

2013 Beetle



1/22/13

TRIM DESCRIPTION	TRANSMISSION	FEDERAL CODE	50-STATE CODE	PZEV* CODE	RETAIL PRICE	DEALER INVOICE
2.5L Beetle	5-speed Manual	5C11S1		5C11Z1	\$19,995	\$19,195
	6-speed Automatic	5C11S3		5C11Z3	\$21,095	\$20,251
2.5L Beetle w/ Sunroof	5-speed Manual	5C12S1		5C12Z1	\$22,595	\$21,691
	6-speed Automatic	5C12S3		5C12Z3	\$23,695	\$22,747
2.5L Beetle w/ Sunroof, Sound, & Nav.	5-speed Manual	5C13S1		5C13Z1	\$24,395	\$23,419
	6-speed Automatic	5C13S3		5C13Z3	\$25,495	\$24,475
2.0T Beetle Turbo	6-speed Manual	5C11N2		5C11M2	-	-
	6-speed DSG® Auto.	5C11N3		5C11M3	-	-
2.0T Beetle Turbo w/ Sunroof & Sound	6-speed Manual	5C12N2		5C12M2	-	-
	6-speed DSG® Auto.	5C12N3		5C12M3	-	-
2.0T Beetle R-Line®	6-speed Manual	5C1RN2		5C1RM2	-	-
	6-speed DSG® Auto.	5C1RN3		5C1RM3	-	-
2.0L Beetle TDI	6-speed Manual		5C119L		\$23,495	\$22,555
	6-speed DSG® Auto.		5C119M		\$24,595	\$23,611
2.0L Beetle TDI w/ Sunroof	6-speed Manual		5C129L		\$25,195	\$24,187
	6-speed DSG® Auto.		5C129M		\$26,295	\$25,243
2.0L Beetle TDI w/ Sunroof, Sound, & Nav.	6-speed Manual		5C139L		\$26,545	\$25,483
	6-speed DSG® Auto.		5C139M		\$27,645	\$26,539
Destination Charge (subject to change, add to all orders):					\$795	



Model Exterior and Interior Colors

Exterior Code	Exterior Color	2.5L & TDI			Turbo					
		V-Tex Leatherette			Sport Cloth			Leather W/ Sunroof, Sound, & Nav.		
		Titan Black	Beige	Quartz	Titan Black	Beige	Black/Blue	Black	Black/Blue	Red/Black
B4B4	Candy White	JU	NJ	NL	MX	MH	YJ	DU	-	YM
G2G2	Tornado Red	JU	NJ	NL	MX	MH	-	DU	-	YM
A1A1	Black Uni	JU	NJ	NL	-	-	-	-	-	-
2T2T	Deep Black Pearl Metallic	-	-	-	MX	MH	YJ	DU	-	YM
8E8E	Reflex Silver Metallic	JU	-	-	MX	-	YJ	DU	CJ	YM
0B0B	Moonrock Silver Metallic	JU	NJ	-	-	-	-	-	-	-
2R2R	Platinum Gray Metallic	JU	NJ	-	MX	MH	YJ	DU	-	YM
4Q4Q	Toffee Brown Metallic	JU	NJ	-	-	-	-	-	-	-
T1T1	Yellow Rush	JU	-	-	-	-	-	-	-	-
X0X0	Denim Blue	JU	-	NL	-	-	-	-	-	-
0A0A	Reef Blue Metallic	-	-	-	MX	MH	YJ	DU	CJ	-

2.5L Beetle — Includes:

- 2.5L, 170 HP / 177 lbs-ft engine
- 5-speed manual transmission OR 6-speed automatic
- 17" alloy wheels w/ 215/55 R17 all-weather tires
- Front & rear disc brakes
- Daytime running lights
- Power adjustable, heatable exterior side mirrors
- Intermittent front windshield wiper control
- Leather-wrapped steering wheel
- Manual tilt & telescopic steering column
- Climatic manual A/C
- Power front windows w/ 1-touch up/down
- Cruise control
- 50/50 split folding rear seat
- Trip computer
- 8-speaker sound system w/ aux-in
- Front dual airbags
- Body colored exterior mirror caps
- Front & rear floor mats
- Secondary glovebox
- V-Tex leatherette seating surfaces
- 6-way manual adjustable front seats w/ manual lumbar
- Heatable front seats
- Heated front washer nozzles
- Bluetooth®
- Media Device Interface w/ iPod® cable
- 3 color adjustable ambient lighting
- LATCH, ESP, TPMS

