



Press Release

Brisbane 02 | 2013







Beetle Image Portfolio

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Beetle_02



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Beetle_08



Beetle_09



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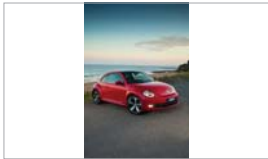
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Beetle_13



Beetle_14



Beetle_15



Beetle_16



Beetle_17



Beetle_18



Beetle_19



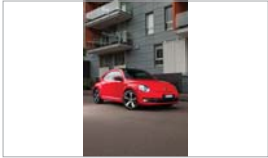
Beetle_20



Beetle_21



Beetle_22



Beetle_23



Beetle_24



Beetle Image Portfolio

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Beetle_25



Beetle_26



Beetle_27



Beetle_28



Beetle_29



Beetle_30



Beetle_31



Beetle_32



Beetle_33



Beetle_34



Beetle_35



Beetle_36



Beetle_37



Beetle_38



Beetle_39



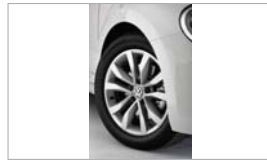
Beetle_40



Beetle_41



Beetle_42



Beetle_43



Beetle_44



Beetle_45



Beetle_46



Beetle_47



Beetle_48

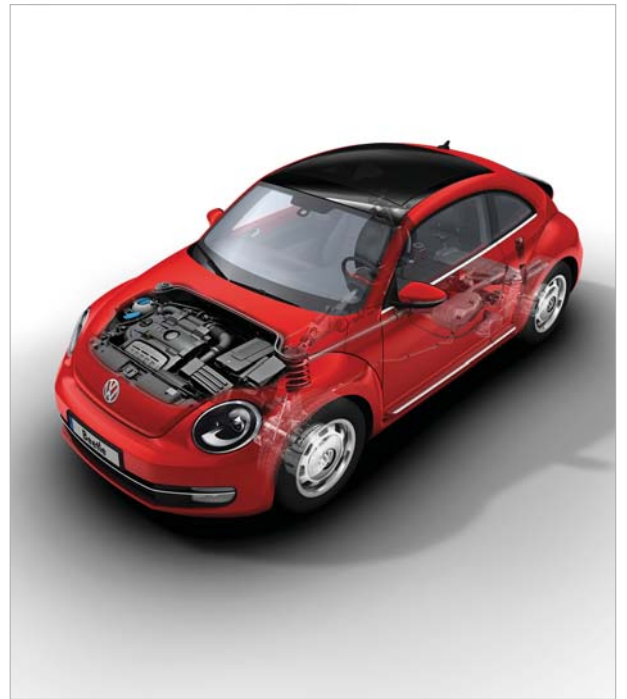


Beetle Image Portfolio

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Beetle_49



Beetle_50



Beetle Fender_51



Beetle Fender_52



Beetle Fender_53

The Beetle –

Australian Media Launch, 14-15 February, Brisbane

To the Point

THE BEETLE: an icon reimagined	Page	0 7
Production	Page	1 1

Key aspects

DESIGN

Objectives and exterior	Page	1 3
Interior	Page	1 5
Climate control	Page	1 7

ENGINES

118kW TSI engine	Page	1 9
TSI technology	Page	1 9

TRANSMISSION

6-speed manual	Page	2 1
7-speed DSG	Page	2 1

RUNNING GEAR	Page	2 2
--------------	------	-----

SAFETY AND SECURITY	Page	2 5
---------------------	------	-----

OPTIONS, ACCESSORIES AND TECHNICAL HIGHLIGHTS	Page	2 7
---	------	-----

EQUIPMENT HIGHLIGHTS	Page	3 0
----------------------	------	-----

HISTORY	Page	3 2
---------	------	-----

PRICING	Page	4 1
---------	------	-----

The new Beetle Fender® Edition	Page	4 3
--------------------------------	------	-----

Important:

All the data and descriptions included in this press folder are valid for the programme of models available for sale in Australia. Different details may apply in other countries. This information may be subject to change or correction.

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The Beetle

An icon, reimagined

When the original Beetle was launched in 1938, it was known simply as ‘the Volkswagen’ and quickly acquired a raft of nicknames from across the world. Whatever the name, the Beetle’s popularity is not in question, with 22.5 million sold over 74 years.

In the latest generation, an efficient engine and innovative features combine with heritage to make a modern classic – an icon, reimagined. The design moves away from that of the New Beetle of 1998 and instead draws on cues from the original Beetle and Beetle Ragster concept shown in Detroit in 2005. The Beetle is now longer, wider and lower, giving it a more masculine and dynamic appearance.

The Beetle now measures 4,278 mm in length (+149 mm), 1,808 mm in width (+87 mm) and 1,477 in height (-21 mm). The track width front and rear, as well as the wheelbase at 2,524 mm, are also increased. Overseen by Walter de Silva (Volkswagen Group) and Klaus Bischoff (Volkswagen Brand), with Marc Lichte the team leader for exterior design, the car’s new proportions mean the roof extends back further, the windscreen is shifted back and the rear section is now more akin to that of the original Beetle.

Inside the cabin, the Beetle’s designers created a modern, practical and distinctive appearance with easy to identify and ergonomic controls. Certain features, such as the glovebox and colour accent panels hark back to the original. The boot capacity is a practical 310 litres, up from 209 litres in the 1998 model. The Beetle has four seats, with a split-fold rear seat for added versatility.

A wide range of innovative optional equipment is also available, ranging from leather seats through satellite navigation to Bi-Xenon headlights with LED daytime running lights – some of which are available for the first time on a Beetle.

There are also two optional packages available; Technology Package which offers Bi-Xenon headlights and LED daytime driving lights, keyless access, electronically foldable exterior mirrors and low tyre pressure indicators, and Sports Package which includes 18" twister alloy wheels, dark tinted rear side and rear windows, sports instruments on dash and gearshift paddles when DSG is selected.

