



Volkswagen

• presse • news • prensa • tisk • imprensa • prasa • stampa • pers • 新闻 • npecca •

Plus X Awards 2016: top award goes to Volkswagen

- **Volkswagen 'Most Innovative Brand of 2016' in the 'Automotive and Car Media' category**
- **Design team additionally delighted by special prize for 'Best Design Brand'**

Wolfsburg, 24 June 2016 – Yesterday evening as part of 'Plus X Night 2016' the Plus X Awards ceremony was held in the former Bundestag building in Bonn. In the 'Automotive and Car Media' category the top award went to Volkswagen. The expert jury honoured the brand with the most seals of approval.

The Wolfsburg car manufacturers' products won the day! This year, the big winners are the Tiguan and Touran. Both models – the new Tiguan and the current Touran – were awarded four seals of approval: for 'High Quality', 'Design', 'Ease of Use' and 'Functionality'. They were joined at the top by the Phideon, the premium saloon designed for China, which picked up the same awards. Also successful was the zero-emission CES 2016 concept car in the 'Design' and 'Innovation' categories and the T-Cross Breeze concept SUV, which won the title of 'Automotive Concept Car of the Year 2016/17'. For their high ratings the Touran, Tiguan, Phideon and T-Cross Breeze models were additionally crowned 'Product of the Year'.

In the 'Automotive and Car Media' category Volkswagen thus won the 'Most Innovative Brand Award 2016', the prestigious Plus X Awards' top accolade. This prize is awarded within a given product group and honours the brand with the most seals of approval.

The jury's comments read: "Innovation is not about any one aspect, innovation is a whole concept made up of efficiency, reliability and convenience. And innovation is particularly innovative when everyone can afford it. A duty that the Volkswagen brand acknowledges even in its name."

The team led by Volkswagen Head of Design Klaus Bischoff, who accepted the awards at the Plus X Night on behalf of his colleagues, was further delighted to receive the special 'Best Design Brand 2016/17' prize. It is reserved for just a small number of winners, honouring the brands whose products have gained the most design seals of approval within a given year.

The Plus X Awards are now already in their 13th year and are internationally recognised innovation prizes for products from the fields of technology, sport and lifestyle. An independent jury of high-calibre trade journalists and personalities evaluates the products and decides on the award of the important seals of approval. The fundamental criteria: "The product's design

must be high quality, functional and cutting edge." On top of that the product must also have that something extra that is both innovative and fit for the future - the Plus X.

Volkswagen Communications

Product Communications

Christoph Peine

Telephone: +49 (0) 5361 / 9-76 500

E-mail: christoph.peine@volkswagen.de

www.volkswagen-media-services.com

