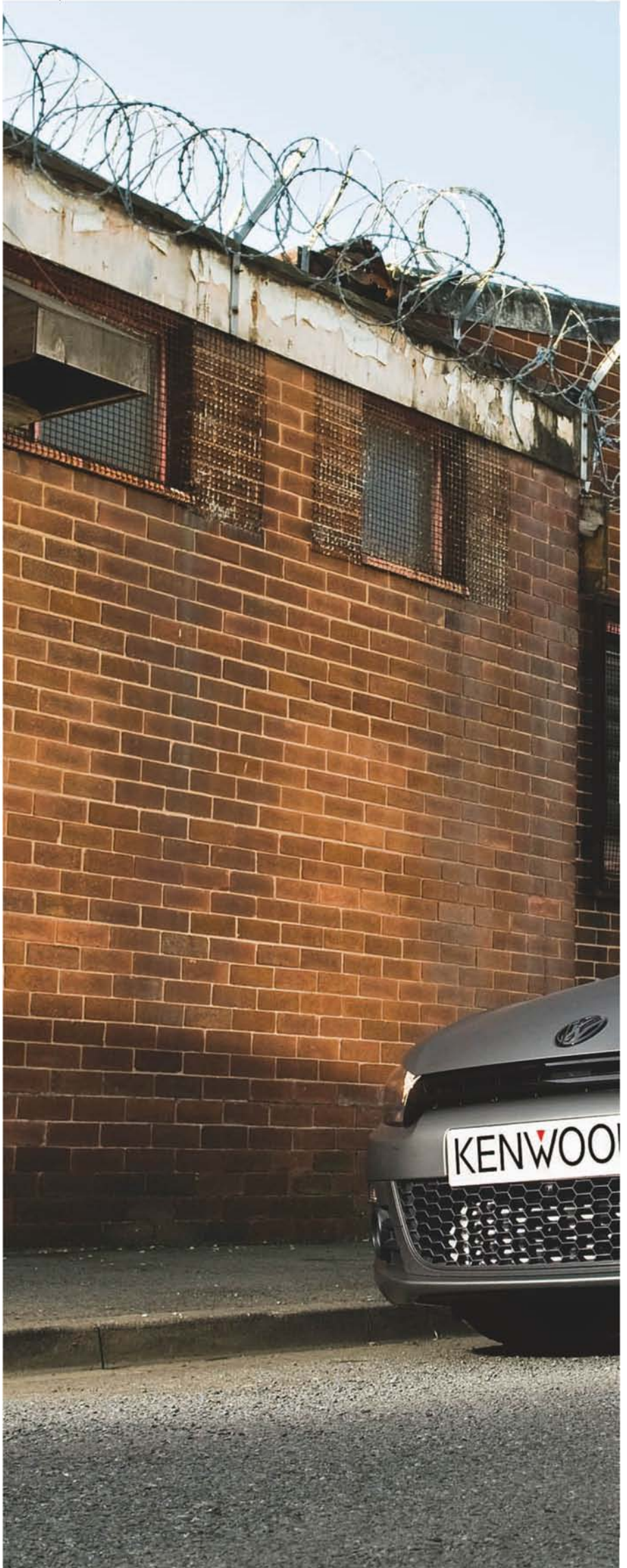


Four DIVISION



Kenwood Electronics has taken a brand-new Scirocco, filled it with quality sound equipment and transformed the exterior to create a show-stopping demo vehicle.

Words: Ben Chandler Photos: Kenwood Electronics





KENWOOD DNX9280BT

This is one of the slickest accessories we've clapped eyes on. Available through VW, Seat, Skoda and VW Commercial Vehicle dealerships throughout the UK, the Kenwood DNX520VBT unit is a must-have product. Boasting a Garmin Navigation system (with seven-digit postcode entry), hook-up for iPod/iPhone, built-in Bluetooth allowing you to make and receive calls legally whilst driving and a seven-inch wide VGA colour TFT monitor, this is the ultimate source unit for your car. Want it? Then check out the Kenwood website at www.kenwood-electronics.co.uk for further information. We'll be bringing you a full test review next month.

