



Volkswagen Group Australia – Sydney

PRESS RELEASE March 2008

Volkswagen Group Australia Pty Ltd  
The Lakes Business Park  
6 Lord St  
Botany NSW 2019  
PO Box 2316  
Strawberry Hills NSW 2012  
ABN 14 093 117 876  
Phone (02) 9695 6000  
Fax (02) 9695 6180

## **New Beetle Anniversary Edition**

### **Celebrating the 10<sup>th</sup> Anniversary of the New Beetle**

Since 2000, it has been a fixture on our streets: the New Beetle. Now in 2008, the Volkswagen cult-car has been further enhanced, in the form of the New Beetle Anniversary Edition. New alloy wheels, sports suspension, a fresh colour as well as a special interior. Altogether, this results in an exciting limited edition that has made the appearance of the New Beetle even more engaging. With the Anniversary Edition we celebrate the anniversary of the international introduction of this modern interpretation of the original Beetle's iconic design in an eye catching, limited edition, packed full of value.

Based upon the affordable New Beetle Miami, the New Beetle Anniversary Edition offers a visually enhanced package, from the exclusive body colour and stripe treatment, to the 17" Versus alloy wheels and front fog lights. While the feature rich interior is dominated by the striking leatherette upholstery in a unique black and white theme and also includes front sports seats and cruise control. This exclusive version has a particular visual appearance with an exclusive Campanella white body colour contrasted by a black roof and door mirror housings. The look is completed with the distinguishing exterior stripe package.

There are plenty of storage areas, such as the lockable glovebox, front door storage nets and a sunglass compartment in the headlining. Also in the centre console are the up-to-date cup holders. Additionally, there are two 12-volt outlets in the front and back.

The interior comes across as very friendly with its likeable, black and white leatherette with white stitching and '10' logo's in the head restraints. Besides that, the New Beetle has a spacious feeling that seems unlimited in width and height in the front seats and offers ample space in the rear of this four-seater.

Very comforting: the central door locking system with programmable automatic locking of the doors after the car starts is like a bodyguard in the big-city jungle. Electric outside mirrors and active carbon filters for the interior air are further important details that come standard. Right in the driver's door is a remote release for the 55-litre fuel tank cover as well as the cargo area. In its standard configuration, it holds 209 litres and expands to 527 litres when the seatback is collapsed.

The contouring of the body is distinctive. It transports the originality of the classic Beetle into contemporary times. The round stern, the dome-shaped roof, the rear section, the fenders with the hint of a footboard, the embedded round head - and tail lights - bring back memories of the Beetle while the sharp accented lines and windows confirm the up-to-date design and express youthful energy.

The self-supporting body made out of zinc-plated sheet steel, has a twelve-year guarantee against corrosion. The firm steel body of the New Beetle as well as the synthetic guards and bumpers are painted in a specially developed process, so that the colouring is identical. By the way, as in the past, guards and bumpers are screwed on, which enables low-cost repairs.

Meanwhile, the high design quality is confirmed by various international awards. The New Beetle received the coveted “Design of the Century Award” from the Industrial Designers of America (IDSA).

This honours products whose design plays a significant role in the success of the product or brand. Before that, the New Beetle had received the “Product Design Award” from the Industry Forum Design in Hannover and the award for "Good Design" from the Chicago Athenaeum.

Part of the extensive standard equipment of the New Beetle are, amongst other things, driver and front seat passenger airbags, Head-Thorax airbag, ABS and EDS, dark-tinted side and rear window glass as well as hook-ups for the child seats in the rear.

The New Beetle Anniversary Edition is powered by a 1.6 litre petrol engine delivering 75 kW / 102 PS. The engine transmits its power through a five-speed manual transmission and a six speed automatic transmission is available as an option. The manual transmission returns a combined fuel consumption of 7.7 L / 100 kilometres and the automatic 8.1 L / 100 kilometers.

## **Models and Recommended Retail Pricing**

### **New Beetle Anniversary Edition**

- 1.6 Litre 5 Speed Manual           \$27,990
  - 1.6 Litre 6 Speed Automatic       \$30,290
- 

#### **FOR FURTHER INFORMATION**

**Jon Dawe, General Manager Press & PR**

**Tel (02) 9695 6003**

**Mobile 0438 455 036**

**Nadine Buch, PR Representative**

**Tel (02) 9695 6010**

**Mobile 0438 455 019**

**Alyson MacDonald, PR Representative**

**Tel (02) 9695 6004**

**Mobile 0438 455 023**

*Note: All information is subject to change or correction. 4MOTION, TDI, TSI, DSG and Twincharger are registered trademarks of Volkswagen AG or other companies of the Volkswagen Group in Germany and other countries.*