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Volkswagen launches international marketing campaign for new T-Roc

- Main focus on design and individualization possibilities
- 360° campaign supports market launch in Europe

Wolfsburg – Today, Volkswagen is launching the TV commercial for the introduction of the new T-Roc in Germany. The marketing campaign is to go on the air in a number of other European countries by the end of the year. This is a 360° campaign consisting of a TV spot, printed advertisements, digital promotion measures and posters.



Volkswagen launches 360° campaign for the new T-Roc

Volkswagen launches 360° campaign for the new T-Roc under the slogan of "Born confident.", the campaign shows that the T-Roc is just as confident in an urban environment as in rugged terrain. The T-Roc can be customized to meet the individual needs of its driver: as a stylish crossover, it drives dynamically

along city streets, while the all-wheel-drive variant can effortlessly master extremely rough terrain.

Jürgen Stackmann, Member of the Board of Management of the Volkswagen brand responsible for Sales, says: "For Volkswagen, the T-Roc represents a confident step into a new segment. With its sporty, modern design, the T-Roc stands out from the mass of SUV's, combining functionality, driving dynamics and technology with proven Volkswagen quality. The campaign presents the values that the T-Roc stands for: confidence and assertiveness from the beginning. Our campaign focuses on these points in a friendly way that is typical of Volkswagen. "

The TV spot highlights the assertiveness of the new T-Roc in the compact SUV segment. It tells the story of a ram that is already born as the leader of his herd and confidently puts his opponents in their places. The T-Roc is presented as an equal partner to the strong animal because it was also created to take the lead.

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A microsite combines all the elements of the campaign including four online films and ensures that the new T-Roc can also be experienced in the digital world. On the social media platforms Facebook, Twitter, Instagram and YouTube, emotional images and videos address the target group.

The agencies responsible are DDB Berlin, DDB Hamburg and Adam&Eve DDB London.

Further information is available at www.volkswagen.de/t-roc

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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, 218,000 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.
