



Media information

Oktober 21, 2020

Note to editors: Change at Volkswagen Communications

- Stefan Voswinkel to be Head of Product and Technology Communications of the Volkswagen Passenger Cars brand from January 1, 2021



Stefan Voswinkel

Change at Volkswagen Communications: Stefan Voswinkel (44) is to become Head of Product and Technology Communications of the Volkswagen Passenger Cars brand with effect from January 1, 2021. He succeeds Florian Urbitsch, who has left the company. In this function, Voswinkel will report to Robin Aschhoff, Head of Communications of the Volkswagen Passenger Cars brand. Until the end of the year, Christoph Adomat, currently Head of Technology Communications, will manage Product Communications in addition to his other duties.

Stefan Voswinkel started his career as a journalist with Auto Bild in 2009 following his internship. He was Head of Department with Bild from 2016 and Deputy Editor-in-Chief, Motoring, also with Bild, from 2018. Currently he is Deputy Editor-in-Chief, holding the position of an Editor-in-Chief, of the AUTO Competence Center, which groups together editorial automotive content, both printed and digital, across all titles of the BILD brand family.

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About the Volkswagen brand:

The Volkswagen Passenger Cars brand is present in over 150 markets and produces vehicles at more than 50 locations in 14 countries. Volkswagen delivered about 6.3 million vehicles in 2019, including bestsellers such as the Golf, Tiguan, Jetta or Passat. The company has a current workforce of 195,878 employees around the globe. Added to this are more than 10,000 dealers with 86,000 employees. Volkswagen consistently pursues the enhancement of automotive construction. Electric mobility, smart mobility and digital transformation of the brand are the key strategic topics for the future.
