

New Beetle Ragster

In a nutshell

World premiere – the hottest *Beetle* ever

Study of the *New Beetle Ragster* with a roof lowered by 150 millimeters

Large-sized ragtop, newly designed exterior, racing car bucket seats, cargo area

- Wolfsburg / Detroit. It's a statement, an automotive way of life. More than 800.000 drive one, the Volkswagen with the perhaps most famous design in the world: the *New Beetle*. For the North American International Auto Show in Detroit the German company presents the hot potential of the design classic – with a study on the *New Beetle Ragster*. Its most visible characteristic: a drastically dropped roof with a large ragtop.
- **Ragtop + Speedster = Ragster** The development team based the Ragster on the reinforced convertible, shortening the A-pillars by about 90 millimeters and creating a set u-shaped roof fixing for the Ragtop's frame. It becomes instantly clear where the „Hot Rod“ with its ragtop and speedster dimensions got its name.
- **New design:** The *Ragster* shows new visual ways. And this does not only hold true for the top. The fenders, bumpers, headlights, tail lights and 19" aluminum rims are all newly designed as well and more progressive and sporty than ever. Newly designed interior: Racing car bucket seats, sports car type steering wheel with integrated engine start button (right side) and ragtop control (left side), center console and the extremely clean designed cargo area.
- **Power? Anything goes:** The drive - A powerful gasoline engine or a high torque TDI are imaginable. Although it has yet to be determined which motor will be built and if the study will be produced in series – Anything goes. Just as in

Concept 1, the study on the *New Beetle*, which also started in Detroit. - A great place for a world premiere...