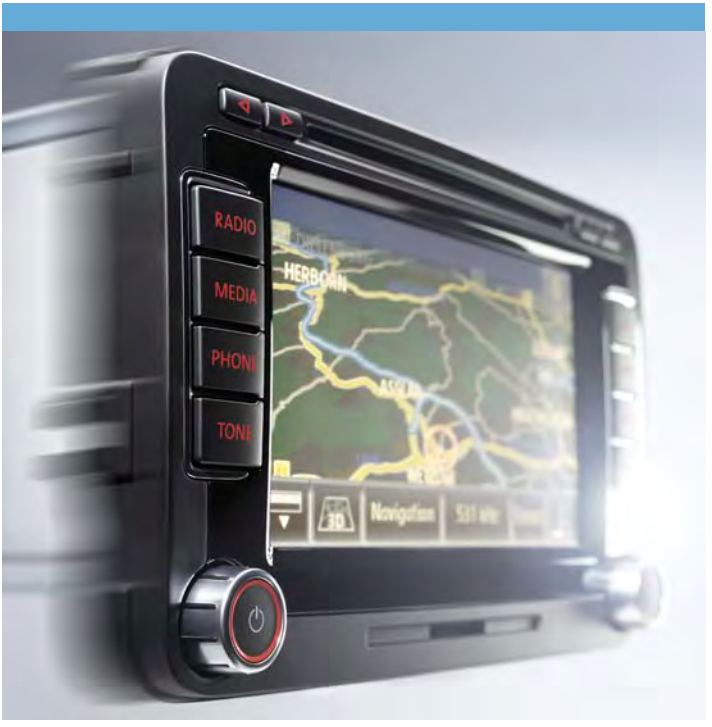
MORE Arguments

Sales Guide
Radio Navigation System 510

For internal use



Continental

NAVTEQ ON BOARD



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MORE value – The RNS 510

Nowadays, navigation and entertainment are an integral part of every vehicle. An ever increasing number of motorists appreciate the benefits of systems that have been perfectly adapted to the respective car and model. This brochure presents key selling points for the Radio Navigation System 510, and also compares it with the most important competitor models. With technology from Continental and the digital map data from market leader NAVTEQ, the RNS 510 is one of the top class navigation and entertainment systems on the market. Convince your customers with winning, verifiable facts! The benefits for you: perfect consultations – more sales – more customer satisfaction!

MORE selling points

1. Large, high-definition 16:9 touch-screen display
2. User-friendly operation
3. Individual route planning and many setting options
4. Integrated 30 GB hard disk for navigation and audio files
5. CD, DVD and SD card reader
6. DVD video playback (MPEG2)
7. MP3 and WMA compatible
8. Map data from the market leader NAVTEQ
9. More than 2 million Points of Interest
10. Innovative map features

RNS 510 – MORE benefits for your customers

Every buyer has different expectations regarding the equipping of their new Volkswagen. We have therefore compiled various selling points and facts which can be helpful in convincing potential buyers. And a premium unit like the Radio Navigation System 510 is always a good bet – for your customers and for you!

16%

Fewer kilometres*

- Less maintenance costs for the car
- Less fuel consumption
- Lower overall costs

18%

Time savings*

- Less travelling time – higher productivity
- Optimal route planning
- Less stress and more concentration

12%

Fewer accidents*

- Greater safety while driving and when parking
- Simple operation before setting out
- Low theft rate

12%

Less fuel consumption**

- Through the use of a navigation system, fuel consumption is reduced by an average of 8.3 to 7.3l/100 km
- CO_2 emission is reduced by an average of 24 %

** TNO-Study 02/2007 ** NAVTEQ Research Fuel Study 03/2009*

Perfect vehicle integration

- Ergonomic
- Clear presentation
- Secure

More driving ease

- Stress-free driving from start to finish
- Traffic information display
- Ease of use for optional hands-free set for Bluetooth telephones

More entertainment

- First-class entertainment functions combined with perfect sound
- Large 30 GB hard disk (10 GB for navigation data; 20 GB for music)
- MP3 and WMA compatible
- DVD video playback (MPEG2)
- Integrated SD card reader
- Connecting external data carrier like USB mass storage, MP3 player with USB certification and iPod®* via MEDIA-IN multimedia plug-in (optional)



More value

- Higher car resale value
- All important functions in a single unit: navigation, telephone operation, music, video and TV operation
- A top-quality, award-winning product

** iPod® is a registered trademark of Apple Computer Inc.*

The competition

Here you will find an overview of the most important competitor models of the RNS 510 and corresponding detailed information relating to the individual units.

