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Volkswagen launches European marketing campaign for new Touareg¹

- TV spot, printed advertisements and comprehensive social media activities
- Launch in Germany, other countries to follow soon
- Campaign focuses on innovations such as the Innovision Cockpit and IQ.Light – LED matrix headlights

Wolfsburg – Volkswagen is taking the next step towards the market launch of the new Touareg. Since June 1, a 360° campaign including TV, printed media and social media channels is to be launched in Germany. Other European countries are to follow from mid-June. The Touareg is the brand's new flagship and will occupy a leading position in the luxury SUV segment with its innovative operation, comfort and safety systems. The campaign designed by Grabarz & Partner presents these features in an appealing and humorous way.



Print motif from the new Touareg campaign

The new Touareg campaign focuses on innovations such as the fully digital Innovision Cockpit or the new LED matrix headlights. The groundbreaking functions are presented in various media in a humorous way using classical father-daughter situations.

The TV spot focuses on the most important day in the life of a teenager, her prom, or school-leaving ball. Her father lends the new Touareg to his daughter to drive to the ball. What first appears to be a demonstration of trust is soon revealed as an attempt by the father to ward off possible admirers: the innovative and exciting car attracts the attention of all the young man. The online films focus on the LED matrix headlights, the ambient lighting and the Night Vision assistance system of the SUV. Here too, the films play on typical everyday father-daughter situations.

The print media motifs underscore the Touareg's SUV features. The contrast between the glossy paintwork of the car and the rugged terrain of the surroundings makes the Touareg stand out at the same time as showing how it is authentically integrated in its environment. The social

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media channels will present a large number of moving image snippets, panorama shots, car shots and "making-of" scenes.

The official pre-sales stage of the new Touareg already started in April 2018. From the summer, the new Touareg will be delivered with the three design packages *Elegance*, *Atmosphere* and *R-Line* as well as in the basic version. Potential customers can obtain more information on the brand's new flagship at www.volkswagen.de/touareg and in the social media.

1) Touareg V6 TDI 4MOTION, 210 kW - Fuel consumption in l/100 km: urban 7.7 / extra urban 5.9 / combined 6.6; CO₂ emissions combined in g/km: 173; efficiency class: C.

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.