One economical engine will be offered in Australia; the 1.4 litre TSI twincharged petrol engine which supplies 118kW of power and 240Nm of torque. This engine is paired with a 6-speed manual transmission as standard or with an optional 7-speed Direct Shift Gearbox (DSG).

As well as being economical and environmentally sound, the Beetle is also built to be one of the safest cars on the road thanks not only to features such as standard ESP and four airbags but also a laser-welded and galvanised body structure which has one of the highest torsional rigidity values in the segment at 26,000 Nm/°. This has already been recognised by Euro NCAP and ANCAP, both awarding the new car a top five-star safety rating.

Summary

- Beetle made its debut at Shanghai Motor Show in April 2011
- Over 22.5 million Beetles have been sold since the original model was created in 1938, putting it among the world's top three most successful cars of all time; over one million of these were New Beetles, of which over 8,800 were sold in Australia
- The 21st century Beetle is, like its predecessor, front-wheel drive, front engined and has three doors and four seats
- Created by a team led by Walter de Silva (Group Design Chief) and Klaus Bischoff (Volkswagen Brand Head of Design), the latest Beetle is substantially longer, wider and lower than the outgoing car and on a marginally longer wheelbase, meaning it looks sportier, more masculine and dynamic
- New proportions and design break with those of the 1998 version with a longer bonnet and steeper inclined windscreen moved back, making the latest model more akin to the 1938 original or the Ragster concept shown in Detroit in 1995
- Dimensions are: length 4,278 mm (+149 mm); width 1,808 mm (+87); height 1,477 mm (-21); wheelbase 2,524 mm (+8); while track widths have also increased by 71 mm to 1,578 mm at the front and by 57 mm to 1,544 mm at the rear
- Cargo capacity has increased and ranges from 310 litres to 905 litres with split/folding rear bench folded (previously 209/769)
- On the road, new suspension contributes to a more dynamic driving performance than in the previous model. A very lightweight strut type set-up at the front is completed by semi-independent rear suspension
- The Beetle is equipped with a high level of features including 17" alloy wheels, multifunction leather steering wheel, MDI (Media Device Interface), Bluetooth and colour co-ordinated dash and door panels; dual zone climate control air conditioning, parking sensors and power windows.

Summary (Continued)

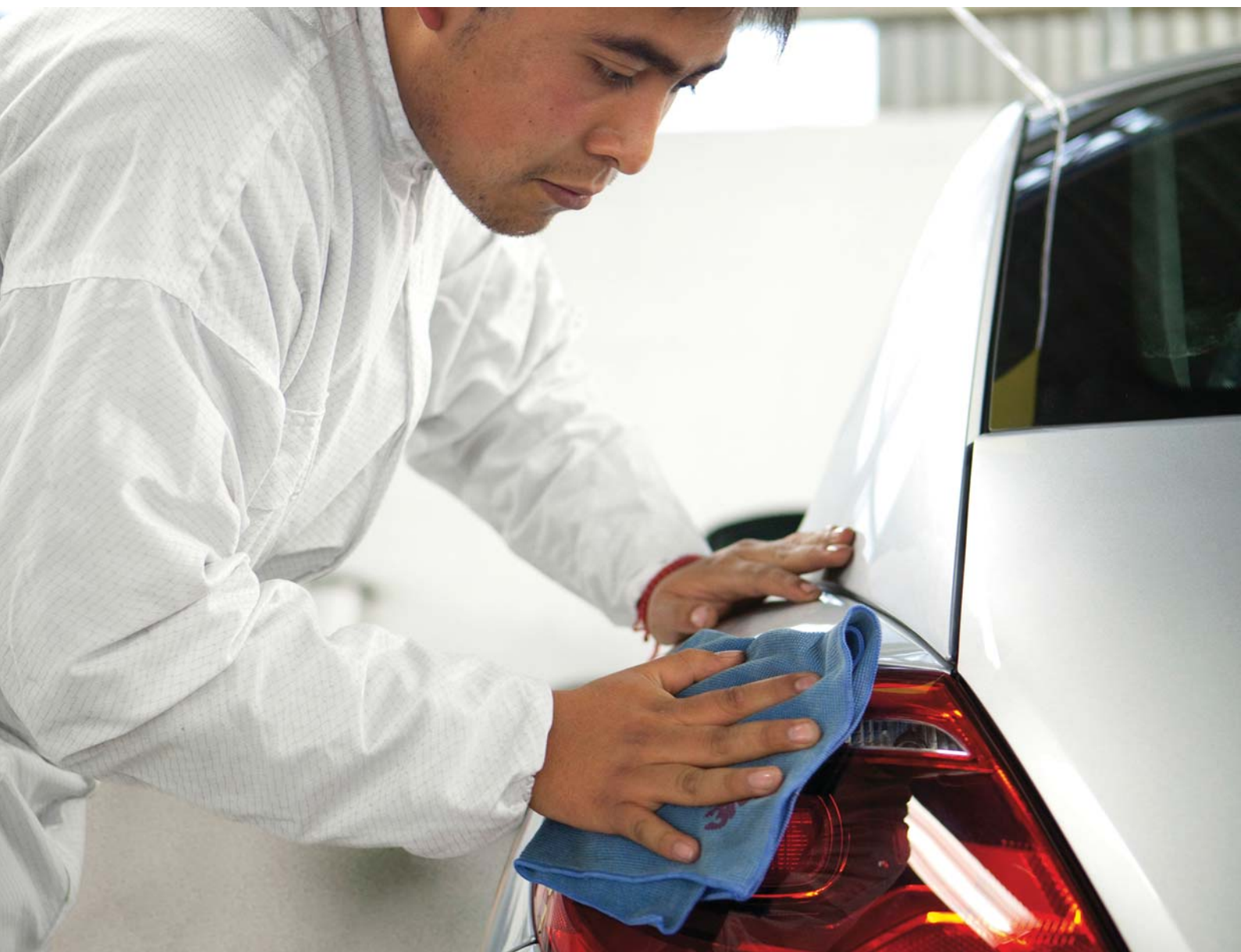
- Safety is a priority with twin front and side/head airbags, plus ABS and ESP all standard. What's more, the Beetle's body is largely laser-welded and galvanised meaning it has one of the best torsional rigidity values in the segment at 26,000 Nm/°.
- Inside, the Beetle has an all new design; the bud vase is gone; the second glovebox integrated into the facia with an upward folding lid (familiar to those who know the air-cooled version) is back. Ergonomic and easy to read, all dials and controls are within easy reach and sight.
- A range of optional items are available including RNS/510 satellite navigation system, panoramic electric glass sunroof and Vienna leather appointed upholstery
- Two packages available for the Beetle. Technology Package with Bi-Xenons and LED driving lights, keyless access, electronic exterior mirrors, low tyre pressure indicators and LED rear number plate light; as well as the Sport Package with 18" Twister alloy wheels, dark tinted windows (side and rear), sports instruments on dashboard, and steering wheel gearshift paddles (for DSG)
- The 21st century model continues to be built at Volkswagen's Puebla plant in Mexico, alongside the Jetta and Golf Wagon.