The RNS 510



More Safety

- Clear and easy use
- Perfect vehicle integration
  - In the event of an accident, no flying units
  - No obstruction of vision
  - No extraneous cables
  - Low theft risk
- Rear-view backup camera available (optional)

More Navigation

- Easy destination input
- Excellent positioning even without GPS reception (i.e. parking garages, tunnels)
- Clearly audible guidance advice from the vehicle speakers
- Map data from the market leader NAVTEQ
- Speech recognition (standard from end of 2009)

More Entertainment

- First-class digital double tuner technology for superb radio reception (with Phase Diversity)
- Audio files with 20 GB Jukebox
- DVD video playback (MPEG2)
- Connection for USB mass storage, MP3 player with USB certification and iPod® via optional MEDIA-IN plug-in
- Speech recognition (standard from end of 2009) for entertainment and telephone functions

The RNS 310

The VW RNS 310 is a starter unit within the class of integrated Radio Navigation Systems. It features a colour touch-screen, map viewer and radio/audio functions. Maps: Tele Atlas.

ZENEC ZE-MC2000 and ZE-NA2000

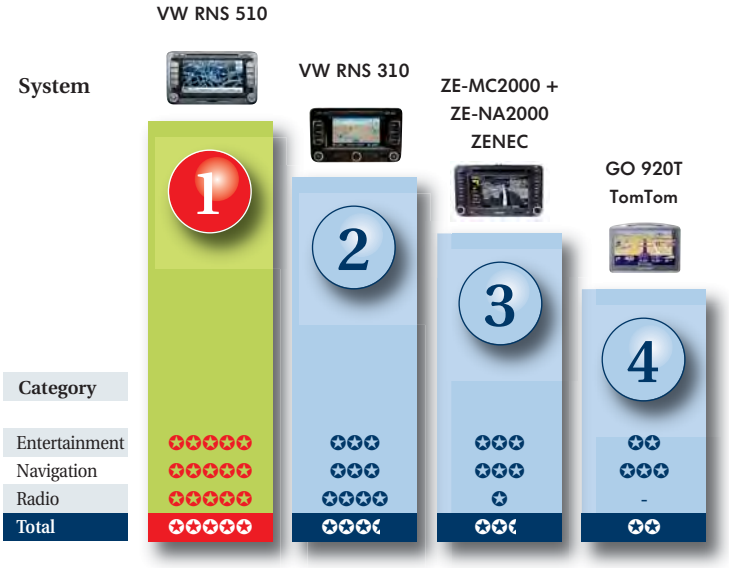
These units are suitable for retrofitting in the Golf V, Passat and Touran models. They were designed in line with the interior finish of the respective vehicle. These units offer navigation and entertainment functions. Maps: Tele Atlas.

TOM TOM GO 920T

The TOM TOM GO 920T is a portable navigation system that is secured to the windscreen via a suction pad. It is not intended for fixed installation – integration in a car is only provisional. Maps: Tele Atlas.

