Same soul. Different everything else.

Its very design is magnetic, iconic, and utterly unique. That gorgeous arcing profile and famous front end are recognizable around the world, and there are dozens of nicknames to prove it. To say that it’s a Volkswagen is actually an understatement. It’s the Volkswagen. It’s the soul of the brand. It’s the face that launched a global company. It’s the shape of things to come. And now, we are pleased to introduce the latest evolution in Volkswagen history: The all-new 2012 Beetle.

Features:
- Famous profile
- Iconic headlight design
- Signature front wheel well
- New sporty look
Museum quality.

Design

And certainly sporty. It’s not the first Beetle to be featured in a museum, and it won’t be the last. Those crisp, clean, curved lines hark back to the original, with a completely modern and streamlined twist on the classic. It’s hard to look without picturing yourself inside it, sweeping around bends on a never-ending road. What color would you drive in your adventure? Tornado Red? Reef Blue? Deep Black? It’s like a canvas waiting to be painted that perfect shade of fun and fast. 1964 2012 Beetle Turbo with Sunroof, Sound, and Navigation shown in Reflex Silver Metallic Beetle Turbo with Sunroof and Sound, with 19” Tornado accessory wheels shown in Candy White.
Performance

Still turns heads. Just faster.

One look at the curves on the all-new Beetle, and you can see that it’s meant to be driven. In fact, it looks fast even standing still. That’s because the available 200-hp, turbocharged engine with 207 lbs/ft of torque, paired with either a six-speed manual or six-speed automatic DSG® transmission with Tiptronic® make this the fastest production turbocharged Beetle ever. Imagine the powerful hum of the engine as you accelerate around a curve. Or a fantastically curvy parking structure. When the Beetle first entered the market, it redefined the entire notion of transportation. And we just redefined it again.
More curve on the curves.

The only way to completely understand German engineering is to experience it. Climb into the all-new Beetle and find a stretch of winding road. Then picture yourself effortlessly cresting a hill. Or creating sweet curves at measurable speed and letting the road guide you. That nimble and precise handling you’re experiencing? That’s the gutsy 2.5L, 170-hp, in-line five-cylinder engine with 177 lbs/ft of torque, boasting an impressive 29 highway mpg. Also known as German engineering at its finest.

*2012 2.5L automatic transmission: 22 city/29 highway mpg EPA estimate. Your mileage will vary.

Performance
When we set out to design the all-new 2012 Beetle, we looked backwards for inspiration. All the way back to the original Beetle, in fact. Its one-of-a-kind features deserve a second life, especially when we could give them a turbocharged spin into the present. Like the Käferfach glovebox cleverly integrated into the color-matched dash. On the original it was the only one, but on the 2012 Beetle you have two different gloveboxes for double the stash. Close your eyes and picture the wheels—those beautiful curved discs with graceful vents to let in the breeze. They’re too iconic to forget, right? Now open your eyes and see how cool they look taking us into the future. Just remember to hold onto the band hanging next to the door if the nostalgia gets too intense.

Glimpse the future in the rearview mirror.

Käferfach glovebox.
Käfer means Bug in German.

Color-matched dashboard. Cool then, cool now.

The 2012 take on classic rims.

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The 2012 take on classic rims.
Smooth operator.

That’s right, the all-new 2012 Beetle comes with a streamlined set of buttons you can push and more bells and whistles than ever. Take the available touchscreen navigation system. We almost dare you to try and get lost. With fancy Bluetooth® technology in the mix, you can make calls just by pressing a button and saying someone’s name, and answer them just as easily. But perhaps the most important button is the push-button start that comes with the available keyless access. Leave your keys in your pocket, grip the driver’s door handle to unlock your Beetle, and push the button to start the ignition. Go.

Ever wonder what customizable colored lighting would look like inside your car? The mystery has been solved in a style that has Beetle written all over it. With the ambient lighting feature, you can switch between red, white, and blue lighting. Let the party begin.

Keyless access with push-button start*
Three colors of customizable ambient lighting
*Feature available on select models. **Requires compatible phone.
Audio

One icon deserves another. And in the case of Beetle and Fender, that’s a combination destined to become a classic. Nothing could be better than an available Fender® Premium Audio System filling your Beetle with sound that evokes the raw emotion of a live performance. Its 400-watt amp, subwoofer, and eight speakers make any genre of music sound good. So sit back and enjoy the marriage of German engineering and the brand that’s known for starting the rock ‘n’ roll revolution. And feel free to blast your music as you cruise the streets in style.

On the available touchscreen stereo, you’ve got an in-dash six-CD changer, AM/FM radio with crystal-clear HD Radio™ technology, and a three-month trial subscription to SiriusXM radio, all playing tunes through eight speakers. Plus, all of that music, entertainment, and more can be easily navigated using the intuitive touchscreen interface right in the dash of your Beetle.

*Feature available on select models. **“iPod” is a registered trademark of Apple Inc. All rights reserved. iPod is not included.
Comfort

From the leatherette and available leather seating surfaces wrapped around bolstered sport seats, to the available tilting, sliding panoramic sunroof, the allure of the all-new 2012 Beetle is hard to resist. Not only are the seats sporty, but they also come with lumbar support and three available heat settings, so you and your passengers can easily find your happy place. And that panoramic sunroof? It’s 80% larger than before, and reflects 99% of UV radiation, 92% of heat, and 90% of light. When it’s closed, that is. Open, it’s a big window to the sky during the day, and a front seat to the stars at night.