Production

The Beetle is produced at the Volkswagen de México plant and headquarters in Puebla – the capital of the federal state of the same name, 120 km south-east of Mexico City.

The plant occupies 3,000,000 m² with about 480,000 m² of building space. In January 2011, the cornerstone was laid for a new engine plant in Silao, in the central-Mexican state of Guanajuato. The Volkswagen facility in Puebla is the biggest automobile factory in Mexico. All the processes needed for complete car production, including the machining and assembly of engine and axle parts and the stamping of car body parts take place here.

The history of Volkswagen in Mexico began in 1954 with the first imported Classic Beetle. The company Volkswagen de México was founded in 1964 as a 100 per cent owned subsidiary of Volkswagen Aktiengesellschaft. The first Beetle left the assembly line in Puebla on 23 March, 1967. On 31 July, 2003, the world's last Classic Beetle was produced in Mexico. A limited edition of 3,000 special models was launched as the worthy farewell for this history-making car. In four decades, 1,691,542 of these cars were produced in Mexico, contributing to a total of 21,529,464 'bugs' sold worldwide since 1946.



Objectives and exterior

In setting their prime objective for designing the 21st century Beetle, the team, led by Volkswagen Design Chief Walter de Silva (Group) and Klaus Bischoff (Volkswagen Brand), was to create a 'new original'. They liken it to redesigning the Coke bottle, the iPhone, Ray Ban Aviators, and say it is possible – but in order to do so you must understand the product and the brand.

The team also knew that they wanted to incorporate the original Beetle's profile more than they had with the 1998 New Beetle, and to get back to the car's roots. Many of the design team – young and old – actually own original Beetles and so it is no coincidence that if you placed the original and current models side by side and illuminated their roof lines to view their silhouettes, you would see nearly identical lines in the rear sections.

By contrast, a comparison to the 1998 New Beetle shows that nothing has remained the same. Bischoff explains: 'The Beetle is now characterised by a clean, self-confident and dominant sportiness. The car not only has a lower profile; it is also substantially wider, the front bonnet is longer, the front windscreen is shifted further back and has a much more swept-back angle. All of this creates a new dynamism.'

While the New Beetle was defined by three semicircles – front wing, rear wing, domed roof – the new model has broken free of this geometry. The roof profile now runs distinctly lower and can be considered a continuation of the Ragster concept car shown in Detroit in 2005 – a type of hot rod based on the New Beetle. The Beetle is now bolder, more dynamic and more masculine.

As mentioned, the Beetle's new width, height and length has resulted in entirely redesigned proportions. The gain in length meant that the roof could be extended further, the front windscreen could be shifted back, and the rear section could follow the contour of the original Beetle.

The new focal point is the C-pillar. In parallel, the development team increased the car's track widths and wheelbase, all of which gives the Beetle a powerful appearance with muscular tension.

Despite its individuality, the car's styling reflects elements of the Volkswagen design DNA created by Walter de Silva and Klaus Bischoff. This is clear in the horizontal image created by the front bumper, front air inlet, straight lines of the bonnet edges, the precisely drawn line between the A-pillar and C-pillar and styling of the rear lights.

All of the Beetle's typical styling characteristics were preserved, and this should come as no surprise; after all, it was vehicles like the Beetle, Microbus and original Golf that had a decisive influence on Volkswagen's 'design DNA'. Of course, some of the Beetle's longstanding characteristics remain: these include its flared wings and the clean design of its rear lights, the shape of the bonnet, the side and door sills and – more than ever – its ability to integrate large wheels (up to 19 inch).

A new feature is the rear spoiler that is homogeneously integrated as standard in the design to maintain safe driving characteristics. The top surface of the rear spoiler is always black, while its underside is painted in body colour.

Another aspect of Volkswagen's design DNA is that the car should not only look good, but should also offer exceptionally good functionality. The two doors open wide, but they are not too long, making it easy to open them, even in tight parking spaces. The Beetle is the only Volkswagen to be equipped with round headlights. For the first time, Bi-Xenon headlights are available as an option; mercury-free xenon gas discharge lamps with a power consumption of 25 Watts per headlight are used for the projection module and when these are specified, daytime running lights are also included which consists of 15 LEDs arranged along the outer border of the headlight housing.

In the space where the original Beetle once had its engine, there is now a bootlid which swivels upwards – together with the rear windscreen – when it is opened, making space for ample luggage or shopping (310 to 905 litres of cargo capacity). Located on either side of the bootlid are the rear lights, which, as on all Volkswagens, exhibit an unmistakable night look (c-shaped). The basic shape of the lights is integrated in the design of the flared rear wings, while the lights themselves are fully designed in dark red – except for two small white areas for the indicator and reversing lights.

