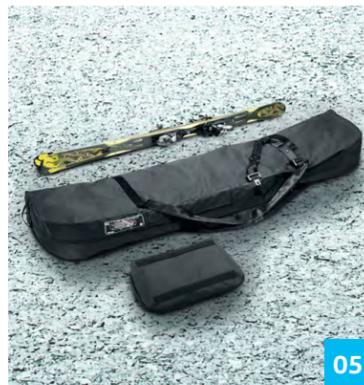
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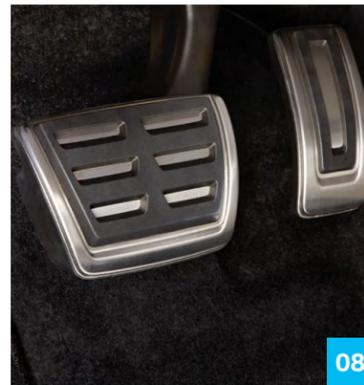
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**13 Snakey transport solution – black**  
Snakey is a practical and smart transport solution. With the Snakey you can hang bags, clothes or other items that travel with you in your vehicle.

**15 Valve stem caps**  
Set of four nickel-plated brass stem caps.

**17 17" Helix wheels**  
These wheels feature a helix-style design with conical twin spokes extended out to a flat surface.

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

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

**18 20" Monterey wheels**  
These 20-inch Monterey wheels in anthracite give your car a modern and sporty look.

**07 Exhaust tips**  
Set of two corrosion-resistant slip-on tips.

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

**11 Lockable wheel bolts**  
Help deter thieves with a set of locking wheel bolts.

**08 Sport pedal cap set**  
Add just the right touch of sportiness to your vehicle with this brushed-metal pedal set. Includes accelerator and brake pedal caps.

**10 Nylon waste bag – black**  
The textile bag easily attaches to the headrest bar of the front seat and can be removed when not required.

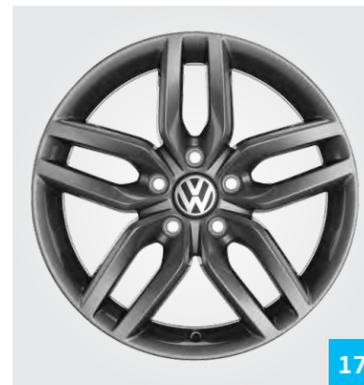
**12 Child seat protective underlay**  
These seat covers not only look great; they're also practical.



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Availability of accessories shown is subject to change. Accessories may not fit all trim levels. This material represents only a sample of the great accessories available for your Volkswagen. Please see your dealer for the full line.

\*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:

- 2.0 TSI 174 HP, 6-speed automatic transmission with Tiptronic®
- Torque: 184 lb-ft

### 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

- Centre console painted, Platinum Grey Metallic or colour-coded to exterior paint\*
- Cloth seating surfaces
- Composition Colour – 5.0" touchscreen radio with CD player and 8 speakers
- Dashboard colour-coded to exterior paint with additional glove box
- Diversity antenna
- 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

- Heated 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, heated, body-coloured exterior mirrors with integrated turn signals
- Power outlets, 12 V (x2)
- 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, CD player, voice control and 1 SD card slot
- Cruise control
- Multifunction trip computer
- SiriusXM® Satellite Radio
- USB audio input

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

## Coast (CO)

### Engine:

- 2.0 TSI 174 HP, 6-speed automatic transmission with Tiptronic®
- Torque: 184 lb-ft

### Includes Trendline plus:

- 17" Heritage 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
- Blind Spot Detection with Rear Traffic Alert
- Centre console painted, Platinum Grey Metallic
- Composition Media – 6.33" touchscreen infotainment system with proximity sensor, CD player, voice control and 1 SD card slot
- Cruise control
- Dashboard in surfwood design
- Door sill plates
- KESSY – keyless access with push-start button
- Leather-wrapped multifunction steering wheel, handbrake and gearshift knob
- Multifunction trip computer and indicator
- Power sunroof
- Rain-sensing wipers
- SiriusXM® Satellite Radio
- USB audio input

### Optional equipment:

#### Style Package

- Bi-Xenon headlights with LED daytime running lights
- Climatronic® dual-zone electronic climate control
- Fender® Premium Audio System – 8 speakers plus subwoofer
- Front fog lights
- LED tail lights

## Dune (DU)

### Engine:

- 2.0 TSI 174 HP, 6-speed automatic transmission with Tiptronic®
- Torque: 184 lb-ft

### 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
- 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 solid black (or matched to exterior colour for Sandstorm Yellow Metallic)
- Discover Media – 6.33" touchscreen infotainment system with proximity sensor, 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, handbrake and gearshift knob

- 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
- Two-tone seats:
  - Black leatherette bolsters and surrounds
  - Dark Ceramique cloth
  - Piping and stitching in Curry Yellow
- USB audio input
- Wider track, +14 mm vs. standard

# 2018 Beetle



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