



**Volkswagen**

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## Media Information

**FOR IMMEDIATE RELEASE**

### **2018 VOLKSWAGEN BEETLE: POWERTRAIN UPDATE AND A NEW SPECIAL MODEL FOR THE ICON**

- *New EA888 Generation 3B four-cylinder TSI® engine brings more power, better fuel economy*
- *The bigger 2.0-liter EA888 engine replaces the outgoing 1.8-liter, and boosts Beetle's power and torque to 174 hp and 184 lb-ft*
- *New Coast special model enters the lineup ready for seaside adventures with a unique Deep Sea Teal color option, surfboard wood-look dashpad and Monster Mats®*
- *Additional enhancement options available with new Style & Comfort, Lighting and Premium packages*
- *Six-year or 72,000-mile "bumper-to-bumper" limited warranty beats its competitors' bumper to bumper coverage in years and mileage*
- *Starting MSRP ranges from \$20,220 for the Beetle S to \$26,790 for the Beetle Dune*

**Herndon, VA (September 29, 2017)** — The first Volkswagen Beetle arrived in the United States in 1949, and quickly became a cultural touchstone for an entire generation. Nearly seven decades later, the Beetle is one of the most iconic cars in the world. The third generation Beetle is modernized with 21<sup>st</sup> century conveniences, while holding on to its rich heritage.

#### **New for 2018**

The 2018 Beetle is offered with a standard automatic transmission with Tiptronic® in four trims—S, Coast, SE, and Dune. All 2018 Beetle models, both convertible and coupe, are powered by Volkswagen's most advanced EA888 engine ever. The new 2.0-liter four-cylinder turbocharged, direct-injection TSI® engine boosts horsepower in the 2018 Beetle to 174 hp, and the EPA-estimated fuel economy rating is 26 mpg city, 33 mpg highway and 29 mpg combined for S, SE and Coast models. Beetle Dune models have EPA-estimated fuel economy of 26/34/29 respectively.

The Beetle S is available with a new Style & Comfort Package that offers a 6.3-inch Composition Media touchscreen infotainment display; SiriusXM® satellite radio; Volkswagen Car-Net® App-Connect; Voice Control; KESSY® keyless access with push-button start; heated leatherette seats with lumbar adjustment; 17-inch

"Philadelphia" aluminum-alloy wheels; body-color side sills and door handles; body-color door mirrors with integrated turn signals in mirrors; automatic headlights; auto-dimming rearview mirror; and rain-sensing wipers.

The new Beetle Coast model enters the lineup for model year 2018 as a special model and is based off the S trim. The model features a unique Deep Sea Teal exterior color option, a surfboard wood-look dashpad, cloth seating surfaces in "Pepita" houndstooth, Monster Mats<sup>®</sup>, scuff plates, a sunroof, and Blind Spot Monitor with Rear Traffic Alert. An available Lighting Package includes Bi-Xenon<sup>®</sup> headlights; LED Daytime Running Lights (DRLs); LED taillights; and LED license plate lights.

The Beetle SE gains several premium features as standard for model year 2018. These include Climatronic<sup>®</sup> dual-zone automatic climate control; exterior chrome trim on the lower window; panoramic sunroof; and Blind Spot Monitor with Rear Traffic Alert. For added luxury, a new Premium Package is available for the SE, offering 18-inch "Disc" aluminum-alloy wheels; front and rear Park Distance Control (ParkPilot); a 6.3-inch Discover Media touchscreen infotainment and navigation display; Fender<sup>®</sup> Premium Audio System; Bi-Xenon headlights; LED Daytime Running Lights (DRLs); LED taillights; LED license plate lights; and fog lights.

The Beetle Dune receives Bi-Xenon headlights, LED Daytime Running Lights (DRLs); LED license plate lights; Climatronic dual-zone automatic climate control; Fender<sup>®</sup> Premium Audio System; and KESSY keyless access with push-button start as standard for 2018.

For the 2018 model year, Volkswagen Beetle models in the United States will come with the People First Warranty, a six-year or 72,000-mile (whichever occurs first) bumper-to-bumper New Vehicle Limited Warranty, which can be transferred to subsequent owners throughout its duration.

Pricing for the 2018 Volkswagen Beetle starts at \$20,220. The destination charge for all Beetle models is an additional \$850.