In order to allow Beetle customers to personalise their cars, eight colours will be available with this colour-coding also transferred to the car's interior.

Interior

In summing up his view on the interior, Klaus Bischoff, Head of Design for the Volkswagen Brand says: 'My team has achieved a noteworthy coup with the Beetle: its interior design is as unique as it is unmistakable, and very much a Beetle design, just like the car's exterior styling.' An interior space has been created that is marked by a love for details, that is perceived as a genuine tribute to the Beetle, and that melds high-tech and classic elements in a new way. Above all, it is an interior that perfectly fits the car, making it unmistakably that of a Beetle.

Its many details make the interior refreshingly unique. There is the swept-back front windscreen; the instrument panel that combines innovative technologies and controls with painted surfaces; and a glovebox in the style of that in the original air-cooled Beetle. But no bud vase. The car offers ample space and comfort for four people, as well as a maximum cargo capacity of up to 905 litres when the rear seats are folded.

As previously mentioned, there is an array of colour options available for the Beetle's exterior which also carries through to its interior. Candy White, Tornado Red, Saturn Yellow and Denim Blue are the standard colours. Alternatively, the Beetle can be finished in a metallic paint; Platinum Grey, Moon Rock Silver or Reflex Silver; or in Deep Black pearl effect paint.

Every element of the interior has been redesigned, and all instruments and controls are designed to be clear, easy to find and read and ergonomically optimised. In front of the driver, three round instruments (tachometer, speedometer, fuel gauge) supply all of the key information and in the central speedometer dial there is a multifunction display. The adjustable air vents and instruments have chrome bezels. This also applies to the audio/navigation systems that are located in the driver's visual field on the dashboard, framed by two air vents. Beneath this are the temperature control panel, also redesigned, a central switch bar for the hazard lights and parking sensors and finally the gear shift grip with the engine start button (applicable with Technology Package).

Like the original Beetle, the new car has an extra glovebox integrated in the front fascia designed with an upwards folding lid (the standard glovebox that is also integrated opens downward).

A distinguishing feature of the Beetle is that its interior ergonomics and packaging are based on completely new parameters. While drivers in the air-cooled Beetle travelled in a very low-slung seat, and drivers of the New Beetle felt as if they were seated very far back, the latest Beetle offers a sporty driving position with all features and controls, including the gear shift, intuitively in the 'right' place.

If the panoramic glass sunroof is specified, the controls for this are found in the roof area. The round turning knob is used to adjust the opening of the transparent roof in various stages, while pressing the other control initiates the tilt function.

In front, the four-seater Beetle is now somewhat lower in profile, since the domed roof of its predecessor has been eliminated. Meanwhile, in the rear seating area, the longer roof section results in a distinctly enhanced feeling of space. What's more, the Beetle has a completely redesigned seating system, which makes a substantial contribution towards the car's high level of comfort, especially on long journeys.

Also beneficial for long touring journeys is the increased bootspace which now has a significantly larger capacity measuring 310 litres instead of 209 litres. When the standard split rear bench is folded down, cargo capacity increases to 905 litres, and it is easy to load through the wide opening bootlid. Since the Beetle uses a platform that is technically closely related to that of the Golf Mk VI (shortened by 50 mm), the track widths and pass-through width also increased in the boot. The boot length is 838 mm when the rear bench seatback is up; when it is folded down the length is 1,493 mm. What's more, practical bag hooks in the walls of the boot help in securing both small and large items.

Climate control

All Beetles have standard dual zone climate control air conditioning, a fully automatic air conditioning system which allows driver and front-seat passenger to adjust their own climates individually and independently. Temperatures within the two zones are maintained to an accuracy of a degree, with no readjustment necessary whatever the outside conditions.



The Beetle will be available with one petrol engine, Volkswagen's award-winning 1.4 litre 118kW TSI twincharged engine. The technically advanced design of the TSI powerplant results in excellent efficiency and therefore lower carbon dioxide (CO₂) emissions ensuring the Beetle complies with the relevant Euro5 emissions requirements.

1.4-litre, TSI, 16-valve 4-cyl, 118kW

This 1.4-litre TSI unit uses supercharging and turbocharging to produce an impressive 118kW at 5,800 rpm and 240 Nm of torque at 1,500 - 4,500 rpm. It is available with a 6-speed manual gearbox or 7-speed DSG gearbox as an option. This Beetle completes the 0 to 100 km per hour sprint in 8.3 seconds. Combined economy is 6.8 litres/100km (6.4 l/100km for DSG), while CO₂ emissions are 158 g/km (148g/km for DSG).

TSI technology

The TSI name describes all of Volkswagen's pioneering forced-induction petrol engines. These units produce high levels of power with low emissions and fuel consumption from a relatively small capacity. Where FSI uses the direct injection of petrol into the combustion chamber to improve efficiency and hence reduce fuel consumption and emissions, TSI takes this a step further and uses an FSI engine which is then either dual-charged through a combination of an engine driven supercharger and an exhaust gas turbocharger.

Key to the TSI's success is that direct injection allows an abnormally high compression ratio of 10:1 to be used in conjunction with high maximum boost pressure of up to 2.5 bar absolute. This enables the relatively small engine to use very long gearing to provide exceptional fuel efficiency for a petrol engine, particularly at motorway cruising speeds.

As a bonus, the TSI engine provides driver enjoyment, producing high power and torque across a rev range from 1,500 to 5,800 rpm.

TSI technology has received international acclaim. It was named Best New Engine in the 2006 International Engine of the Year Awards, since which it has gone on to win a number of high profile accolades.



6-speed manual

Manual Beetle models have a standard 6-speed gearbox featuring a magnesium selector housing and cable operation with very short lever movements. Three-cone synchromesh for the lower gears ensures a pleasant shift action. Reduced-friction bearings further increase the efficiency of the unit and cut fuel consumption.

