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## Volkswagen Canada Announces 2019 Beetle Wolfsburg Edition

### *A Fitting Farewell for an Automotive Icon*

**Ajax, ON** — Volkswagen Canada announced today that it would end production of the iconic Beetle in 2019. To celebrate the Beetle’s rich heritage, two special models will join the lineup for its final model year—the Wolfsburg Edition Coupe and Wolfsburg Edition Convertible.

“The Beetle has been an iconic member of the Volkswagen family for three generations, spanning nearly seven decades,” said Daniel Weissland, President and CEO, Volkswagen Group Canada, Inc. “It will be an emotional year for Beetle fans nationwide as we prepare for the end of production in Puebla next year.”

The Wolfsburg Edition models continue a long tradition of value-packed special models, and include exclusive equipment and unique upscale décor elements designed to send the Beetle off in style. Models also draw inspiration from the first-generation Beetle’s final run in Mexico.

The 2003 Última Edición (last edition) models were only available in two colors—beige and light blue. Today’s Wolfsburg Edition models will feature two unique colors: Safari Uni—a reinvention of Harvest Moon Beige, a color from the New Beetle—and Stonewashed Blue, a nod to the 1970 Jeans Bug and most recently seen on the 2016 Beetle Denim. Wolfsburg Edition models are also available in Pure White, Deep Black Pearl, and Platinum Grey. Convertible Wolfsburg Edition models in every exterior color except Safari Uni are available with a unique Sioux Brown soft top.

Wolfsburg Edition models feature standard chrome treatments, body-color side mirrors, 17” alloy wheels and heated washer nozzles. Coupe models include a sunroof, while convertibles include a one-touch power top. An available “Style Package” on Wolfsburg Edition models includes Bi-Xenon® headlights with LED Daytime Running Lights, LED taillights, fog lights, diamond-stitched leather seating surfaces, and front sport seats.

Inside, all Final Edition models are equipped with standard KESSY® keyless access with push-button start. A leather-wrapped multi-function steering wheel, aluminum pedal caps and Climatronic® automatic climate control add touches of luxury, sportiness and convenience. A gloss black

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## Press Information



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center console, unique Safari Uni color dashpad with the classic *kaeferfach* (Beetle bin) glovebox that harkens to the color-matched interior treatments in the Última Edición, and three-color ambient lighting complete the look.

Wolfsburg Edition models feature a Discover Media infotainment unit with a 6.3-inch capacitive touchscreen display, Bluetooth® technology for compatible devices, USB multimedia port, SiriusXM® radio (with three-month trial subscription), Voice Control, and Volkswagen App-Connect smartphone integration.

All 2019 Beetle models, both convertible and coupe, are powered by a 2.0 liter TSI® engine that puts out 174 horsepower and 184 lb-ft of torque. Coupled with a six-speed automatic transmission, the estimated fuel economy rating is 9.0 l/100 km city, 7.2 l/100 km highway and 8.1 l/100 km combined.

To meet the demands of Canadian drivers, all Beetle Wolfsburg Edition models include standard Blind Spot Detection with Rear Traffic Alert.

Pricing for the 2019 Beetle Wolfsburg Edition coupe starts at \$24,475 for coupe models and \$28,475 for convertibles. The “Style Package” is an additional \$1,750.

The Wolfsburg Editions models will begin arriving at Canadian dealerships in the next few weeks.

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#### **About Volkswagen Canada:**

Founded in 1952, Volkswagen Canada is headquartered in Ajax, Ontario. It is the largest volume European automotive nameplate in Canada, and sells the Golf, Golf SportWagen, Golf GTI, Golf R, e-Golf, Beetle, Jetta, Passat, Tiguan, and Atlas through 142 independent Canadian Dealers. It forms part of Volkswagen Group Canada Inc., a subsidiary of Volkswagen AG headquartered in Wolfsburg, Germany.

Volkswagen is one of the world's largest producers of passenger cars and is Europe's largest automaker.

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