Comparison of features

(Functional range)



Key selling points
RNS 510



General and operation:

+ High-end device
+ Fixed installation without extraneous cables and holders
+ Low theft risk
+ Perfect vehicle integration
+ Higher resale value
+ Warranty ex-works
+ High safety in case of accident
+ 6.5“ touch-screen – simple and intuitive use

Navigation:

+ Individual route planning and settings options
+ Very accurate position indication even without GPS signal
+ Hard disk navigation
+ NAVTEQ map data
+ Individual map zoom
+ Speech recognition for destination input (standard from end of 2009)
+ 2D, 3D and topographic map display
+ High accuracy

Radio and entertainment:

+ Comprehensive radio and entertainment functions
+ Radio, CD and DVD player do not have to be purchased separately
+ 20 GB hard disk for music
+ 3 tuners for superb reception and traffic information
+ Speech recognition (standard from end of 2009) for entertainment and telephone functions
+ DVD video playback (MPEG2)
+ Mobile phone preperation with Bluetooth (optionally available)
+ MP3 and WMA compatible
+ SD card – music playback even during navigation possible

Strengths / Weaknesses

Radio / Entertainment / Connectivity

System	VW RNS 510	VW RNS 310	ZE-MC2000 + ZE-NA2000 ZENEC	GO 920T TomTom
Category				
Seamless vehicle integration	++	++	+	--
Automotive temperature range (-40 °C / +80 °C)	++	++	--	--
Installation effort	++	++	--	0
Display size	++	+	++	0
Safety in case of accident	++	++	++	--
Safe operation during driving	++	++	0	-
Theft protection	++	++	++	-
Audio quality	++	++	+	0
Mobility	NA	NA	NA	++
Map updates	++	++	+	++
Navigation features	++	+	+	+
Multimedia features	++	+	+	-
Radio features	++	+	0	NA
Price	0	+	+	++

General Overview





System	VW RNS 510	VW RNS 310
Price (Euro)	- Starting from 1,455.00	- Starting from 970.00 (only available in connection with RCD 310)
System	- Fully integrated in centre stack - Connection to Multi Functional Display (MFD) - 6.5” touch-screen display, format (16:9)	- Fully integrated in centre stack - Connection to Multi Functional Display (MFD) - 5” touch-screen display, format (4:3)
Navigation	- Full featured navigation - Configurable split screen for maneuver advises and map display at the same time - High precision positioning, highly reliable guidance even without GPS signal (e.g. tunnels and parking garages) - 2D Map - 3D Map (perspective view) - Topographic map - Comfortable destination input via map - Lane guidance, sign posts - POI search with names or name parts and categories - Speech recognition for destination input (standard from end of 2009)	- Basic navigation - Precise positioning, reliable guidance even without GPS signal (e.g. tunnels and parking garages) - 3D Map (perspective view) - POI search with names or partial names and categories
Entertainment	- CD - DVD, audio + video - HDD Jukebox 20 GB - SD card - MP3, WMA, MPEG2 - Media interface (optional)	- CD - SD card - MP3, WMA - Media interface (optional)
Radio	- Digital double tuner for superb reception - TMC via TMS dedicated receiver for up-to-date traffic messages	- Digital double tuner for superb reception - TMC via double tuner
Connectivity	- Mobile phone preperation with Bluetooth (optional)	- Mobile phone preperation with Bluetooth (optional)
Optional features	- Rear view camera - Digital TV - Sound System Dynaudio - Connection for USB mass storage, MP3 player with USB certification and iPod® via optional MEDIA-IN plug-in	- Sound-System Dynaudio - Connection for USB mass storage, MP3 player with USB certification and iPod® via optional MEDIA-IN plug-in





System	ZE-MC2000 + ZE-NA2000 ZENEC	TomTom GO 920T
Price (Euro)	- Zenec MC 2000 998.00 (in connection with ZE-NA2000)	- TomTom GO 920T 449.00
System	- In dash radio + external navigation box - Additional installation necessary - 6.5” touch-screen display, format (16:9)	- Windscreen suction holder - External cable to cigarette lighter and suction holder for TMC antenna - 4.3” touch-screen display, format (4:3)
Navigation	- Basic navigation - Positioning by GPS only - 2D Map - 3D Map (perspective view) - Destination input via map - Lane guidance, sign posts - POI search with names, name parts and categories	- Basic navigation - Positioning by GPS only - 2D Map - 3D Map (perspective view) - Destination input via map - Lane guidance, sign posts - POI search with names, partial names and categories - Speech recognition for destination input
Entertainment	- CD - DVD, audio + video - SD card - MP3, WMA, MPEG, DivX - Media interface	- SD card - MP3, AAC
Radio	- Analog single tuner	- TMC receiver integrated only
Connectivity	- Bluetooth	- Bluetooth
Optional features	- Rear view camera - Digital TV - CVBS connection for rear seat monitor - Connection for USB, MP3 player, iPod® via media connectionbox	