## **Exterior**

Paying homage to its rich heritage, the 2018 Beetle coupe retains the distinctive silhouette of its predecessors, while offering a more dynamic and athletic stance. Its roof profile also runs distinctly lower than in previous generations for a bolder appearance. At 71.2 inches wide, 58.5 inches tall, and 168.4 inches long, wide tracks and a long wheelbase give the car sporty proportions, without compromising charm.

The Beetle S rides on standard 16-inch "Whirl" aluminum-alloy wheels, with optional 17-inch "Philadelphia" aluminum-alloy wheels available in the Style & Comfort Package. The Beetle Coast sits on 17-inch "Heritage" aluminum-alloy wheels, which are color-matched for models in Pure White, Tornado Red, and Deep Black (all other colors receive black wheels). The Beetle SE sits on 17-inch "Philadelphia" aluminum-alloy wheels with optional 18-inch "Disc" aluminum-alloy wheels available in the Premium Package. New exterior chrome trim on the lower window of the Beetle SE adds upscale flair to the model.

Inspired by the classic Baja Bug, the Beetle Dune exudes a more rambunctious spirit than the rest of the Beetle lineup thanks to distinctive front and rear fascias and pronounced black wheelarch extensions that flow into the

bumpers. The Dune's raised ride height of 0.4 inches and a 0.6-inch wider body gives it a more rugged stance. It also rides on larger wheels than its siblings—18-inch "Canyon" aluminum-alloy wheels are standard on the Dune.

The Dune's bumper features a large central air intake that widens towards its bottom edge, and a black honeycomb screen has an aluminum-look surround that morphs into the underside of the bumper. On either side of the intake, two black honeycomb vents contain the foglights.

The side of the Dune is characterized by the contrast between the polished aluminum sills and black trim strips that are reminiscent of the original Beetle running boards. The side mirrors have contrasting black lower portions and Reflex Silver uppers, and "Dune" graphics are displayed on both doors. At the back, the Dune features a large rear spoiler, standard LED taillights, and a bumper design that integrates matte black and aluminum elements.

### **Interior**

For a classic touch, 2018 Beetle models—Coast trims and above—integrate a *kaeferfach* glovebox or "Beetle bin" into the dashboard. The lid folds upward, while the standard glovebox opens downward. Standard features on the Beetle include a rearview camera; power windows with one-touch up/down; and a leather-wrapped multifunction steering wheel, shift knob, and brake lever. SE models gain additional premium features as standard with a new panoramic sunroof, body-colored dashpad and upper door sills, and interior chrome trim.

Sandstorm Yellow Dunes have an interior that features body color upper door trims and dashpads, whereas the Pure White and Deep Black Pearl vehicles have black door and dashpad trim.

Cloth seats are standard on S models, while SE models feature standard leatherette seats. The Coast features "Pepita" two-tone black/beige houndstooth cloth seats, while Dune features sport cloth seats with leatherette accents and contrasting "Curry" yellow stitching.

With 37.1 inches of rear-seat headroom, 41.3 inches of front legroom, and 55.3 inches of front shoulder room, space is plentiful in the 2018 Beetle. Overall interior volume is 85 cubic feet, with 15.4 cubic feet of trunk space. With the seats folded, rear utility capacity increases to 29.9 cubic feet. A split-folding rear seat and a wide opening trunk lid help ease loading and unloading.

**MIB II Infotainment.** As standard equipment across the Beetle line, the MIB II infotainment system not only creates the foundation for the next generation of Volkswagen's Car-Net<sup>®</sup> connected vehicle services platform, but also offers one of the most comprehensive suites of connected vehicle services and features available in the automotive industry today.

The Beetle S is equipped with the Composition Color unit, which features a 5-inch touchscreen display. The infotainment system also offers aux-in and USB (one port) multimedia interfaces, as well as a rearview camera and standard Bluetooth<sup>®</sup> technology for compatible devices. The 6.3-inch Composition Media display (details below) is available in the Style & Comfort Package.

All higher trims are equipped with 6.3-inch capacitive Composition Media touchscreen display as standard equipment. The Premium Package available on SE models adds the Discover Media system with navigation.

Composition Media units offer one USB port, SiriusXM® Satellite Radio for a three month trial period, HD Radio, and support for lossless audio file format (Free Lossless Audio Codec FLAC). The unit also has the ability to send and receive SMS text messages with Bluetooth with compatible phones and pair two phones simultaneously.