7-speed DSG

The 7-speed DSG transmission uses a pair of dry clutches to improve fuel efficiency and performance. The pair of dry, organic bonded friction linings do not require cooling, making the drivetrain more efficient through the extra gear ratio and the fact that less power is required for the gear selection and clutch servo system.

In adopting seven speeds, Volkswagen engineers were able to lower first gear to improve acceleration from a standstill. By contrast seventh gear has been raised to act as an overdrive function making it ideal for motorway driving with the additional effect of further improving economy and comfort levels.

Front and rear axle

At the front, Beetle models use an independent MacPherson strut suspension with lower A-arms and anti-roll bar; while at the rear, a lightweight suspension construction with Torsion beam axle, trailing arms and coil springs assist the car's handling properties. Transverse forces are supported by an anti-roll bar here. The very lightweight running gear concept also offers excellent driving stability when the car is fully loaded.

Electro-mechanical power steering

The Beetle employs an electro-mechanical power steering system which is able to vary the feel of the steering wheel to suit the speed and driving situation: firm and direct when driving hard, effortless at parking speeds. Other advantages of the system include its mild self-centring action, its ability to compensate for different driving hazards like crosswinds and steep road cambers, and a beneficial effect on fuel economy.

Braking system

The Beetle is equipped with a sophisticated braking system using ventilated discs at the front and solid discs on the rear axle. ABS (Anti-lock Braking System) with Brake Assist, ESP (Electronic Stabilisation Programme), EBD (Electronic Brake-pressure Distribution) and XDL (Extended Electronic Differential Lock) are fitted as standard.

ESP – Electronic Stabilisation Programme

The latest-generation ESP is a sophisticated system that automatically senses any tendency for the car to slide. Should this situation occur, ESP reacts by applying the brakes to one, two, three or all four wheels and adjusts the engine's power. In this way, it is possible that a skid is corrected even before the driver is aware that one has started. This can be useful if a tendency to understeer or oversteer develops in a bend.

In such circumstances ESP can help prevent the car skidding or spinning off the road and is particularly helpful in wet or icy conditions. The latest generation of ESP fitted to the Beetle has a finer response and counter-steering recommendation.

Brake Assist

Working in conjunction with the other elements of the braking system, this latest form of Brake Assist recognises from the speed at which the brake pedal is depressed whether it is a 'normal' braking situation or an emergency stop. In the event of an emergency stop, Brake Assist automatically increases braking pressure, activating ABS and ensuring the level of braking meets the needs of the conditions. The application of Brake Assist makes it possible even for unskilled drivers to significantly reduce braking distances.

XDL – Extended Electronic Differential Lock

To ensure power to the road is applied in the best and safest possible way when driving quickly through bends, the Beetle comes standard with factory-fitted XDL. This function improves handling in fast bends and calibrates the car towards more 'neutral' steering. This is achieved through active brake intervention to prevent wheelspin of the unloaded wheel on the inside of the curve, which in turn improves traction.

HSA - Hill Start Assist

Hill Start Assist (HSA) holds the Beetle when the foot brake is released by temporarily locking the brake pressure for just less than two seconds assisting the driver and ensuring a comfortable starting-off without rolling. This feature operates on inclines greater than 5 per cent and is fitted in combination with both the manual transmission and the Direct Shift Gearbox (DSG).



Volkswagen engineers designed the Beetle to be one of the safest cars in terms of both active and passive safety. Naturally, ESP is standard as is an effective network of front and side/head airbags and parking sensors. The car body – much of it laser-welded and galvanised – exhibits one of the best torsional rigidity values in the segment at 26,000 Nm/°.

Parking sensors

Standard on the Beetle are front and rear parking sensors which allow objects and vehicles behind and in front of the car to be pinpointed. The system produces an audible warning signal to guide the driver up to a safe distance to any objects, along with a visual indication via the audio system display. Not only does this help to avoid car park knocks, it could also prevent accidents, for example, if a child runs into the path of the vehicle out of the driver's view.

Safety Optimised Head Restraint System

Injuries caused by hyperextensions of the cervical spine – or whiplash – are extremely common following car accidents. Volkswagen has developed its Safety Optimised Head Restraint System to counteract whiplash injuries by co-ordinating the movements of the head and upper body as synchronously as possible via the seatbacks and head restraints. The safety optimised head restraints are implemented as standard on the two front seats of the Beetle.

To reduce the risk of injury, excellent protection is afforded by achieving defined deceleration velocity of the upper body via the seatback, co-ordinated deceleration of the head via the head restraint, and balanced motions of head and upper body. Keys to this are the special contour of the head restraints and seatbacks as well as the hardness of the foam material used here. In related studies, these restraints demonstrated a level of protective potential that is substantially better than the biomechanical values attained by many active systems.

Euro NCAP test results

The overall package of occupant, child and pedestrian protection and the safety assistance systems installed in the Beetle were evaluated by the European consumer protection organisation Euro NCAP (European New Car Assessment Programme), and the car scored the top five-star rating.

In occupant protection too, the vehicle attained a five-star rating. Factored into the rating were results of frontal and side impact tests, a pole side impact test and what is known as a whiplash test – which determines loads to the cervical spine of the neck.

The Beetle was also awarded very impressive results in the area of safety equipment. Here, Euro NCAP rated the standard seat belt reminders for all seats and standard use of a vehicle dynamic control system (ESP) as especially positive.

Euro NCAP is a manufacturer independent international crash test programme. After the Golf, Golf Cabriolet, Jetta, Passat, Polo, Scirocco, Sharan and Tiguan, the up! and Beetle became the ninth and tenth vehicles from Volkswagen to earn a top 'five-star' rating from Euro NCAP.

Options, Accessories and Technical Highlights

A number of options are available on the Beetle, allowing buyers to create a bespoke car to suit their needs and tastes. These include Metallic or Pearl effect paint, RNS 510 satellite navigation system, panoramic electric glass sunroof and Vienna leather appointed upholstery. Customers can tailor their Beetles further with the Technology Package which includes Bi-Xenon headlights with LED daytime running lights, keyless access and start, electrically foldable exterior mirrors and low tyre pressure indicator; or the Sports Package offering 18" Twister alloy wheels, dark tinted rear side and rear window glass, sport instruments on the dashboard and gearshift paddle (for DSG).

