Attractive Webasto Offer: Convert Your Auxiliary Heating System to a Parking Heater Fast and at Low Cost

Price advantage for VW Touran, VW Sharan, and SEAT Alhambra with diesel engines: Webasto offers upgrade kits for auxiliary heating systems starting at Euro 379.- (gross price)

Stockdorf/Munich – October 14, 2013 – Low-cost upgrade from auxiliary heating system to parking heater – a Webasto Germany offer for all VW Touran, VW Sharan and SEAT Alhambra diesel cars. The factory-fitted Webasto auxiliary heating system is retrofitted with an upgrade kit so that the unit can be used as a parking heater. Webasto offers the upgrade kit at a price of Euro 379.-. This offer is valid with immediate effect and lasts until February 28, 2014. The price includes value-added tax and a convenient presetting timer, but excludes fitting.

Since modern diesel engines are highly efficient, they generate too little waste heat to warm the interior. Many diesel vehicles are therefore fitted on the assembly lines with an auxiliary heating system which includes many parking heater components. The auxiliary heating system can be easily converted to a parking heater by retrofitting a low-cost vehicle-specific upgrade kit and a control element. The time needed to fit the upgrade kit varies for each vehicle, but takes usually no more than three hours of work.

For more details about the sales promotion offer and a list of Webasto fitting dealers, visit www.webasto.com.

Minor difference – major impact
The auxiliary heating system and the parking heater have similar modes of functioning. The two units are integrated in the engine coolant circuit. The difference is that a parking heater runs independent of the engine and the auxiliary heating system only operates when the engine is running. As a result, the auxiliary heating system offers no blower control before setting off and cannot be started by a control element when the engine is not running. The missing components are supplemented by the upgrade.

Selecting the control element – the right decision is preprogrammed
Webasto offers several control elements to meet various user requirements. If the user requires the convenience of programming the parking heater in the car, the presetting timer is the ideal choice. The digital control element allows users to program three start times which can be activated up to 24 hrs in advance. A more convenient solution is the radio remote control which has a range of 1000 meters (approx. 0.62 mile). The smartest solution is to operate the parking heater using Webasto Thermo Call. This switches on the heater at any time and from any location irrespective of range, or programs the unit up to 24 hours in advance – by phone, text message, or per app. The Webasto Thermo Call is a control unit required for operation by smartphone. It is fitted to the vehicle together with the parking heater. Other benefits of the app: The driver can request the vehicle interior temperature at any time and a reminder function permits individual settings for each day of the week.
About Webasto:
Webasto Group based in Stockdorf near Munich has been a family-owned business ever since the company was founded in 1901. The group operates internationally at over 50 locations (over 30 of these production sites) in the divisions roof and thermo systems. Webasto is one of the top 100 automotive suppliers worldwide. For 2012 the Group realized a sales volume of more than 2.4 Billion Euros and employs over 10,000 employees. The company’s core competencies encompass the development, production and sales of complete roof and convertible systems as well as heating, cooling and ventilation systems for passenger cars, commercial and special vehicles, recreational vehicles and boats. For more information please visit www.webasto-group.com

Press contact:
Webasto Group
Dr. Petra Gulz
Group Manager Corporate Communications
Tel: +49 89 8 57 94-650
E-mail: petra.gulz@webasto.com

Kristina Stuppi
Product Communications Manager
Tel: +49 89 8 57 94-686
E-mail: kristina.stuppi@webasto.com