2.5L Beetle w/ Sunroof — Includes 2.5L Beetle features, plus:

- Panoramic sunroof w/ power tilt & sliding
- Multifunction steering wheel
- Keyless access w/ push-button start
- High-line trip computer
- Premium VIII touch-screen radio
- SiriusXM® satellite radio w/ limited time trial subscription
- Front center console w/ armrest & cupholders

2.5L Beetle w/ Sunroof, Sound, & Nav. — Includes 2.5L Beetle w/ Sunroof features, plus:

- 18" *Disc* alloy wheels w/ 235/45 R18 all-weather tires
- RNS 315 radio navigation system
- Fender® premium sound system w/ subwoofer

2.0T Beetle Turbo — Includes 2.5L Beetle features, plus:

- 2.0T, 200 HP / 207 lbs-ft engine
- 6-speed manual OR 6-speed DSG® automatic transmission
- 18" *Twister* alloy wheels w/ 235/45 R18 all-weather tires
- Alloy pedals, front fog lights
- Exterior mirror housings in black
- Rear spoiler
- Sport front seats w/ fabric seat coverings
- Front center console w/ armrest & cupholders



Standard Features

2.0T Beetle Turbo w/ Sunroof & Sound — Includes 2.0T Beetle Turbo features, plus:

- Panoramic sunroof w/ power tilt & sliding
- Multifunction steering wheel
- Tiptronic manual shift paddles (DSG® only)
- Keyless access w/ push-button start
- High-line trip computer
- Premium VIII touch-screen radio
- Fender® premium sound system w/ subwoofer
- SiriusXM® satellite radio w/ limited time trial subscription

2.0T Beetle R-Line® — Includes 2.0T Beetle Turbo w/ Sunroof & Sound features, plus:

- 19" alloy wheels
- Leather seating surfaces
- Bi-Xenon headlights
- LED daytime running lights
- LED License plate lights
- RNS 315 radio navigation system

2.0L Beetle TDI — Includes 2.5L Beetle features, plus:

- 2.0L, 140 HP / 236 lbs-ft engine
- 6-speed manual OR 6-speed DSG® automatic transmission
- Tiptronic manual shift paddles (DSG® only)
- 17" TDI alloy wheels w/ all-season tires
- Multifunction steering wheel
- Keyless access w/ push-button start
- High-line trip computer
- SiriusXM® satellite radio w/ limited time trial subscription
- Front center console w/ armrest & cupholders

2.0L Beetle TDI w/ Sunroof — Includes 2.0L Beetle TDI features, plus:

- Panoramic sunroof w/ power tilt & sliding
- Premium VIII touch-screen radio

2.0L Beetle TDI w/ Sunroof, Sound, & Nav. — Includes 2.0L Beetle TDI w/ Sunroof features, plus:

- RNS 315 radio navigation system
- Fender® premium audio



17" Heritage



18" Disc



18" Twister



17" TDI Rotor



19" Tornado

2013 Beetle Fender Edition



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Standard Features

TRIM DESCRIPTION	TRANSMISSION	FEDERAL CODE	50-STATE CODE	PZEV* CODE	RETAIL PRICE	DEALER INVOICE
2.5L Beetle Fender Edition	5-speed Manual	5C1FS1		5C1FZ1	\$24,440	\$23,461
	6-speed Automatic	5C1FS3		5C1FZ3	\$25,540	\$24,518
2.0T Beetle Fender Edition	6-speed Manual	5C1FN2		5C1FM2	-	-
	6-speed DSG® Auto.	5C1FN3		5C1FM3	-	-
Destination Charge (subject to change, add to all orders):					\$795	

Model Exterior and Interior Colors

Exterior Code	Exterior Color	2.5L Beetle Fender Edition	2.0T Beetle Fender Edition
		Titan Black V-Text Leatherette	Black Leatherette w/ cloth inserts
2T2T	Deep Black Pearl Metallic	JU	06

