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Strong impetus from Volkswagen to boost sales

- Germany-wide #vwfüreuch ("VW for you") initiative of the Volkswagen brand provides customers with financial security for leasing and financing
- Program includes payment protection insurance in the case of unemployment as well as maintenance, inspections and extended warranties
- Also attractive leasing and financing terms for new and used cars
- Sales Board Member Jürgen Stackmann: "We want to offer customers more security for car purchases at this time. Only a positive consumer climate can drive the entire economy."

Wolfsburg – From May 15, Volkswagen Passenger Cars is offering customers the #vwfüreuch program, an attractive all-in package for leasing and financing. From a monthly payment of €9.99, the package includes payment protection insurance in case customers lose their job as well as maintenance and inspections and an extended warranty for the entire term of the contract. Customers can also benefit from especially attractive leasing and financing conditions.



Holger B. Santel (left) and Jürgen Stackmann (right) present the new #vwfüreuch campaign

"With this Germany-wide initiative, we want to provide strong initial impetus to attract customers back to dealerships," says Jürgen Stackmann, Board Member responsible for Sales, Marketing and After-Sales of the Volkswagen Passenger Cars brand. "According to market research institute GfK, consumer sentiment has reached an historic low in April. We need instant measures that have a positive effect on the consumer climate."

"Together with our dealers and Volkswagen Financial Services, we intend to provide customers with the greatest possible financial security," says Holger B. Santel, Head of Sales and Marketing Germany. "We want to mobilize Germany again with an unbeatably inexpensive all-in package and attractive leasing conditions for everyone."

The #vwfüreuch program is available for new and used car sales from May 15 to July 31 and is being backed by a major advertising campaign. The program includes three main building bricks: payment protection in the case of job loss, maintenance and

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inspection, as well as an extended warranty for the entire duration of the leasing or financing contract.

The package costs €9.99 per month for new cars with leasing or financing terms from 36 to 48 months with 10,000 km included. From a duration of 42 months, the package price increases to €14.99 per month for used vehicles. Leasing and financing are also offered at attractive conditions. Via participating Volkswagen partners, a limited number of up! cars can be leased from as little as €99 per month.

"The current lack of demand not only affects car dealers. This is why we need a broad stimulus program for the entire economy to restore trust among people," says Stackmann. "In the past, we've seen that especially the automotive industry provides strong impetus that can drive the entire economy. With our initiative, we want to play our part in providing this impetus. We strongly welcome the intention of the German government to develop a comprehensive economic stimulus package by the beginning of June."

About the Volkswagen brand:

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 2019, Volkswagen delivered 6.3 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 195,878 people work for Volkswagen across the globe. The brand also has over 10,000 dealerships with 86,000 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.