“We wanted to enhance the original vehicle to make it look cooler, without taking anything away from the usability”





It's not often we feature 'ICE' cars. Why? Well, to be brutally honest, it's because they're usually a bit rubbish. As soon as you mention the words 'car audio' and 'demo vehicle' in the same sentence, images of nasty graphics teamed up with lairy interiors featuring too many speakers and subs spring to mind. But, fortunately, this is different...

Kenwood Electronics has always been at the forefront of the car audio scene. Its product lines were, are, and always will be super-desirable. But over the last five or six years it's been pushing harder than any other manufacturer. Most importantly, it's been pushing in exactly the right direction. Big show presence – check. The introduction of Kenwood Premier Centre dealers who really know their car audio onions – check. Cool project cars – check, check, check! Oh, and now Kenwood Electronics is an authorised accessory supplier to the Volkswagen Group. We'll come back to that in a bit.

As you'd expect from a Kenwood Electronics demo vehicle, the audio install is nothing short of incredible. In fact, the Kenwood team couldn't decide whether to fit the Scirocco with a bass setup, or an audiophile SQ (Sound Quality) system; so they cleverly fitted both. You can see from the wiring diagram that there's a colossal amount of kit inside the 'Rocco and car audio expert, Huets, have expertly installed the whole shooting match.

So why a Scirocco? "We were on the hunt for a new demonstrator and there was so much hype surrounding the imminent launch of the car from Volkswagen, that we just had to get our hands on one," says Mike Edwards, product manager of all things car audio related at Kenwood Electronics.

The full-fat 2.0-litre TFSI-powered car was ordered brand-new from VW and there was



“Despite being wound down to the lowest setting ride quality is fantastic”

Dub Details

ENGINE: 2.0-litre TFSI motor, EVOMS intake system, GIAC software upgrade, Forge Motorsport front-mount intercooler kit

CHASSIS: 8.5x19" Rotiform BLQ wheels, 215/35x19 Falken FK-452 tyres, KW Variant 1 coilover system

OUTSIDE: Full vehicle wrap in Gunmetal grey with matte laminate by Totally Dynamic North London

INSIDE: Volkswagen leather trim, remanufactured front and rear doorcard panels, redesigned boot

SHOUT: Kenwood Electronics (www.kenwood-electronics.co.uk), Huets (www.huetscaraudio.co.uk), Regal Autosport (www.regal-auto.co.uk), Forge Motorsport (www.forgemotorsport.co.uk), KW Automotive (www.kwautomotive.co.uk), Rotiform (www.rotiform.co.uk), Totally Dynamic North London (www.totally-dynamic.co.uk)



a bit of a wait, but it was clearly worth it. In its first guise the 'Rocco was rolled out with stock bodywork and a simple Eibach Pro-kit and Pro-spacer combo. This was way back in early '09 when the sight of a Scirocco on the road was still pretty rare here in the UK. "The car is used by our Premier Centre Dealers and at shows across the UK demonstrating our product line to consumers," Mike explains, "the reaction has been great."

This year, though, Kenwood wanted to take its Scirocco demo car to a whole new level. "The audio setup was on-point, but with the car no longer being so fresh, it was decided that the exterior needed to be changed," Mike says. Enter Scene Media, Regal Autosport, Forge Motorsport, GIAC, EVOMS, KW Automotive, Totally Dynamic Vehicle Wrapping and Rotiform. In a

seriously short amount of time the car was transformed into the jaw-dropping creation you see here. The shopping list of top-end parts were used to devastating effect, all working together perfectly to deliver a look that could almost be that of a Volkswagen special edition. "On paper, there's not actually that much done to the car, but everyone who sees the vehicle instantly falls in love!" Mike smiles, clearly chuffed with the new guise.

