



July 6, 2017

Awards for Volkswagen from April to June

- **'Plus X Award 2017' innovation prize: Volkswagen wins six categories**
 - **Phideon one of the most important automotive innovations in China**
 - **New e-Golf¹ wins WAVE Trophy 2017 in Switzerland**
 - **First Golf GTI the most influential car of all time in the UK**
 - **Volkswagen Classic honoured for successful '40 years of the Golf GTI²' campaign**
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Plus X Award 2017: Volkswagen named 'Most Innovative Brand 2017' once again.

The Volkswagen brand emerged the big winner from this year's Plus X Award: besides the coveted 'Most Innovative Brand of the Year' title for 2017, awarded to Volkswagen in 2016 as well, the 'Best Design Brand of 2017' title also went to the Wolfsburg car manufacturer. Furthermore, five current Volkswagen models and concept vehicles received several seals of approval, picking up other individual awards in the process: for instance, the pioneering I.D.BUZZ³ electric MPV concept was named 'Automotive Concept Vehicle of 2017', the Golf the 'Compact Passenger Car of the Year', the Atlas the 'SUV of the Year' and the Arteon the 'Saloon of the Year'. The Plus X Award is an internationally recognised innovation prize for products from the fields of technology, sport and lifestyle.



I.D.BUZZ named 'Concept Vehicle of the Year'



Switzerland: e-Golf wins WAVE Trophy 2017

China: Phideon named premium saloon of the year

The Phideon has been crowned 'Car of the Year 2016' by the Beijing Youth Daily, a popular Chinese newspaper, in the 'Mid-large sized Premium Saloon' category. Launched last year, the Phideon is one of the most important automotive innovations in China. The Volkswagen brand's new

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flagship is the first locally produced C-class model developed specifically for Chinese customers in respect of equipment, comfort and design.

Switzerland: one-two victory for the new e-Golf in the WAVE Trophy 2017

The seventh WAVE Trophy – the world's largest electric vehicle rally – took place over eight days and some 1,600 kilometres in Switzerland in June. Two e-Golf cars were right at the forefront and ended up finishing in the top two spots, proving that electric mobility is suitable for everyday life and offers plenty of driving pleasure.

First Golf GTI wins award as most influential car of all time

UK motoring magazine Autocar, one of the oldest and most respected of its kind in the world, had its readers choose the most influential cars of all time. In the end, a Volkswagen prevailed in the high-calibre field of the Autocar Awards: namely the first Golf GTI, described as a true icon by the jury.

Volkswagen Classic: award for successful '40 years of the Golf GTI' campaign

Major honour for Volkswagen Classic: the cross-media campaign for the Golf GTI's 40th anniversary in 2016 has been recognised with the 'German Brand Award'. This award for successful launches is conferred annually by an expert panel of the German Design Council, one of the world's leading competence centres for design.

UK: double victory for Volkswagen

Volkswagen won in no less than two categories in the UK's Auto Express Awards: the Golf won in the 'Compact Family Car of the Year' class, while the new up! took top spot in the 'City Car of the Year' category.

Poland: Golf awarded 'Interior of the Year'

The Golf has been awarded the 'Interior of the Year' title by Polish Internet portal moto.pl. Editor-in-chief Martin Śliwa explained the jury's reasoning: "The Golf has one of the most intelligent interiors in its class, with perfectly intuitive operation. It is also the first car in its class to offer gesture control."

¹⁾ e-Golf: electrical consumption, kWh/100 km: combined 12,7; combined CO₂ emissions, g/km: 0; efficiency class: A+



²⁾ *Golf GTI: fuel consumption, l/100 km: urban 8.2 – 7.8 / extra-urban 5.5 – 5.3 / combined 6.4 – 6.3, combined CO₂ emissions, g/km: 148 – 145; efficiency class: D*

³⁾ *I.D.BUZZ: The vehicle has not yet gone on sale and therefore Directive 1999/94 EC does not apply.*

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 around 5.99 million vehicles, including best-selling models such as the Golf, Tiguan, Jetta and 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. Key strategic themes for the future are electric mobility, smart mobility and the digital transformation of the brand.
