
Media information

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For diversity: Volkswagen with own truck at CSD parade in Berlin

- Volkswagen employees with their own truck at Christopher Street Day (CSD) parade in Berlin on July 27
- First major activity of Group's LGBT* and friends network since it was founded in March 2019
- Board Member for Human Resources Gunnar Kilian: "Volkswagen is taking a clear stance: we stand for respect and equal opportunity for everyone regardless of their sexual orientation, ethnic origin, color or gender."

Berlin/Wolfsburg, July 26, 2019 – This year, Volkswagen is taking part in Christopher Street Day (CSD) in Berlin for the first time with its own truck at the CSD parade– and thus taking a clear stance in support of diversity and against discrimination. Volkswagen employees and the Group's Diversity Management have founded the "We Drive Proud" LGBT* and friends network that not only represents the needs of lesbian, gay, bisexual, trans*, inter* and queer people: it also intends to help shape cultural change in the company.



Key Visual of the LGBT* and friends network

130 employees will accompany the truck bearing the motto "We Drive Diversity" taking part in the CSD parade. The truck is decorated with a large Volkswagen logo on a rainbow background. They highlight how strongly the Volkswagen Group's "We live diversity" principle is supported by everyone at Volkswagen. The number of the truck is #33.

"Volkswagen stands for diversity, for open-mindedness and for tolerance. These values are firmly anchored in our corporate culture. That is why Volkswagen is taking a clear stance: we stand for

respect, for equal opportunity, for togetherness and for equal treatment of everyone — regardless of their sexual orientation, ethnic origin, color or gender”, said Volkswagen Board Member for Human Resources, Gunnar Kilian. “We are committed to fighting discrimination in any shape or form.” He explained that, inspired by the “We Drive Proud” network, Volkswagen wanted to unequivocally demonstrate this commitment by taking part in Christopher Street Day.

The “We Drive Proud” LGBT* and friends network founded by employees and Diversity Management in March 2019 organized participation in CSD. LGBT* and friends is the abbreviation for lesbian, gay, bisexual and trans*.

“It is very important that all employees feel respected and valued, and that any reservations are cleared up”, Elke Heitmüller, Head of Diversity Management at Volkswagen, said. “Another key issue is: What does the customer want? Our aim is to sensitize all our employees to the needs of all our customers, irrespective of ethnic origin, color, gender or sexual orientation.” Thore Masekowitz, one of the organizers of “We Drive Proud”, added: “For the company, it is important that employees can be open about their identity. We can manufacture great products together if we don’t have to waste any more energy on pretending or hiding who we are.”

The network and participation in Christopher Street Day have the active support of Volkswagen Diversity Management and the Board of Management. “For the ‘We Drive Proud’ network it was important for the company to stand up and be counted”, Elke Heitmüller says. “The Board’s commitment and clear support encourage other employees to move cultural change at Volkswagen forward. We want to show we now have a new ‘drive’ and that so much is possible.”

An interview together with further information on Volkswagen’s position with regard to LGBT* issues, the “We Drive Proud” network and participation in CSD in Berlin is available from <https://www.volkswagen-newsroom.com>

The motto of the 41st Christopher Street Day is “Stonewall 50 – Every riot starts with your voice” – commemorating the 50th anniversary of the 1969 riots at the Stonewall Inn bar in New York’s Christopher Street. Further information is available from <https://csd-berlin.de/>

VOLKSWAGEN

AKTIENGESELLSCHAFT



Volkswagen AG

Volkswagen Communications | Speaker Human Resources

Contact Christine Kuhlmeier

Phone +49 151-2761-1482

Mail christine.kuhlmeier@volkswagen.de | www.volkswagen-newsroom.com



About the Volkswagen Group:

The Volkswagen Group, with its headquarters in Wolfsburg, is one of the world's leading automobile manufacturers and the largest carmaker in Europe. The Group comprises twelve brands from seven European countries: Volkswagen Passenger Cars, Audi, SEAT, ŠKODA, Bentley, Bugatti, Lamborghini, Porsche, Ducati, Volkswagen Commercial Vehicles, Scania and MAN. The passenger car portfolio ranges from small cars all the way to luxury-class vehicles. Ducati offers motorcycles. In the light and heavy commercial vehicles sector, the products include ranges from pick-ups, buses and heavy trucks. Every weekday, 664,496 employees around the globe produce on average 44,567 vehicles, are involved in vehicle-related services or work in other areas of business. The Volkswagen Group sells its vehicles in 153 countries.

In 2018, the total number of vehicles supplied to customers by the Group globally was 10,8 million (2017: 10,7 million). The passenger car global market share was 12.3 per cent. In Western Europe 22.0 per cent of all new passenger cars come from the Volkswagen Group. Group sales revenue in 2018 totalled €235.8 billion (2017: €231 billion). Earnings after tax in 2017 amounted to €17.1 billion (2017: €11.6 billion).