The quality of the wrap is genuinely amazing. Scott and the guys at Totally Dynamic clearly know what they're doing. The grey metallic colour has been finished with a matte laminate and with all of the shuts wrapped too; this is by far the best finish we've ever seen. "We wanted to enhance the original vehicle," Mike relates, "to make it look cooler, without taking anything away

from the usability and driving experience."

This is where Regal Autosport and KW Automotive came into play. "Tasked with improving the performance of the Scirocco and installing a new suspension setup we've employed a combination of Forge Motorsport, EVOMS, GIAC and KW Automotive products," Chris Stewart, MD of Regal, reveals. The GIAC software hikes the power and the EVOMS intake helps the car's throttle response and also gives the 2.0-litre TFSI lump a cool soundtrack. With the Forge Motorsport front-mount intercooler upgrade, charge temperatures are kept in check and this further enhances performance.

"Chassis-wise we've installed a Variant 1 coilover system from KW along with an electronic box that turns off the electronic damping light on the dash. Despite being wound down to the lowest setting ride

THE AUDIO INSTALL

So, most importantly, what does the Kenwood Electronics Scirocco sound like? Well, with a choice of SQ or Bass systems, you simply can't fail to love the sound served-up. "It's great for showcasing our product line," explains Mike Edwards. "The subwoofers are switchable, so you can run the eight-inch woofers for SQ or the 12-inch subs for gobs of bass." We've had a play with a couple of different Kenwood 2-DIN head units and they're nothing short of perfect. The iPod integration, Bluetooth phone hook-up and on-board sat nav system absolutely transforms the dash of your car. With so many Volkswagen Group vehicles now ripe for a 2-DIN upgrade you really need one in your car.

The fit and finish is incredible. Many of the panels have been totally remanufactured by Huets and the workmanship is so good, it's very tough to tell the difference from the OEM items. Sound deadening and panel strengthening has been carefully employed to ensure that the sound served-up is super tight. "Huets really has done a great job," says Mike. "The car keeps the originality of the Scirocco's interior. But then open the

boot and there's a whole party going on!" he laughs. This is the best thing. Kenwood have managed to shout about its car audio product line, whilst keeping things super-classy.