Keyless Access

For the first time the Beetle is offered with a keyless entry, start and exit system. When one of the new design door handles is touched, a signal is transmitted from an aerial integrated in the handle. The system then searches for a valid ID transmitter, from which it detects access authorisation. The antenna relays the code sent by the transmitter to the relevant control unit in the Beetle. If the code is recognised, the system then unlocks the doors, deactivates the immobiliser and the anti-theft alarm system (option), and allows the vehicle to be started at the push of a button. Other antenna check whether the ID transmitter is in the car. For instance, to protect children, the Beetle cannot be started if the ID transmitter is too far away from the vehicle. It is not possible, for example, to put the transmitter on the roof, get in the car and drive off.

If no door is opened within 30 seconds, the doors lock again as with a conventional system operated by remote control. From inside the car, it is unlocked by pressing a button in the door handle. The Beetle can be unlocked and locked by remote control.

Bi-Xenon Headlights

Ultra-efficient gas discharge (Bi-Xenon) headlights are offered as an option for the first time on the Beetle. These provide a well-focused, blue-white light which is more powerful than standard lights. This option includes a self-levelling mechanism.

RNS510 DVD touchscreen satellite navigation/radio system

Also available as an option is the RNS510 satellite navigation system. This features a six and a half inch colour touch screen plus integrated voice control system which responds to spoken voice commands for navigation, CD and radio functions.

As well as playing CDs in the usual manner, favourite tracks can also be stored onto the internal, 30 GB hard-drive via an SD card slot in the front of the unit. The hard-drive is also used to store navigation mapping. In addition, routes can be recorded while driving and then re-traced by following guidance provided by the stored waypoints.

Nameplate Badges

In previous generations, the Beetle has been one of the few Volkswagen models to be sold unbadged. The latest model changes this and gives owners the option to personalise their cars – not only with a ‘Beetle’ badge, but with other names the vehicles has been endowed with throughout its history such as ‘Bug’ or simply, ‘Volkswagen’. These badges are available through Volkswagen Accessories.



Beetle 1.4-litre TSI 118 kW 6-speed manual (optional 7-speed DSG)

Specification highlights are listed below:

- ABS with EBD, Brake Assist, ESP, XDL and HSA
- Driver and front passenger airbags
- Combined head and side impact airbag system for front occupants
- Driver and front passenger safety head restraints
- Front seatbelts with pre-tensioners and belt force limiters
- Three-point seatbelts and head restraints for both rear passengers
- Warning buzzer and light for front seatbelts and visual indication for rear seatbelts if unfastened
- Body-coloured bumpers and door mirror housings with integrated indicators
- Electrically heated and adjustable door mirrors
- Front electric windows
- 17x7" Rotor alloy wheels (4)
- Black comfort cloth upholstery
- Front comfort seats with height adjustment
- Easy entry sliding seats (for access to rear seats)
- Height and reach adjustable steering column
- Front centre armrest with storage compartment
- Multifunction trip computer with visual gear change recommendation for optimum fuel consumption
- RCD510 audio system with MP3 compatible 6-disc CD player with eight speakers and AUX-in socket for connection to an external multimedia source, e.g. iPod, MP3 player
- Lockable glovebox with secondary upwards-opening glovebox
- Split fold rear seat backrest (50:50)
- Dual zone climate control air conditioning
- Body-coloured door handles and chrome exterior trim
- Rear tailgate spoiler
- Body-coloured dash and door panels
- Interior chrome trim
- Leather trimmed three-spoke multifunction steering wheel

- Bluetooth connectivity with Bluetooth audio streaming
- MDI (Media Device Interface) with USB cable (iPod connection cable sold as an accessory)
- Parking distance sensors, front and rear with optical parking display

Few vehicles have a history like that of the Beetle, and even fewer have so many personal stories attached to them. Below is a chronology of key dates in the car's long history.

The Beetle 1934-2003

1934

On June 22, the 'Reichsverband der Deutschen Automobilindustrie' (RDA) (National Association the German Automobile Industry) commissions Ferdinand Porsche with the design of a 'people's car' or 'Volkswagen'.

1935

The first prototype, with air-cooled boxer engine, 22.5 hp and 700 cc is developed. Two additional vehicles are built.

1936

The prototype, with three copies built, is designated the V 3. On February 24, RDA members are presented with one sedan and one convertible version in Berlin. From October 22 until December 22, each vehicle covers around 50,000 kilometers.

1937

For continuous load tests, the RDA has 30 vehicles built, which cover a total of 2.4 million test kilometers (almost 1.5 million miles).

1938

After further reworking, the series model 38 emerges, the first to have the characteristic 'pretzel' window, running boards and bumpers. The car with the air-cooled, four-cylinder Boxer engine, with an engine capacity of 986 cc and 24 hp, weighs 750 kg (over 1,600 lbs). With a sedan, convertible and sedan with cloth sunroof, three model variations were presented.

1945

In August, the British military authority commissions the existing Volkswagen factory, managed by the British Major Ivan Hirst, with the delivery of 20,000 sedans. In December 1945, VW Beetle series production begins; 55 vehicles are assembled.

1946

The 10,000th Volkswagen is produced on 14 October.

1947

Of the 8,987 sedans manufactured in this year, the first vehicles are exported to the Netherlands.

1948

The 25,000th Volkswagen leaves the line in May. Monthly vehicle production climbs from 1,185 cars in May to 2,306 in December.

1949

On January 8, the first two sedans are shipped from the Netherlands to the USA. On May 13, the 50,000th Volkswagen since the end of the war is produced. On June 1, the 'Export Model' is presented, which differs from the standard model with its comfortable interior and extra chrome plating. The four-seater convertible Type 15, with body from the Karmann Company and based on the Volkswagen export model, also premiers.

