



Media Information

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2016 VOLKSWAGEN BEETLE: ICONIC LOOKS, MODERN INTERPRETATION

Highlights:

- Value-laden S model provides a new entry point to Beetle family
- Revised naming strategy simplifies the lineup
- New MIB II infotainment system brings USB connectivity and smartphone integration with VW Car-Net® App-Connect technology
- Four new exterior colors to be introduced throughout model year: Silk Blue, Habanero Orange, Dark Bronze, and Sandstorm Yellow

Lineup changes for 2016 include:

- New value-oriented 1.8T S model starts below \$20,000 and offers a rear spoiler; 16-inch "Whirl" alloy wheels; automatic headlights and an auto-dimming mirror; cloth seats; front lumbar supports; leather-wrapped steering wheel, shift knob and parking brake; a 5-inch MIB II touchscreen radio with USB; and a six-speed automatic transmission
- New, simplified naming strategy for 2016: 1.8 TSI® models run S, SE, SEL and 2.0L R-Line models run SE and SEL
- MIB II infotainment system brings USB connectivity and VW Car-Net App-Connect technology, and supports all three available connected car systems: Apple CarPlay®, Android Auto™ and MirrorLink®
- 1.8T SE model replaces 1.8T base model from 2015 and adds 6.3-inch MIB II touchscreen radio with USB and App-Connect; voice control; and rearview camera. Standard transmission is a five-speed manual with the option of a six-speed DSG® dual-clutch automatic.
- 1.8T SEL model replaces 1.8T w/ Sunroof and adds 18-inch "Disc" aluminum-alloy wheels; navigation; Blind Spot Monitor with Rear Traffic Alert

- R-Line model revisions largely mirror TSI lineup, with SE model replacing base model and SEL replacing models with Sunroof, Sound & Navigation
- Regular gasoline is now recommended for all 1.8T and R-Line models
- New lighting package available on all 1.8T models and R-Line SE includes Bi-Xenon headlights, LED Daytime Running Lights and LED rear license plate light
- Four new exterior colors to be introduced throughout model year: Silk Blue, Habanero Orange, Dark Bronze, and Sandstorm Yellow

Key Specifications	1.8T	R-Line
Starting MSRP	\$19,795	\$25,995
Engine	1.8-liter turbocharged and direct-injection four-cylinder TSI	2.0-liter turbocharged and direct-injection four-cylinder TSI
Transmission	Five-speed manual or six-speed automatic	Six-speed manual or six-speed DSG dual-clutch automatic
Horsepower @ rpm	170 @ 4,800	210 @ 5,300
Torque (lb-ft @ rpm)	184 @ 1,500	207 @ 1,700
Curb Weight manual automatic	2,948 lb 3,012 lb	3,056 lb 3,104 lb
EPA Fuel Economy (City/Highway/Combined) manual automatic	25/34/28 25/34/28	23/31/26 24/30/26

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 Beetle, Beetle Convertible, CC, Eos, e-Golf, Golf, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, Tiguan and Touareg vehicles through approximately 652 independent U.S. dealers. Visit Volkswagen of America online at www.vw.com or media.vw.com to learn more.

Notes:

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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 transportation, taxes, title, options, and dealer charges.

Stated horsepower and torque numbers for the TSI engine are achieved using premium gasoline. Performance may decrease slightly with the use of regular fuel.

Where stated, TSI fuel economy values (mpg) are EPA estimates. See www.fueleconomy.gov for details. Actual mileage will vary and depends on several factors including driving habits and vehicle condition.

Always pay careful attention to the road, and do not drive while distracted. App-Connect features require compatible device, operating system, and mobile app. Standard text and data usage rates apply. See mobile app provider for terms and privacy.