2.5L Beetle Fender Edition — Includes 2.5L Beetle w/ Sunroof features, plus:

- 18" *Disc* alloy wheels
- Xenon headlamps with LED DRL
- Fender® badges on side and rear
- Deep Black Metallic exterior
- "Sunburst" dash w/ Fender badge
- Fender® premium audio
- Fender® badge on subwoofer
- Chrome exterior mirrors

2.0T Beetle Fender Edition — Includes 2.0T Beetle Turbo w/ Sunroof & Sound features, plus:

- 18" *Disc* alloy wheels
- Xenon headlamps with LED DRL
- Fender® badges on side and rear
- Deep Black Metallic exterior
- "Sunburst" dash w/ Fender badge
- Black leatherette sport seats w/ unique cloth inserts
- Fender® premium audio
- Fender® badge on subwoofer
- Chrome exterior mirrors





Market Delivery Options

Option Code	Option Description	Retail Price	Invoice Price	Trim		
				Any Black Beetle	Any Non-Black Beetle	Any Non-White Beetle
NEB	Graphics Kit - "Eight Ball" <i>Not available w/ NSB, NSW, NTB, NTW, NT1, NT2</i> <i>Not available w/ sunroof models</i>	\$ 230	\$ 150	●		
NSB	Graphics Kit - "Beetle" Black <i>Not available w/ ND1, ND2, NEB, NJ1, NJ2, NM1, NM2, NSW, NTB, NTW, NT1, NT2</i>	\$ 220	\$ 180		●	
NSW	Graphics Kit - "Beetle" White <i>Not available w/ ND1, ND2, NEB, NJ1, NJ2, NM1, NM2, NSB, NTB, NTW, NT1, NT2</i>	\$ 220	\$ 180			●
NTB	Graphics Kit - "Turbo" Black <i>Not available w/ ND1, ND2, NEB, NFF, NJ1, NJ2, NM1, NM2, NSB, NSW, NTW, NT1, NT2</i>	\$ 300	\$ 260		●	
NTW	Graphics Kit - "Turbo" White <i>Not available w/ ND1, ND2, NEB, NFF, NJ1, NJ2, NM1, NM2, NSB, NSW, NTB, NT1, NT2</i>	\$ 300	\$ 260			●



Graphics Kit - "Eight Ball"



Graphics Kit - "Beetle" White



Graphics Kit - "Beetle" Black



Graphics Kit - "Turbo" White



Graphics Kit - "Turbo" Black



Market Delivery Options

Option Code	Option Description	Retail Price	Invoice Price	Trim						
				All	All w/ Fender audio	All Non-Fender audio	2.0T w/ Fender audio	2.0T	TDI w/ Fender audio	TDI
AID	First Aid Kit	\$ 35	\$ 25	●						
NAA	Alarm Kit	\$ 325	\$ 250	●						
NCE	Chrome Exhaust Tips <i>Inactive</i>	\$ 200	\$ 160							
NGG	Splash Guards	\$ 220	\$ 170	●						
NJ1	Beetle Carpeted Mat Kit (Fender) - Carpeted Mats (set of 4) & Trunk Liner <i>Not available w/ NM1, NM2, ND1, ND2, NT1, NT2, NJ2</i>	\$ 235	\$ 185		●					
NJ2	Beetle Carpeted Mat Kit - Carpeted Mats (set of 4) & Trunk Liner <i>Not available w/ NM1, NM2, ND1, ND2, NT1, NT2, NJ1</i>	\$ 235	\$ 185			●				
NM1	Beetle Mat Kit (Fender) - Rubber Mats (set of 4) & Trunk Liner <i>Not available w/ NM2, ND1, ND2, NT1, NT2, NJ1, NJ2</i>	\$ 235	\$ 185		●					
NM2	Beetle Mat Kit - Rubber Mats (set of 4) & Trunk Liner <i>Not available w/ NM1, ND1, ND2, NT1, NT2, NJ1, NJ2</i>	\$ 235	\$ 185			●				
NT1	Turbo Mat Kit (Fender) - Rubber Mats (set of 4) & Trunk Liner <i>Not available w/ NM1, NM2, ND1, ND2, NT2, NJ1, NJ2</i>	\$ 235	\$ 185				●			
NT2	Turbo Mat Kit - Rubber Mats (set of 4) & Trunk Liner <i>Not available w/ NM1, NM2, ND1, ND2, NT1, NJ1, NJ2</i>	\$ 235	\$ 185					●		
ND1	TDI Mat Kit (Fender) <i>Not available w/ NM1, NM2, ND2, NT1, NT2, NJ1, NJ2</i>	\$ 235	\$ 185						●	
ND2	TDI Mat Kit <i>Not available w/ NM1, NM2, ND1, NT1, NT2, NJ1, NJ2</i>	\$ 235	\$ 185							●