Hugs corners. And passengers.

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Heated front seats
Panoramic sunroof*
Leather seating surfaces*

*Feature available on select models.
Utility

When we said we completely redesigned the all-new Beetle, we meant it. It’s longer, wider, and sleeker than the previous models. Which means it looks like a sports car on the outside, and it has tons more room on the inside. We’re not kidding when we say it seats four adults. Another nice touch: fold down one at a time, to hold even more. So if you’re looking for a sporty little number that can stow your stuff and still pack a punch, you should get this one’s digits.

And now we present to you the 50/50 split. That means you have three different options for folding down the rear seats to take that already spacious trunk to a whole new level. So you can put in two suitcases and a set of golf clubs in back. Or a stylish modern chair. Or your guitar and an amp. Then you can close the hatch and take your show on the road.
It’s safe to say we’ve got you covered.

When you buy a Volkswagen Beetle, you’re driving home more than just a car. You’re taking home total peace of mind. You don’t even have to think about how it drives; that’s totally taken care of by the Beetle. We’ve got you covered.

Every Beetle is built to the highest standards. Volkswagen standards. Which is why it has four airbags* standing guard. And a crash-optimized front end that helps absorb energy on impact and protect you in the event of a collision. Those are all part of our comprehensive system of passive safety features that help protect you during an accident. They include safety belts, airbags, steel-reinforced seating, a safety cage, and crumple zones, just to name a few. And they work together when they’re needed most to help keep you safe.

Because we believe that once you’ve achieved a certain level of excellence, there’s no going back. That’s why we call it a standard.

It’s safe to say we’ve got you covered. There’s safe. And then there’s Volkswagen safe.
At Volkswagen, we believe in our products so much that we give you three years or 36,000 miles of Carefree Maintenance—
for no extra charge. Come by for a courtesy vehicle check within the first 90 days, or 6,000 miles, and ask us any questions you have while we give your Beetle a basic checkup. Then come by every year, or 10,000 miles, for your remaining scheduled maintenance checks. It’s that simple. So relax and enjoy every carefree mile in your new VW. That’s what it’s there for. And because it’s a Volkswagen, it’ll keep that new car feeling for many years to come.

Wellness for your wheels.

No-charge scheduled Carefree Maintenance

3 or 36,000* Years or Miles

*The Volkswagen Carefree Maintenance Program covers the vehicle’s scheduled maintenance for three years or 36,000 miles, whichever comes first. Coverage during the term of the new vehicle limited warranty at no additional charge. Some limitations apply. See dealer or vehicle maintenance program booklet for details.
Special Features

Rear spoiler
Dual exhaust
Turbo Styling

Choosing the Turbo model gets you some pretty fancy features. Like red brake calipers, a dash-mounted turbo boost gauge and lap timer, unique bolstered bucket seats, and turbo badging like another German sports car we’re fond of. Because we think people should know what car you’re driving, no matter how fast you’re going.

Want to make your Beetle unlike any other? Wrap a Second Skin around every curve, or choose a custom vinylized badges, accessory wheels, unique key fobs, or a variety of other accessories. Go turbo and you get a host of stylish features that practically scream fast. This is definitely a case where actions speak louder than words.

Your Beetle says a lot about you.

Customization

Red brake calipers
Turbo boost gauge
Lap timer
Unique bolstered bucket seats
Turbo badging

VW Second Skin

Do you love the super sporty new look of the all-new Beetle but still want more? Wrap it in a custom Volkswagen Second Skin. Choose from one of four wraps specially designed to suit the all-new Beetle. Every angle, from the iconic wheel wells to the classic tail end, will be wrapped in extra-sporty, race-inspired graphics designed to bring out the performance driver in all of us.

Turbo Styling

Customization

Accessory wheels
Unique key fobs
Nickname badging
Body-colored carpeted mats
USA Germany Mexico Italy

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Special Features

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Dual exhaust
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Turbo badging
Red brake calipers

Your Beetle says a lot about you.
Beetle 2.5L

Includes: 2.5L, 200-hp 5-cylinder engine, 6-speed manual/transmission, 17" alloy wheels, leather seating surfaces, with integrated headlights, front sport bucket seats and cloth or leather upholstery, dual-zone climate control, AM/FM radio, CD/MP3/USB/iPod®-ready, passenger-side airbag, keyless access, push-button start, multi-function steering wheel, heated front seats, sport suspension, 6-speed automatic transmission with Tiptronic® and Sport mode.

Beetle Turbo

Includes all Beetle 2.5L features, plus: 2.5L Turbo, 170-hp 5-cylinder engine; 6-speed direct fuel injection; 200 hp, 207 lbs/ft of torque, front sport bucket seats; 18" alloy wheels, Turbocharged; front foglights; dual exhaust; red painted brake calipers; power operated, heated side mirrors with integrated turn signals; rear spoiler, halogen reflector lens foglights, integrated into front bumper; Bi-Xenon high-intensity headlights with LED Daytime Running Lights (DRL).