



February 7, 2018

## Distinctive and confident – Volkswagen launches digital campaign with T-Roc and Winnie Harlow

→ Social media content added to international marketing campaign for new T-Roc

→ Winnie Harlow embodies campaign motto “Born confident”

Wolfsburg – Volkswagen is today taking the next step in the international marketing campaign for its new T-Roc.

In cooperation with the global media company VICE, Volkswagen has developed an emotional campaign with Canadian model Winnie Harlow. The 22-year-old suffers from a rare skin condition that may lead to depigmented patches on her skin. As a child, she was repeatedly teased but now she is a model celebrated throughout the world. In the new Volkswagen campaign, an unmistakable personality meets an unmistakable car: Winnie Harlow meets the T-Roc.



Volkswagen is launching a digital campaign with Winnie Harlow

From today, a film and various moving image and photo formats are being launched on the channels of the VICE network. In the second stage of the campaign, the content is to be provided via the social media channels of the Volkswagen brand from February 21, 2018.

“Winnie Harlow embodies what the T-Roc stands for in the ideal way: confidence and perseverance from the beginning. Our inspiring campaign is based on authentic storytelling and a variety of innovative advertising formats. It is intended to address new target groups. We appear more courageously and more confidently and provide new impulses with our models,” says Mirja Schneider, Head of Website Content und Digital Communication of the Volkswagen brand.

### Press contact

#### Volkswagen Communications

Christine Kuhlmeier

Spokesperson Sales and Marketing

Phone: +49 5361 9-83699

[christine.kuhlmeier@volkswagen.de](mailto:christine.kuhlmeier@volkswagen.de)



More at

[volkswagen-media-services.com](http://volkswagen-media-services.com)



The campaign focuses on a 72-second film in which Winnie Harlow presents her unusual biography. In the film, the characteristics of the new T-Roc, distinctiveness and confidence, are linked to the 22-year-old, allowing viewers to experience them.

Together with VIRTUE, the creative agency of VICE, Volkswagen has created an authentic and emotional social media campaign specifically targeting young people and pleading for more courage to be different. Volkswagen showcases Winnie Harlow and the T-Roc as unconventional role models.

[Volkswagen launches digital campaign with Winnie Harlow](#)

---

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

The Volkswagen Passenger Cars brand is present in over 150 markets and produces vehicles at more than 50 locations in 14 countries. Volkswagen manufactured over 6 million vehicles in 2017, including bestsellers such as the Golf, Tiguan, Jetta or Passat. The company has a current workforce of 198,000 employees around the globe. Added to this are more than 7,700 dealers with 74,000 employees. Volkswagen consistently pursues the enhancement of automotive construction. Electric mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.

---