

**2010 New Beetle  
New Beetle Convertible**



**Das Auto.**



# All around the world, it's

Did you know that a Volkswagen was named the 2009 World Car of the Year?<sup>\*</sup> Or that Volkswagen has ESP<sup>®</sup> standard on all 2010 vehicles? Or that we provide a Carefree Maintenance<sup>™</sup> Program<sup>\*\*</sup> on all our 2010 cars? Or that we were the first to make clean diesel available in all 50 states? Or that we have more autos with 25 highway mpg or better than any other brand?<sup>†</sup> And that we have more cars and SUVs named 2009 IIHS Top Safety Picks than Volvo?<sup>††</sup> How about that right now, the VW forest is growing in Louisiana thanks to the Volkswagen Carbon Neutral Project—the first US carbon offsetting program initiated by a car manufacturer? There may be a lot you don't know about Volkswagen. In the pages to come, get to know the most iconic and fun-loving members of the Volkswagen family—the Volkswagen New Beetle and New Beetle Convertible.

**What will we do first, next?**



# what the people want.





New Beetle, Gecko Green Metallic, 16" Mali Wheels

## An icon then and now.

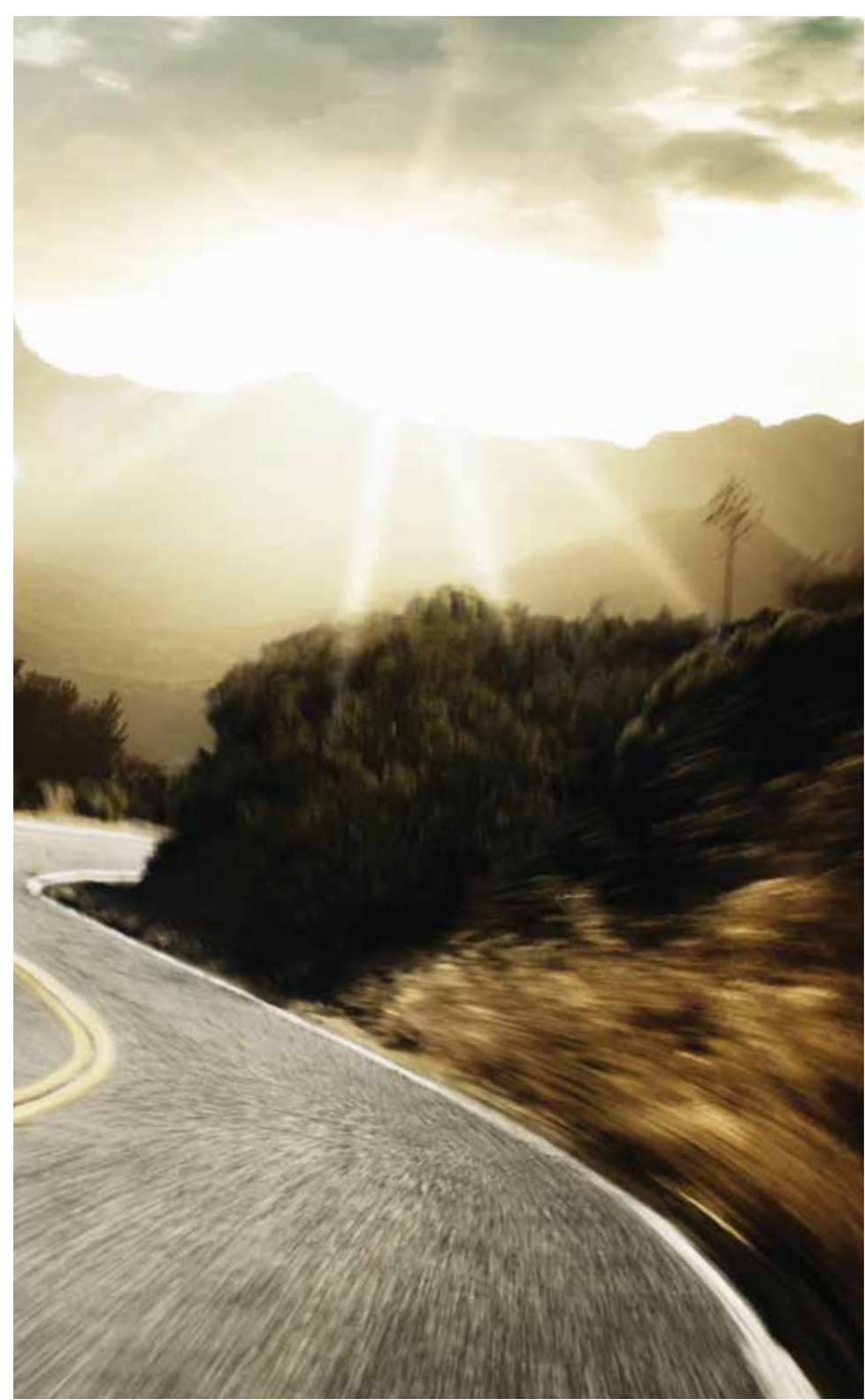
No vehicle is more iconic or enduring than the Volkswagen Beetle. First brought to the people back in 1938, 'the little car that could' soon motored all over the world and became the longest-running and most-produced automobile of a single design. In America, the Beetle did everything from winning the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