Always up-to-date – NAVTEQ maps



Our maps are continuously updated. In this way, you can be certain that your customers will always drive from A to B via the best route. New roads, altered routes, new POI's – The NAVTEQ map updates excel thanks to their up-to-date accuracy. Refer to Volkswagen Product Data Sheet for detailed information.

RNS 510 Western Europe V5:
7.265.000 road kilometres
91.3 % coverage
1.956.204 POI's

PR No.: 7RT
EA part number 1T0 919 859
OZ part number 1T0 051 859 H

Andorra, Austria, Belgium, Czech Republic*, Denmark, Finland, France, Germany, Gibraltar, Greece*, Hungary*, Ireland, Italy, Liechtenstein, Luxemburg, Monaco, Netherlands, Norway, Poland*, Portugal, San Marino, Slovakia*, Spain, Sweden, Switzerland, United Kingdom, Vatican City



NAVTEQ ON BOARD™

Albania*, Austria, Bosnia and Herzegovina*, Bulgaria*, Croatia*, Czech Republic*, Denmark, Estonia*, Finland, Germany, Greece*, Hungary*, Italy, Latvia*, Liechtenstein, Lithuania*, Macedonia*, Montenegro*, Norway, Poland*, Romania*, Russia*, San Marino, Serbia*, Slovakia*, Slovenia*, Sweden, Switzerland, Turkey*, Vatican City





RNS 510 Eastern Europe V5:
5.183.805 road kilometres
78.72 % coverage
745.680 POI's

PR No.: 7RT
EA part number 1T0 919 859 A
OZ part number 1T0 051 859 J

** no complete coverage.*

MORE Information

For further information please visit:
www.RNS510.de

The Continental AG is always focusing on uncompromising quality, specialises in the development of innovative technologies for vehicle safety, comfort and drive, as well as in networking active and passive driving safety systems. All products from Continental fulfil the most discerning demands regarding quality and performance.

For further information please visit:
www.conti-online.com.

NAVTEQ is the global leading supplier of high-quality digital map data. NAVTEQ data are used on board most vehicle navigation systems sold in North America and Europe. The digital NAVTEQ map data provides the perfect solution for hundreds of applications worldwide.

For further information please visit:
www.navteq.de.

MORE convincing results

Within the framework of numerous tests, trade journal experts also had the opportunity to experience the high performance standard of the RNS 510. The first-class results speak for themselves and will also convince your customers.

auto motor und sport Germany, issue 10/08
"How to make it in a perfect way is shown by the RNS 510 system, manufactured and delivered by Continental …"

AutoBild Germany, issue 47/07
" … RNS 510 with its foolproof handling features convinces even those, who are not really enthusiastic fans of electronics …"

Autozeitung Germany, issue 8/08
" … and appeals because of its big keys."

autoconnect Germany, issue 3/07
" … without any doubt, the RNS 510 is currently one of the best navigation systems which are delivered ex works …"

naviconnect Germany, issue 3/09
"The RNS 510 has an excellent navigation with almost perfect route options, a highly pleasant display and an elaborate handling …"

The Radio Navigation System RNS 510 is available in the following vehicles

i.e. Golf, Jetta, Touran, Tiguan, Eos, Passat, Touareg, Scirocco, Multivan, Caddy, Skoda Octavia, Skoda Superb, Phaeton (RNS 810).

Please do not hesitate to contact your VW sales consultant (accessories) for retrofitting of further models.

Kindly supported by
Continental and NAVTEQ

All contents have been carefully checked. Last amended: June 2009.
Misprints and errors excepted. All information subject to change.