



February 23, 2017

Volkswagen launches international marketing campaign for the new Golf

- **Central message: we make the future real**
 - **Communication focuses on gesture control**
 - **Full information at www.volkswagen.com/golf**
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Wolfsburg – The international marketing campaign for the new Golf and its derivatives Golf GTI¹, Golf GTD², Golf Estate and Golf Alltrack begins at the end of February 2017. The campaign kicks off in Germany, followed by the rollout in several other European markets. The 360-degree campaign comprises a TV spot, print ads, digital measures and billboard ads.

"We are not just launching a new campaign for the next Golf, but are also starting a new chapter for the Volkswagen brand: we make the future real. Volkswagen is thus underscoring its promise to make mobility and the latest technological developments accessible to everyone. The new Golf is a perfect example of that", commented Jürgen Stackmann, Volkswagen Brand Board Member for Sales, explaining the campaign.

The spot highlights the innovative gesture control feature. It is flanked by print ads and further elements such as billboard ads. These ads show various Golf models (Hatchback, Estate, Alltrack, GTI, GTD) and their special features. Apart from the new-generation infotainment systems complete with gesture control, other innovative features of the Golf update include a sharper design, new engine technologies and new assistance systems. A microsite, www.volkswagen.com/golf, brings together all the elements of the campaign – including seven online films – and gives the new Golf a presence in the digital world as well. Photos and video content on the Facebook, Twitter and Instagram social media platforms ensure access to the Golf's target groups. DDB is the campaign's creative agency.

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Mehr unter
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Note: Print motifs, social media motifs, online films and text information's are available at www.volkswagen-media-services.com.



¹Golf GTI 2.0 TSI 169 kW - Fuel consumption in l/100 km: urban 8.2 - 7.8 / extra urban 5.5 - 5.3 / combined 6.4 - 6.3; CO2 emissions combined in g/km: 148 - 145; efficiency class: D.

²Golf GTD 2.0 TDI 135 kW - Fuel consumption in l/100 km: urban 5.6 - 5.2 / extra urban 4.5 - 4.0 / combined 4.9 - 4.4; CO2 emissions combined in g/km: 129 - 116; efficiency class: B-A.

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.
