

# Software as a product

## Product arguments



# Exploit the full potential – not only on the road!

## Software as a Product (SWaP)



Volkswagen vehicles are equipped with numerous functions ex works, but these are often not directly activated. These functions are initially protected by targeted encryption of the control units (so-called "component protection").



If a customer wants to use these functions, he or she purchases the appropriate SWaP product in the trade, which contains an activation code. An individual activation key is then loaded onto the vehicle in the workshop and the function is activated for the customer.



# ... that's why SWaP

## Software as a Product (SWaP)



In dealerships, vehicles can be individually and flexibly adapted to an extended series production status - even after purchase. The circumstance of the PR number, which was subsequently changed, provides permanent security.



Brand loyalty to the workshop is also promoted beyond the life cycle of the vehicle. All activations are officially made via the secured VW backend, regardless of registration.



Subsequently purchasing functions via SWaP complements the configuration of a new car order at a later date. Unlocking the function transparently increases the value of the vehicle.



# Volkswagen Genuine Accessories

## Software as a Product (SWaP)



### **SWaP: Get more out of your car**

#### App-Connect:

Simply bring your apps into your car – always perfectly and securely connected.

#### Voice control:

Simply speak instead of pressing and regulating, while driving safely.

#### Navigation function:

With the navigation function, you will always find the best way.

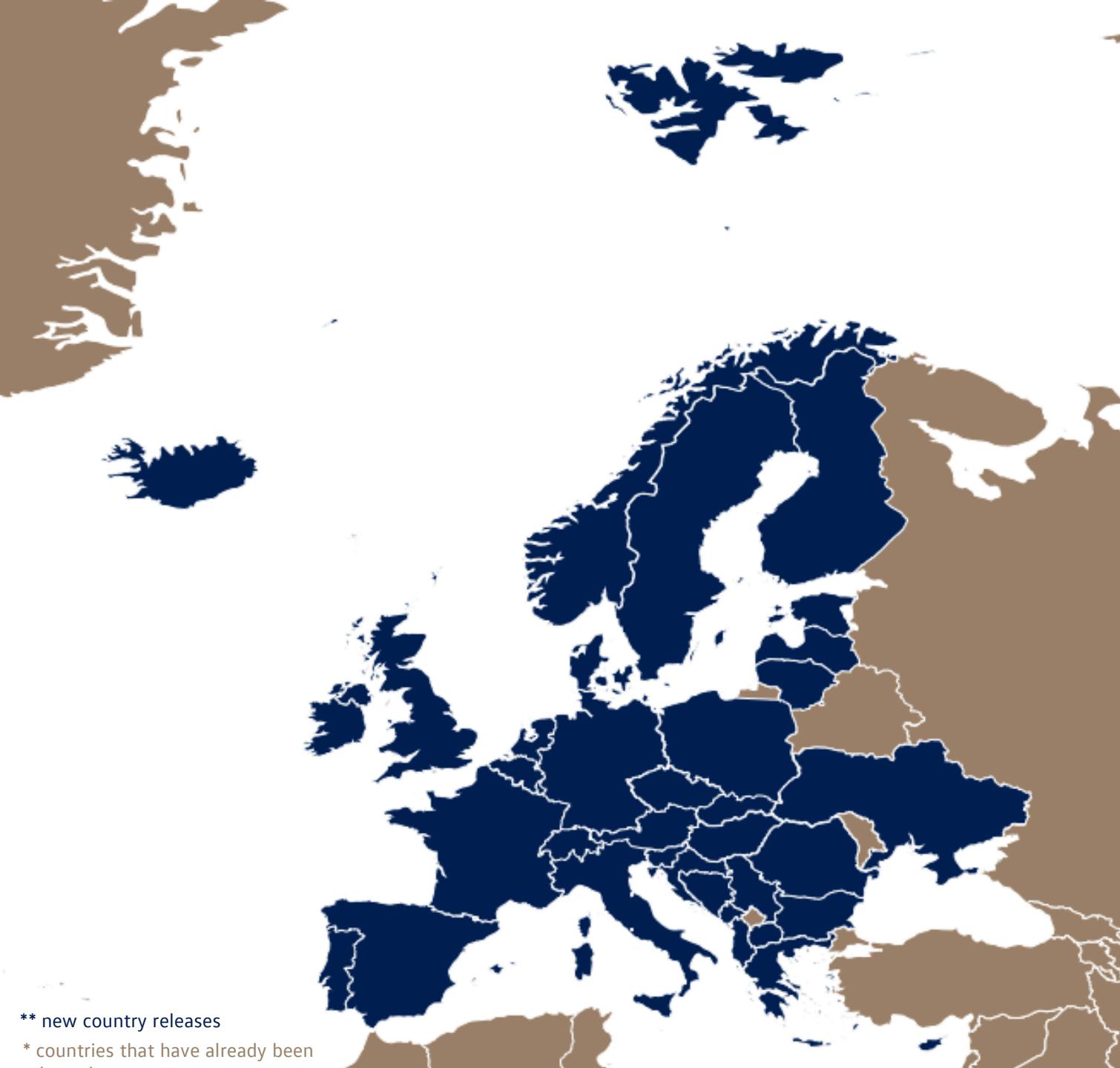
#### Assistance systems:

