

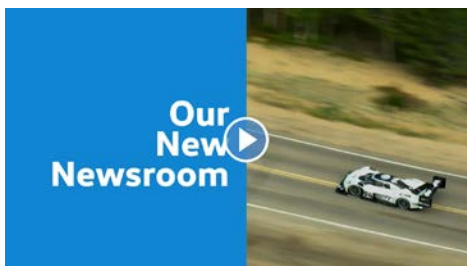


August 9, 2018

Online now: Volkswagen launches digital newsroom

- New media portal has more information, images, videos and stories from the world of Volkswagen
 - Fresh design, innovative technology and easy use
 - Uncomplicated and fast handling on all mobile devices
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Wolfsburg (D) – Volkswagen announces the launch of a new digital offering for journalists, bloggers, online multipliers and brand fans: starting today, the Volkswagen Newsroom (www.volkswagen-newsroom.com) brings users the most important information, stories, images, videos and social media content from the world of Volkswagen. The new online service offers media professionals a central research and information platform and brings brand fans an interactive brand experience.



Link to movie: <https://youtu.be/9InJhy2XRBM>

Volkswagen Communications is significantly expanding the content available in the new newsroom. Users now have access to over 9,000 images, 1,500 texts and 500 videos. And the website also brings visitors exclusive and exciting stories about all things Volkswagen.

Quick and uncomplicated access to information

Work on developing the portal focused above all on ensuring uncomplicated access to information as well as expanding content. For that reason, there is no registration process and it only takes a few clicks to access all material direct. Intro texts support user orientation, intelligent search and filter functions help target text, image or video searches.

Easy file downloads

The new download function is also designed for maximum user friendliness. Users can put together individual information packages from all the material available in the newsroom. A useful tool is the cart, where

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More at
volkswagen-newsroom.com



content can be downloaded as a ZIP file. And the file can also be emailed direct to a third party if wished.

All Volkswagen Communications channels at a glance

The integration of all social media channels is another new feature. The homepage has the latest tweets and videos from Twitter and YouTube. Every day, this is where the brand posts the latest on topics from the Volkswagen world. In addition, all website content can be shared on Facebook and Twitter.

Reliably informed

Volkswagen Communications is, as always, there in person to help. To search for the right person, the contact data for the brand's 60-plus international press spokespersons and communicators are stored in the newsroom. In addition, users can subscribe to the e-mail newsletter from the Volkswagen Newsroom to keep up-to-date with what is happening at Volkswagen.

About the Volkswagen brand: "We make the future real"

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2017, Volkswagen delivered 6.23 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 198,000 people work for Volkswagen across the globe. The brand also has over 7,700 dealerships with 74,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.