1950

Starting in April, the Volkswagen is also available with a folding top at an extra charge. The hydraulic foot brake is introduced.

1951

The Volkswagen is already being exported to 29 countries. In October, the production mark of 250,000 is exceeded. The basic model is given side ventilation flaps at the front of the car. The export model now displays the Wolfsburg coat of arms on the front trunk, telescopic shock absorbers replace the lever shock absorbers.

1952

Starting in October, the most important innovations on the export model are the hinged swivel windows in the doors, a synchronised transmission and 15-inch rims.

1953

The 'pretzel' windows are replaced with larger oval ones on March 10. The 500,000th Volkswagen rolls off the line on July 3. Exports are now sent to 86 countries. This was also the year the first Beetle was officially imported into Australia.

1954

In January, the 30 hp engine is demonstrated; it allows a top speed of 110 km/h.

1954

Local Australian assembly of the Volkswagen Beetle commences.

1955

One million Volkswagens have been finished as of August 8. The Volkswagen receives a few new additions: PVC sunroof, dual exhaust, new rear lights.

1956

In addition to tubeless tires, the vehicle receives reinforced engine compartment insulation, a more powerful windshield wiper motor and a stronger starter.

1957

The Volkswagen receives a larger rear window and a newly designed instrument panel.

1958

The driver's side is given a large side mirror.

1959

The doors are given fixed handles with integrated pushbuttons. In August, the new export model is introduced - the VW 1200 with 34 hp engine and fully synchronised four-speed transmission. In addition, the standard and export models receive: turn signals instead of turn indicators, a trunk that is 65 per cent larger, a windshield washer and asymmetric headlights.

1961

The export model is equipped with pneumatic windshield wipers. The standard model receives a hydraulic foot brake.

1962

The 5,000,000th VW Beetle rolls off the assembly line. The cloth sunroof is replaced by a steel sliding roof.

1963

Beetle Antarctica 1, a ruby red Beetle, is departing Australia aboard the Nella Dan and is taken to Antarctica for use by Australian scientists.

1964

With the formation of 'Volkswagen de México, S.A. de C.V.' in Mexico City, Volkswagen makes the transition from vehicle assembly to production. In November, the standard model receives a fully synchronised transmission and the new designation, VW 1200 A. On December 1, mass production begins in the Emden Volkswagen plant.

1964

In February, Antarctica 1 returns to Australia and becomes the focus of an extensive advertising campaign. Shortly afterwards, it is entered into the 3,500 km BP Rally and wins outright. Antarctica 2, finished in international orange, replaces Antarctica 1 at the Mawson base.

1965

The standard model 1200 A receives a 34 hp engine. The new export model, VW 1300, with 40 hp engine, comes on the market.

1965

The first Country Buggy prototypes are hand built in Australia.

1966

The standard model VW 1300 A replaces the 1200 A. It is available with 34 and 40 hp engines. Door and ignition locks can be operated with the same key. In July, production of the VW 1200 A is suspended. In August, the VW 1500 has 44 hp and front disc brakes.

1967

The 10,000,000th Beetle is produced. The 'Economy Beetle' VW 1200 with 34 hp engine is available starting in January. Vehicle safety is improved by the introduction of the safety steering column and three-point seat belts. Model VW 1500 is offered with automatic transmission and semi-trailing arm rear axle.

1967

Plans and tolling underway for the new Australia-only Country Buggy. In December, the first Country Buggy comes off the production line.

1968

The Volkswagen officially becomes a Beetle in its advertising.

1968

The Country Buggy goes on sales in Australia.

1969

Introduction of the VW 1300 L with custom features.

1970

Introduction of models 1302 (34 and 40 hp) and 1302 S (50 hp) with front spring struts and double-jointed rear axle. The Volkswagen 1302 is also built as a convertible version. VW 1500 production ends in July.

1971

The rear window is enlarged again.

1971

The Superbug is introduced in Australia, with the McPherson strut front end and trailing arm rear end. Both manual and semi-automatic versions are offered.

1972

On February 17, the former production record held by the Model T Ford is broken with the 15,007,034th Beetle produced. In August, production begins on the 'Panorama Beetle' VW 1303 with 44 and 50 hp engines, which replaces the VW 1302. The VW 1300 S with 1.6-litre engine is introduced.

1973

Volkswagen releases more special models: Jeans Beetle, Big Beetle 'yellow-black racer', City Beetle. VW 1300 production ends in July. The model VW 1303 A is introduced in August. The 1303 convertible is presented.

1973

In Australia, the Superbug L is introduced with a large curved windscreen and padded dash for extra safety.

1974

At 11:19 a.m. on July 1, the last Beetle rolls off the line at the original Wolfsburg plant. In August, production of the VW 1303 A is suspended.

1975

The last VW 1303 is produced in July.

1976

On 15 July 1976, the last Beetle – the 260,055th - leaves the Australian production line at Clayton, Victoria.

1978

The last Beetle built in Germany rolls off the line in the Emden plant on January 19. All told, 16,255,500 Beetles were built in Germany. Overseas, more than 1,000 Beetles are produced each day. The Mexico Beetle is a VW 1200 L with 34 hp engine.

1980

On January 10, the last Beetle convertible rolls off the line at Karmann in Osnabrück. A total of 330,281 convertibles were produced.

1981

On May 15, the 20,000,000th Beetle is produced at 'Volkswagen de México' in Puebla. The 'Silver Bug' anniversary model is offered.

1984

The 100,000th export Beetle is produced in Mexico.

1985

On August 12, the last ship with a load of Beetles arrives in Emden.

1992

The Mexico Beetle is equipped with a catalytic converter and Lambda probe. The 21,000,000th Beetle is produced in Mexico on May 23.

2002

On June 25, Golf production figures pass the Beetle, with 21,517,415 units. The Golf takes over the title of most-built Volkswagen model from the Beetle.

