



**Dr. Herbert Diess**  
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Speech

# **Benchmark at the top – The all-new Touareg**

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**Dr. Herbert Diess**  
**SUV Brand Day 2018**  
**World Premiere | Beijing, March 23<sup>rd</sup>, 2018**

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Ladies and gentlemen,  
The all-new Volkswagen Touareg!

This day is very special for Volkswagen. It is proving the performance of our brand and of our outstanding partners and friends at FAW Volkswagen and SAIC Volkswagen. And it shows us where we are standing together after thirty years of partnership in this country. Three decades have brought unbelievable progress to this nation, to the automotive industry and to the people who enjoy individual mobility every day. We are very proud of being part of this endeavour.

Volkswagen is moving people forward. That is our motivation – and the promise to our customers. Every Volkswagen is made for people who call for quality, prestige and passion.

So does the new Touareg. This car embodies all these values. With innovative technology like intuitive control, extensive digitalization, advanced safety systems and - above all - maximum driving fun, it sets a new benchmark at the top of the automotive world. And it shows what Volkswagen can do in terms of design, technology and innovation.

The new Touareg is the top model of our “Generation SUV” – and the flagship of our brand. It combines state-of-the-art technology with superior craftsmanship – and the comfort of a luxury saloon with the skills of a true off-roader. That makes the Touareg

an important milestone in the biggest product and technology initiative Volkswagen has ever started off.

We have made this car for a generation of ambitious and performing people. People who strive for the best and not only expect innovation, but also want to drive it forward by themselves.

Almost one million customers have already bought a first- or second-generation Touareg. It has been a global success from the start. With the new generation, we will add on to this success.

Every Volkswagen is to be among the best in terms of safety, functionality and quality. And it is our obligation to bring this progress to a huge number of people. We have done so since seven decades and for more than 153 million vehicles. The Touareg bears this Volkswagen DNA and carries it into a new era. With that, we have a good share in mobilizing the world.

Ladies and gentlemen,

Volkswagen is a pioneer in individual mobility – and that holds true for China as well. For 30 years, we have been a vital companion for our friends at SAIC and FAW. We are grateful that we have grown together and that today, we are the leading and most successful car companies in this country.

In 2017, 3.2 million people bought a Volkswagen in China. No other car brand has ever been as successful in this country or any other. And I am sure: With the new Touareg, we will even shift up a gear.

And now, I would like to hand over to Frank Welsch who will present you the Touareg's new innovations. Frank, the stage is yours!

*[Technical presentation of the all-new Touareg]*

Ladies and gentlemen,

At this Volkswagen brand day, we show you some highlights of our model range. Much more will come. And we are honoured that we are able to do the first worldwide premiere here in Beijing today. This is our proof for the commitment to our Chinese customers.

At the moment, we are rolling out the biggest product and technology initiative ever. China is key in this initiative and you can also see how important SUVs are in this endeavour. Let me take the opportunity to congratulate our joint-venture partners. As you can see, the result of our partnership marks a new milestone for Volkswagen in China.

We are at the beginning of a new automotive era – offering fascinating opportunities for individual mobility. With clean technologies, advanced safety features - and finally – autonomous driving, cars will create a new world of individual mobility: Clean, safe – and - if you wish, with your own chauffeur. This will be made for millions.

The I.D. Crozz already provides a taste of this future. And it shows that Volkswagen delivers on its promises to bring exciting new products and technologies to customers around the world.



Ladies and gentlemen,

We feel honoured to be part of China's automotive industry. Together with our joint-venture partners we will drive mobility forward and make its fascinating opportunities real. This is my promise to you.

And this is the man who brings our plans to life: The Volkswagen President China, Stephan Woellenstein. Congratulations to you and your team!

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