**In Chile, they call me Moncho.  
In Japan, it's Kabuto mushi!**





New Beetle Convertible, Black, Cream Boot Cover, 17" Versus Whe



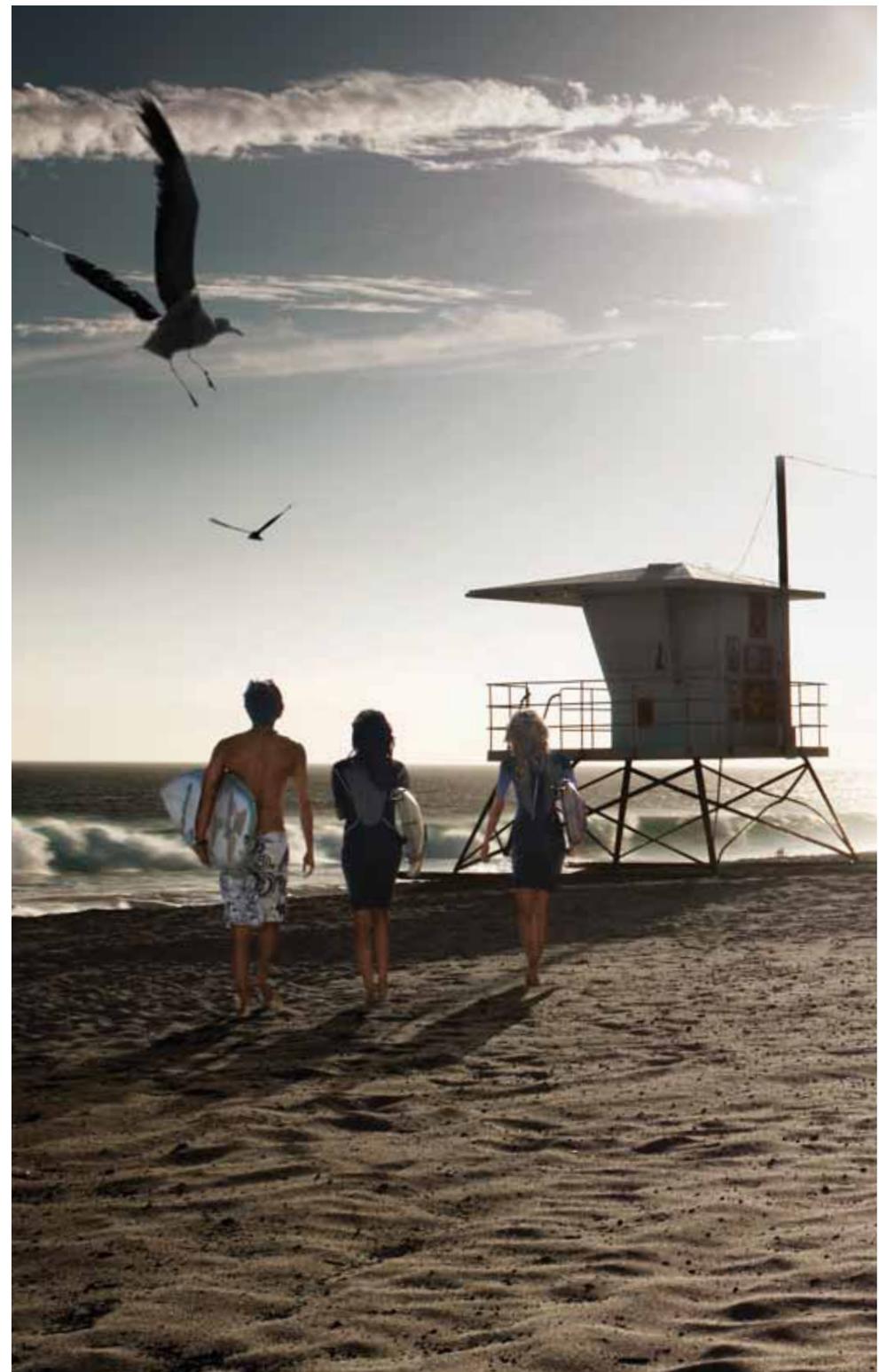
## The people want to make getting there more than half the fun.