2013 Beetle Convertible



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TRIM DESCRIPTION	TRANSMISSION	FEDERAL CODE	50-STATE CODE	PZEV* CODE	RETAIL PRICE	DEALER INVOICE
2.5L Beetle Conv.	6-speed Automatic	5C71S3		5C71Z3	\$24,995	\$23,995
2.5L Beetle Conv. w/ Technology	6-speed Automatic	5C72S3		5C72Z3	\$26,695	\$25,627
2.5L Beetle Conv. w/ Sound & Nav.	6-speed Automatic	5C73S3		5C73Z3	\$28,495	\$27,355
2.0T Beetle Conv.	6-speed Manual	5C71N2		5C71M2	-	-
	6-speed DSG® Auto.	5C71N3		5C71M3	-	-
2.0T Beetle Conv. w/ Sound	6-speed Manual	5C72N2		5C72M2	-	-
	6-speed DSG® Auto.	5C72N3		5C72M3	-	-
2.0T Beetle Conv. w/ Sound & Nav.	6-speed Manual	5C73N2		5C73M2	-	-
	6-speed DSG® Auto.	5C73N3		5C73M3	-	-
2.0L Beetle Conv. TDI	6-speed Manual		5C719L		\$27,895	\$26,779
	6-speed DSG® Auto.		5C719M		\$28,995	\$27,835
2.0L Beetle Conv. TDI w/ Sound & Nav.	6-speed Manual		5C739L		\$29,195	\$28,027
	6-speed DSG® Auto.		5C739M		\$30,295	\$29,083
Destination Charge (subject to change, add to all orders):					\$795	

Special Edition

TRIM DESCRIPTION	TRANSMISSION	FEDERAL CODE	50-STATE CODE	PZEV* CODE	RETAIL PRICE	DEALER INVOICE
2.5L Beetle Conv. 50s Edition <i>No Longer Orderable</i>	6-speed Automatic			5C75Z3	\$26,095	\$25,051
2.0T Beetle Conv. 60s Edition <i>No Longer Orderable</i>	6-speed DSG® Auto.			5C76Y3	\$32,395	\$31,099
2.5L Beetle Conv. 70s Edition <i>No Longer Orderable</i>	6-speed Automatic			5C77Z3	\$28,595	\$27,451
Destination Charge (subject to change, add to all orders):					\$795	

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Standard Features

2.5L Beetle Conv. — Includes:

- 2.5L, 170 HP / 177 lbs-ft engine
- 6-speed automatic transmission
- 17" alloy wheels w/ 215/55 R17 all-weather tires
- Front & rear disc brakes
- Daytime running lights
- Power adjustable, heatable exterior side mirrors
- Intermittent front windshield wiper control
- Leather-wrapped steering wheel
- Manual tilt & telescopic steering column
- Climatic manual A/C
- Power front windows w/ 1-touch up/down
- Cruise control
- 50/50 split folding rear seat
- Trip computer
- 8-speaker sound system w/ aux-in
- Front dual airbags
- Body colored exterior mirror caps
- Front & rear floor mats
- V-TEX leatherette seating surfaces
- 6-way manual adjustable front seats w/ manual lumbar
- Heatable front seats
- Heated front washer nozzles
- Bluetooth®
- Media Device Interface w/ iPod® cable
- 3 color adjustable ambient lighting
- Front center console w/ armrest & cupholders
- LATCH, ESP, TPMS
- Power, convertible roof
- Rear spoiler
- Boot cover