Whether traffic sign recognition, light and vision control or cruise control – comfort systems can also be activated at a later date.

#### Ambient lighting:

Provide atmospheric interior lighting with a variety of colours.





More countries,  
more opportunities

–  
Software upgrades  
for the car



\*\* new country releases

\* countries that have already been

# Volkswagen Genuine Accessories

## Software as a Product (SWaP) – Product Selection *Volkswagen App-Connect (PV)*

Part	5G0-054-830-A	5G0-054-830-B	5H0-054-830	5H0-054-830-C	760-054-830	760-054-830-A*
<b>Function</b>	App-Connect	App-Connect	App-Connect	App-Connect	App-Connect	App-Connect
<b>HTG</b>	ZBAA	ZBAA	ZBAA	ZBAA	ZBAA	ZBAA
<b>only for</b>	MIB-2 Standard	MIB-2 Entry	MIB-3 Entry	MIB-3 Option	MIB-2 Premium	MIB-3 Premium
<b>Designation</b>	Radio Composition Media <b>PR: I7A, I7B, I8E, I8F</b> Navigation Discover Media <b>PR: 7UF, 7UP</b>	Radio Composition <b>PR: I8I</b>	Radio Composition <b>PR: I8Q, I8U*</b>	Radio Composition Media <b>PR: 8AR</b> Navigation Discover Media <b>PR: 7UJ, 7UF, 7UT</b>	Navigation Premium <b>PR: 7US</b>	Navigation Premium <b>PR: 7US</b>
<b>PR Condition</b>	<b>9WC / 9WV / 9WW</b>	<b>9WC</b>	<b>9WC</b>	<b>9WC</b>	<b>9WC</b>	<b>9WC</b>
<b>PR Objective</b>	<b>9WT / 9WX</b>	<b>9WT</b>	<b>9WT</b>	<b>9WJ / 9WT</b>	<b>9WT</b>	<b>9WJ</b>
<b>Model year</b>	2016 - 2020	2020 - 2024	2020 - 2024	2020 - 2024	2019 - 2023	2023 - 2025
<b>Vehicles</b>	Various passenger cars	Various passenger cars	Various passenger cars	Various passenger cars	Touareg	Touareg
<b>Hints</b>	only for Apple-certified USB interfaces	Connection via USB	Connection via USB	Wireless / USB connection depending on the MIB	Connection via USB	Wireless connection