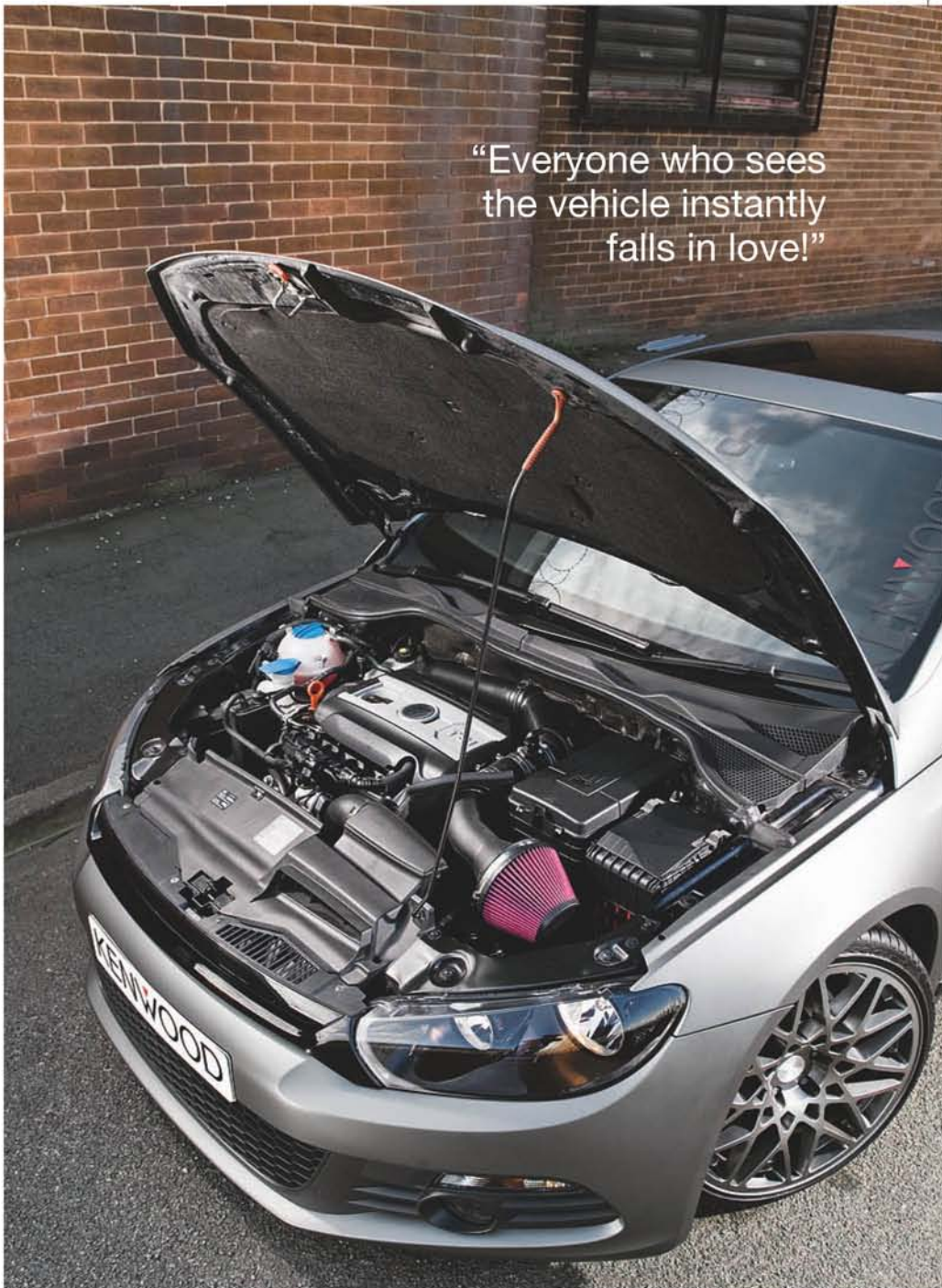
Like Mike was saying, the subwoofers are switchable enabling two different systems to be run. The controls for this have been neatly mounted into the storage section of the centre armrest. One of the switches is for the rear camera. "We've hooked this up to the 2-DIN in-dash screen to give a rear-view when reverse gear is selected," Mike says. We check it out and there's a neat 'parking space' outlined in red helping you to guide the 'Rocco into a space. It's Kenwood's range of add-on features like this that actually make your car easier to use on a daily basis. But back to the beats! The dual component speaker setup in the front doors is an absolute winner. Both SQ and Bass systems gives tonnes of volume at the front end and seriously please our ears. Taking a step back, you have to hand it to Huets and the team at Kenwood Electronics, they've put together one hell of a demo vehicle.





quality is fantastic," explains Chris. And we've got to agree. The KW V1 system does an incredible job out on the road, while the suspension drop works sweetly with the 8.5x19" Rotiform BLQ wheels – that were supplied by Darren Bennett and Carl Taylor at Rotiform UK. "The wheels were spaced out 10mm up front and 20mm out back using Eibach products to get the car sitting correctly," says Chris. Before the car was delivered back to Kenwood the Scirocco was given a dyno run to ensure that the motor was making the right figures.

"We wanted to leave no stone unturned for the redesign and it's great to have such a complete car to take to shows and events this year," concludes Mike Edwards. And, to be fair, the Kenwood Scirocco is a corker. There's no suspect graphics, the boot's not filled with too many subwoofers, and, the best thing, it looks as good as it sounds! Kenwood, we salute you! ●



AUDIO SPEC

This shows how the switchable system works. Huets and Kenwood have managed to not only fill the car with a copious amount of audio, they've created a setup that feels very integrated. It's incredibly impressive work.

VW SCIROCCO 2011 DEMO CAR

BASS SYSTEM



SQ SYSTEM



KENWOOD
Listen to the Future