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## Product Milestone as Volkswagen R delivers 200,000th 'R' model

- 200,000th model is a Golf R\*
- Delivery to Cambridgeshire, UK
- Volkswagen R model series began with Golf R32 in 2002

Wolfsburg/Milton Keynes – Volkswagen R has handed over the jubilee car to a UK customer. Volkswagen R stands for performance, sport and emotion. Since it was established in 2002, Volkswagen R has developed and retailed 200,000 cars.



Keith Williamson (right) is excited be handed over the 200,000<sup>th</sup> R model from Jost Capito, Executive Director Volkswagen R.

To mark the occasion Jost Capito, Executive Director of Volkswagen R, handed over the 200,000th model to a UK customer at Robinsons Volkswagen Peterborough. "Developing and globally retailing 200,000 units in 15 years is a big achievement," said Capito. "Volkswagen R is a small business that employs around 350 colleagues. Everyone in our company contributes to the

success of the company. My personal thank you goes out to everyone in the team, but also in the retailer network, who should take pride in this milestone."

Known as Volkswagen Individual when it was established, the division rebranded into Volkswagen R in 2010. Since the launch of its first model, the Golf IV R32, the letter 'R' stood for 'Racing' and expresses the close relation to motorsport.

"The passion of motorsports developed further, and made fit for road use, is what Volkswagen R stands for. Our vehicles are true Volkswagens with that certain something. They inspire people with a taste for the extraordinary," commented Sven Schuler, Director Business Development and Digitalization Volkswagen R.

The owner of the 200,000th R model, a Golf R with the optional Performance Pack and Akrapovič exhaust system, was naturally excited to receive his vehicle: "I couldn't wait to take delivery of my car and the fact

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it's the 200,000th Volkswagen R makes it particularly special." Keith Williamson is a long-time Volkswagen customer, and has an Mk IV Golf R32 and an Mk V Golf GTI in his collection. "I've always loved the Volkswagen Golf; the Performance range has always been about versatile and fun cars."

With his Golf R, he is fulfilling a driving dream: „I get so much enjoyment from my Mk V Golf GTI and the Golf R just lifts that level of driver involvement even higher. I am particularly excited about having the Performance Pack on the car. This is another car that won't be leaving my collection!"

Production of the R models started in 2002 with the Golf R32. Since then there have been three further Golf R models, plus the Passat R36, the Touareg R50, the Scirocco R, the Golf R Convertible and the Golf R Estate. Today's Golf R is available in hatch and estate forms. Both have a 2.0-litre turbocharged petrol engine and 4MOTION four-wheel drive. Special styling cues and 'R' sports suspension make the Golf R and Golf R Estate\*\* the most potent models in the broad Volkswagen Golf line-up.

\*Golf R: fuel consumption in l/100 km: 8.9 - 8.6 (urban), 6.2 - 5.9 (extra-urban), 7.2 - 6.9 (combined), CO<sub>2</sub> emissions in g/km: 165 - 157 (combined), efficiency class: D.

\*\*Golf R Estate: fuel consumption in l/100 km: 9.0 - 8.8 (urban), 6.3 - 6.1 (extra-urban), 7.3 - 7.1 (combined), CO<sub>2</sub> emissions in g/km: 166 - 161 (combined), efficiency class: D - C.

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### 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.

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