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Volkswagen and Zara Larsson launch cooperation

→ Sixth Volkswagen Garage Sound concert

Wolfsburg – Volkswagen continues to develop its Garage Sound platform and is launching a one-year cooperation with Swedish Grammy winner Zara Larsson. Jürgen Stackmann, Member of the Board of Management of the Volkswagen brand responsible for Sales, says: "Music and Volkswagen have become a tradition. Our cooperation with Zara Larsson is a logical next step in taking our musical commitment, Volkswagen Garage Sound, to a new level." Zara Larsson will be appearing at the sixth Volkswagen Garage Sound concert, which is to be held at the Gibson in Frankfurt on September 20, 2017 in connection with the launch of the T-Roc.

Volkswagen will be receiving support for handling the singer from Sony Music Germany. Daniel Kamps, Director Live Entertainment GSA Sony Music Brands | Live | Licensing, emphasizes: "With our rising global star Zara Larsson, we have found the perfect artiste for Volkswagen as she not only embodies the claim of the new T Roc 'born confident', but also opens the brand up to entirely new target groups. We are looking forward to 12 exciting months with Zara and Volkswagen, and especially to her Garage Sound gig in connection with the IAA."

Zara Larsson is looking forward to her performance, too: „Really excited to be performing at Volkswagen Garage Sound in Frankfurt! I'm bringing my band and dancers so it's going to be a really fun show!" saying the artist, who made quite a splash worldwide with her hit single „Lush Life" two years ago. This year, her first album „So Good" has been successfully released.

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Volkswagen Garage Sound is an international concert series strongly focusing on 360° digital communication campaigns associated with new products which are being launched. Since 2015, international stars like Jessi J, Charli XCX und Anne-Marie have thrilled up to 1,000 fans with concerts in an intimate atmosphere. In addition to the live events, music fans can also experience Volkswagen Garage Sound in the digital media.

Tickets for the Volkswagen Garage Sound concert with Zara Larsson are being awarded in a prize draw, for example at the Volkswagen booth at the Frankfurt International Motor Show (IAA) or on the Volkswagen Garage Sound Facebook Channel.

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 2016, Volkswagen produced about 5.99 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 196,000 people work for Volkswagen across the globe. The brand also has 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.