\* in preparation



# Volkswagen Genuine Accessories

## Software as a Product (SWaP) – Product Selection *Volkswagen App-Connect (LCV)*

Part	7H0-054-830	2K7-054-830	2K7-054-830-A
<b>Function</b>	App-Connect	App-Connect	App-Connect
<b>HTG</b>	ZBAA	ZBAA	ZBAA
<b>only for</b>	MIB-2 Standard	MIB-3 Entry	MIB-3 Option
<b>Designation</b>	Radio Composition Media <b>PR: I7A, I7B, I8F</b> Navigation Discover Media <b>PR: 7UF, 7UP</b>	Radio Composition <b>PR: I8Q, I8U*</b>	Radio Composition Media <b>PR: 8AR</b> Navigation Discover Media <b>PR: 7UJ, 7UF, 7UT</b>
<b>PR Condition</b>	<b>9WC / 9WV</b>	<b>9WC</b>	<b>9WC</b>
<b>PR Objective</b>	<b>9WT / 9WX</b>	<b>9WT</b>	<b>9WJ / 9WT</b>
<b>Model year</b>	2016 - 2020	2020 - 2024	2020 - 2024
<b>Vehicles</b>	Various commercial cars	Various commercial cars	Various commercial cars
<b>Hints</b>	only for Apple-certified USB interfaces	Connection via USB	Wireless / USB connection depending on the MIB



\* in preparation



# Volkswagen Genuine Accessories

## Software as a Product (SWaP) – Product Selection **Voice Control** (PV / LCV)

Part	5G0-054-802	5G0-054-802-A	5H0-054-802	7E0-054-802	7E0-054-802-A	2K7-054-802
<b>Function</b>	Voice control	Voice control	Voice control	Voice control	Voice control	Voice control
<b>HTG</b>	ZBAZ	ZBAZ	ZBAZ	ZBAZ	ZBAZ	ZBAZ
<b>only for</b>	MIB-2 Standard	MIB-2 Standard	MIB-3 Option	MIB-2 Standard	MIB-2 Standard	MIB-3 Option
<b>Designation</b>	Radio Composition Media <b>PR: I7A, I8E, I8F / 7Q0</b>	Navigation Discover Media <b>PR: 7UF, 7UP</b>	Radio Composition <b>PR: 8AR</b> Navigation Discover Media <b>PR: 7UJ, 7UF, 7UT</b>	Radio Composition Media <b>PR: I7A, I7B, I8F / 7Q0</b>	Navigation Discover Media <b>PR: 7UF, 7UP</b>	Radio Composition <b>PR: 8AR</b> Navigation Discover Media <b>PR: 7UJ, 7UF, 7UT</b>
<b>PR Condition</b>	<b>QH0 / QH8</b>	<b>QH0 / QH8</b>	<b>QH0</b>	<b>QH0 / QH8</b>	<b>QH0 / QH8</b>	<b>QH0 / QH8</b>
<b>PR Objective</b>	<b>QH1 / QH3</b>	<b>QH1 / QH3</b>	<b>QH1</b>	<b>QH1 / QH3</b>	<b>QH1 / QH3</b>	<b>QH1 / QH3</b>
<b>Model year</b>	2016 - 2020	2016 - 2020	2020 - 2024	2016 - 2020	2016 - 2020	2020 - 2024
<b>Vehicles</b>	Various passenger cars	Various passenger cars	Various passenger cars	Various commercial cars	Various commercial cars	Various commercial cars
<b>Hints</b>	Radio only	Navigation only	All variants	Radio only	Navigation only	All variants



