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## Media information

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## Scott Keogh named head of Volkswagen Group of America

- **Hinrich J. Woebcken remains available to the company as an adviser**
- **Mark Del Rosso, head of Bentley Motors Inc., Americas, named president of Audi of America**

**Wolfsburg, October 10, 2018. Scott Keogh, head of Audi of America, was named president and CEO of Volkswagen Group of America as well as head of the Volkswagen brand for the North American region. Keogh, who joined Audi in 2006, will succeed Hinrich J. Woebcken, who led the successful transformation of Volkswagen in North America. Woebcken will remain with the company as an adviser. Keogh's successor as president of Audi of America is Mark Del Rosso, president & CEO of Bentley Motors, Inc., Americas, and former chief operating officer of Audi of America. Scott Keogh and Hinrich J. Woebcken are to take up their new positions effective November 1, 2018 and Mark Del Rosso effective December 1, 2018.**



**Scott Keogh**



**Hinrich J. Woebcken**

Scott Keogh, 49, a native of Old Brookville, New York, and a graduate of Hobart and William Smith Colleges in New York, joined Audi in 2006 as chief marketing officer, where he led the brand to record awareness and brand strength. In 2012, he was appointed president and helped the brand achieve record customer and dealer satisfaction and doubled sales from 2010 to 2015. Previously, Keogh worked for 12 years at Mercedes-Benz USA.

Hinrich J. Woebcken, 58, and an industrial engineer by training, was named CEO of the newly created North America region of the Volkswagen brand in January 2016 and then president and CEO of Volkswagen Group of America. He began his career with Krauss-Maffei in 1985. After holding positions in sales and marketing, he became managing director responsible for sales, marketing

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and after-sales with Dürr AG in 1997, before joining BMW as head of technical purchasing in 2004. Before joining VW, he was BMW's senior vice president, driving dynamics, and a member of the board of Knorr-Bremse AG. He will continue to be available to the company in the North American region as senior executive strategy adviser.

“Hinrich J. Woebcken has brought the Volkswagen brand back on track for success in the US and the North American Region. Considering the challenging conditions these achievements deserve my dedicated recognition,” said Dr. Herbert Diess, CEO of Volkswagen AG. “After the successful comeback of the Volkswagen brand Scott Keogh, who led Audi to excellence in the US, will build upon the momentum and implement the next stage in the growth strategy as we continue to develop Volkswagen into a more relevant player in North America.”



**Mark Del Rosso**

Mark Del Rosso, 54, is a US citizen, graduate of USC, and an experienced marketing and sales executive with extensive expertise in the premium sector. He started his career with Toyota Motor Sales in 1991, holding various senior corporate and regional positions throughout the US for Lexus and Toyota. In 2008, he became executive vice president, COO of Audi of America and was appointed president & CEO of Bentley Motors, Inc., Americas in 2017.

**Note:** This text and photos are available at [www.volkswagen-newsroom.com](http://www.volkswagen-newsroom.com)

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### About the Volkswagen Group:

The Volkswagen Group, with its headquarters in Wolfsburg, is one of the world's leading automobile manufacturers and the largest carmaker in Europe. The Group comprises twelve brands from seven European countries: Volkswagen Passenger Cars, Audi, SEAT, ŠKODA, Bentley, Bugatti, Lamborghini, Porsche, Ducati, Volkswagen Commercial Vehicles, Scania and MAN. The passenger car portfolio ranges from small cars all the way to luxury-class vehicles. Ducati offers motorcycles. In the light and heavy commercial vehicles sector, the products include ranges from pick-ups, buses and heavy trucks. Every weekday, 642,292 employees around the globe produce on average 44,170 vehicles, are involved in vehicle-related services or work in other areas of business. The Volkswagen Group sells its vehicles in 153 countries.

In 2017, the total number of vehicles supplied to customers by the Group globally was 10,741 million (2016: 10,297 million). The passenger car global market share was 12.1 per cent. In Western Europe 22.0 per cent of all new passenger cars come from the Volkswagen Group. Group sales revenue in 2017 totalled €231 billion (2016: €217 billion). Earnings after tax in 2017 amounted to €11.6 billion (2016: €5.4 billion).

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