



Das Auto.

# Media Information

## FOR IMMEDIATE RELEASE

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## **VOLKSWAGEN BEETLE CLASSIC MODEL GOES ON SALE, PRICED FROM \$20,195**

*Limited-edition 1.8T Coupe further improves the Beetle's compelling value story*

**Herndon, VA** — Today, Volkswagen of America, Inc., announced that the limited-edition Beetle Classic model will go on sale this week, starting at \$20,195 for the 1.8T Coupe. This new model enhances the value story for the Beetle, adding a host of new features in addition to the Beetle's already extensive list of standard equipment. Currently, this is the lowest priced model in the Beetle lineup, starting nearly \$1500 lower than the Beetle 1.8T automatic.

The Classic trim features 17-inch "Heritage" aluminum-alloy wheels, a rear spoiler, a leather-wrapped shifter knob and handbrake lever, Sirius XM® Satellite Radio, an RNS® 315 navigation system, a multifunction steering wheel, two-tone brown "Sioux" leatherette and checked cloth seating surfaces, comfort front seats with driver's side lumbar support, and a six-speed automatic transmission. The car is available in three colors—Pure White, Black Uni, and Reflex Silver—and has an understated retro look inside and out.

The Beetle Convertible Classic will go on sale early in 2015, starting at \$25,995. It adds the same interior and exterior features as the Coupe. Both the Coupe and the Convertible are fitted with the 1.8-liter turbocharged and direct-injection TSI® four-cylinder engine that makes 170 horsepower and 177 pound-feet of torque. The Beetle 1.8T Coupe has an EPA estimated highway fuel economy rating of 33 mpg with the six-speed automatic transmission, and the 1.8T Convertible achieves 32 mpg.

### **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, Golf, GTI, Jetta, Jetta SportWagen, Passat, Tiguan, and Touareg vehicles through approximately 644 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 2015 Beetle Classic are available at [media.vw.com](http://media.vw.com).

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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 \$820 Destination and Handling.

Available EPA fuel economy estimates are provided and identified as such. Individual mileage will vary and depends on several factors including driving habits and vehicle condition.