2.5L Beetle Conv. w/ Technology — Includes 2.5L Beetle Conv. features, plus:

- Leather-wrapped multifunction steering wheel
- Keyless access w/ push-button start
- Premium VIII touch-screen radio
- High-line trip computer
- SiriusXM® satellite radio w/ limited time trial subscription

2.5L Beetle Conv. w/ Sound & Nav. — Includes 2.5L Beetle Conv. w/ Tech. features, plus:

- 18" Disc alloy wheels w/ 235/45 R18 all-weather tires
- RNS 315 radio navigation system
- Fender® premium sound system w/ subwoofer

2.0T Beetle Conv. — Includes 2.5L Beetle Conv. features, plus:

- 2.0T, 200 HP / 207 lbs-ft engine
- 6-speed manual OR 6-speed DSG® automatic transmission
- Sport suspension
- 18" alloy wheels w/ 235/45 R18 all-weather tires
- Alloy pedals, front fog lights
- Performance gauge cluster
- Leather-wrapped gearshift knob
- Exterior mirror housings in black
- Power, convertible roof
- Rear spoiler
- Boot cover

2.0T Beetle Conv. w/ Sound — Includes 2.0T Beetle Conv. features, plus:

- Leather-wrapped multifunction steering wheel
- Keyless access w/ push-button start
- High-line trip computer
- Premium VIII touch-screen radio
- Fender® premium sound system w/ subwoofer
- Satellite radio reception capability

2.0T Beetle Conv. w/ Sound & Nav. — Includes 2.0T Beetle Conv. w/ Sound features, plus:

- Leather seat coverings
- RNS 315 radio navigation system
- Sport front seats

2.0L Beetle Conv. TDI — Includes 2.5L Beetle Conv. features, plus:

- 2.0L, 140 HP / 236 lbs-ft engine
- 6-speed manual OR 6-speed DSG® automatic transmission
- 17" TDI alloy wheels w/ all-season tires
- Leather-wrapped multifunction steering wheel
- Keyless access w/ push-button start
- Performance gauge cluster
- Leather-wrapped gearshift knob
- High-line trip computer
- Satellite radio reception capability
- Premium VIII touch-screen radio
- Power, convertible roof
- Rear spoiler
- Boot cover

2.0L Beetle Conv. TDI w/ Sound & Nav. — Includes 2.0L Beetle TDI features, plus:

- RNS 315 radio navigation system
- Fender® premium sound system w/ subwoofer
- Power, convertible roof
- Rear spoiler

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Model Exterior and Interior Colors

Black Roof Only

Exterior Code	Exterior Color	2.5L & TDI			Turbo						
		V-Text Leatherette			V-Text Leatherette			Leather **			
		Titan Black	Beige	Quartz	Titan Black	Beige	Quartz	Black	Beige	Blue/Black	Red/Black
B4SL	Candy White	JU	-	NL	JU	-	NL	DU	-	-	YM
G2SL	Tornado Red	JU	-	NL	JU	-	NL	DU	-	-	YM
A1SL	Black Uni	JU	-	NL	-	-	-	-	-	-	-
2TSL	Deep Black Pearl Metallic	-	-	-	JU	-	NL	DU	-	-	YM
8ESL	Reflex Silver Metallic	JU	-	-	JU	-	-	DU	-	CJ	YM
2RSL	Platinum Gray Metallic	JU	-	-	JU	-	-	DU	-	-	YM
0BSL	Moonrock Silver Metallic	JU	-	-	-	-	-	-	-	-	-
4QSL	Toffee Brown Metallic	JU	-	-	-	-	-	-	-	-	-
T1SL	Yellow Rush	JU	-	-	-	-	-	-	-	-	-
X0SL	Denim Blue	JU	-	NL	-	-	-	-	-	-	-
0ASL	Reef Blue Metallic	-	-	-	JU	-	-	DU	-	CJ	-

