



Dr. Herbert Diess
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Volkswagen brand

Speech

Ready to Roc – The all-new T-Roc

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Dr. Herbert Diess
All-new Volkswagen T-Roc
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-Check against delivery -

Ladies and Gentlemen,

It's good to see you here at Lake Como – one of the most prestigious places to launch a new car!

SUVs are moving more and more people around the world – and they are moving the car markets. People appreciate the special SUV package, the high seating position and the modern and sporty appearance.

Volkswagens mission is to bring the most innovative technology and exceptional quality at remarkable prices. Our strategy “Transform 2025” is driven by these brand values. The core element of the strategy is the biggest model initiative in the history of our brand.

In the first phase, we are renewing the entire model range until 2020. We will be launching new models into new segments, most importantly into the booming SUV market. In the second phase, we will be starting Volkswagen's E-mobility initiative with an entirely new electric car platform.

But today, it's all about the long awaited compact SUV: The new Volkswagen T-Roc.

Ladies and Gentlemen,

Why are we enjoying such a strong demand for SUVs today?

There are many practical reasons: Good accessibility and a high seating position with good overview and great space.

And there are also very emotional reasons. This type of car expresses one core value of mobility in the best possible way: Mobility means individual freedom. That is why we love cars. No other means of transportation gives us that much independence.

SUVs embody this promise of freedom particularly well. They are designed to get you anywhere – on-road as well as off-road. And people love products that express their lifestyle. They want to stand out from the crowd. For example, with an SUV.

The package and the design of the T-Roc exactly address these wishes. On top of this, the T-Roc is nimble and quick. With its agility, it will set a new benchmark in the SUV segment.

The economic importance of this segment of compact and fuel-efficient SUVs is outstanding. We expect to see further strong growth for many years to come. All forecasts indicate that the share of SUVs in the overall market will increase by 50 percent in the next 10 years.

The boom affects all regions – Europe, China and the American markets. And it covers all SUV segments. Especially small and compact SUVs are very popular. This market volume is expected to double to close to 11 million cars by 2027.

In other words: the world wants SUVs. And I am convinced: Many of those will carry the Volkswagen logo in the future. Our bestseller, the new Tiguan, confirms: We are successful in this market. We have already sold more than 400,000 cars since its market launch last year.

Now, we are looking to expand on this success.

- We have introduced the Atlas in the United States.
- The Teramont has been successfully launched in China.
- The Tiguan Allspace is highly awaited by our customers and will hit the European markets soon.
- And we will give you a first glimpse of the new Touareg at the end of this year.
- Next year we will unveil the T-Cross – our SUV for the smaller car segment.
- And our I.D. Crozz already gave you an idea of the fully electric, fully connected SUV of the future.

In total, we will have 19 SUVs in our worldwide program just a few years from now. Their share in total sales will increase to about 40 percent of our overall sales.

Ladies and Gentlemen,

The Volkswagen model initiative is gaining additional momentum. Deliveries are rising and we are winning back market share.

With the T-Roc, we are now moving up a gear.

With a design that breaks new ground.

With a package that really pushes the boundaries.

And with technology that plays in a higher league.

Here it is: the new T-Roc! Born confident!

[Presentation of the all-new T-Roc]

Ladies and Gentlemen,
The new T-Roc!

It is emotional and dynamic, with a coupé-like shape and a two-color design. The T-Roc offers modern looks along with the best technology you can get in this market segment.

Its technology and package is based on the MQB. You all may know the strengths of this platform: Excellent driving dynamics, best roominess on a compact footprint and driver assistance providing safety and comfort.

For example: Front Assist – one of our most important innovations to prevent accidents. The system looks at the roadway, recognizes pedestrians, bicycles and obstacles and – in case of danger – it brakes automatically. We will be making Front Assist a standard feature on every T-Roc.

This is the next step towards accident-free driving.

Just like the Emergency Assist, that takes care of the car when the driver loses control. It stops the car safely within the lane.

Regarding digital innovations, the T-Roc embodies the new world of mobility: With big displays and a fully digital cockpit. With seamless smartphone integration and new online services. And with a unique feature: the T-Roc recognizes its driver and adapts to personal preferences – from climate control to lighting and infotainment.

That makes each T-Roc unique.

Currently, this is our most compact SUV. One size smaller than the Tiguan – and perfectly agile in urban areas and off-road territories. Nevertheless, it has a convincing amount of interior space: no other model has a bigger trunk in this segment.

The package looks sporty – and it is sporty to drive. There's a choice of six engines, from small petrol engines to the most powerful engine in its class, with 190 horsepower. All diesel engines have an SCR-catalytic converter. Additionally, we are offering the T-Roc with all-wheel drive.

Ladies and Gentlemen,

Today, I am delighted to show you what Volkswagen and its team are capable of.

We are at home in the big volume markets. That is where we want to offer cars with a premium appeal when it comes to quality, design and technology. Cars like the new T-Roc.

Production in Palmela has already begun. The T-Roc will hit the road in November – in Europe first and later also in China. Pricing can be expected within the range of 20,000 euros.

Ladies and Gentlemen,

The T-Roc will be the new face in the smaller compact SUV segment.

It embodies the power of our brand. And I am sure: With its qualities it will make its way around the world and gain new customers for our brand.

Thank you very much!