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 150hp, 170lbs-ft of torque, and unlimited good times when you hit the pedal. It also delivers 20 city/29 highway mpg (20 city/28 highway mpg for the Convertible)\*. In addition, the vehicle has an optional partial-zero emissions certification. Paired up with this unbeatable engine is our beloved Tiptronic<sup>®</sup> automatic transmission. It's an automatic that you can drive like a sporty manual. Pair that pairing with the standard Electronic Stabilization Program (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.

\*EPA estimates. Your mileage will 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 4 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, an AUX-in jack, and even a rear-seat pass-through on the Convertible. And you'll take some of that innovation and fun with you, in the form of your New Beetle's key. It opens doors and windows, has a panic button, and even has the sophisticatedly cool switchblade key.





## Finely tuned from bumper to bumper.

In a sound laboratory in Germany, the heart and soul of the New Beetle's entertainment system was born. The finest electronics and ingenuity combine to create the kind of system that audiophiles dream about. An MP3 compatible, in-dash CD with a 6-speaker stereo system and SIRIUS® Satellite Radio is the core of the New Beetle system. Also standard is the simple pleasure of an AUX-in jack to plug in any MP3 player.\* Choose the New Beetle Convertible, and audio lovers take the next technological step up with a 10-speaker stereo system. More speakers, more power, and more boom-boom.

With over 130 channels, SIRIUS Satellite Radio brings you more of what you love. Get 69 channels of 100% commercial-free music, plus all your favorite sports, news, talk, and entertainment. Everything worth listening to is now on SIRIUS.



\*Requires optional cables.



# Safe happens.

The New Beetle comes standard with 40 safety features we call the Prevent and Preserve Safety System. The features work in harmony to both help you avoid a crash, and protect you if a crash is unavoidable. And we are constantly updating it, because when it comes to safety, there's always room for improvement.

**Electronic Stabilization Program (ESP)**  
Standard on every Volkswagen. It helps the driver stay the intended course by detecting slick and slippery road conditions, and kicking in corrective forces.

**Anti-Intrusion Side Door Beams**  
Ultra-reinforced structures designed to help keep occupants safe.

**Anti-lock Brake System (ABS)**  
Helps you stop safely.

**Anti-Slip Regulation (ASR)**  
Controls the spin of the front wheels under acceleration, making for a smoother, safer (and faster) take-off.



**Lower Anchors and Tethers for Children (LATCH)**

A standardized child-safety seat system.

**Safety Belt Pre-Tensioners**

Activate within a fraction of a second to help reduce slack in safety belts during a crash.