The Discover Media unit offers 2.5D navigation, featuring one-shot voice destination entry, destination entry with quick search and auto-complete, and predicts possible destinations based on often used routes.

**Volkswagen Car-Net.** Volkswagen is committed to driving the development of more connected and intelligent vehicles, and the Volkswagen Car-Net® connectivity system is a major element in achieving that goal. Features available through VW Car-Net are divided into three key areas: "App-Connect," "Security & Service," and "Guide & Inform."

VW Car-Net App-Connect smartphone integration for compatible devices is standard on Coast, SE and Dune models and available on the S model through the Style & Comfort Package. App-Connect offers users the ability to run select smartphone apps directly on the vehicle's display through services like Apple CarPlay™, Android Auto™ and MirrorLink®.

Equipped on SE models, VW Car-Net Security & Service is a suite of elements that provides security features and also allows owners to access their VW remotely through [vw.com/carnet](http://vw.com/carnet) as well as a smartphone app.

Customers purchasing new Volkswagen models equipped with VW Car-Net Security & Service will receive a no-charge, six-month trial subscription from Verizon Telematics. To extend the benefits of this system after the trial, customers can choose from a number of payment options: One year for \$199, two years for \$378, and three years for \$540, or month-to-month for \$17.99, plus applicable taxes and fees. App-Connect can be used with no additional charge and is not included as part of the subscription-based services.

Available VW Car-Net Security & Service features include Automatic Crash Notification, which can automatically notify an operator who can quickly contact first responders in the event of a collision; Manual Emergency Call, a feature that allows for quick access to customer specialists at the touch of a button; Roadside Assistance, for added peace-of-mind in the event of trouble on the road; and Stolen Vehicle Location Assistance, which uses VW Car-Net Security & Service to assist law enforcement with locating your vehicle in the event that it is stolen. In addition, VW Car-Net Security & Service offers remote vehicle access, remote door lock and unlock, remote honk and flash of lights, last parked location information, and remote status check (doors and windows). Consumers will also be able to send a location from their compatible connected smart device to the factory-installed compatible navigation system on select models. For consumers who prefer a more personal touch, agent destination assist is also available.

VW Car-Net Security & Service also includes Family Guardian, which offers features such as: speed alert, which notifies the owner of the vehicle when the pre-determined maximum speed limit is exceeded; and boundary alert, which lets you know when the vehicle has traveled outside of a pre-set virtual boundary.

Diagnostics and maintenance information is also available through VW Car-Net Security & Service. In addition to the vehicle's warning and indicator lights, a Vehicle Health Report provides customers easy access to diagnostic information. When it's time for scheduled service, VW Car-Net Security & Service not only notifies the customer, but provides a simple way to schedule a dealer visit. It can even identify the closest dealer in case owners need a recommendation.

The available VW Car-Net app for smartwatch (supports select Apple Watch™ and Android Wear™ operating systems) allows VW customers to control a host of Security & Service features and functions available through the iPhone™ and Android™ apps and Customer Web Portal, directly from their wrist. Smartwatch wearers can keep tabs on their vehicle, remotely locking and unlocking doors and viewing the status of doors, windows and sunroof (open or closed). These consumers can also find a parked vehicle more quickly, with a map of the current vehicle location, and get walking or driving directions to the vehicle. Drivers can check their fuel level and receive alerts with a compatible smartwatch.

VW Car-Net Guide & Inform is included on SE models with the available Premium Package and offers an enhanced navigation and infotainment experience for VW consumers. Volkswagen has incorporated technologies that enhance existing navigation offerings while adding an additional level of information that empowers consumers. The in-vehicle navigation system features fuel prices, sports scores, movie information and weather data as part of the three-month SiriusXM® Travel Link trial. VW customers will also enjoy real-time traffic information and a complimentary three-month SiriusXM® Traffic trial.

### **Powertrain**

All 2018 Beetle models, both convertible and coupe, are powered by Volkswagen's most advanced EA888 engine ever.

The changes in the new version of the EA888 advance the twin goals of power and efficiency. The peak 174 horsepower kicks in at 4,400 rpm, 400 revs sooner than in the 1.8-liter edition, and maintains its output until 6,000 rpm. Maximum torque of 184 lb-ft is achieved at 1,600 to 3,940 rpm. As in the previous 2.0-liter TSI engines, the increased displacement comes solely from a longer piston stroke (92.8 mm vs. 84.1 mm in the 1.8 TSI), while the compression ratio rises to 11.7:1 due to a modified piston crown and combustion chamber. New TSI injectors can push fuel into the cylinder at a higher maximum pressure (250 bar or 3,626 psi), with up to three injection sequences per stroke depending on conditions.

