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## **Plus X Award 2016: Four Volkswagen models awarded "Product of the Year"**

- **Tiguan, Touran, Phideon and T-Cross Breeze receive Innovation Award for "Technology, Sports and Lifestyle"**

**Wolfsburg, 29 April 2016 – The prestigious "Plus X Award" this year gives its Innovation Award to four Volkswagen models: the new Tiguan, the current Touran, the forthcoming Phideon which will only be available in China and the concept vehicle T-Cross Breeze were each awarded "Product of the Year 2016/2017".**

The accolade "Product of the Year" is reserved only for those innovations that have won the most subcategories – the quality seals – of the award. The new Tiguan and Touran each secured quality seals for "high quality", "design", "ease of use" and "functionality" and were therefore awarded "Compact SUV of the Year 2016/2017" and "Compact MPV of the Year 2016/2017" respectively.

The new Phideon, a saloon specially developed for the Chinese market, received the same quality seals as the Tiguan and Touran and was awarded by the jury with the title "Premium Saloon of the Year 2016/2017".

In addition, the T-Cross Breeze concept vehicle, which was first presented at this year's Geneva Motor Show, was awarded the title "Automotive Concept Vehicle of the Year 2016/2017". The T-Cross Breeze is the first open SUV in its class, representing a combination of affordable convertible and SUV with elevated seating position.

The Plus X Award – an innovation prize for products from technology, sport and lifestyle - was initiated in 2003 and is considered one of the most important international awards for innovation with an international jury drawn from 25 industries. The award recognizes manufacturers whose sustainable products have a "Plus X" factor - the prize-worthy added value of a product.

**Note:** You will find texts and images online at [www.volkswagen-media-services.com](http://www.volkswagen-media-services.com).

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