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Beetle Sunshine Tour to Wolfsburg 2018: Community celebrates the 20th birthday of the New Beetle

- **Beetlemania: Autostadt in Wolfsburg provides the backdrop for the Beetle Sunshine Tour on 8 September**
- **New Beetle première 1998: Festival visitors celebrate the 20th birthday of lifestyle icon New Beetle**
- **Special Beetle convoy: Participants of the Beetle Sunshine Tour will drive through the Volkswagen plant in their own cars**

Wolfsburg (D) – The Beetle Sunshine Tour is the largest meeting of the Beetle, New Beetle and Käfer community in Europe. For the first time, the festival in 2018 will not take place in Lübeck, but in Wolfsburg and thereby in the heart of the Volkswagen world. For good reason, because the New Beetle presented in 1998 is celebrating its 20th birthday and because it was the impetus for the first Beetle Sunshine Tour in 2004. The organisers have therefore moved the meeting to the Autostadt without further ado. That's why the motto is "Beetle Sunshine Tour to Wolfsburg". It starts on 8 September at 10:00 a.m. Highlight: a convoy of all participating Beetles, New Beetles and Käfer right through the centre of the Volkswagen plant.



Cult festival: Beetle Sunshine Tour



Volkswagen icons: Käfer, New Beetle and Beetle

The Beetle Sunshine Tour has its origins in the Lübeck district of Travemünde, directly on the Baltic Sea. Gaby Kraft, the inventor and organiser of the Beetle Sunshine Tour, lives there in Schleswig-Holstein. Fourteen years ago she initiated the first tour with 60 participating vehicles. Gaby Kraft: "It was quite easy. I bought myself a Beetle back then. I asked myself: I can't be the only one who's enthusiastic about this car."

Press contact

Volkswagen Communications

Product Communications

Bernd Schröder

Spokesperson for the Compact product line

Tel.: +49 5361 9-36867

bernd.schroeder1@volkswagen.de



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There must be others. So let's try to organise a meeting up here in the north." And that's how it happened.

Although it remained informal, the Beetle Sunshine Tour has long since taken on another dimension. In 2017, there were more than 700 registered Beetles, New Beetles and Käfer and around 4,000 participants. The organisers limited this enormous number of vehicles to 200 cars in 2018, as otherwise the convoy would have exceeded the organisational limits of the planned plant procession. In less than three hours after the online announcement of the Beetle Sunshine Tour 2018, all of the available starting places for this year's tour were allocated.

But as always with the Beetle Sunshine Tour, the same applies in 2018: All fans of the water-cooled or air-cooled cult-status vehicles and the Volkswagen brand are welcome to visit the festival grounds right next to Autostadt Wolfsburg. Just follow the parking guidance system, park your car and make a pilgrimage to the site. Participants and visitors mingle and make up the Beetle, New Beetle and Käfer community. With their attractive design and classless status, all three generations of this Volkswagen appeal to people who share a cosmopolitan and positive attitude to life. So if you have a desire to see lots of Beetles and nice people, you should travel to Wolfsburg on Saturday, 8 September. The focus there will be on the birthday child, the New Beetle. The series production version was presented to the world by Volkswagen at the North American International Auto Show in Detroit in January 1998. And this was the beginning of Beetlemania – from a former means of transport during 'the economic miracle' to a timeless lifestyle icon.

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 2017, Volkswagen delivered 6.23 million vehicles, including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 198,000 people work for Volkswagen across the globe. The brand also has over 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.
