



November 19, 2018

Volkswagen Brand reaches milestone of 30 million deliveries in China

- Volkswagen Brand sets record in China, with 30 millionth delivery this November – a Touareg
- Stephan Wöllenstein: “This is a unique occasion, and a unique vote of confidence from all our Chinese customers over the years.”
- Volkswagen’s product offensive to continue with introduction of 5 new models in 2019 alone; NEV offering to double

Guangzhou – Volkswagen is speeding up its activities in China, re-energizing the brand under its Move Forward initiative. The brand’s product portfolio was strengthened with no less than 9 new models in 2018. Speaking at Auto Guangzhou 2018, Stephan Wöllenstein, CEO of Volkswagen Brand China, said, “We reached a fantastic milestone this November, as we delivered the 30 millionth Volkswagen – a Touareg – to a customer in China. And to remain the number one choice for Chinese car buyers, as we have been for many years, our product offensive will continue in 2019.”



The Volkswagen brand has sold 30 million vehicles in China – the jubilee model is a Touareg

As one of the pioneering automotive brands in China, Volkswagen delivered some 2,000 cars to Chinese customers in 1985, in a market that totalled 5,100 vehicles. By 1992, cumulative Volkswagen China deliveries had reached 100,000, and in 1997 Volkswagen’s total number of customers exceeded one million. The 5 and 10

millionth customers were greeted in 2006 and 2011, respectively, while in 2015 the 20 millionth Volkswagen found its way to China’s roads. Just three years later, in 2018, another 10 million Volkswagen vehicles have been delivered: in November, the 30 millionth Chinese car buyer chose a Volkswagen. “This is a unique occasion, and a unique vote of confidence from all our Chinese customers over the years,” said Wöllenstein.

Press contact

Volkswagen China Passenger Cars Brand
Mr. Ralf Dennissen
Head of PR & Communications
Mobile: +86-13810595523
ralf.dennissen@volkswagen.com.cn

Volkswagen Communications
Christoph Oemisch
Spokesperson Sales & Marketing
Tel. +49 5361 9-188 95
christoph.oemisch@volkswagen.de

More at

vwmedia.com.cn/default_en.aspx
www.volkswagen-newsroom.com



With its joint venture partners, FAW-Volkswagen and SAIC VOLKSWAGEN, the brand is committed to providing more choice to meet the varying needs of Chinese consumers. Volkswagen announced the introduction of another 5 models in 2019, including 3 SUVs. Continued Wöllenstein, "Together with our joint ventures, we also will step up our efforts with our NEV offensive in 2019 – introducing 3 locally-produced battery-electric versions of well-known Volkswagen models. We will also introduce one more locally-produced PHEV and the Touareg PHEV from Volkswagen Import."

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.
