

VOLKSWAGEN DVD NAVIGATION

DRIVER'S WANTED

Your Volkswagen DVD Navigation System offers state of the art GPS technology to provide real time driving directions to all customers. The Volkswagen DVD Navigation system is available as an option on the following Volkswagen vehicles:

- Passat
- Touareg
- Jetta
- Golf GTI (Spring 2006)

WHY BUYS

- **Highly requested option by customers**
 - 47% of vehicles sold in 2005 offer navigation as standard or an option
 - Offered as standard or an option on over 150 models in North America
 - 15% purchase rate for navigation industry wide for vehicles in North America
- **Highly rated technology by customers***
 - 75% of current navigation owners are satisfied with their navigation system
 - Over 70% of current navigation owners indicate that if navigation is not offered as an option on their next vehicle it would negatively impact their vehicle purchase decision
- **Navigation turns faster**
 - Day Supply for vehicles equipped with navigation averages lower than non-navigation equipped Volkswagen vehicles
- **Higher gross margins**
- **Captures higher residual**



SELLING NAVIGATION

Explain the Benefits to Customers

Navigation provides:

- **Luxury:** Technology at your fingertips
- **Convenience:** Ability to locate Points of Interest, and nationwide destinations quickly, and with ease
- **Security:** Peace of mind in knowing where you are at all times

Demonstrate the System to Customers

The best way to demonstrate navigation to a customer is during a **Test Drive**. Let them **experience** navigation first hand. Demonstrate:

- **Ease of destination entry:**
 - Large screen with intuitive user interface
- **Route to a Point of Interest** – A well know location:
 - City Hall, Sports Stadium, etc
 - Avoid using customer home addresses as not all homes are in the map database
- **During your test drive highlight the automatic re-route feature:**
 - Miss a turn on purpose
 - View the system recalculating a route automatically
 - Point out that the system gets you back on route quickly and effectively
- **Stopovers:**
 - Show how to program an interim location en route to your final destination

Drivers wanted.®



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FEATURES AND BENEFITS

Navigation System Features

- Travel, journey – explore – with confidence. You'll always know where you're headed, wherever you go.
- No more reading maps – the system will be able to route you across the continental United States and Canada.
- Need to know where to exit for local attractions? No problem. The system pinpoints millions of points of interest, in numerous categories and shows you how to get where you want to go.
- Even in a strange city, you'll feel more secure with directions to everything from police stations to gas stations.
- For convenience, get instant directions to the nearest ATM or bank, or even to hotels, airports and shopping.
- Plan a "stopover" between your origin and your final destination. A stopover is an interim destination en route to a final destination.
- The system relieves some of the headaches of driving, giving you voice guided driving directions for your maneuvers in up to 7 different languages (American English, English, French, Spanish, Dutch, German, and Italian).
- Even if you miss your turn or you exit, the system automatically recalculates a route to get you to your destination.

Benefits of a Navigation System

	Navigation System	Paper Map	Internet Mapping Service	Telematics Service Provider
Voice Guided Turn-by-Turn Directions	X			
Proximity POI Directory Search	X		X	X
Detailed Area Map	X	X	X	
Map Display with Dynamic Vehicle Location	X			
Visual Route Maneuvers List	X		X	
Automatic Trip Updating While On Route	X			
Automatic Rerouting*	X			
Alternate Routing**	X			X
Usage Service Fee				X
Vehicle Location Information	X			X
Storage of Favorite Locations	X		X	
Voice Command Recognition	X			X

* If you get off your planned route

** In event of construction or congestion ©2004. All rights reserved.

Volkswagen DVD Navigation Functionality

FEATURE	BENEFIT
Address Selection	Enables you to search and route to a specific address.
Automatic Rerouting	The route is recalculated if you depart from the calculated route or ignore a recommendation.
Coord Destination	Route to a specific destination by entering degrees of latitude and longitude.
Demo	Allows you to enter the vehicle position manually and start a demonstration drive.
Destination on Map	A destination on the map can be selected with crosshairs.
Dual Map Screen	When selected, the navigation system displays turn-by-turn information on the map display screen in the left-hand section of the screen.
Flagged Destination	Enables you to store the current vehicle location.
Home-key Function	Enables you to save your home location for quick and easy access with one touch of a button.
Intersection Selection	Search and route to a specific intersection.
Last 10	View and route to your last 10 destinations.
Map/Symbol Display View	Press the MAP button to toggle between map only display and dual map display with turn-by-turn (symbol) information displayed on the left-hand section of the screen and the map displayed on the right-hand section.
Map Display	Choose between two map display types -north facing or in the direction of travel.
Place by Name	Allows you to enter a place by simply spelling the name without having to think about which category it might be in.
Record a Tour	Store up to 7 off-road tours permanently and assign names to each tour.
Route Exclusion	Enables you to manually exclude sections of your journey.
Route List	Compiles a list of all route sections to be navigated between current location and selected destination.
Route Options	Enables you to specify driving parameters that will be taken into consideration during route calculation.
Stopover	Specify an interim location en route to your final destination.
Voice Guidance	Audible directions alert you to your next maneuver.
Zoom	Choose from 13 scales/levels of magnification.

For detailed operational information on this Volkswagen DVD Navigation System, it is recommended that you refer to your Volkswagen Owner's Booklet. Additionally, to provide feedback or ask questions about your Volkswagen Navigation System you may call **1-888-NAV-MAPS (1-888-628-6277)** or visit **www.navteq.com**.

Drivers wanted.® 

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