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Volkswagen showcases the new Allspace with an international marketing campaign

- The next phase of the staggered market launch begins
- TV and print advertisements complement comprehensive digital activities
- Focus on design, spatial concept and connectivity

Wolfsburg – Volkswagen is further developing the international marketing campaign for the market launch of the new Tiguan Allspace. Under the motto “The new Tiguan Allspace 7-seater,” the digital activities, which have been ongoing since the official pre-sales launch, will be complemented with TV, print and poster advertisement.



The new Tiguan Allspace with up to seven seats

underlines these qualities, illustrating how the Tiguan Allspace perfectly combines spaciousness, flexibility and connectivity features.

“The new Tiguan Allspace is a perfect fit for all drivers and families who have, until now, been reliant on vans for the space they require, but are looking for the design and convenient equipment of our successful Tiguan model. The campaign combines humour and feeling in demonstrating just how the Tiguan Allspace offers comfort, modern design and room for adventures as one complete package,” noted Jürgen Stackmann, member of the Volkswagen Board of Management responsible for Sales.

The TV advert uses humour to show how the Tiguan Allspace's innovative spatial concept with up to seven seats is full of surprises. At a wedding with a twist, the Tiguan Allspace helps guests arrive just in the nick of time.

The new Tiguan Allspace is the long-wheelbase version of the best-selling Tiguan, offering a slightly modified design, greater flexibility in the interior and an attractive equipment range. At the same time, with the optional third row of seats, the Tiguan Allspace can seat up to seven people. The 360° marketing campaign

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The print campaign also highlights the Tiguan Allspace's expandable seating arrangement and showcases the vehicle at various viewpoints outside the gates to the city. What's more, the highlights of the new Tiguan Allspace, such as the gesture command and Cam-Connect, are presented to the relevant target groups via social media channels in an entertaining online film, shown from the perspective of a dog.

The creative agency responsible for the campaign is Grabarz & Partner.

About the Volkswagen brand: "We make the future real"

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2016, Volkswagen produced about 5.99 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 196,000 people work for Volkswagen across the globe. The brand also has 7,700 dealerships with 74,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, Smart mobility and the digital transformation of the brand are the key strategic topics for the future.
