



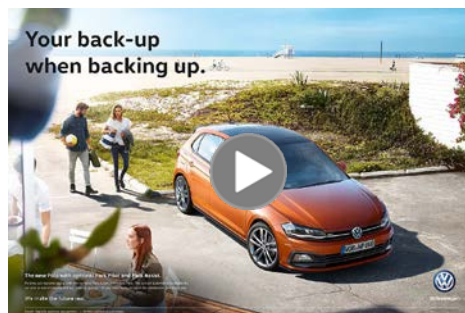
September 29, 2017

Volkswagen European marketing campaign for new Polo kicks off

- Focus on assistance and convenience systems
- Emotional father-son story at heart of campaign

Wolfsburg – Volkswagen’s European marketing campaign for the market launch of the new Polo kicks off today. “As one of the world’s most advanced small cars, the new Polo calls the tune in its class when it comes to safety – something that is important to people. Our campaign highlights this subject in typical Volkswagen style: emotional, authentic and humorous”, Jürgen Stackmann, Volkswagen Brand Board Member for Sales, said.

The sixth generation of the Polo takes convenience and assistance technologies found in upper segments to the small car class. The TV spot, print ads and social media content in the campaign highlight how the new Polo combines safety with adventure.



The TV spot telling an emotional father-son story illustrates how assistance systems can enrich lives. In a humorous journey through time, the spot documents the father’s unsuccessful attempts to assist his adventurous son. But he can finally lean back and relax when he is sitting next to him in the new Polo.

Volkswagen is launching the 360-degree campaign for the new Polo

The innovative technologies in the new Polo include among other things assistance systems such as the Blind Spot Sensor Lane Change assistant or the Pedestrian Monitoring system which comes as standard; this is an extension of the Front Assist area monitoring system.

The 360° campaign kicks off simultaneously in over 30 European countries. The print campaign focuses on modern convenience and safety technologies such as the Front Assist area monitoring system with City Emergency Braking and Pedestrian Monitoring. The new Polo is also the star of entertaining feature films for the relevant social media channels.

Press contact

Volkswagen Communications
Christine Kuhlmeier
Sales & Marketing
Tel: +49 5361 98 36 99
christine.kuhlmeier@volkswagen.de



Mehr unter
volkswagen-media-services.com

Media Information



Volkswagen

DDB Berlin, DDB Hamburg and Adam&Eve DDB London are the agencies responsible for the campaign.

More Information at: www.volkswagen.de/polo

Über die Marke Volkswagen: Wir bringen die Zukunft in Serie.

Die Marke Volkswagen Pkw ist weltweit in mehr als 150 Märkten präsent und produziert Fahrzeuge an mehr als 50 Standorten in 14 Ländern. Im Jahr 2016 hat Volkswagen rund 5,99 Millionen Fahrzeuge gefertigt, hierzu gehören Bestseller wie Golf, Tiguan, Jetta oder Passat. Derzeit arbeiten weltweit 196.000 Menschen bei Volkswagen. Hinzu kommen mehr als 7.700 Handelsbetriebe mit 74.000 Mitarbeitern. Volkswagen treibt die Weiterentwicklung des Automobilbaus konsequent voran. Elektromobilität, Smart Mobility und die digitale Transformation der Marke sind die strategischen Kernthemen der Zukunft.