# Volkswagen Genuine Accessories

## Software as a Product (SWaP) – Product Selection *Navigation / Traffic* (PV / LCV)

Part	5H0-054-809	5H0-054-804	<i>In preparation</i>	2K7-054-809	2K7-054-804	<i>In preparation</i>
<b>Function</b>	Traffic Sign Recognition	Offline navigation	Offline navigation	Traffic Sign Recognition	Offline navigation	Offline navigation
<b>HTG</b>	ZBAB	ZBAB	ZBAB	ZBAB	ZBAB	ZBAB
<b>only for</b>	MIB-3 Option	MIB-3 Option	MIB-3 (PA) Option	MIB-3 Option	MIB-3 Option	MIB-3 (PA) Option
<b>Designation</b>	Navigation Discover Media <b>PR: 7UJ, 7UF, 7UT</b>	Preparation Navigation <b>PR: 8AR / 7UJ</b>	Preparation Navigation <b>PR: 8AR / 7U*</b>	Navigation Discover Media <b>PR: 7UJ, 7UF, 7UT</b>	Preparation Navigation <b>PR: 8AR / 7UJ</b>	Preparation Navigation <b>PR: 8AR / 7U*</b>
<b>PR Condition</b>	<b>QR8</b>	<b>7UJ</b>	<b>7U*</b>	<b>QR8</b>	<b>7UJ</b>	<b>7U*</b>
<b>PR Objective</b>	<b>QR9</b>	<b>7UF / 7UT</b>	<b>t.b.d.</b>	<b>QR9</b>	<b>7UF / 7UT</b>	<b>t.b.d.</b>
<b>Model year</b>	2020 - 2024	2020 - 2024	2025 -> (UNECE)	2020 - 2024	2020 - 2024	2025 -> (UNECE)
<b>Vehicles</b>	Various passenger cars	Various passenger cars	Various passenger cars	Various commercial cars	Various commercial cars	Various commercial cars
<b>Hints</b>	Only for navigation	Ready-2-Discover	Ready-2-Discover	Only for navigation	Ready-2-Discover	Ready-2-Discover



# Volkswagen Genuine Accessories

## Software as a product (SWaP) – product selection **Assist / Comfort** (PV / LCV)

Part	5G0-054-809	5H0-054-809-B*	5H0-054-831	5H0-054-831-A	5H0-054-809-D*	2K7-054-809-A*
<b>Function</b>	Driving profile selection	Light Assist	Environment 1	Environment 2	ACC	Light Assist
<b>HTG</b>	ZBAB	ZBAB	ZBAB	ZBAB	ZBAB	ZBAB
<b>only for</b>	MIB-3 Option	MIB-3 Option	MIB-3 (PA) Option	MIB-3 Option	MIB-3 Option	MIB-3 (PA) Option
<b>Designation</b>	Navigation Discover Media <b>PR: 7UJ, 7UF, 7UT</b>	Radio / Navigation <b>PR: 8AR</b>				
<b>PR Condition</b>	<b>2H0</b>	t.b.d.	<b>QQ0</b>	<b>QQ8</b>	<b>3V7</b>	t.b.d.
<b>PR Objective</b>	<b>2H5</b>	t.b.d.	<b>QQ8</b>	<b>QQ9</b>	t.b.d.	t.b.d.
<b>Model year</b>	2020 - 2024	2020 - 2024	2020 - 2024	2020 - 2024	2020 - 2024	2025 -> (UNECE)
<b>Vehicles</b>	Golf 7 (all types)	Various passenger cars	Various passenger cars	Various passenger cars	Various passenger cars	Various commercial cars
<b>Hints</b>		ME ca. KW40/2025			ME ca. KW40/2025	MI ca. KW40/2025

