



Media Information

June 22, 2026

Tapping into a growth market: Volkswagen models now also available in Uzbekistan

- International expansion: systematic implementation of the global sales strategy to capture new customer groups.
- Export and local value creation: in addition to vehicle exports, a production plant is to be built in Tashkent in partnership with Alyans Auto, expected to come on stream in late 2026.
- Solid foundation: utilization of production facilities and supply chains in China for selective expansion into international growth markets.

Wolfsburg/Tashkent. Volkswagen is systematically forging ahead with its international growth strategy and strategically expanding into new markets. The entry of the Volkswagen and Jetta brands into the Uzbekistan market represents an important milestone for the Group: for the first time, an export market is being managed entirely by the Volkswagen brand in China and supplied with vehicles from China.



Dr. Robert Cisek (third from right, front), CEO of Volkswagen China Passenger Cars Brand, attend an international forum in Tashkent, when Frank-Walter Steinmeier (sixth from right, front), President of Germany, and Shavkat Miromonovich Mirziyoyev (fifth from right, front), President of Uzbekistan, kicked off the Volkswagen investment project. Copyright: Press service of the President of Uzbekistan

internationally competitive vehicles into new markets. Additional growth opportunities, particularly in Southeast Asia, the Middle East, the CIS region, and selected African markets, are currently being evaluated as part of Volkswagen's long-term plan to strengthen its international footprint and reinforce its position in growth markets worldwide.

"Developing new markets is an important pillar of our global sales strategy," said Martin Sander, Board member for Sales, Marketing and After Sales at Volkswagen Passenger Cars. "In entering the Uzbekistan market we are tapping into a dynamic

The market launch was celebrated at an international forum in Tashkent. Among the guests were the federal president of the Federal Republic of Germany, Frank-Walter Steinmeier, the president of the Republic of Uzbekistan, Shavkat Mirziyoyev, and the CEO of Volkswagen China, Robert Cisek. "I am pleased that Volkswagen has decided to be present here in Uzbekistan together with its importer." Steinmeier said during the event.

By moving into the Uzbekistan market, Volkswagen is systematically pressing ahead with its global sales strategy and selectively developing new fast-growing regions. The brand will leverage its strong manufacturing base in China to efficiently introduce

Media contact

Volkswagen Communications
Nina Krake-Thiemann
Spokesperson Sales, Marketing and After Sales
Tel: +49 (0)15 206262625
nina.krake-thiemann@volkswagen.de

Volkswagen China
Benedikt Martin Griffig
Head of PR & Communication
Tel: +86 131 2134 3994
benedikt.martin.griffig@volkswagen.com.cn



More at
volkswagen-newsroom.com





Media Information

growth region while drawing on our robust industrial setup. We will make innovative, technologically advanced vehicles accessible to new customer groups.”

Uzbekistan, with its population of over 38 million, is one of the fastest-growing automotive markets in Central Asia. Vehicle demand there has more than doubled since 2021, rising to a volume of over 461,000 units in 2025. To capitalize on this potential, Volkswagen is progressively building up a dealer network in Uzbekistan. By year-end, Volkswagen models will be sold at 13 locations, and the number of dealerships is expected to nearly double by 2028.

At the launch, the model lineup included select vehicles from Volkswagen Passenger Cars such as the Tiguan L Pro, Passat Pro and Teramont Pro, in addition to models from the Jetta brand. The next step will be to supplement sales of vehicle exports with local production. In partnership with Alyans Auto, a semi-knocked down (SKD) production facility is expected to come on stream later this year in the capital Tashkent.

The Volkswagen Passenger Cars brand has a global presence and produces vehicles at 28 locations in 12 countries. In 2025, Volkswagen delivered about 4.7 million cars. These include bestsellers such as the Polo, T-Roc, T-Cross, Golf, Tiguan and Passat as well as the successful all-electric models of the ID. family. Last year, the company handed over around 382,000 all-electric vehicles to customers worldwide. About 170,000 people currently work at Volkswagen around the world. With its “BOOST 2030” strategy, the company is consistently driving forward its development into the most desirable brand for sustainable mobility.