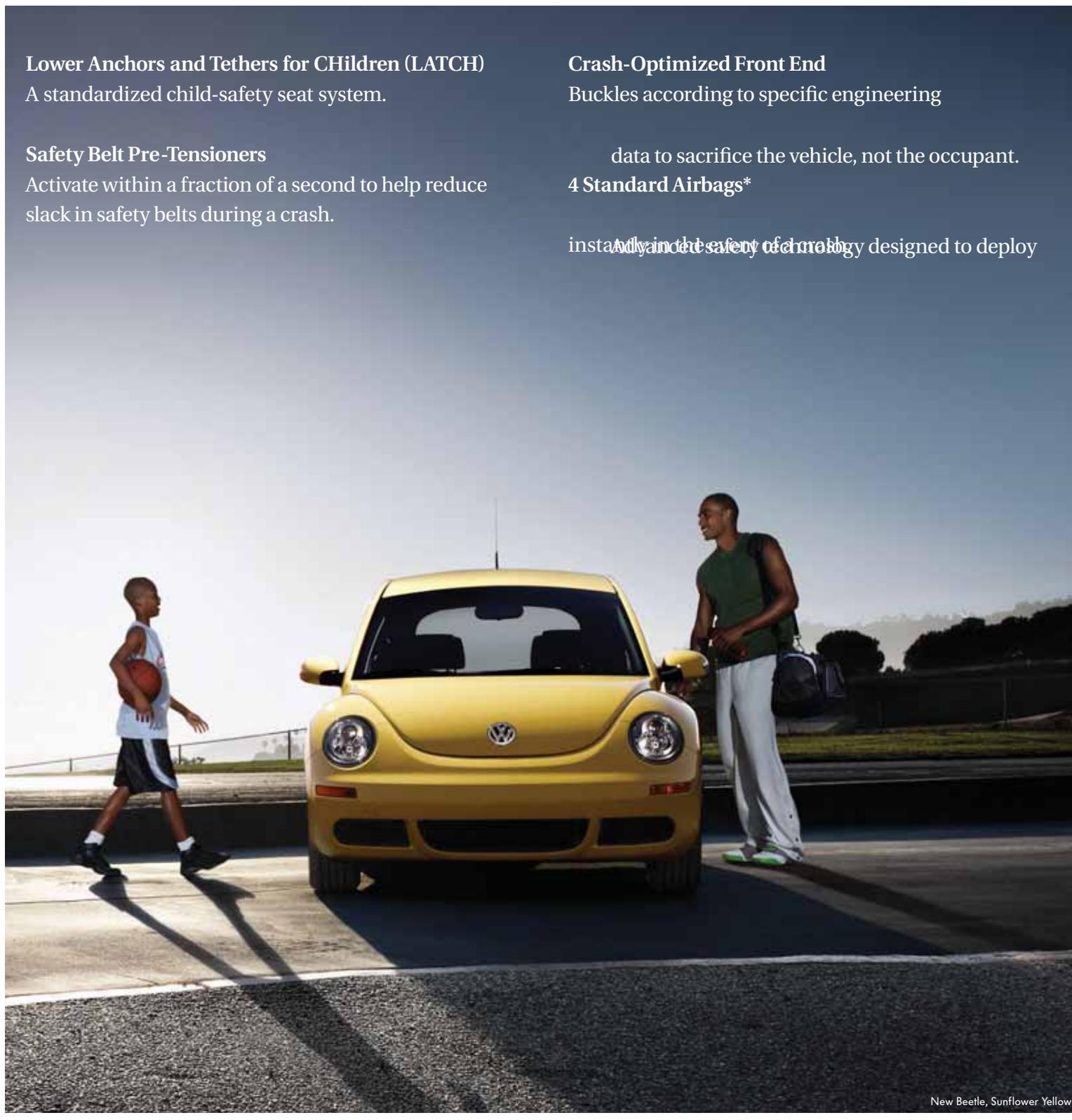
**Crash-Optimized Front End**

Buckles according to specific engineering

data to sacrifice the vehicle, not the occupant.

