



Volkswagen

• presse • news • prensa • tisk • imprensa • prasa • stampa • pers • 新闻 • news •

“Access all areas” – Volkswagen starts campaign for the world-wide market launch of the new Tiguan

- **Next stage of multi-wave market launch begins**
- **TV commercial and printed media supplement extensive digital advertising**
- **Campaign focuses on design, connectivity and driver assistance systems**

Wolfsburg, April 27, 2016 - Volkswagen is starting the next stage in the communications campaign for the market launch of the new Tiguan. The campaign, with the motto of “Access all areas” is appearing on TV, in printed media and in outdoor advertising. It presents the second generation of the successful compact SUV as a vehicle that convinces not only through its design but also through its highly advanced connectivity features and comprehensive driver assistance systems. Since the official world debut of the new model at the Frankfurt International Motor Show in September 2015, potential customers have already been able to obtain information online, for example on the tiguan.com micro-site, and in the social media.

“We are focusing our campaign on the innovative connectivity features of the model, especially on added value for the driver. Technology only makes sense if it makes our life simpler, safer and more comfortable. And that is certainly the case with the new Tiguan,” says Anders-Sundt Jensen, Head of Marketing Communications of the Volkswagen Passenger Cars brand.

The example of a couple enjoying the benefits of the new Tiguan is also taken up by three films intended only for online use. They present brief episodes illustrating the off-road capabilities of the model.

The printed media and outdoor motifs also show the new Tiguan in urban surroundings. The main focus here is on connectivity features and design. In Germany, the motto for the campaign is “Aufregend innovativ” (excitingly innovative). “Access all areas” is the international claim.

Volkswagen Communications

Spokesperson Sales and Marketing

Christine Kuhlmeier

Phone: +49 (0) 5361 / 9-83699

E-Mail: christine.kuhlmeier@volkswagen.de

www.volkswagen-media-services.com