Beige Roof Only

Exterior Code	Exterior Color	2.5L & TDI			Turbo						
		V-Text Leatherette			V-Text Leatherette			Leather **			
		Titan Black	Beige	Quartz	Titan Black	Beige	Quartz	Black	Beige	Blue/Black	Red/Black
B4SM	Candy White	-	NJ	-	-	NJ	-	-	DJ	-	-
G2SM	Tornado Red	-	NJ	-	-	NJ	-	-	DJ	-	-
A1SM	Black Uni	-	NJ	-	-	-	-	-	-	-	-
2TSM	Deep Black Pearl Metallic	-	-	-	-	NJ	-	-	DJ	-	-
8ESM	Reflex Silver Metallic	-	-	-	-	-	-	-	-	-	-
2RSM	Platinum Gray Metallic	-	NJ	-	-	NJ	-	-	DJ	-	-
0BSM	Moonrock Silver Metallic	-	NJ	-	-	-	-	-	-	-	-
4QSM	Toffee Brown Metallic	-	NJ	-	-	-	-	-	-	-	-
T1SM	Yellow Rush	-	-	-	-	-	-	-	-	-	-
X0SM	Denim Blue	-	NJ	-	-	-	-	-	-	-	-
0ASM	Reef Blue Metallic	-	-	-	-	NJ	-	-	DJ	-	-

**2.0T Beetle Conv. w/ Sound & Nav.
ONLY- Leather

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Special Editions

Beetle Conv. 50s Edition — Includes 2.5L Beetle Conv. features, plus:

- 2.5L, 170 HP / 177 lbs-ft engine
- 6-speed automatic transmission
- 17" *Heritage* alloy wheels
- Black exterior
- Beige leather seating surfaces
- Beige interior trim
- Chrome exterior mirrors
- Rear spoiler

Beetle Conv. 60s Edition — Includes 2.0T Beetle Conv. w/ Sound & Nav. features, plus:

- 2.0T, 200 HP / 207 lbs-ft engine
- 6-speed DSG® automatic transmission
- 18" *Twister* alloy wheels
- Denim Blue exterior
- Denim Blue dash and steering wheel trim
- Black and blue sport seats with leather seating surfaces
- Chrome exterior mirrors
- Rear spoiler

Beetle Conv. 70s Edition — Includes 2.5L Beetle Conv. w/ Sound & Nav. features, plus:

- 2.5L, 170 HP / 177 lbs-ft engine
- 6-speed automatic transmission
- 18" *Disc* alloy wheels
- Toffee Brown exterior
- Beige leatherette seating surfaces
- Chrome exterior mirrors
- Rear spoiler

Model Exterior and Interior Colors

Exterior Code	Special Edition Theme	Exterior Color	Roof Color	V-Tex Leatherette		Leather	
				Beige	Beige	Blue/Black	
A1SL	50s Edition <i>No Longer Orderable</i>	Black Uni	Black	-	50	-	
X0SL	60s Edition <i>No Longer Orderable</i>	Denim Blue	Black	-	-	CJ	
4QSM	70s Edition <i>No Longer Orderable</i>	Toffee Brown Metallic	Beige	NJ	-	-	

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Market Delivery Options

Option Code	Option Description	Retail Price	Invoice Price	Trim		
				All Convertible	All Non Black Beetle	All Non White Beetle
AID	First Aid Kit	\$ 35	\$ 25	●		
NAA	Alarm Kit	\$ 325	\$ 250	●		
NCC	Carpeted Mat Kit— MojoMats® (set of 4) <i>Not available w/ NCM, NSB, NSW</i>	\$ 125	\$ 100	●		
NCE	Chrome Exhaust Tips <i>Inactive</i>	\$ 200	\$ 160			
NCM	Mat Kit—Monster Mats® (set of 4) <i>Not available w/ NCC, NSB, NSW</i>	\$ 125	\$ 100	●		
NGG	Splash Guards (set of 4)	\$ 220	\$ 170	●		
NSB	Graphics Kit - "Beetle" Black Stripe, MojoMats® (set of 4) <i>Not available w/ NCC, NCM, NSW</i>	\$ 220	\$ 180		●	
NSW	Graphics Kit - "Beetle" White Stripe, MojoMats® (set of 4) <i>Not available w/ NCC, NCM, NSB</i>	\$ 220	\$ 180			●