**4 Standard Airbags\***

Advanced safety technology designed to deploy



**I have a sense of humor  
about lots of things.  
Safety isn't one of them.**



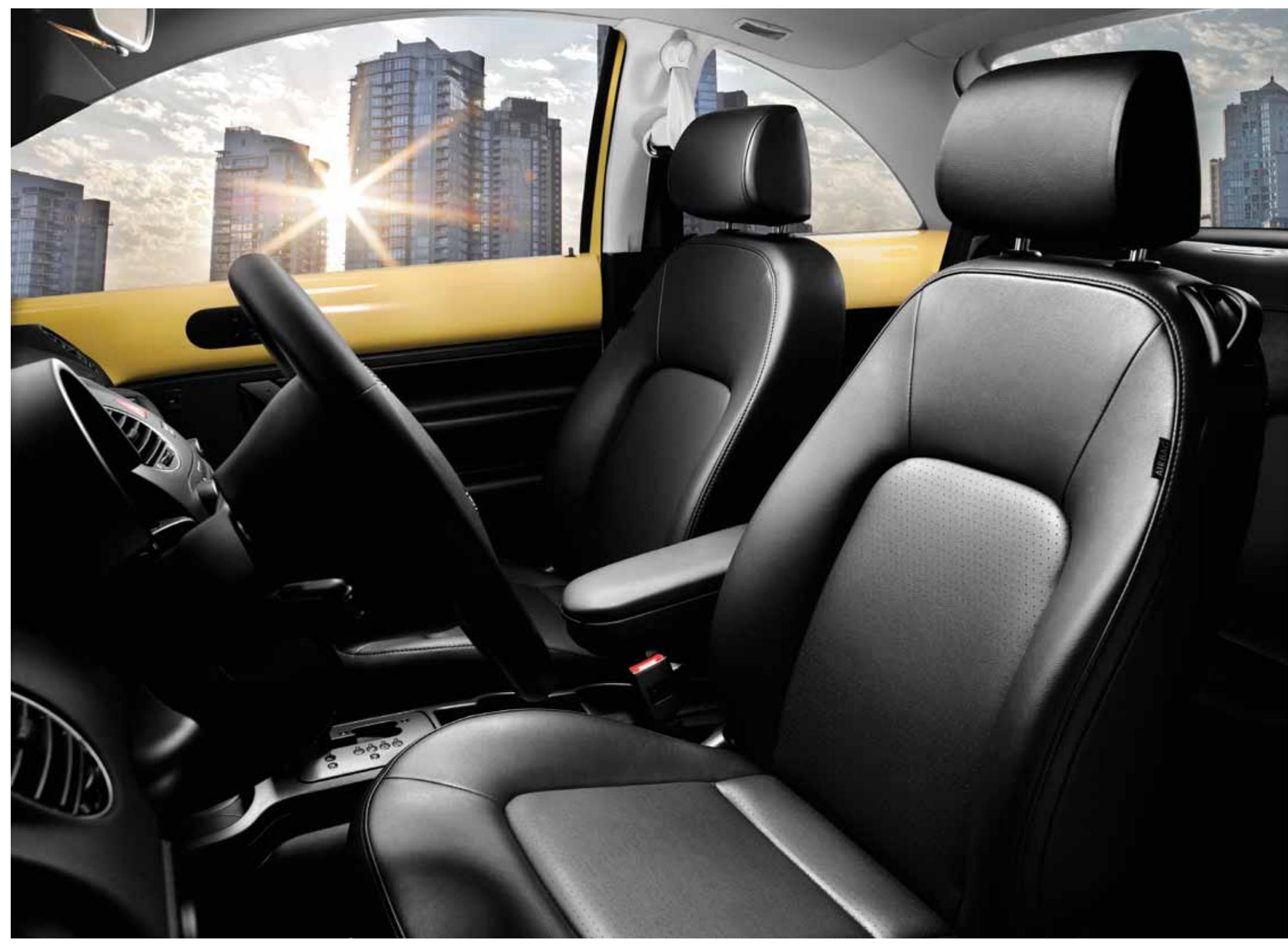
New Beetle, Sunflower Yellow

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

## The space inside.

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. Maybe it's the exterior color trim panels that match perfectly with the interior colors 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 heatable seats. The fact is, when our German engineers do their thing on a German interior, the results are pure Volkswagen.





# Personalize your icon.

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. The Autobahn-bred brother of the New Beetle is the GTI, who's been nice enough to offer its optional Goal wheels set to increase your sport factor. You can also upgrade to R-line pedal caps so your feet have as much fun as you do. Downforce, aerodynamics, and style are the inspiration for your choice of a top-mounted roof spoiler or mid-mounted hatch spoiler. You can lock down your convertible roof and make your auto's appearance a little more sleek with a color-coordinated boot cover. Factory cargo organizers help, you know, organize your cargo. Add a base rack system to carry everything from bikes to skis to kayaks to who-knows-what, and your New Beetle just became a sherpa.

VW gear for VW gearheads: [drivergear.vw.com](http://drivergear.vw.com)



New Beetle/  
New Beetle Convertible—16" Mali



New Beetle Convertible—17" Versus



Accessory—17" Goal



## How are you feeling inside?

The New Beetle is iconic on the outside, roomy on the inside, and full of Volkswagen engineering all over. When building yours, you'll get V-Text leatherette seating surfaces, body-color interior trim, and all the bells and whistles you've grown to expect in a VW. You'll also have the choice of a Cream, White, or Black interior color scheme.