The new EA888 retains many key features of its predecessors, from chain-driven double overhead camshafts to the twin balance shafts that not only counteract second-order internal forces but provide oil scavenging and crankcase breathing pathways. A new engine management system with four core processors monitors the system and adjusts as needed. Reducing friction was another goal for this engine. For instance, the lower brake

mean effective pressure at full load in this engine allowed the crankshaft main bearing diameter to be reduced from 52 to 48 mm, while the balance shaft chain is narrower.

The EPA-estimated fuel economy rating is 26 mpg city, 33 mpg highway and 29 mpg combined for S, SE and Coast models. Beetle Dune models have EPA-estimated fuel economy of 26/34/29 respectively.

### **Chassis**

All Beetle models are fitted with a strut-type front suspension with a lower control arm and an anti-roll bar: on the Beetle, this is 22 mm in diameter. All Beetle models feature a multi-link independent rear suspension, with coil springs, telescopic dampers, and an 18-mm-diameter anti-roll bar.

Beetle models have standard anti-lock brakes (ABS) with electronic brake pressure distribution (EBD). The Beetle has 11.3-inch-diameter vented front discs and 10.-inch-diameter rear disc brakes.

### **Safety**

To help protect occupants, the Beetle provides a combination of both passive and active safety systems. The Beetle has been engineered to meet or exceed all current crash regulations and features four (front and head-thorax side) airbags as standard, along with a number of electronic and mechanical safety systems.

The Automatic Post-Collision Braking system is a standard safety feature. This system builds on the premise that a collision is rarely a single, instantaneous action, but rather a series of events that follow the initial impact—the most significant of which can cause additional collisions. The Automatic Post-Collision Braking system helps address this by applying the brakes when a primary collision is detected by the airbag sensors, thus helping reduce residual kinetic energy and, in turn, the chance of additional damage.

The Beetle also includes Volkswagen's Intelligent Crash Response System that shuts off the fuel pump, unlocks the doors, and switches on the hazard lights if the car is involved in certain types of collisions.

### **Driver Assistance**

The Beetle features a standard rearview camera and offers Blind Spot Monitor with Rear Traffic Alert and front and rear Park Distance Control (ParkPilot).

Blind Spot Monitor with Rear Traffic Alert is standard on Coast and SE models. Blind Spot Monitor uses two radar sensors at the rear of the vehicle to scan the approaching traffic and help warn drivers of potential danger in adjacent lanes. If the driver uses the turn signal to indicate a lane change while a vehicle is detected in a blind spot, the system utilizes a flashing LED symbol in the outer area of the side mirrors. Even if the driver does not use a turn signal, the LED symbol in the mirror will illuminate if a vehicle is detected in the blind spot. The system is designed to help alert drivers in specific situations; stationary objects or oncoming vehicles do not trigger warnings, nor will vehicles more than one lane across away from the vehicle.

The Rear Traffic Alert system helps detect vehicles approaching from the side that may be difficult for the driver to see while reversing. It offers a sizable range of about 65 feet, and will present a visual and an acoustic

warning, before applying the brakes if a potential impending collision is detected. If the driver does not react, the system can apply the brakes to help mitigate and, in the best case, prevent a collision. The system is activated by putting the car in reverse.

Equipped on SE models with the optional Premium Package and Dune models, ParkPilot uses ultrasonic sensors located in the front and rear bumpers to monitor a range of up to five feet in front or behind the vehicle. The system is activated when reverse gear is engaged or below a speed of 9 mph and helps provide guidance when parking or in tight spaces. The system has audible and visual warnings when the car starts to approach parked cars or static objects from the front or rear.

### **Warranty**

For the 2018 model year, Volkswagen Beetle models in the United States will come with the People First Warranty, a six-year or 72,000-mile (whichever occurs first) bumper-to-bumper New Vehicle Limited Warranty, which can be transferred to subsequent owners throughout its duration.

The six-year/72,000-mile People First Warranty includes powertrain coverage for engines, transmissions and optional 4Motion® all-wheel-drive systems. Additionally, all the elements of the People First Warranty can be transferred to subsequent owners for up to six years or 72,000 miles, whichever occurs first, from the date it was first sold new.