2003

The last Beetle manufactured by Volkswagen rolls off the line at 'Volkswagen de México' in Puebla/Mexico in July.



The Beetle

Pricing

Model

The Beetle 6-speed Manual	\$29,990
The Beetle 7-speed DSG	\$32,490

Options

Metallic/Pearl Effect Paint	\$500
Panoramic Electric Glass Sunroof	\$1,700
RNS510 Satellite Navigation System	\$2,500
Vienna Leather Appointed Upholstery	\$3,300
Technology Package	\$2,700
Sports Package	\$1,800
Anti-theft Alarm System	\$600

** Prices quoted are Manufacturer List Prices excluding dealer delivery charges, which may vary from dealer to dealer and statutory charges, which vary from state to state.*

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The new Beetle Fender® Edition

Ready to rock:

Beetle Fender® Edition with 400-watt sound system

Special Edition pays homage to the legendary American Fender® guitar

Beetle Fender Edition arriving in June

In 2011, Volkswagen showcased a concept car at the IAA in Frankfurt which was designed to pay homage to the legendary American musical product company, Fender®; this exclusive concept was called the Beetle Fender® Edition. With its powerful looks and no less powerful sound system (400 watts), this unique Beetle was met with great enthusiasm, thrilling visitors of the show so much that Volkswagen decided to make it into a production car.

Black and chrome as an exclusive alliance

Following a music industry trend sparked by the release of The Velvet Undergrounds' 1968 album cover 'White Light/White Heat' and continued by albums including The Beatles' 'Past Masters', AC/DC's 'The Black Album' and Spinal Taps 'Smell the Glove', the limited edition Beetle is available in just one colour – black (in this case, Deep Black Pearl Effect). Volkswagen's design team chose black as it visually enhances the Beetle's numerous chrome details; highlighting each feature to its best effect. Standard chrome highlights of the Beetle Fender® Edition include 18-inch 'Disc' alloy wheels, the wing mirrors, the strip below the side windows, the inserts in the side sills, the two Fender® signs on the left and right front wings, the 'Beetle' wording on the boot and, of course, the VW badge. The exterior standard specification also includes LED rear number plate light, Bi-Xenon headlamps and LED daytime driving lights with the automatic self-levelling function.

Interior with dash pad in electric guitar style

Step inside the Beetle Fender® Edition and the guitar connection becomes even more apparent. Perfectly complementing its exterior, the interior of the special edition Beetle also has a very refined appearance – at its core, the dash pad. The dash pad is finished in ‘Sunburst’ style, the unmistakable two-tone wood design of a classic Fender® guitar. This attractive instrument panel creates a visual link to the world of rock-and-roll.

Further standard features of the black-trimmed interior include new sports seats with specially created central sections in black cloth and sides and head restraints in a black leatherette, Sioux Brown decorative stitching on the leather steering wheel, gear knob and handbrake lever, colour trimmed floor mats and, of course, the Fender® sound system complete with USB interface (media-in). The Fender® system is controlled as standard via the panel for the RCD510 audio system (featuring touchscreen, integrated CD changer for six CDs, double tuner and SD card slot) or by the optional RNS510 satellite navigation system if selected.

Fender® sound system will rock your world

Setting the stage, or rather the inside of the Beetle Fender®, is the incredible Fender® sound system paired with adjustable interior ambience lighting in white, red and blue. As well as indirect lighting strips below the front side windows, drivers can select a white, red or blue illuminated ring around each of the speakers in the doors.

The rocking Fender® sound system includes two high-end tweeters installed in each mirror triangle and rear side panel, while in the front doors are the woofers with double voice coils. Assigned to these are woofers in the rear side panels, each with a single voice coil. Additionally integrated into the system is a subwoofer with double voice coil located in an enclosed bass box in the Beetle’s boot. At the centre of the sound system is a 10-channel amplifier with class A/B power amps and an output capacity of 400 watts.

Beetle Fender® Edition engine and transmission

The special edition Beetle will be available in Australia in the same engine spec as that of the 21st century model; 1.4 litre TSI twincharged petrol engine producing 118kW of power and 240Nm of torque. This engine will be paired with Volkswagen's 7-speed Direct Shift Gearbox (DSG) offering a combined fuel consumption of 6.4 L/100km and CO₂ emissions of just 148 g/km.

The Beetle Fender®

Pricing

Model

The Beetle Fender® Edition 7 Speed DSG	\$34,490
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Options

Panoramic Electric Glass Sunroof	\$1,700
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RNS510 Satellite Navigation System	\$2,500
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15 February 2013

The Beetle joins Volkswagen's Capped Price Service Program

Volkswagen is pleased to announce the Beetle has been added to Volkswagen's Capped Price Service Program. The program specifies the maximum price for a designated Scheduled Service.

Volkswagen introduced Capped Price Service Program with the launch of the up! further affirming its commitment to customers. Volkswagen Capped Price Service ensures peace of mind and outstanding value by offering complete transparency regarding ongoing running costs.

Encompassing a total of six years or 90,000km (whichever comes first), the Volkswagen Capped Price Service Program features one of the longest coverage periods in the market.

Interval in km / months (whichever comes first)	Price inclusive of GST
15,000 or 12 months	\$375.00
30,000 or 24 months	\$375.00
45,000 or 36 months	\$430.00
60,000 or 48 months	\$638.00
75,000 or 60 months	\$375.00
90,000 or 72 months	\$430.00
Total	\$2,623.00

A scheduled service in the Volkswagen Capped Price Service Program includes the regular replacement of oil filters, engine oil and sump plug washer at each service interval, as well as the standard replacement of the air filter (at 45,000 and 90,000 km) and spark plugs (every 60,000km).

The Volkswagen Capped Price Service Program, together with a competitive Volkswagen Warranty and Volkswagen Roadside Assist, builds a very comprehensive service offering for the Beetle.

The Volkswagen Capped Price Service Program applies to all new Volkswagen Beetles sold in Australia from 23 February, 2013.

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