**"The lap of luxury." Whose "lap"  
is that referring to?  
I've always wondered that.**





# Exterior colors



Candy White



Tossau Blue Metallic



Gecko Green Metallic



Harvest Moon Beige



Black



Heaven Blue Metallic

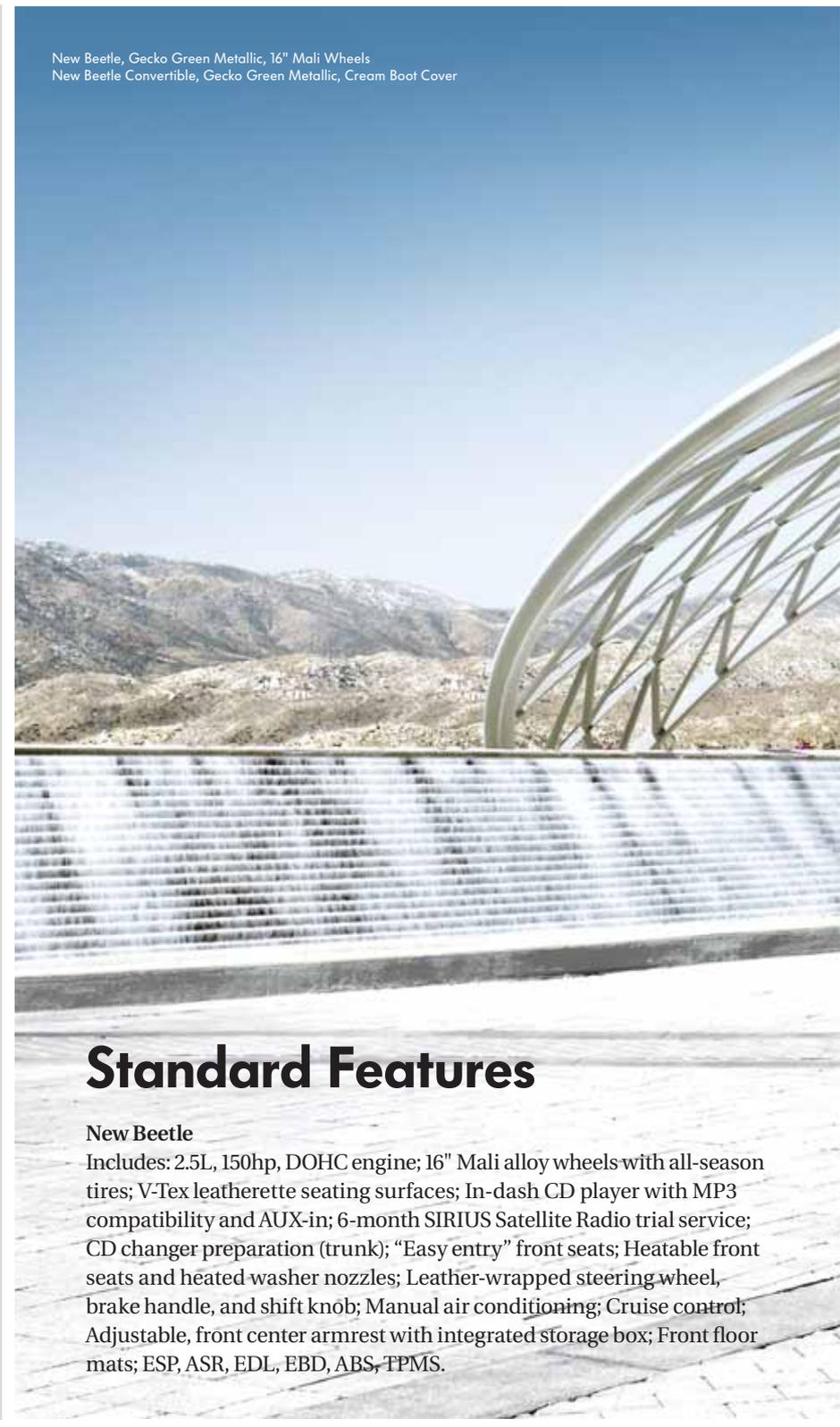


Salsa Red



Sunflower Yellow (Sedan Only)