Most mainstream competitors to the Volkswagen brand in the United States such as Honda, Toyota and Ford offer only a three-year/36,000 mile basic warranty and a five-year/60,000 mile powertrain warranty on their cars and SUVs. While Hyundai and Kia offer a five-year/60,000 mile basic warranty and a higher time and mileage limit on their powertrain limited warranties, if the vehicle is sold to a second owner, the powertrain limited warranty is not transferable beyond five years or 60,000 miles from the date it was first sold new.

### **Competitive Set**

Fiat 500

Mini Cooper

### **About Volkswagen of America, Inc.**

Founded in 1955, Volkswagen of America, Inc., an operating unit of Volkswagen Group of America, Inc. (VWoA) is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. VWoA's operations in the United States include research and development, parts and vehicle processing, parts distribution centers, sales, marketing and service offices, financial service centers, and its state-of-the-art manufacturing facility in Chattanooga, Tennessee. The Volkswagen Group is one of the world's largest producers of passenger cars and Europe's largest automaker. VWoA sells the Atlas, Beetle, Beetle Convertible, CC, e-Golf, Golf, Golf Alltrack, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, Tiguan, Tiguan Limited, and Touareg vehicles through more than 650 independent U.S. dealers. Visit Volkswagen of America online at [www.vw.com](http://www.vw.com) or [media.vw.com](http://media.vw.com) to learn more.

Notes:

This press release and images of the 2018 Beetle are available at [media.vw.com](http://media.vw.com). Follow us @VWNews.

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This information is preliminary and subject to change.

Features and technical data apply to models offered in the USA. They may differ in other countries.

All prices listed are the Manufacturer's Suggested Retail Price and exclude destination, taxes, title, options, and dealer charges. Dealer sets actual prices.

See Owner's Manual for further details and important warnings about the keyless ignition feature. Do not leave vehicle unattended with the engine running, particularly in enclosed spaces.

SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at [www.siriusxm.com](http://www.siriusxm.com). All fees and programming subject to change.

When using App-Connect, always pay careful attention to the road, and do not drive while distracted. Not all features available on all operating systems. Standard text and data usage rates apply. App-Connect features require compatible device, operating system, and mobile apps. See mobile device and app providers for terms and privacy.

Refer to your vehicle's warning and indicator lights for the most current diagnostic information. Always consult owner's manual for maintenance guidelines.

Smartwatch app features are limited. Standard text and data rates apply. Always pay careful attention to the road, and do not drive while distracted. "

App-Connect features require compatible device, operating system, and mobile apps. See mobile device and app providers for terms and privacy. Not all features available on all operating systems. Standard text and data usage rates apply.

Verizon Telematics, Inc. is service provider of VW Car-Net Security & Service. Available on select models. Trial or paid subscription required. VW Car-Net Security & Service services require vehicle cellular connectivity and availability of vehicle GPS signal; certain services may collect location information. See Terms of Service, Privacy Policy, and other details at [www.vw.com/carnet](http://www.vw.com/carnet). Always pay careful attention to the road, and do not drive while distracted.

Automatic Crash Notification may be enabled for up to 6 months without activating a trial or paid subscription; Manual Emergency Call feature and all other VW Car- Net Security & Service features require trial or paid subscription.

Roadside Assistance provided by a third party.

Stolen Vehicle Location Assistance is for use by law enforcement authorities only. See Terms of Service for details.

Standard text and data rates apply. Do not use Last Parked Location feature to locate stolen vehicle.

Where stated, fuel economy values (mpg) are EPA estimates. See [www.fueleconomy.gov](http://www.fueleconomy.gov) for details. Actual mileage will vary and depends on several factors including driving habits and vehicle condition. Always obey local speed and traffic laws.

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 Intelligent Crash Response System (ICRS) will only activate in a collision where the airbags deploy or safety belt pretensioners activate. Not all collisions cause airbags to deploy or safety belt pretensioners to activate.

Driver assistance features are not substitutes for attentive driving. See Owner's Manual for further details, and important limitations.

6 years/72,000 miles (whichever occurs first) New Vehicle Limited Warranty on MY2018 VW vehicles, excluding e-Golf. Based on manufacturers' published data on transferable Bumper-to-bumper/Basic warranty only. Not based on other separate warranties. See owner's literature or dealer for warranty exclusions and limitations.

See owner's literature or dealer for warranty exclusions and limitations.