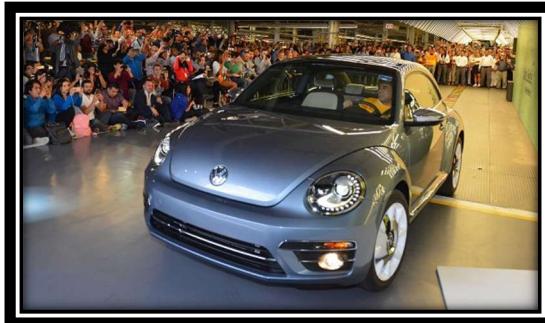


THE BUG – THE BEETLE

THE END OF AN ERA AS VOLKSWAGEN PRODUCES THE FINAL BEETLE

**THE FINAL ORIGINAL TYPE 1 VW BEETLE (# 21,529,464) ROLLED OFF THE PRODUCTION LINE
AT PUEBLA, MEXICO ON JULY 30, 2002, 65 YEARS AFTER ITS BEGINNING**

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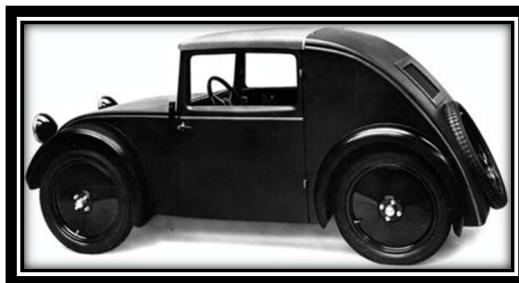


The final Volkswagen Beetle ever made, a Denim Blue coupe, was built today in Puebla, Mexico, and will go on display at VW's museum there. In its place, Volkswagen de México's Puebla plant will produce a new North American crossover positioned below the Tiguan.



The people's car

Originally designed by Ferdinand Porsche in 1938 to answer Adolf Hitler's call for a "people's car," or a "volks wagen" in German.



First model of the Standard Superior, as introduced at the IAMA in Berlin in 1933

Just because Volkswagen has ended the Beetle does not mean the company has stopped looking to its past for new vehicles. Two years ago, Volkswagen announced that it would be producing the I.D. Buzz which is an electric take on the classic [Microbus](#). The new model is expected to arrive in showrooms in 2022.

Meanwhile, the Puebla plant that has produced cars for over 60 years will begin producing a new compact SUV that fits just below the Tiguan in the Volkswagen line of cars.

Scott Keogh, the president, and CEO of Volkswagen Group of America said in a press release that it was not possible to imagine Volkswagen without the Beetle. He further stated that even though the Beetle was done, it would be “forever cherished” as part of the evolving brand of Volkswagen.

Karl Bauer, the executive publisher of Autotrader and Kelley Blue Book, said last year that the current market makes it difficult to justify producing small cars. He predicts more iconic brands will be canceled in the upcoming months.

The last Beetle will be on display in a Volkswagen museum in Puebla.



The Golden days of the Beetle



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