New Beetle, Gecko Green Metallic, 16" Mali Wheels  
New Beetle Convertible, Gecko Green Metallic, Cream Boot Cover



## Standard Features

### New Beetle

Includes: 2.5L, 150hp, DOHC engine; 16" Mali alloy wheels with all-season tires; V-Tex leatherette seating surfaces; In-dash CD player with MP3 compatibility and AUX-in; 6-month SIRIUS Satellite Radio trial service; CD changer preparation (trunk); "Easy entry" front seats; Heatable front seats and heated washer nozzles; Leather-wrapped steering wheel, brake handle, and shift knob; Manual air conditioning; Cruise control; Adjustable, front center armrest with integrated storage box; Front floor mats; ESP, ASR, EDL, EBD, ABS, TPMS.



**New Beetle Convertible**

Includes: 2.5L, 150hp, DOHC engine; 16" Mali alloy wheels with all-season tires; V-Tex leatherette seating surfaces; In-dash CD player with MP3 compatibility and AUX-in; Premium audio system (amplifier); 6-month SIRIUS Satellite Radio trial service; "Easy entry" front seats; Heatable front seats and heated washer nozzles; Leather-wrapped steering wheel, brake handle, and shift knob; Manual air conditioning; Cruise control; Semi-automatic power roof mechanism; Windblocker; Center console with adjustable armrest and integrated storage box; ESP, ASR, EDL, EBD, ABS, TPMS.

With over 130 channels, SIRIUS Satellite Radio brings you more of what you love. Get 69 channels of 100% commercial-free music, plus all your favorite sports, news, talk, and entertainment. Everything worth listening to is now on SIRIUS.



# Specification overview

Sedan    Convertible

Sedan    Convertible

## Exterior

Body	Fully galvanized sheet metal	S	S
Lights	Halogen headlamps with clear, lightweight, chip-resistant polycarbonate lenses and Daytime Running Lights (DRL)	S	S
Mirrors	Power exterior rearview mirrors, with integrated turn signals	S	S
Roof	Power glass sunroof with tilt, slide, tinted glass, manual sunshade, pinch protection, and driver's door power lock operated convenience closing feature	O	–
	Semi-automatic power convertible roof	–	S
Wheels	Tire Pressure Monitoring System (TPMS)	S	S
	16" alloy wheels with anti-theft wheel locks	S	S
	17" alloy wheels with anti-theft wheel locks	–	O
Wipers/Washer	2-speed windshield wipers with variable intermittent wipe feature	S	S
	Heated windshield washer nozzles	S	S

## Interior

Air Conditioning	CFC-free air conditioning	S	S
Alarm/Anti-Theft	Anti-theft vehicle alarm system for doors, hood, trunk, and radio; Starter interrupt, with Autolock function and audible and visual activation	S	S
	Immobilizer III theft-deterrent system	S	S
Audio	MP3 compatible, in-dash CD stereo system with AM/FM radio, SIRIUS Satellite Radio, and 6 speakers	S	–
	Premium MP3 compatible, in-dash CD stereo system with AM/FM radio and 10 speakers; Includes SIRIUS Satellite Radio (including hardware, activation fee, plus 6 months of trial service)	–	S
	AUX-in	S	S
Cruise Control	Cruise control	S	S
Defroster	Electric rear window defroster	S	S
Instrument Cluster	Speedometer, tachometer, odometer, trip odometer, fuel gauge, coolant temperature, clock, and outside temperature	S	S
Keys	2 radio-frequency remote transmitter key fobs with lock, unlock, rear trunk release, panic button for central locking, and selectable access valet key feature	S	S
Lighter/Outlets	(2) 12V power outlets	S	S
Lighting	Front reading lights	S	S
Locks	Automatic locking feature, doors lock when vehicle reaches 8mph; Doors unlock automatically upon airbag deployment	S	S
Mirrors	Driver and front passenger visor vanity mirrors, illuminated with covers	S	S
Ornamentation	Body-colored door inserts	S	S
Restraint Systems	Anti-intrusion side door beams	S	S
	Crash-optimized front end	S	S
	Driver and front passenger airbags*	S	S
	Driver and front passenger head/thorax side airbags*	S	S
	LATCH (Lower Anchors and Tethers for CHildren) child seat anchor points	S	S
	3-point safety belts for all seating positions, includes safety belt pre-tensioners for front seats	S	S
	Automatic Rollover Protection System	–	S

