



May 3, 2022

## Imelda Labbé appointed as the new member of the Board of Management for Marketing, Sales and After-Sales at Volkswagen Passenger Cars

- Volkswagen COO Thomas Schäfer: "Working with Imelda Labbé will enable us to give a further push to the ongoing transformation of Sales, focusing on digitalization, e-mobility, new business models and even greater customer centricity."

**Wolfsburg – Imelda Labbé is taking over as the new member of the Board of Management for Marketing, Sales and After-Sales at Volkswagen Passenger Cars on July 1, 2022. She succeeds Klaus Zellmer, who has been appointed as CEO of ŠKODA AUTO a. s. with effect from July 1. Currently holding the post of Spokeswoman for the Board of Directors of Volkswagen Originalteile Logistik GmbH (OTLG), Labbé has many years of experience in sales, product and brand management, and the after-sales business.**

Thomas Schäfer, Volkswagen's Chief Operating Officer: "I am delighted to have Imelda Labbé on board – an automotive and sales expert with a proven track record. She will be tasked with focusing the Sales, Marketing and Service functions of the Volkswagen brand systematically on our customers' needs in the digitalization era. Our goal is to position Volkswagen as an appealing brand with first-rate products and services. I firmly believe that Imelda Labbé and her team will rise to the challenge and wish her every success in this endeavor."

Hildegard Wortmann, member of the Group Board of Management with responsibility for Sales: "The Sales function plays a crucial role in our transformation to NEW AUTO. Our Group brands will take the customer experience to the next level with their digital ecosystems and new business models. I am very happy that Imelda Labbé will spearhead this transformation at our core brand Volkswagen."



Imelda Labbé

Directors of ŠKODA AUTO Germany. In summer 2016, she took over as Head of Group After-Sales for the Volkswagen Group and most recently held the position of Head of Business Development at Volkswagen AG. Ms. Labbé has acted as Spokeswoman for the Board of Directors of Volkswagen OTLG since March 2022. An economist, she holds a Master of Science in Management from Stanford University.

Imelda Labbé has over 35 years of experience in the global automotive industry. She held international management positions at Opel and General Motors (GM) from 1986 until 2013, including as head of quality management at Opel's plant in Antwerp and as head of sales at Opel for the German market. She joined the Volkswagen Group in 2013 to take up the post of Spokeswoman for the Board of

**Medienkontakt**  
Volkswagen Communications  
Robin Aschhoff  
Head of Communications  
Tel: +49-173-37607-55  
[joern.roggenbuck@volkswagen.de](mailto:joern.roggenbuck@volkswagen.de)

Jörn Roggenbuck  
Spokesperson Volkswagen brand  
Tel: +49-173-37607-55  
[joern.roggenbuck@volkswagen.de](mailto:joern.roggenbuck@volkswagen.de)



More at  
[volkswagen-newsroom.com](http://volkswagen-newsroom.com)





---

The Volkswagen Passenger Cars brand is present in more than 150 markets worldwide and produces vehicles at more than 30 locations in 13 countries. In 2021, Volkswagen delivered around 4.9 million vehicles. These include bestsellers such as the Polo, T-Roc, Golf, Tiguan or Passat as well as the successful all-electric models ID.3 and ID.4. Last year, the company handed over more than 260,000 battery electric vehicles (BEV) to customers worldwide, more than ever before. Around 184,000 people currently work at Volkswagen worldwide. In addition, there are more than 10,000 trading companies and service partners with 86,000 employees. With its ACCELERATE strategy, Volkswagen is consistently advancing its further development into a software-oriented mobility provider.

---