\* in preparation

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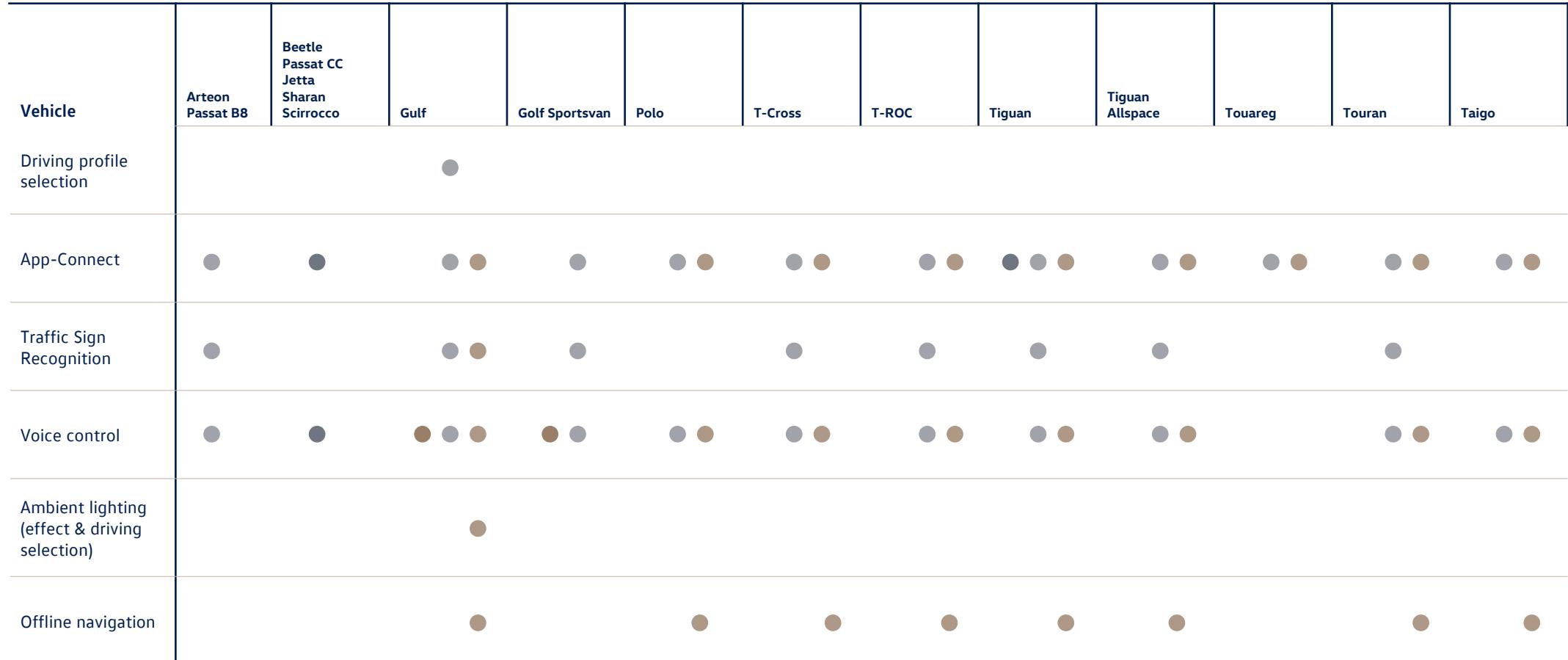
\* in preparation



# Volkswagen Genuine Accessories

## Software as a Product (SWaP) – Functional availability Volkswagen Passenger cars

- MIB1  
2013 – 2016
- MIB2 (MQB)  
2015 – 2020
- MIB2 (PQ)  
2016 – 2020
- MIB3  
2020 – 2025



# Volkswagen Genuine Accessories

## Software as a Product (SWaP) - Functional availability Volkswagen LC vehicles

- **MIB1**  
2013 – 2016
- **MIB2 (MQB)**  
2015 – 2020
- **MIB2 (PQ)**  
2016 – 2020
- **MIB3**  
2020 – 2025

Vehicle	Multivan	California	Caravel	Transporter	Caddy	Amarok	Crafter
Driving profile selection							
AppConnect	<span style="color: #6A738B;">●</span> <span style="color: #6A738B;">●</span> <span style="color: #8B734D;">●</span>	<span style="color: #333333;">●</span>	<span style="color: #8B734D;">●</span>	<span style="color: #333333;">●</span>	<span style="color: #6A738B;">●</span>	<span style="color: #8B734D;">●</span>	<span style="color: #333333;">●</span>
Traffic Sign Recognition		<span style="color: #8B734D;">●</span>				<span style="color: #8B734D;">●</span>	
Voice control	<span style="color: #333333;">●</span> <span style="color: #6A738B;">●</span>	<span style="color: #333333;">●</span>					
Ambient lighting (effect & driving selection)							
Offline navigation	<span style="color: #8B734D;">●</span>	<span style="color: #8B734D;">●</span>	<span style="color: #8B734D;">●</span>	<span style="color: #8B734D;">●</span>	<span style="color: #8B734D;">●</span>	<span style="color: #8B734D;">●</span>	<span style="color: #8B734D;">●</span>



Volkswagen Zubehör GmbH  
Product-Management  
Z-GG/I

Volkswagen Aktiengesellschaft  
Letterbox  
38436 Wolfsburg, Germany

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