## Interior

Seating, Front	Heatable front seats	S	S
	"Easy entry" front seats	S	S
	Driver and front passenger fully reclining, height-adjustable comfort seats with adjustable head restraints	S	S
Seating, Rear	Folding rear seat	S	–
	Rear seat with pass-through	–	S
Steering Wheel	3-spoke leather-wrapped steering wheel, height-adjustable with telescopic steering column	S	S
	Steering wheel deformable upon impact	S	S
Storage	Front seatback storage pockets	S	S
	Front center armrest with storage compartment	S	S
	3 cupholders; 2 front, 1 rear	S	S
	Glovebox, lockable and illuminated upon opening	S	S
	Storage tray under AUX-in	S	S
Upholstery	V-Text leatherette seating surfaces	S	S
Windows	Power windows with pinch protection; Front windows with automatic 1-touch feature, operable from driver's side only	S	S

## Technical

Brakes	Power-assisted front vented disc brakes (280 mm), rear solid disc brakes (232 mm)	S	S
Engine	2.5L, 20-valve, DOHC, in-line 5-cylinder engine, 150hp, 170lbs-ft of torque	S	S
Steering	Power-assisted rack and pinion steering	S	S
Suspension	Independent front MacPherson struts with stabilizer bar and independent track-correction torsion beam rear axle with integrated stabilizer bar	S	S
Traction Control	Anti-lock Brake System (ABS) and Anti-Slip Regulation (ASR) with Electronic Brake-pressure Distribution (EBD)	S	S
	Electronic Stabilization Program (ESP) with brake assist	S	S
	Electronic Differential Lock (EDL)	S	S
Transmission	5-speed manual transmission	S	–
	6-speed automatic with Tiptronic and sport mode	O	S
Warranty	12-year/unlimited mileage Limited Warranty Against Corrosion Perforation	S	S
	5-year/60,000-mile (whichever occurs first), Powertrain Limited Warranty	S	S
	3-year/36,000-mile (whichever occurs first), New Vehicle Limited Warranty	S	S
Roadside Assistance†	3-year/36,000-mile (whichever occurs first)	S	S
Dimensions	Wheelbase	98.8 inches (2,508 mm)	
	Length	161.1 inches (4,091 mm)	
	Width	67.9 inches (1,724 mm)	
	Height	59.1 inches (1,498 mm)	
	Cargo Volume (New Beetle)	12 feet <sup>3</sup> (0.3 m <sup>3</sup> )	
	Cargo Volume (New Beetle Convertible)	5 feet <sup>3</sup> (0.1 m <sup>3</sup> )	
	Cargo Volume with Rear Seat Folded (New Beetle)	27.1 feet <sup>3</sup> (0.77 m <sup>3</sup> )	

S Standard, at no additional charge    O Option, at additional charge    – Not Available

\*Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. †Roadside Assistance provided by Cross Country Automotive Services.

# The Volkswagen Carefree Maintenance Program.\*

Volkswagen is proud to offer 3 years or 36,000 miles of no-charge scheduled maintenance on the 2010 New Beetle. The program includes oil and filter changes, brake checks, fluid checks, tire rotation, and airbag checks, just to name a few.



\*The Volkswagen Carefree Maintenance Program covers the New Beetle's 10K, 20K, and 30K scheduled maintenance intervals for 3 years or 36,000 miles, whichever occurs first. Coverage is during the term of the new vehicle limited warranty, at no additional charge. Some limitations apply. Does not include routine wear and tear on parts such as brakes, tires, wiper blades, light bulbs, etc. See dealer or vehicle maintenance program booklet for details.





The Carbon Neutral Project is a partnership with Carbonfund.org, designed to start addressing the issue of carbon emissions. With their help, we'll be making it easy for anyone who owns a Volkswagen to determine their vehicle's carbon output and take action towards offsetting it. So far, the VW community has planted over 300,000 trees and offset 419,343 tons of carbon. And that's just the beginning. Learn more at [vw.com](http://vw.com).



[vw.com](http://vw.com)

The ideas in this book are new. The paper, however, is recycled. Please remember to recycle. The book. Not the ideas in it. Thanks.



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