

## The new Beetle

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### The New Beetle. An icon debuts.

#### New design, latest technologies, same iconic stature.



The New Beetle is finally revealed and whilst much has changed, its iconic status indefatigably remains.

The new generation Beetle places driving fun and design at the forefront yet integrates the communication technologies of our time whilst achieving the lowest environmental impact.

With the globe being the Beetle's home the new car has been debuted simultaneously in Shanghai, Berlin and New York and nothing has remained as it was on the old car.

Originally named the Volkswagen Type I, on all the world's continents the hugely popular small car was nicknamed according to precisely what it looked like: Beetle, Käfer, Vocho, Coccinelle, Fusca, Maggiolino or 甲壳虫! The Beetle embodied the democratisation of mobility from Volkswagen, literally translated as "People's car" and owes much of its success to high build-quality and innovative advertising with 21.5 million cars being sold.

The difficult task of designing a new original was put to the people who developed the Golf GTI and the result is a bolder, more dynamic, more masculine version of the classic Beetle. Now characterised by a clean, self-confident and dominant sportiness, with a lower profile it is substantially wider, the front bonnet is longer and the front windscreen is shifted further back and has a much steeper incline. The new model has broken free of the old geometry and is more akin to the Ragster concept – a type of hot rod based on the New Beetle, being wider, longer and lower but still retaining the contour of the original Beetle.



Despite all its individuality the styling of the new Beetle still follows the Volkswagen design DNA in the horizontal image of the front bumper, front air inlet, straight lines of the bonnet edges, the precisely drawn line between the A-pillar and C-pillar and the styling of the rear lights. And some of the Beetle's longstanding characteristics have remained including the round headlights, the flared wings, the shapes of the bonnet, sides and door sills and more than ever the large wheels that can be integrated. A new feature is the rear spoiler which is incorporated into the design. The top surface of the rear spoiler is always black, whilst its underside is painted in body colour. And a more vibrant ride can be expected with new colours available with names like "Saturn yellow" and "Denim blue".



Interior design has not been over-looked with a complete re-design. The cockpit is unique, unmistakable, cool, classic and designed with a passion for detail. And, whilst the design and use of colour hark back to the original Beetle, the car does not have a retro look and therefore remains timeless. Round instruments mirror the iconic headlight shape and provide all key information and the steering wheels are specially designed for the Beetle. The longer roof section results in a distinctly larger feeling of space and the boot space is significantly larger now with 50% more space than the previous model.



“We are still going through planning and development of this vehicle for our local market and we anticipate a late 2012 launch” said Dean Sheed, Volkswagen NZ General Manager. “The Beetle has long been an icon on Kiwi roads and we look set to continue the Kiwi love affair with the new and more masculine Beetle”.

The success story of the Volkswagen Beetle has played no small role in making it an icon of automotive history. The new generation now bridges the gap from old and familiar to new lifestyles. With a new design and the latest technologies, the Beetle reveals itself as a car of the 21<sup>st</sup> century – bolder, more dynamic and masculine and coming soon to New Zealand.

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