
Media information

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Holger B. Santel to head Sales and Marketing Germany at Volkswagen brand passenger cars

- **Thomas Zahn is getting ready for other assignments in the Group**

Wolfsburg, September 17, 2018 – Holger B. Santel, currently Executive Vice President of SAIC Volkswagen in China, is to head Sales and Marketing Germany at the Volkswagen brand passenger cars. In this function he succeeds Thomas Zahn, who is getting ready for other assignments in the Volkswagen Group. Santel will assume responsibility for the Volkswagen brand’s business in Germany effective November 1st, 2018.



Holger B. Santel



Thomas Zahn

Holger B. Santel (50) holds a degree in business administration and has worked for the Group for 22 years. Following various responsible posts in Sales at SKODA AUTO, he moved to Volkswagen in Wolfsburg in 2008, taking charge of Group Sales Steering until 2012. He then transferred to Shanghai Volkswagen. During his time with the SAIC-Volkswagen joint venture, Santel headed the activities of the Volkswagen Group’s largest sales organization and initiated the digital transformation of its sales business.

Thomas Zahn (51) trained as a forwarding agent and holds a degree in business engineering. He joined Volkswagen in 1997. He headed central sales functions at Volkswagen in Wolfsburg and was responsible for sales at both FAW-Volkswagen in Changchun and SAIC in Shanghai. For the

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last six years, Zahn has been responsible for the Volkswagen brand's business in Germany as Head of Sales and Marketing Germany, most recently successfully concluding the contracts with Volkswagen's dealers in Germany.

Jürgen Stackmann, Board Member for Sales at the Volkswagen brand, thanked Zahn for his achievements: "Thomas Zahn deserves our thanks and appreciation for his service over the past years. At the same time, I am delighted to welcome another extremely experienced manager, Holger B. Santel, to lead business in the very important German market."



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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, 642,292 employees around the globe produce on average 44,170 vehicles, are involved in vehicle-related services or work in other areas of business. The Volkswagen Group sells its vehicles in 153 countries.

In 2017, the total number of vehicles supplied to customers by the Group globally was 10,741 million (2016: 10,297 million). The passenger car global market share was 12.1 per cent. In Western Europe 22.0 per cent of all new passenger cars come from the Volkswagen Group. Group sales revenue in 2017 totalled €231 billion (2016: €217 billion). Earnings after tax in 2017 amounted to €11.6 billion (2016: €5.4 billion).
